

# Today's timeline

- Take and review quiz - 20 minutes
- In the news - 10 minutes
- Review audio slideshows - 20 minutes
- GIFs 101 - 30 - minutes
- Break - 10 minutes
- TWO discussion - 20 minutes
- Web video 101 - 30 - minutes

Download: <http://bit.ly/j309-gif>

# **Let's experience our audio slideshows**

[http://21111.ascjclass.org/2015/09/28/week-5-  
intro-to-soundslides-and-audioslideshows/  
#respond](http://21111.ascjclass.org/2015/09/28/week-5-intro-to-soundslides-and-audioslideshows/#respond)

# Animated GIFs 101



# Animated GIFs 101

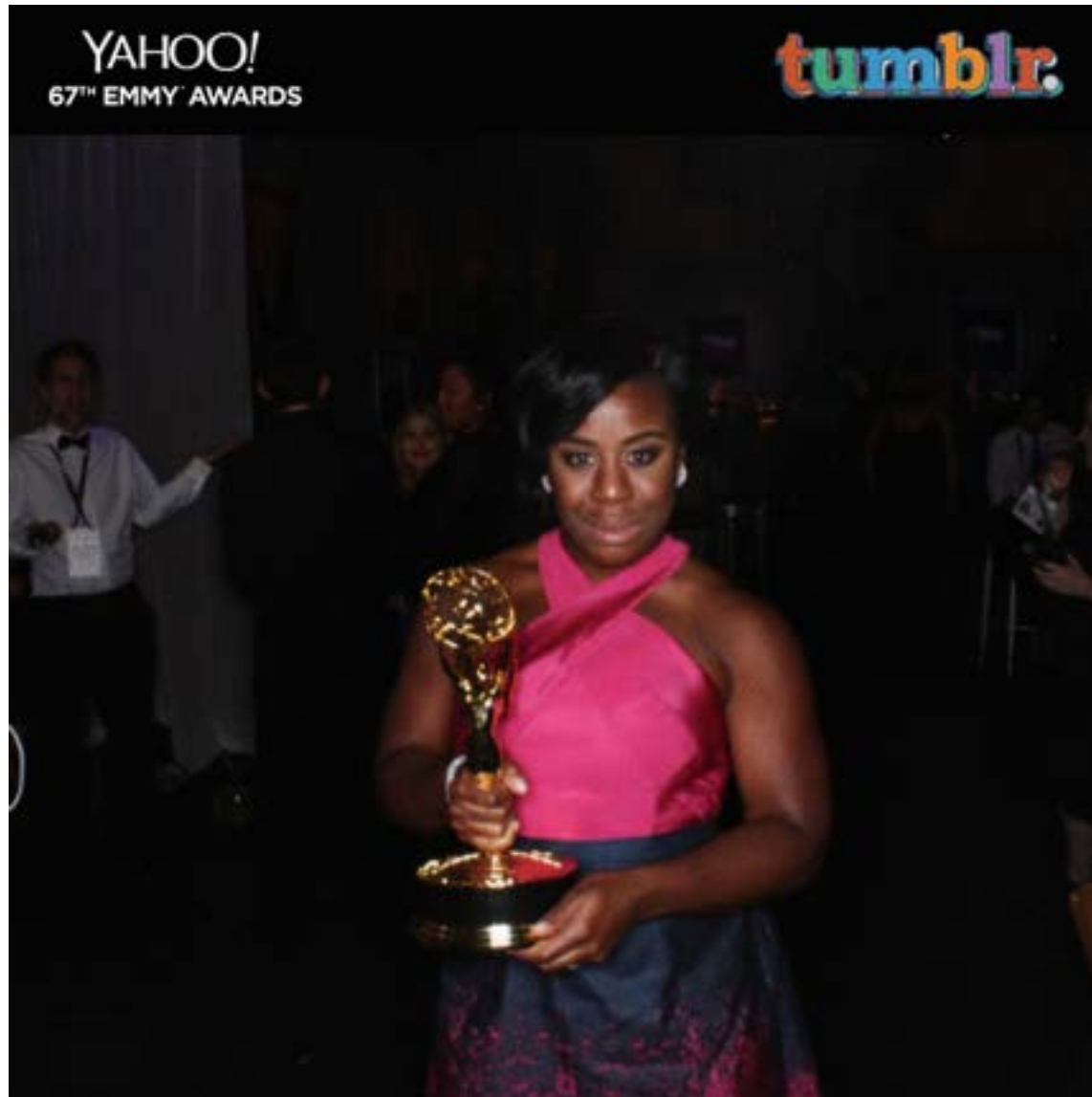
- What are they?
- Why use them?
- How do I make one?
- How to pronounce it

# Animated GIFs 101

## Graphics Interchange Format

- Introduced by CompuServe in 1987
- An image that moves on a Web page
- Images (or frames) are combined to create an animation
- Can loop endlessly, or stop after a set amount of plays
- Enhance stories, show humor, make commentary, etc.

# Examples of GIFs



# Examples of GIFs



# Examples of GIFs





# Examples of GIFs



# Examples of GIFs

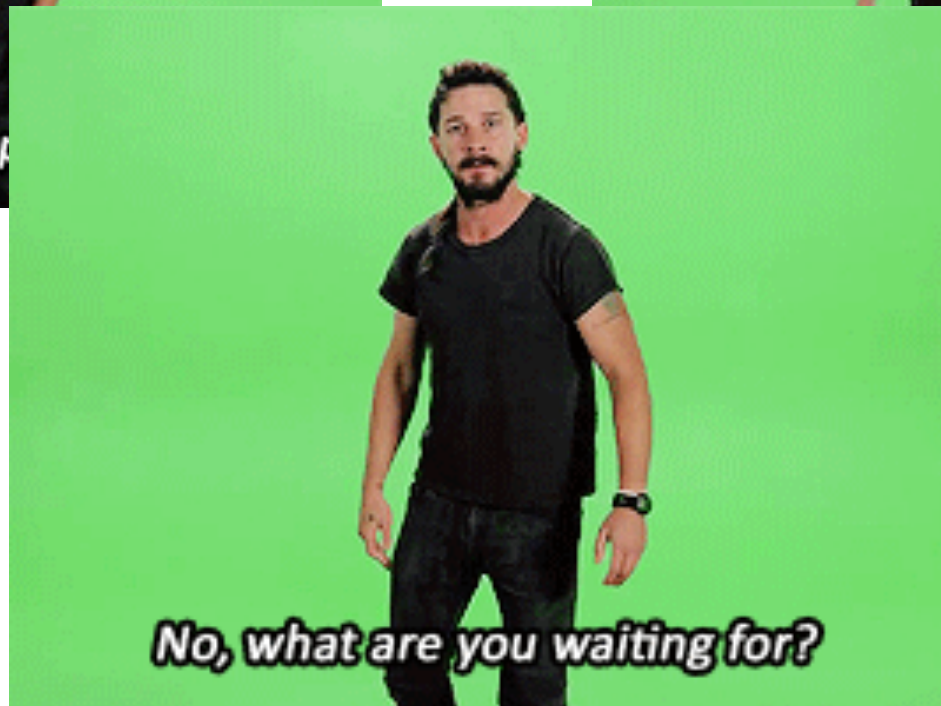
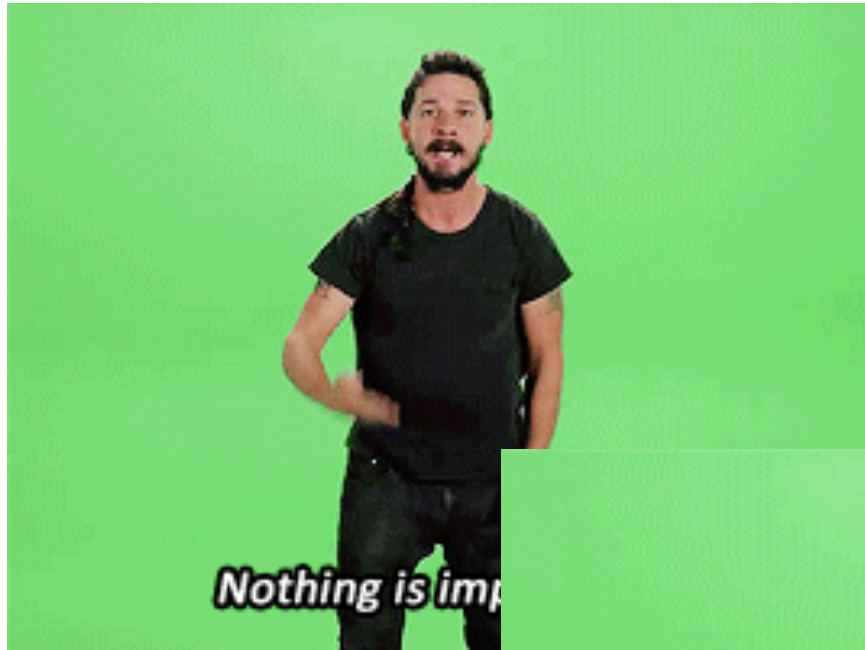




# Examples of GIFs



# Let's make one!



# Open Photoshop

<http://bit.ly/j309-gif>

# How to GIF: Clip from YouTube

- Copy YouTube link, go to <http://keepvid.com>  
(another option: <http://clipconverter.cc/>)
- In KeepVid, paste YouTube link into the top bar and click "Download"
- Save the highest-quality MP4 to your computer

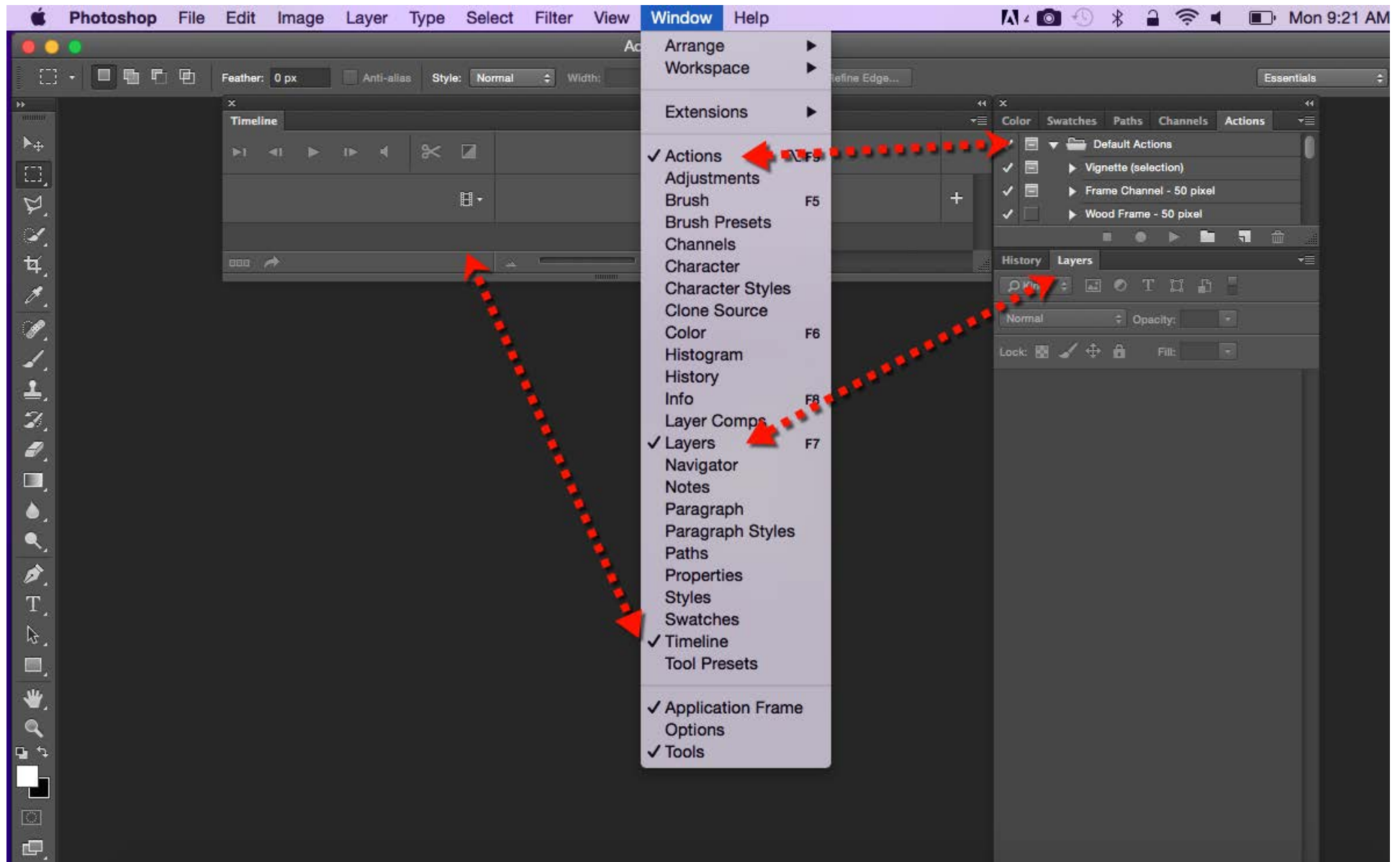
<http://bit.ly/j309-gif>

# How to GIF: From a screen recording

- Quicktime Screen recording (free on Mac), Windows requires Pro upgrade
- [screenr.com](http://screenr.com): Sign in with Yahoo, Google, Facebook or Twitter. Capture any video onscreen. Not the best, but good enough

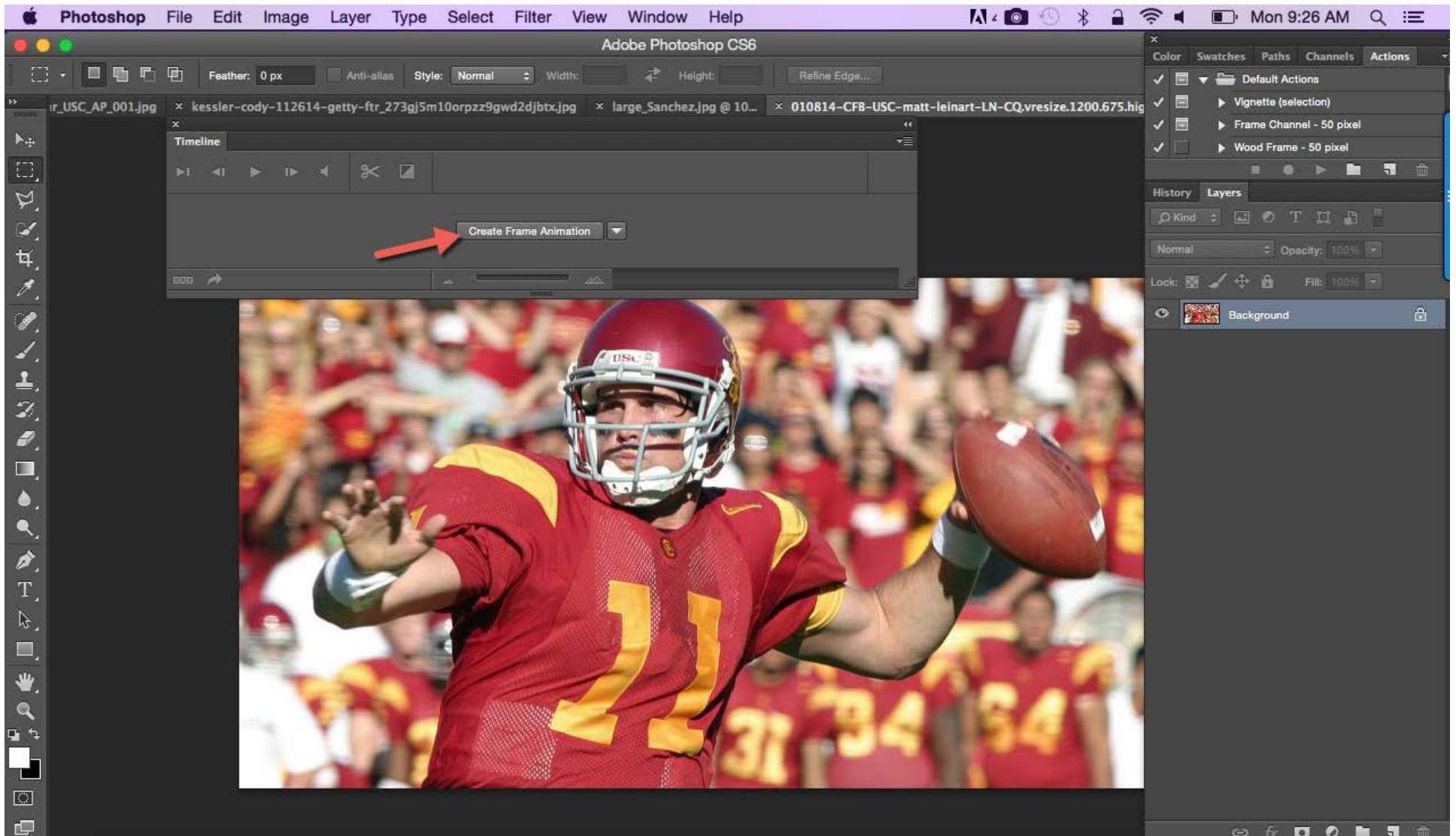
<http://bit.ly/j309-gif>

# Photoshop for GIFs

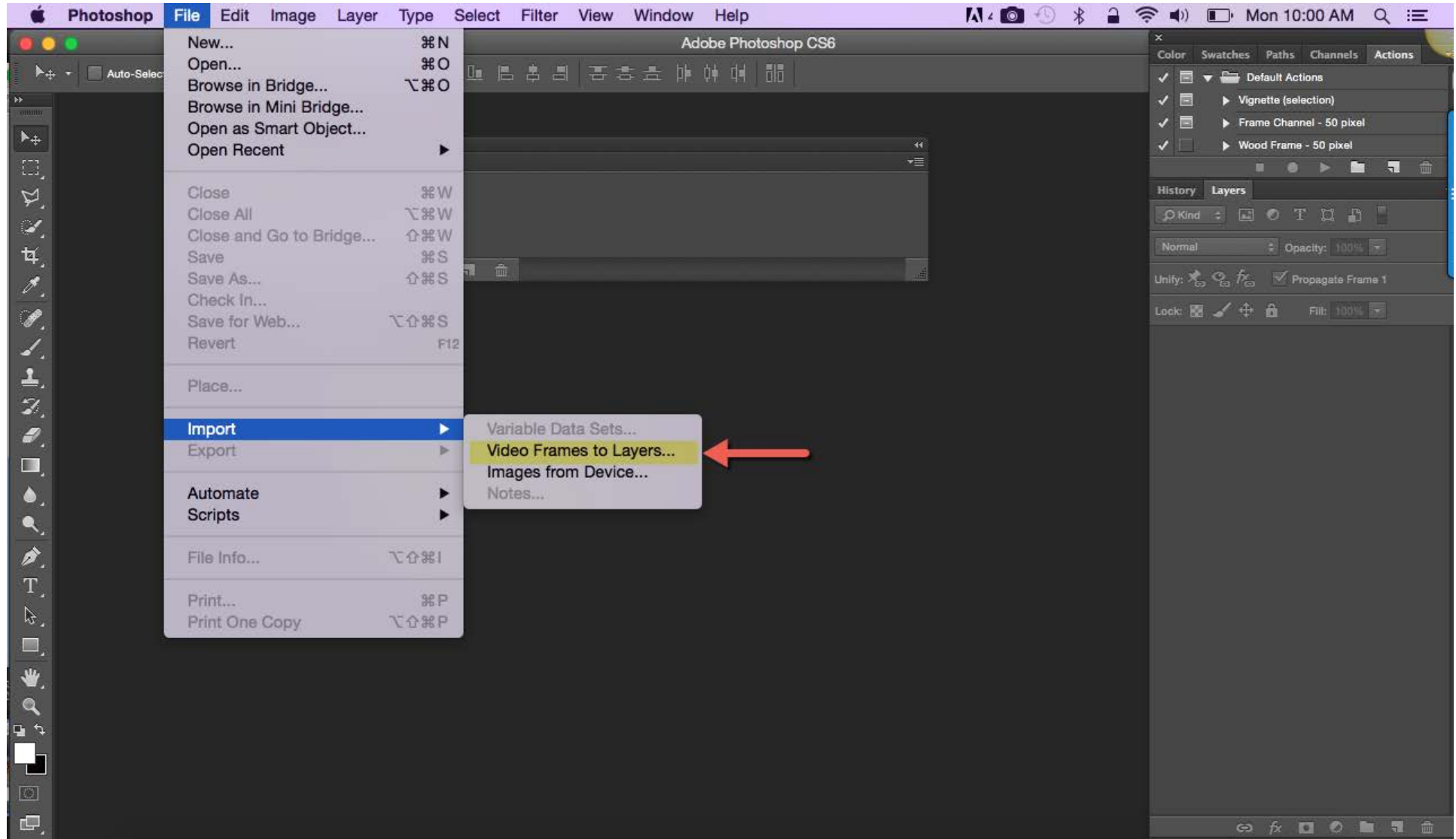




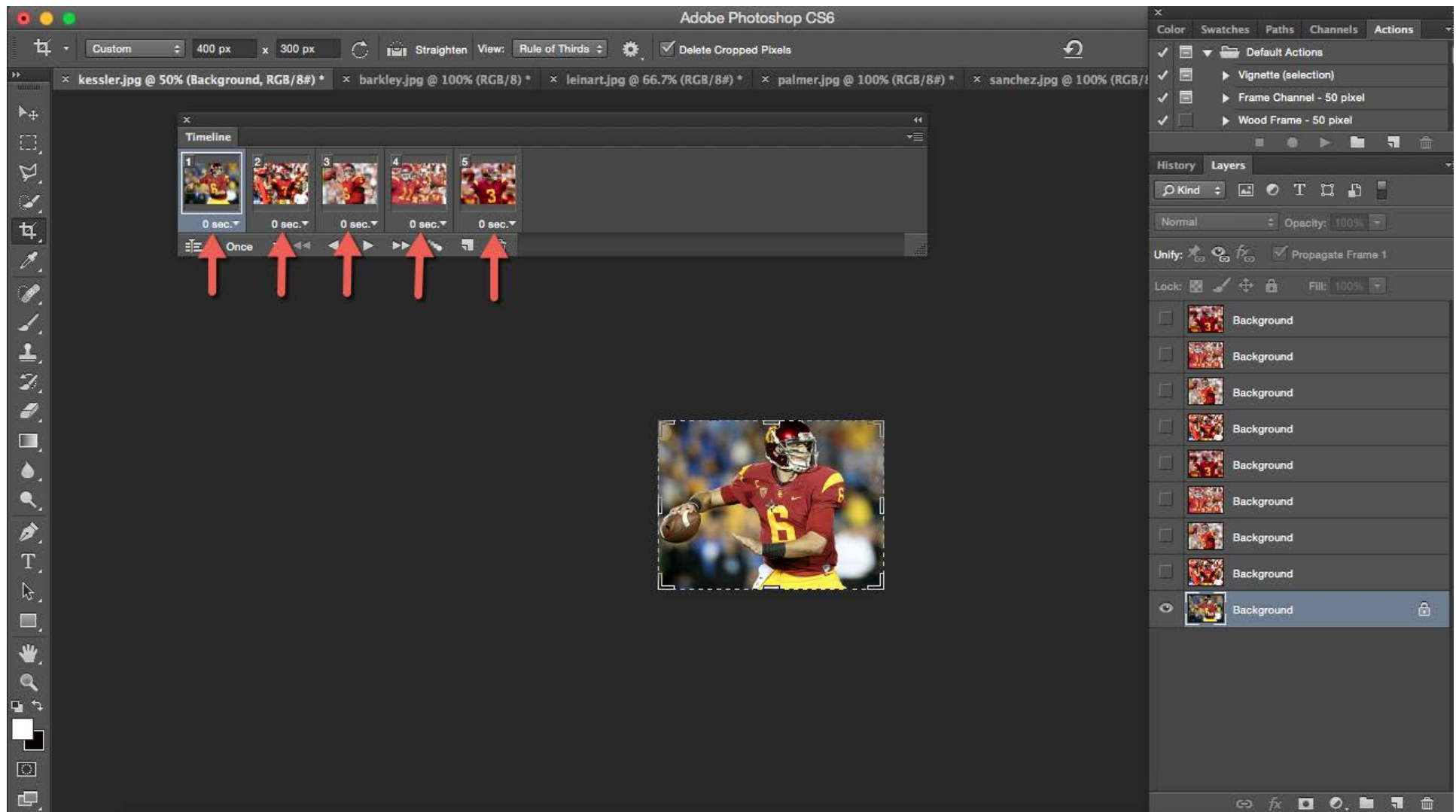
# One photo per frame



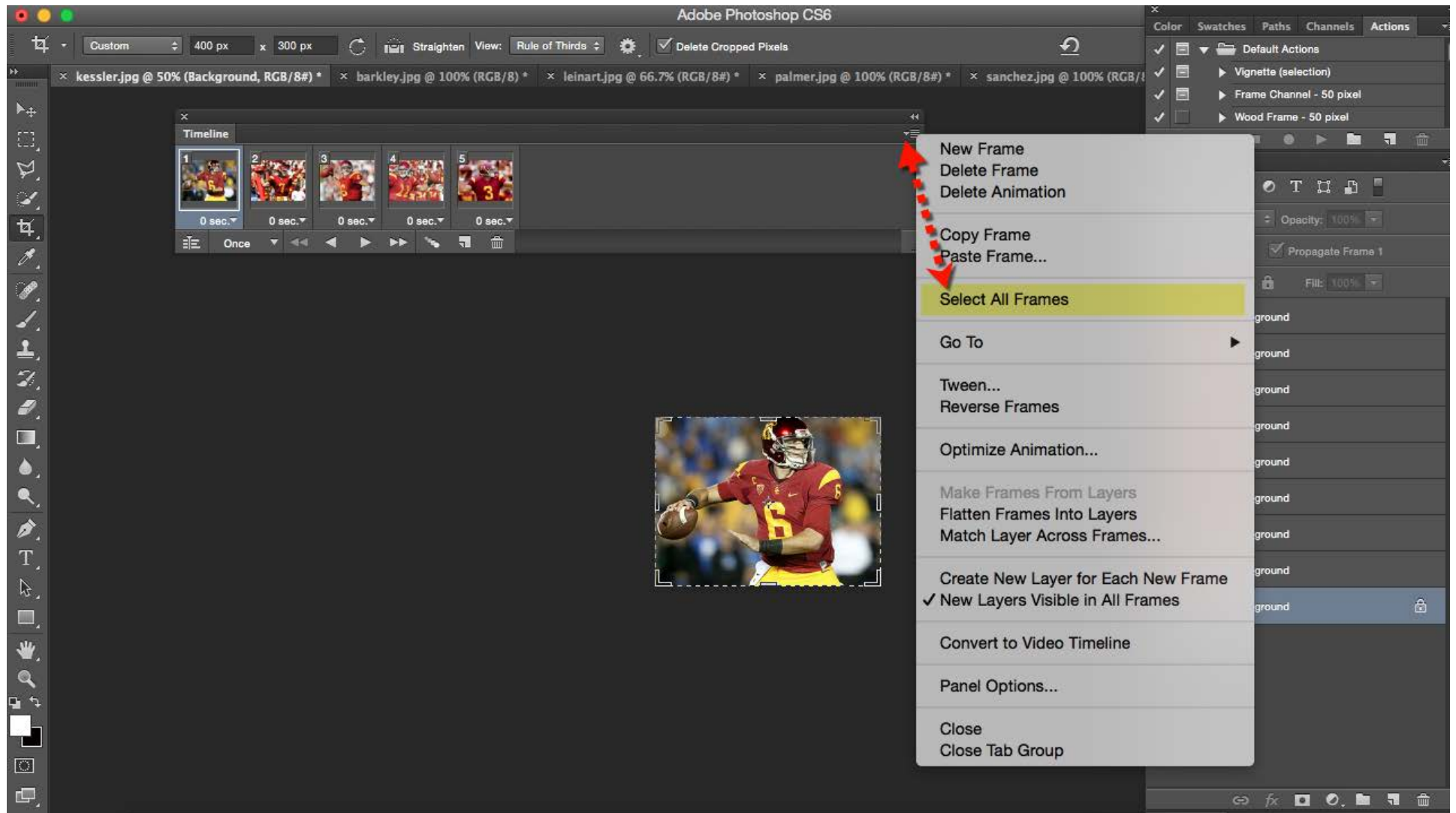
# GIF from video



# Change frame speed

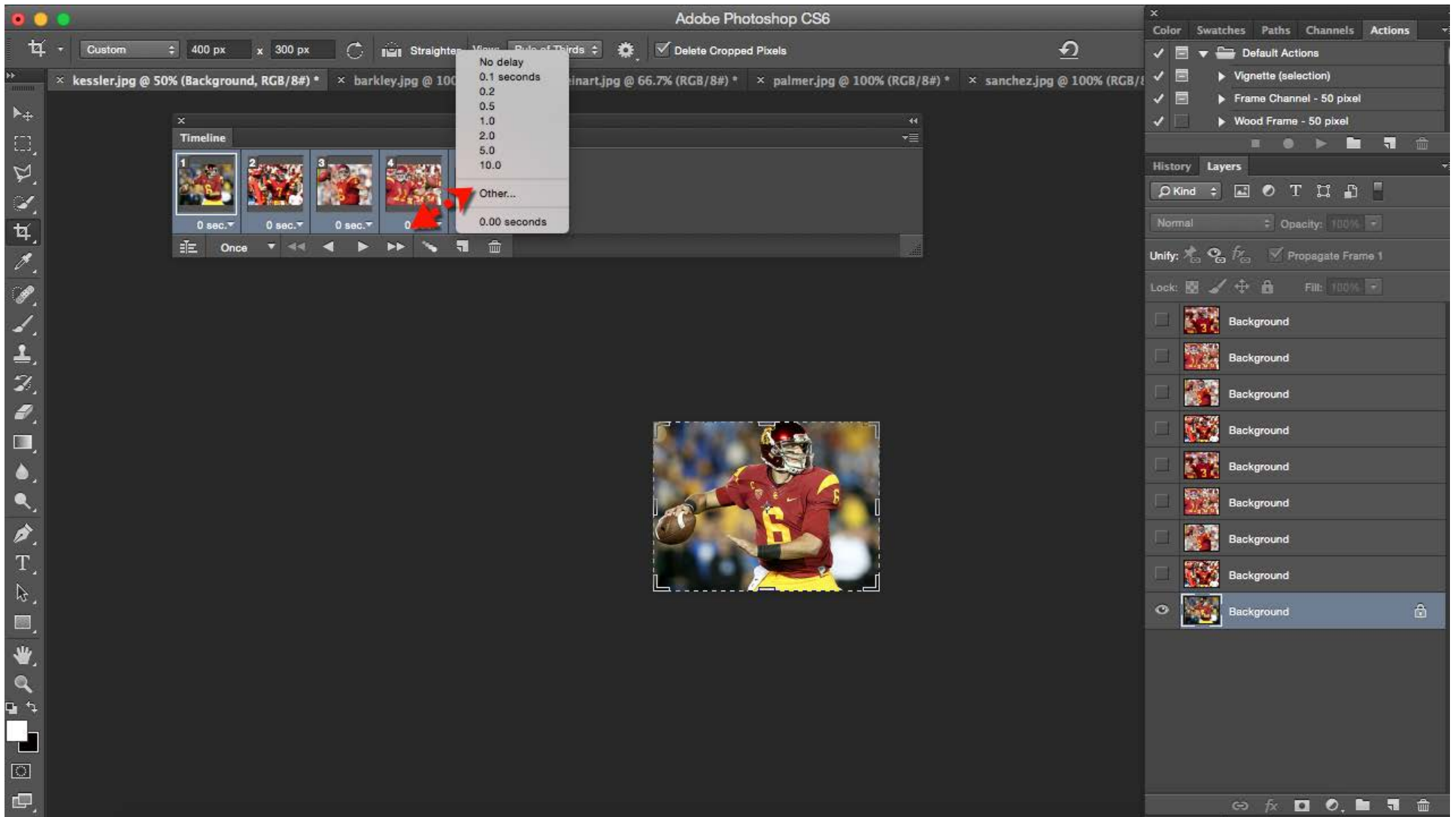


# Change frame speed





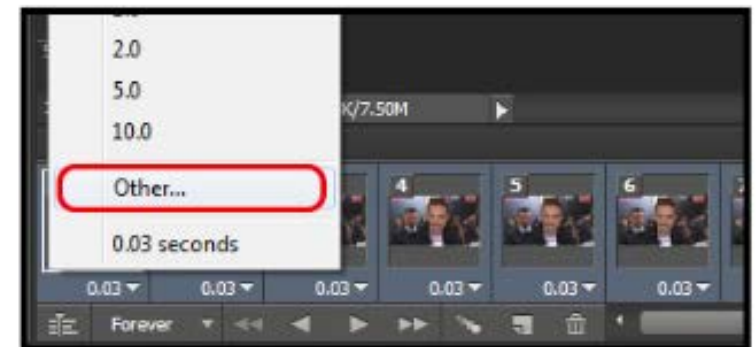
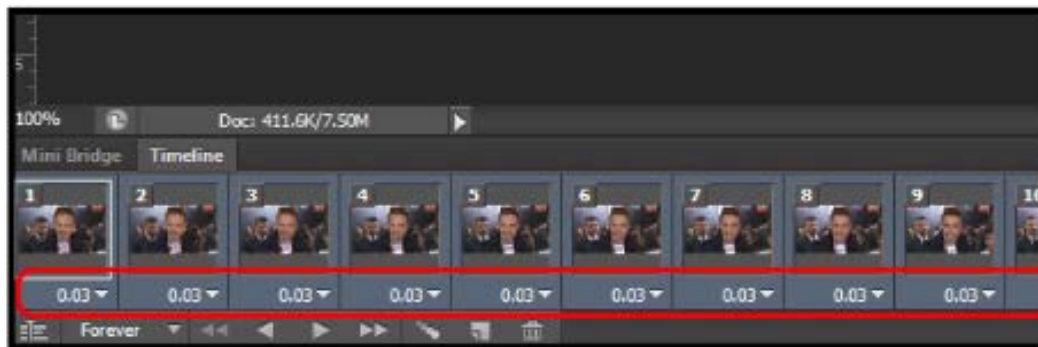
# Change frame speed



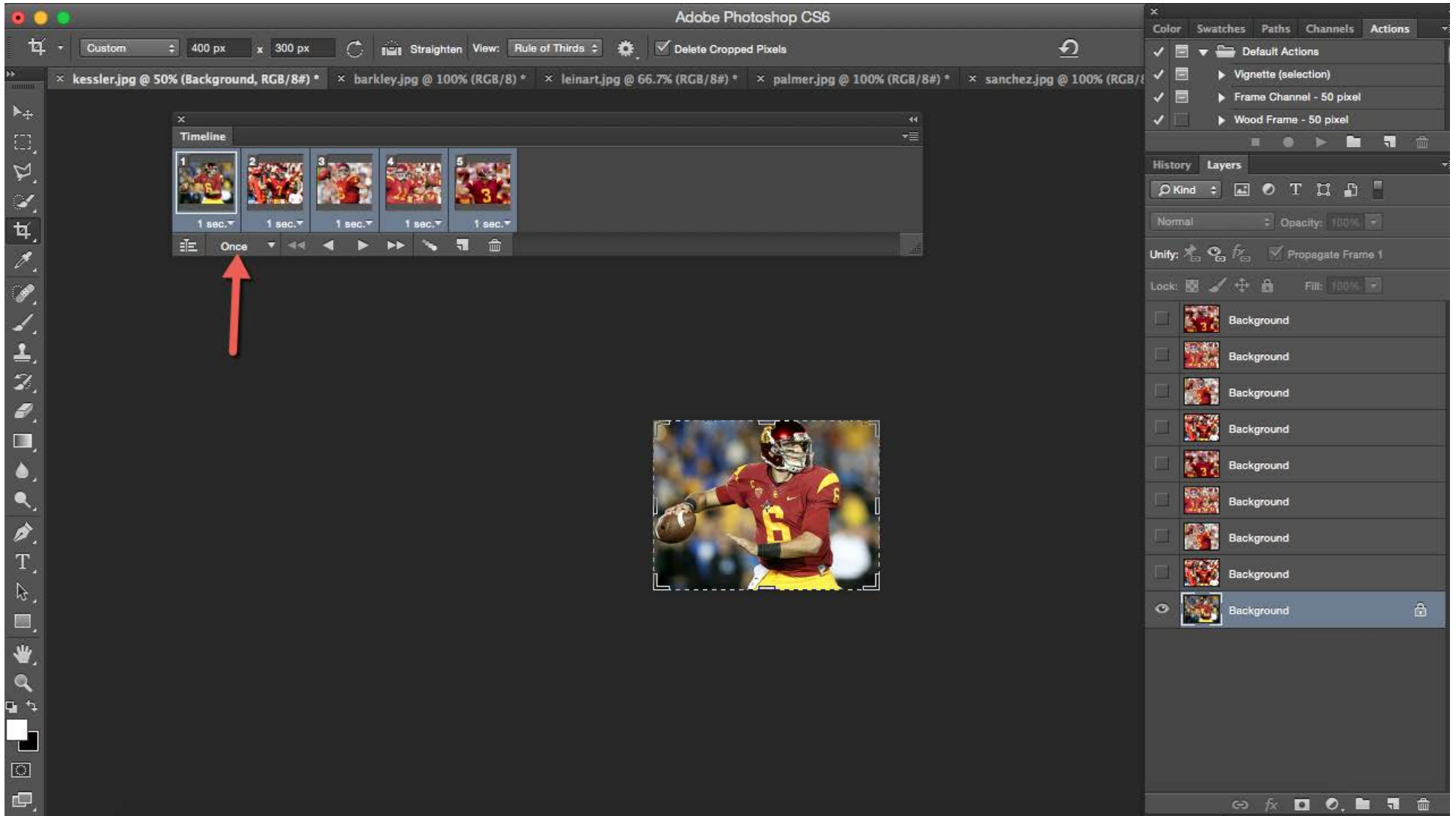
# Timeline tips

## Timeline

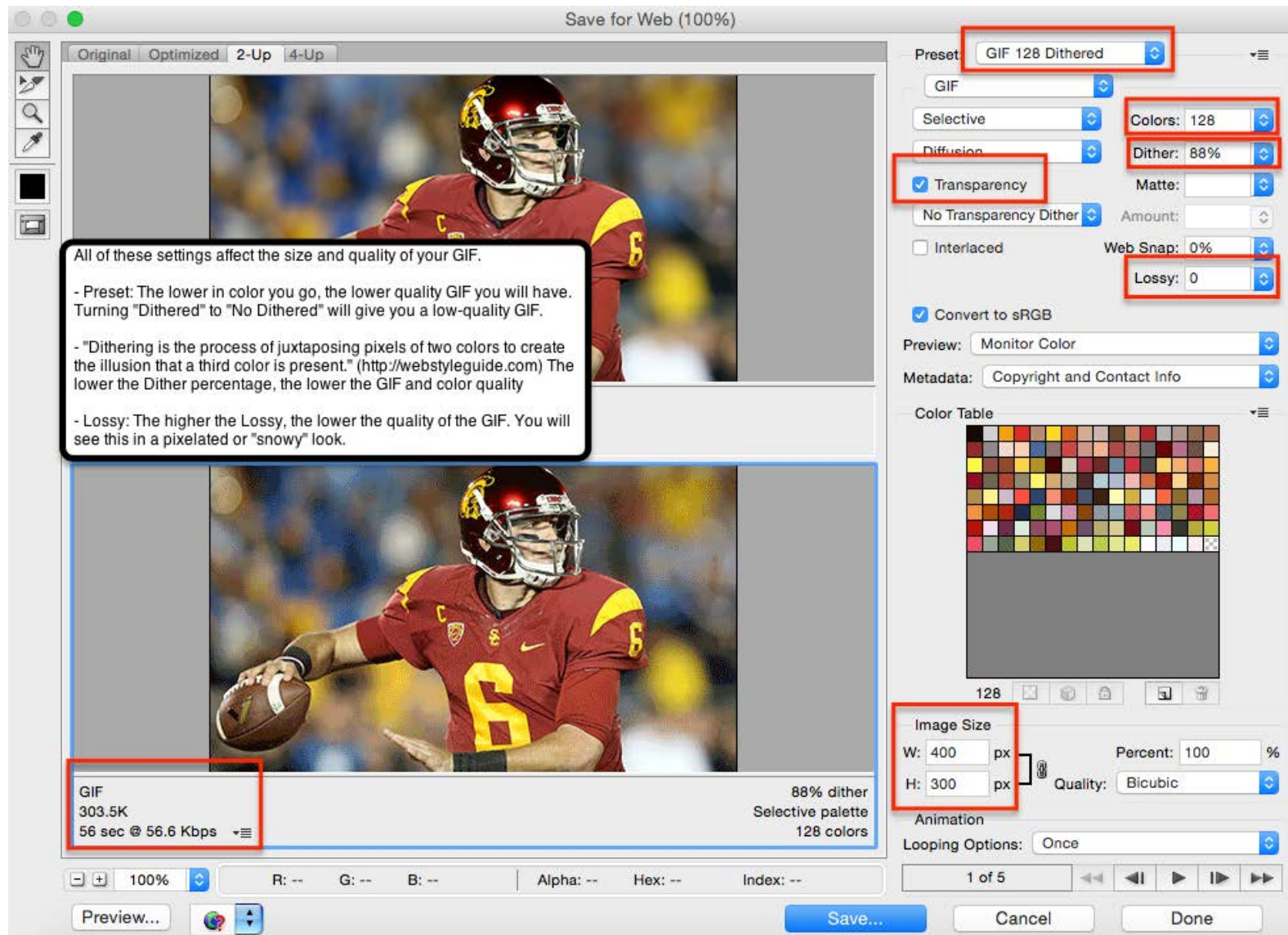
- If Timeline is not in workspace select **Window > Timeline**
- **15-25 frames** recommended (**More Frames = Larger File**)
- Highlight all frames, click the dropdown menu under the frame, select Other and edit speed accordingly (**.05 sec for to .08 sec** will work)
- Photo stacks **.2 to .5 sec** -- use your eye/preference



# Set loop number



# Save GIF for Web





# GIF vocabulary

- **Color Groups**

- **Perceptual** and **Selective** are suggested for optimization

- **Colors**

- For highest quality, choose **256 Colors**
- Be cautious when selecting **64 Colors** and below, may alter image
  - \* Monochromatic/Desaturated image

- **Dither Groups**

- **Diffusion** is the only **Dither** option that allows for **Lossy**
- **Pattern** makes for squared off pixels, pop art/comic book effect
- **Noise** is similar to lossy, but adds grain to colors

- **Lossy**

- Select **Diffusion** and uncheck **Interlaced AND Transparency**
- Dramatically decreases file size, but don't go over **25-30 increments** of **Lossy** or else animation will become too noisy

- **Image Size / Quality**

- **Image Size** can also be controlled from here and will further reduce file size, but don't go below 250px
- **Quality: Bicubic Smoother** works best

# GLF vocabulary

- Add Text
  - Create a text box
  - Center, give breathing room edge of image
  - Add /Dropshadow
    - \* Select first frame (all frames to be safe)
    - \* Blending Options: Stroke/Dropshadow
    - \* Deselect **Eyeball** icon, reselect
    - \* If effect doesn't show up in all frames, add one by one – Monotonous, I know ;)

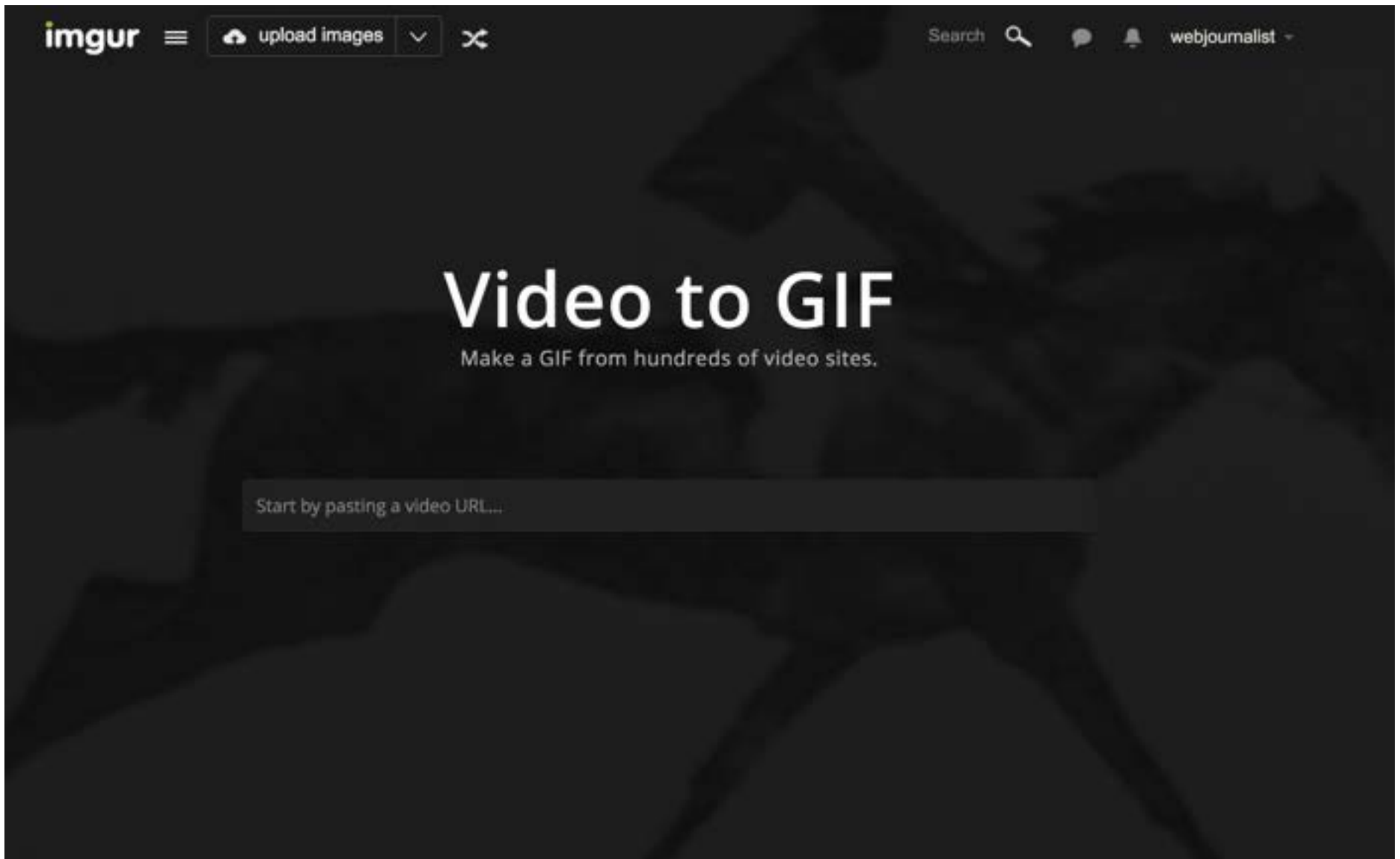
# GIF vocabulary



# You have the power

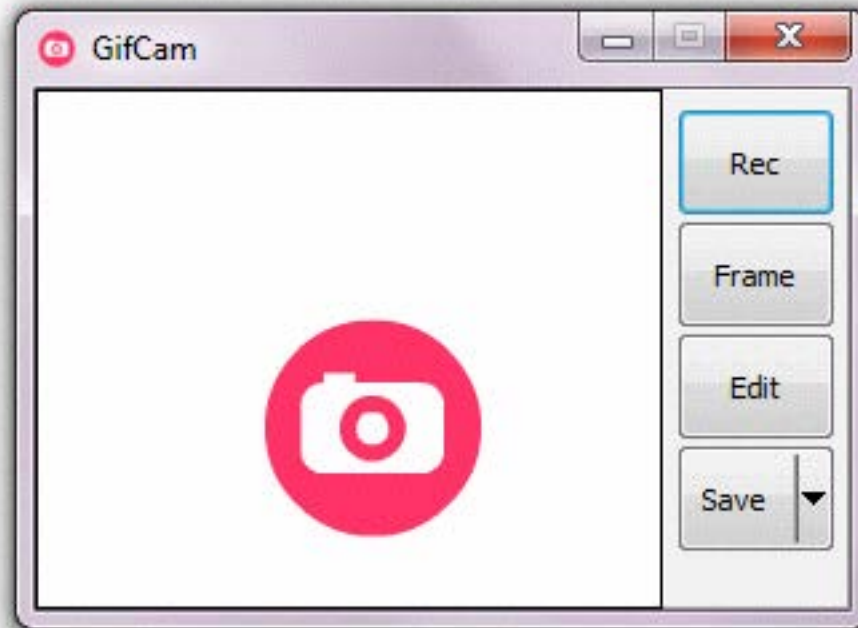


# Alternatives



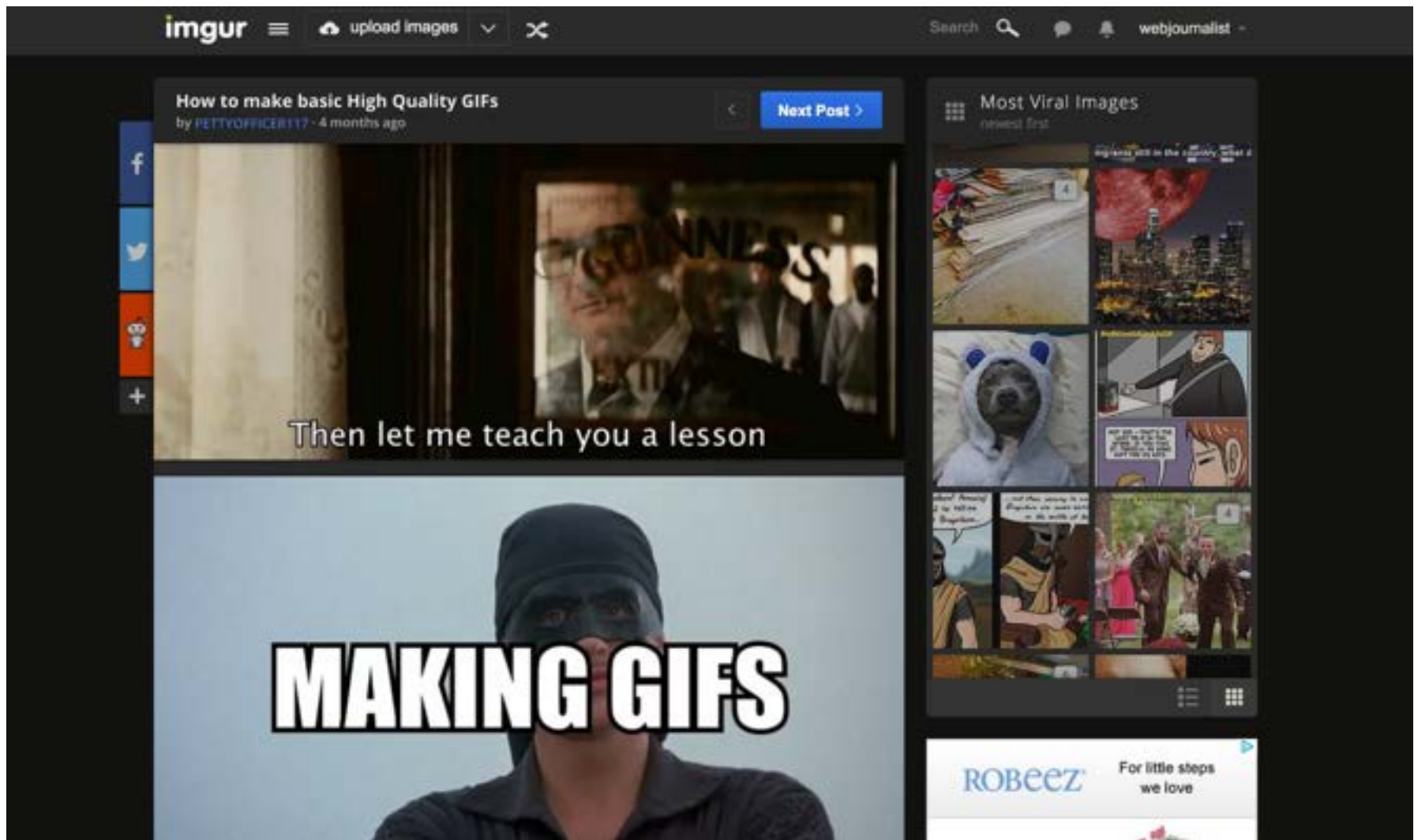
Source: <http://imgur.com/vidgif>

# Alternatives





# Alternatives



**Source:** Tutorial by PettyOfficer117 <http://imgur.com/gallery/jLcDV>

# YOU CAN DO IT!





## Assignment 3

# **Make a GIF related to your beat**

Whether it is a photo gallery GIF, timelapse or video clip, create a GIF with some text.

Post link to GIF in blog post's comments.

Deadline: Tuesday, Oct. 6 Noon

[take a break]

LUNCHBOX

SESSIONS

the Annenberg Digital Lounge presents

# CODING WORKSHOP SERIES

ZERO  
EXPERIENCE  
REQUIRED

BEGINNERS  
LEARN THE  
BASICS!

3 sessions taught by Digital Journalism instructor Jenn de la Fuente

1

WED

OCT 14 | 12-2PM

HTML

2

WED

OCT 21 | 12-2PM

CSS

3

WED

OCT 28 | 12-2PM

BUILD A SIMPLE  
PORTFOLIO WEBSITE

ANN 301

NOTE:  
FOOD WILL BE  
PROVIDED!

Facilitated discussion

# Caitlin Plummer

Coverage of the GOP presidential debate

A “look into how the moderators (who are usually journalists) can control or influence a debate, and the effect news organizations have on the public's perception of how the debate went and who won.”

Facilitated discussion

# **Ikram Navia**

I would like to lead the facilitated discussion on the coverage of USC Student Body President Rini Sampath's response to racism on campus. Outlets ranging from the Washington Post to Teen Vogue magazine covered the story.

Next Week's Facilitated discussion

# **Alex Duplessis**

Paolo Uggetti

Kate Guarino

Natalie Zhang

David Tepper

Jared Servantez

Matt Lemas

Sarah Collins

Jason Cheng

Taylor Villanueva

Noah Camarena

# Web Video 101

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# Why is Video important?

- It combines audio and visual elements
- Best medium to convey movement and action
- It conveys emotion
- The easiest medium to engage with



# Differences between Broadcast and Web?



# Differences between Broadcast and Web?

- **Hardware** | Video cameras are much cheaper, smaller and getting better quality. The FlipCam and iPhone are "good enough" for a Tier 1 or, sometimes, Tier 2.
- **Software** | Avid has been the broadcast standard, but the cost, the need for a proprietary system and the rise of the backpack journalist is shifting toward FinalCut. In many cases, iMovie and MovieMaker are "good enough."
- **Live shots** | Traditionally the domain of TV news with satellite trucks and helicopters, this style of reporting is now available to anyone with an internet connection or smart phone. UStream, Livestream, Twitcasting, and more.
- **Behavior** | In broadcast, you are simply a viewer, which is a passive act. Online you can also be a "user" and creator.
- **Quality** | Because of YouTube, the level of quality that is "acceptable" varies. This doesn't mean bad videos are okay - especially from a credible news outlet. It means, depending on the story, the production may vary.
- **On Demand** | Like text, videos are archived and searchable... and available whenever the viewer/user wants to see them.
- **Viral** | It can be shared, embedded and, in many cases, remixed.

# Basic Rules of Video

- **It's about emotion.** Video stories are not about facts and figures. Video deals best with emotion and feelings. Use video to tell the viewer how your subject feels.
- **Tell a story.** Video stories are linear – you need a beginning, a middle and an end. A video is like a short story, not like an inverted pyramid. Find a character.
- **It's visual.** Video is a form of visual communication. The visuals must be compelling, with interesting shots and action. A talking head is not good video.
- **Can you hear me now?** And finally, the most important thing in video is the audio. If the sound is bad, you've lost your audience.

# Basic Rules of <sup>web</sup>Video

- **Get close.** This is changing as broadband becomes the norm and video compression improves, but on the Web video is usually played in a small window. So close shots are better for the viewer. Overall, wide shots are hard to see.
- **Hold that shot.** Avoid panning or moving the camera. Why? Because online the smoothness gets reduced during compression and some Internet connections can't render the video well.
- **Keep it short.** While there is somewhat of a debate on the actual time, everyone agrees that shorter, to the point videos are better. Try to keep your videos under two minutes. If longer, consider chapters.
- **It can only go viral, if you can share it.** Yes, it's your video and you own the copyright, but embrace the Web's nature of sharing content. Enable sharing, embedding.

# Video Examples



<http://www.youtube.com/watch?v=mZTTSdPzv7U>

# Video Examples



## **The Seattle Times | Eating away at the competition**

Seattle's Erik Denmark is a competitive eater — what he calls "10 minutes of hell, eating and eating and eating beyond where your body wants to go" — and he's among the nation's elite.

[http://seattletimes.nwsourc.com/html/sports/2003769860\\_eater01.html](http://seattletimes.nwsourc.com/html/sports/2003769860_eater01.html)

<http://www.youtube.com/watch?v=SFSqyeio424>

# Video Examples

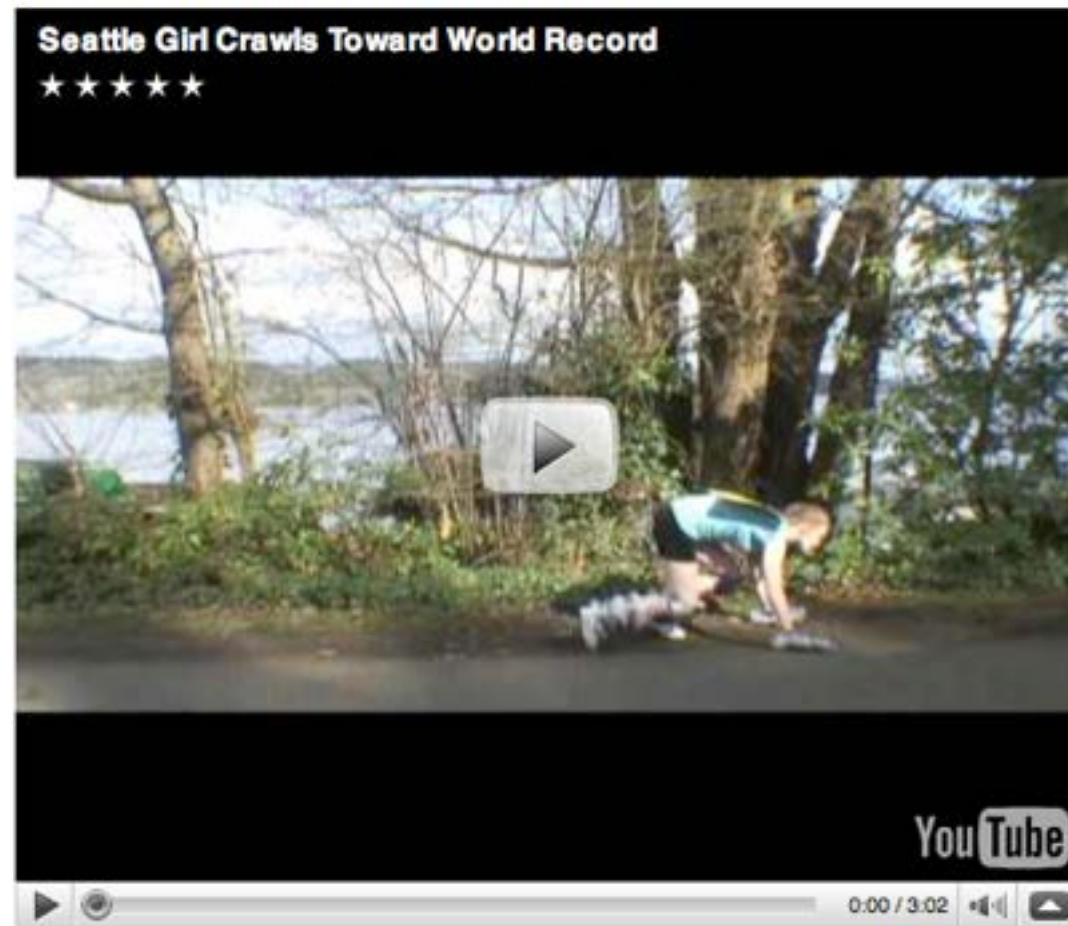


**Chicago Tribune | Digging out in Chicago**

<http://www.youtube.com/watch?v=ZBjpyKWaZ2E>



# Video Examples



## **The Seattle Times | Girl crawls toward world record**

Laura D'Asaro of Seattle is training to set a Guinness World Record for the fastest time to crawl a mile -- as in, crawling a mile on your hands and knees.

<http://www.youtube.com/watch?v=TIEgeYCjnKI>

# Tips: Before you go

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.

# Tips: When you arrive

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.
- **Scout the scene for** iconic sounds that represent the environment you are recording it. Also look for places to conduct interviews.

# Tips: When you interview

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.
- **Scout the scene for** iconic sounds that represent the environment you are recording it. Also look for places to conduct interviews.
- **Talk to your subject** to get them to relax. Have them chat about their day job or a topic you don't care about to get them to relax.

# Video Examples

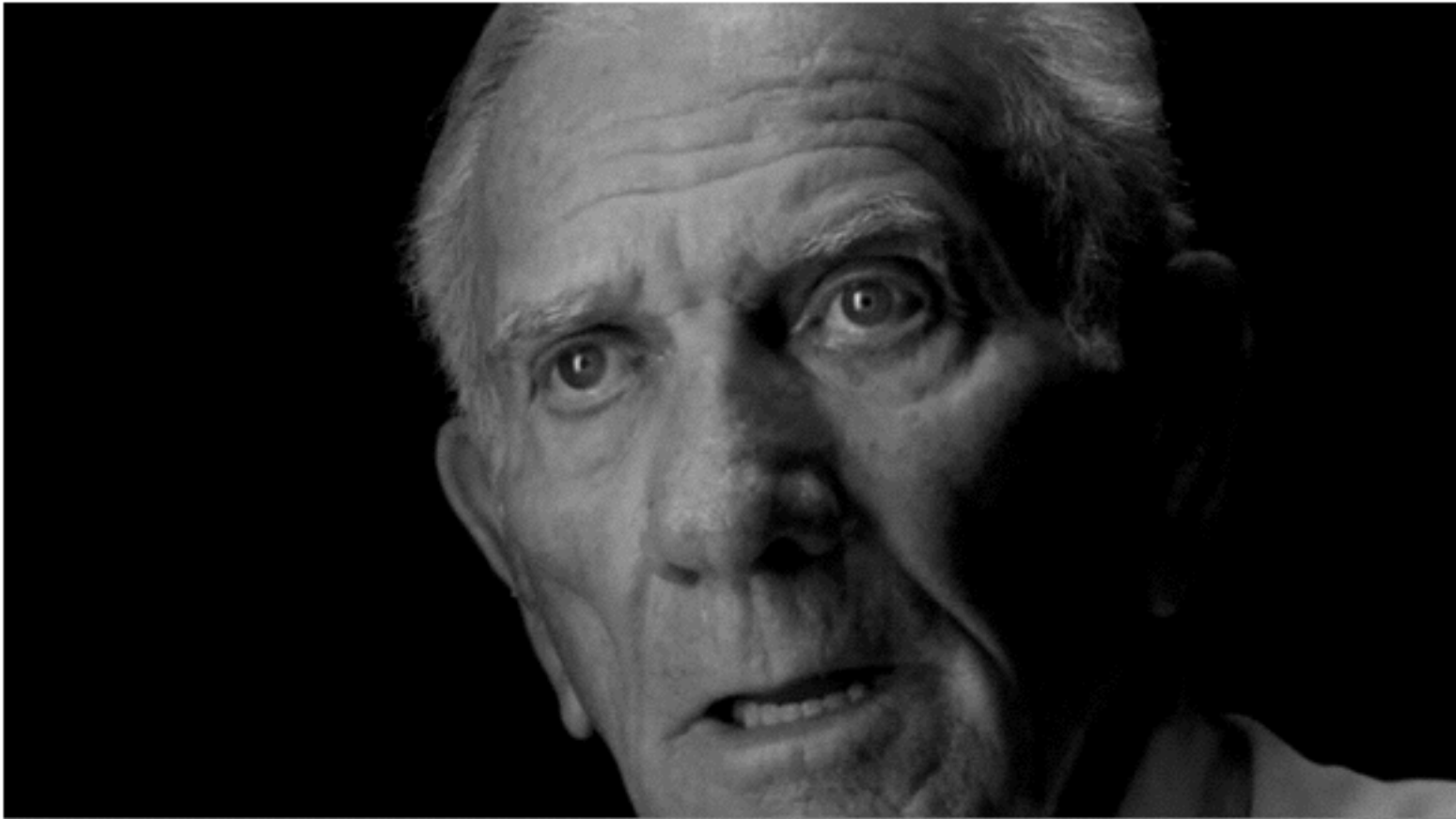


**John X. Carey | Shelter From The Storm**

<http://vimeo.com/27450764>

(\*To protect the identities of the children in this video we can no longer let this film be public. PASSWORD: shelter)

# Video Examples



## **Maisie Crow: A Life Alone**

For 63 years, Tom Rose and his wife, Mary, built a life together on his family farm on Canaanville Road. Then last year Mary passed away, leaving Tom to face the future alone, surrounded by a lifetime of memories.

<http://vimeo.com/4896092>



# Video Examples



KPCC | Vicious Cycle

<http://vimeo.com/46944498>

# Video Examples



## **WNEV, Boston | A day at the races**

This piece by John Baynard won first place for NPPA sports.



# Video Examples



## **Radio Lab | 16 : Moments**

After hearing our show about moments of death, filmmaker Will Hoffman went out in search of moments of life. What follows is what he found.

[http://www.anyoneeverything.com/moments.html?v=jNVPaINZD\\_I](http://www.anyoneeverything.com/moments.html?v=jNVPaINZD_I)

**Radio Lab**

**Moments**

**Visual Experiment**

# Web Video Resources

- **Mindy McAdams' tutorial on Video**

<http://jtoolkit.com/video/index.html>

- **BBC Good Shooting Guide**

<http://www.bbctraining.com/modules/5915/>

- **KDMC's tutorials on video**

<http://multimedia.journalism.berkeley.edu/tutorials/cat/video>

- **YouTube Editor**

<http://www.youtube.com/editor>



# Assignment 1

## **Prepare for a Lighting Talk**

Next week you will present to the class a 5 to 7 minute talk about a tool that helps us do multimedia storytelling.

<http://bit.ly/techandtools>

Deadline: Tuesday, Oct. 6 Noon

## Assignment 2: Start working on SP1

# **Multimedia / Story Package 1**

600 to 800 words and one "in-their-own-words" audio slideshow (two minutes long, absolutely no narration and must have captions). Both must relate to your beat and located within our section of the map.

More details: <http://offthefreeway.com/2015/sp1/>

Post the URL to blog post's comments.

Deadline: Tuesday, Oct. 13 Noon

## Assignment 3

# Make a GIF related to your beat

Whether it is a photo gallery GIF, timelapse or video clip, create a GIF with some text.

Post link to GIF in blog post's comments.

Deadline: Tuesday, Oct. 6 Noon

Associate Professor of Professional Practice

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