PoDcast

Multimodal Genres

COMIC

COMIC

COMIC

COMIC
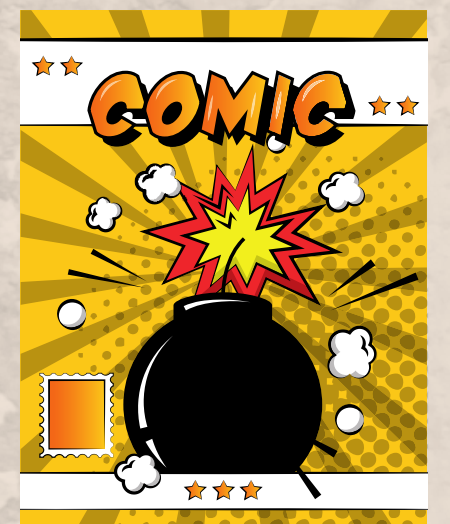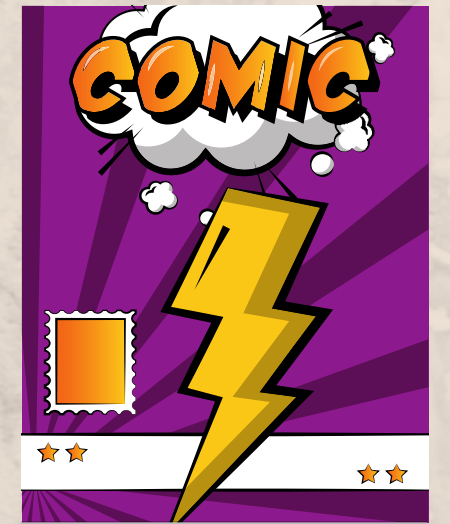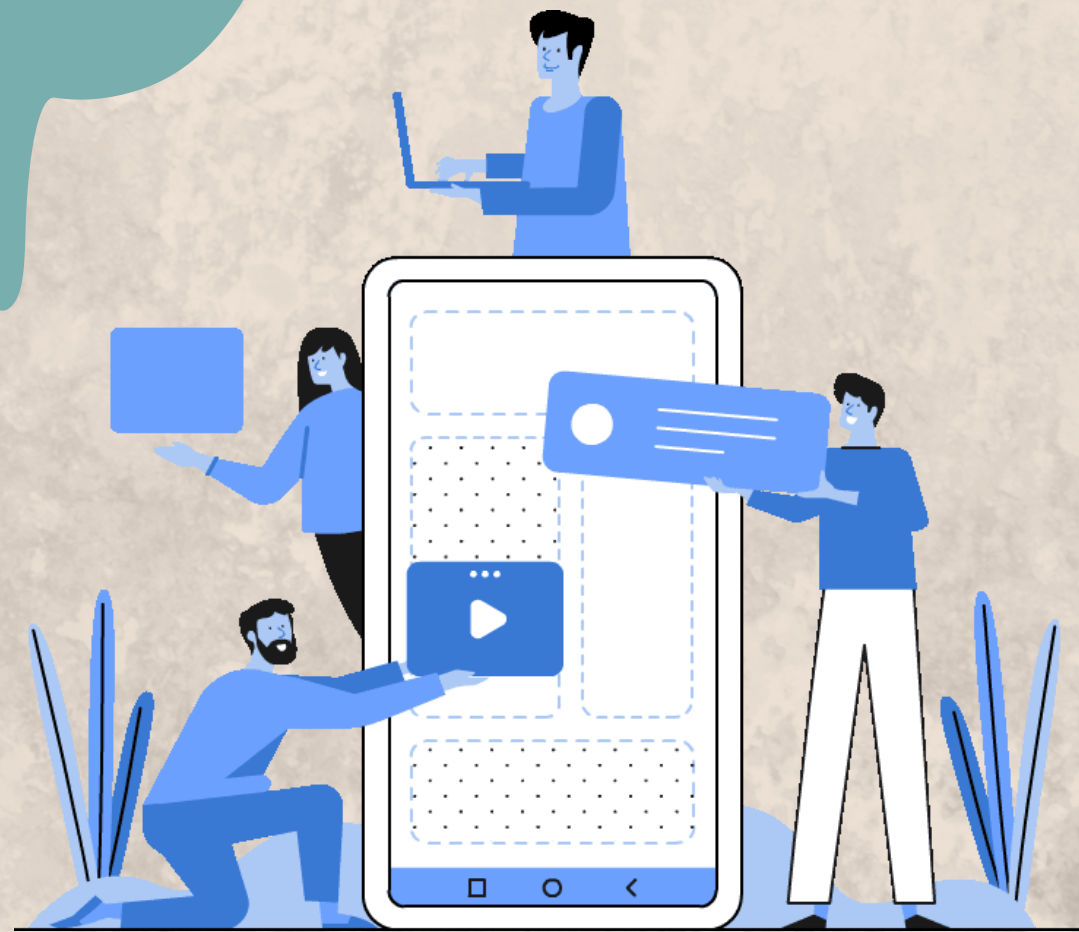
Podcasts

Choose a focus -- why you're making it

Decide on format
- personal essay
- interview with one person
- NPR-style feature
- conversation

Draft your script or outline

Record & edit (use Audacity)
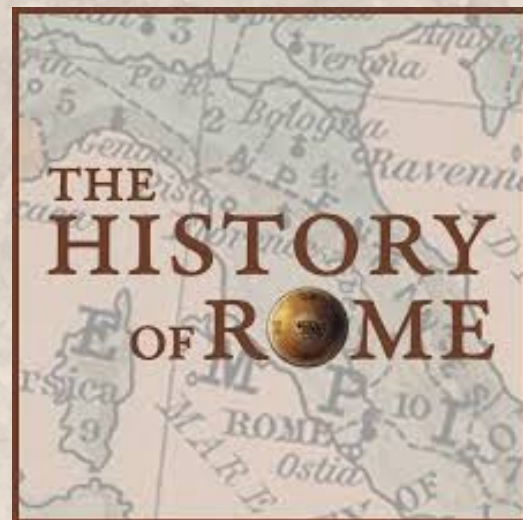
Save & download

Music?

Sound effects?

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 (the nut graf)
- Outro Music

THE HISTORY OF ROME

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:

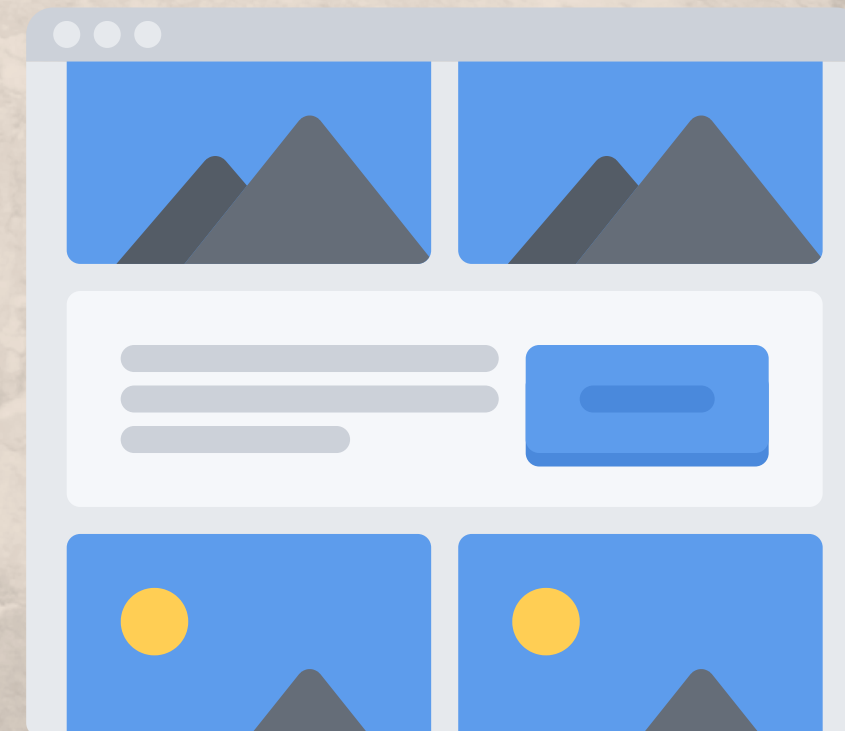Tells a story through a sequence of events or activities.

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.

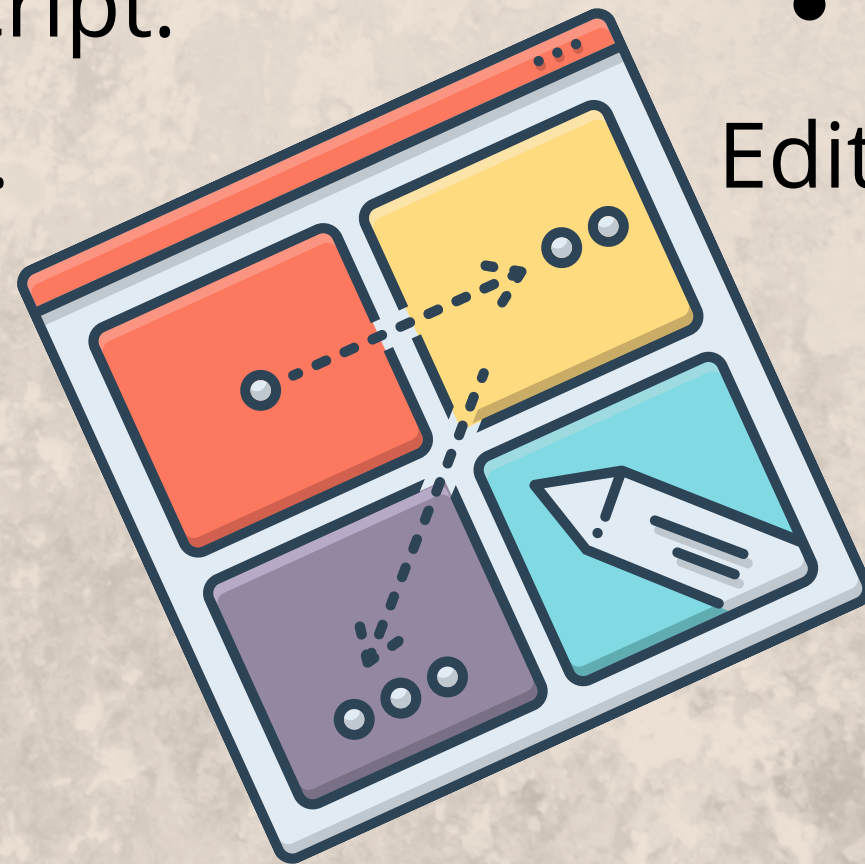Decide what type you want to create.

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**:

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

The three different types of **podcasts** we listened to in class:

- *Modern Love* "R We D8ting?" (personal essay)
- *The Daily* "The Right to Bear Arms" (feature with interviews)
- *Still Processing* "Take a Knee if You Agree" (discussion)

Video Essays

- a YouTube about **how to create a video essay**. Very basic. Mostly about process but nice and clear.
- VoxMedia has some wildly divergent video essays: vox.com
- another YouTube about how to edit - general overview, not program-based, good suggestions.

Some 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