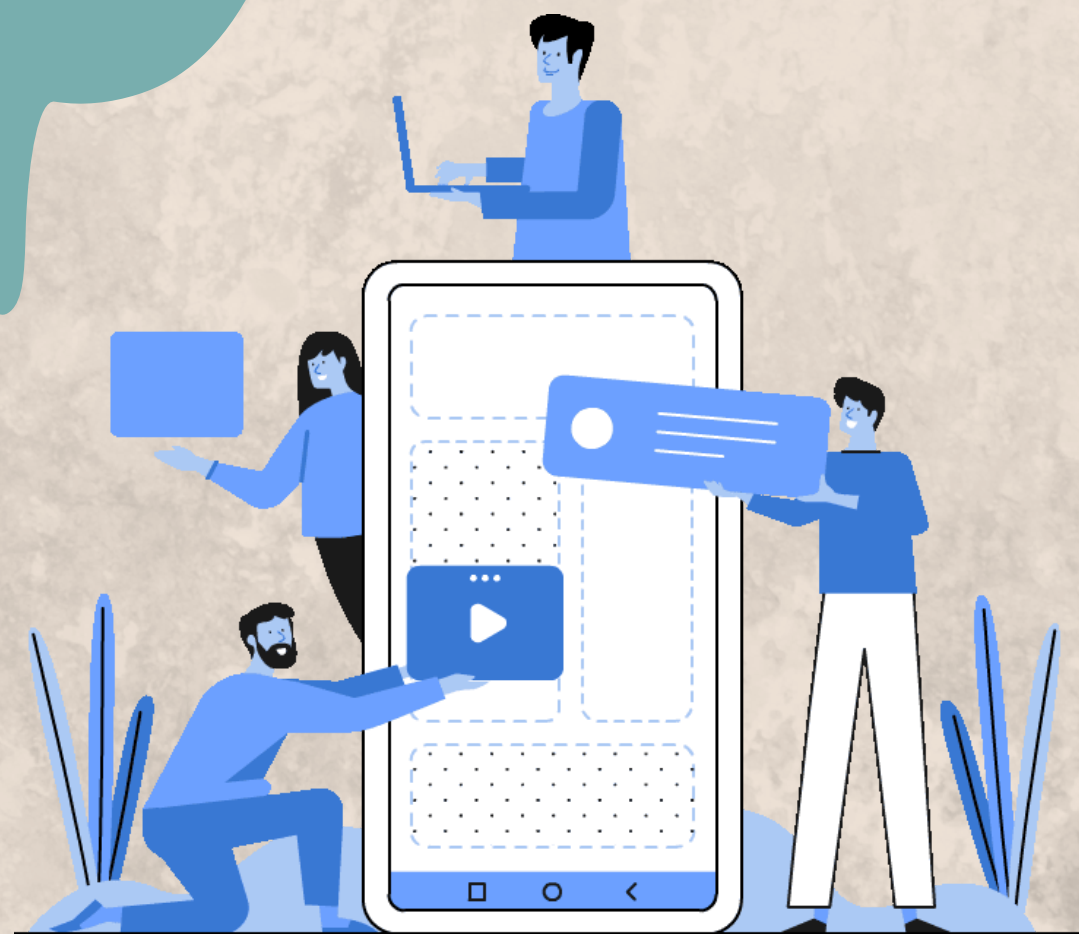


Multimodal Genres



Multimodal

Truth 1: media are how texts are disseminated -- digital like the internet and analog like written things.

Truth 2: modes are the "stuff" we use to build texts that we send out via different media.

Truth 3: pretty much everything we create has more than one mode.



Podcasts



Choose a focus -- why you're making it

Decide on format

- personal essay
- interview with one person
- NPR-style feature
- conversation

Music?

Draft your script or outline

Record & edit

Save & download

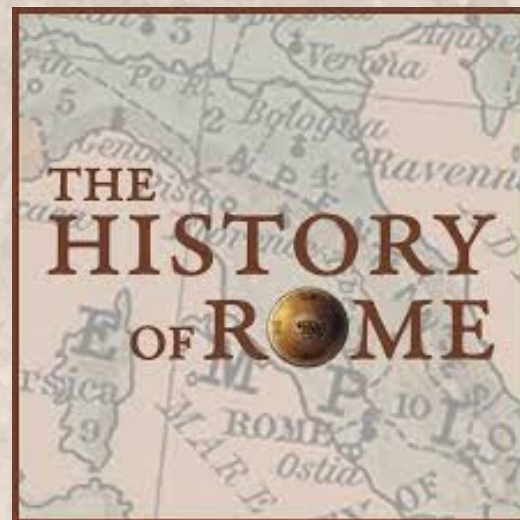
Sound effects?

Upload to SoundCloud, etc.

Create cover art?

Sort of a "traditional" structure for a podcast

- Teaser -- yes, just like a film trailer
- Intro music
- Welcome by the host
- Advertising spot (these can move around, but there's often one close to the top)
- Interview/discussion/content
- Call to action
- Outro Music



And then there's cover art to give people something to look at. I don't know why...

Photo essay

Two types of photo essays



Narrative:

Tells a story through a sequence of events or activities.

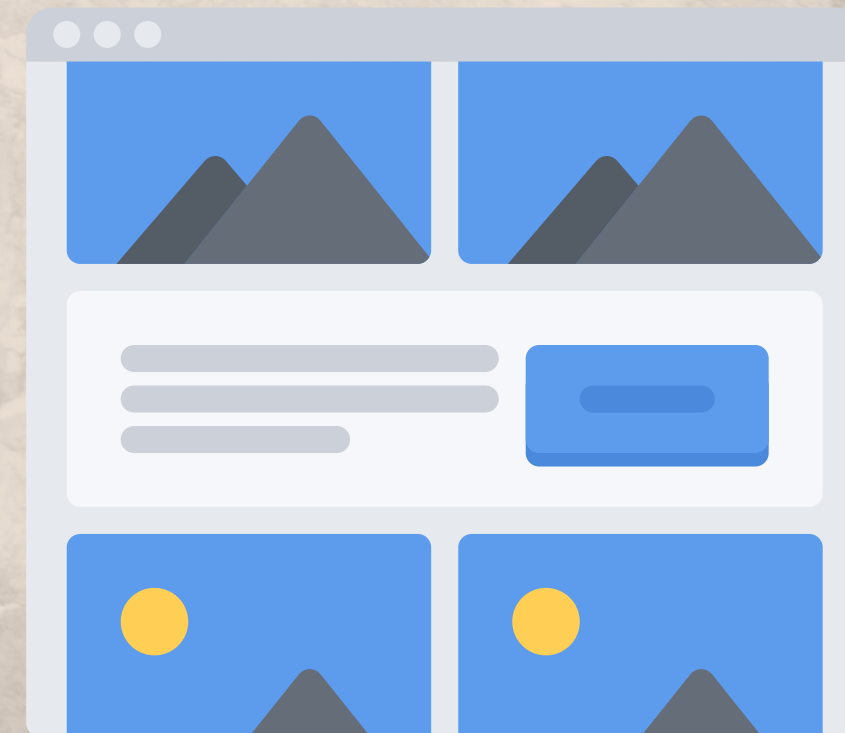
Focuses on a single individual or activity over time.

Laid out in chronological order.

Thematic:

Focuses on a central idea.

Doesn't need to be chronological.



All photo essays have several things in common.



- Can stand alone, without a written article, and still make sense to the viewer.
- Has a range of photo types: close-up, wide angle, single detail, portrait, objectives...
- There's a logical order to how the images are laid out and how they're presented. They're not just a random collection.
- Images include a range of both informational and emotional content.
- images have captions which are used to give more information or context.

How to structure a photo essay... more or less



- **Lead photo** -- first one, designed to draw in viewer, the visual equivalent of a written article's engaging opening.
- **Scene** -- second image, sets the stage, provides context.
- **Portraits** -- all photo essays should have at least one; generates emotion and empathy.
- **Detail** -- a close-up of a specific object, tightly cropped, simple. The captions of these are a great place to give information.
- **Close-up** -- just like the detail, but can be people or action or any kind of object. These captions are also great places to give information.
- **Signature photo** -- A single image that really summarizes the essay, captures key elements in a single moment.
- **Clincher** -- final photo that evokes the emotion you want the viewer to walk away with.

Video essays



What the heck makes something a "video essay"?

Answer: nobody knows!

There are, however, some general types.

- **Voice-Over:** moving or still images are shown while text and/or dialogue plays over them. These are often news stories or features, but they can also be personal essays or poetry.
- **Text + image:** moving or still images are shown while text only plays over them.
- **Supercut:** excerpts from something that's already been produced are edited together, combined with optional text voice and/or other audio.

The process of creating video essays

Decide your main focus/idea.

Decide what type you want to create.

Decide who your audience is.

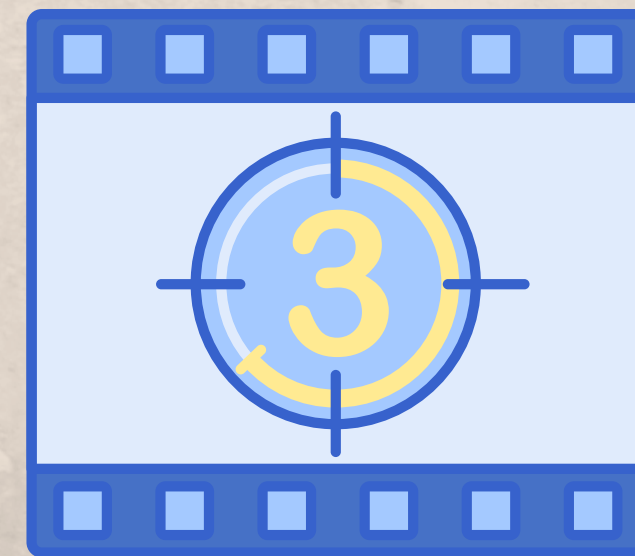
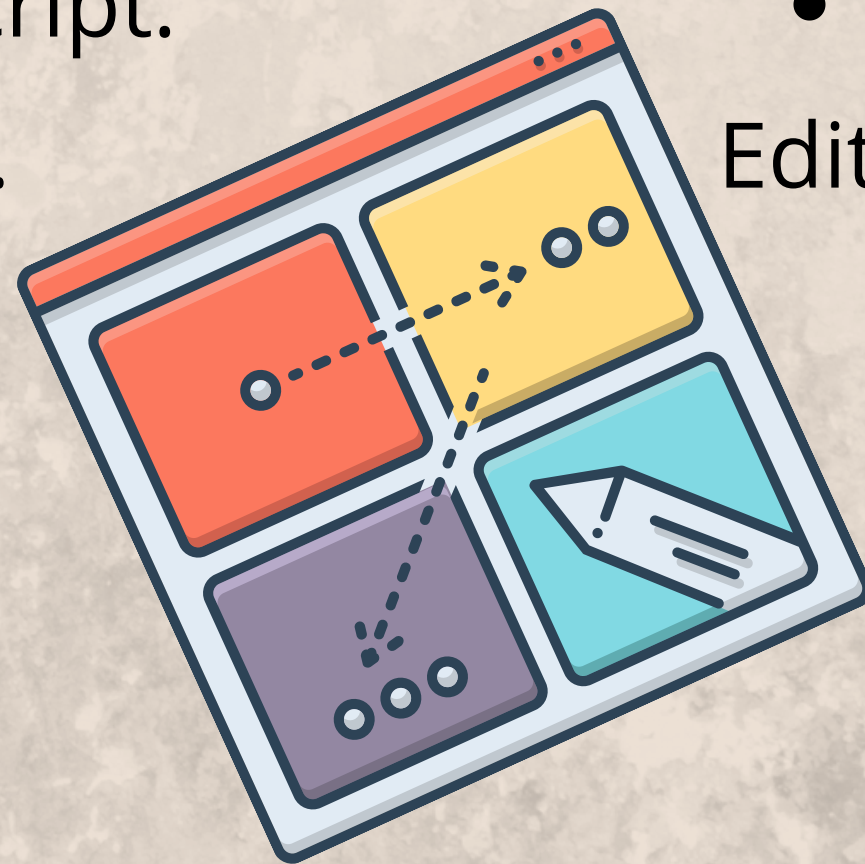
Write a draft of your script.

Storyboard your script.

Collect your media

- things that you made yourself
- clips from extant videos
- still images as jpg's
- audio files: music, sound fx, your voice-over

Edit it using: iMovie, VideoPad, OpenShot...



Examples, tools, links...

Some wildly creative **Instagram stories** (think photo essay)

Some **photo essays**:

- Gordon Parks *Harlem Family*
- Zed Nelson *Gun Nation*
- a collection of photo essays at fixthephoto.com

Some lists of cool **podcasts** to check out.

- [Lifewire](#)'s list of funniest podcasts
- specifically compiled for [college students](#) and recent grads
- fun list from boredteachers.com

[Video essays](#) to get you hooked on video essays

general advice on creating things

- YouTube **how to create a video essay**. About process.
- another YouTube about how to edit - general overview, good suggestions.
- YouTube on how to write and edit podcasts (from a student)

Some (more) Tools:

- Audacity (audio editing): audacityteam.org; tutorial on YouTube.
- GarageBand (audio editing): for Mac and the app for iOS; tutorials
- Canva (just about anything): canva.com.
- ShotCut (video editing): Shotcut.org and the great intro video is here.
- iMovie for MacOS and iOS
- Bensound royalty-free music
- Freesound royalty-free sounds
- Moovly (free animation video creator)

Let's get to work!

1. *Pre-production*

Decide on focus/topic/story

Write outline and/or script

Storyboard/layout

2. *Production*

Set up storage system

Find media, images, etc.

Record

3. *Post-production*

Edit (Audacity, ShotCut, iMovie, PPT, Canva...)

Save and download

Presentation medium/site