

Advanced Online Skills

Summer 2011 Media Academy for Professionals
Journalism & Media Studies Centre
The University of Hong Kong



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Schedule: Jun 27-29 (Mon-Wed) / 10am – 1pm
Venue: Digital Media Lab, Eliot Hall, The University of Hong Kong

Equipment required:

Thumbdrive

Course Prerequisites:

A working knowledge of

1. WordPress / other blogging platforms
2. Basic HTML/CSS/FTP
3. Basic image/photo-editing software (eg Photoshop) techniques
4. Basic recording and editing audio skills

Course blog:

<http://jmsc.hku.hk/blogs/mapadvancedonlineskills/>

Course Description:

This course is a three-session hands-on guide to setting up and using interactive (or web2.0) tools and techniques for journalism.

These include data visualisation, live and micro-blogging, live streaming, mapping, crowdsourcing and audio-visual presentations.

By the end of this course you will be able to:

- Set up and moderate coverage of a live event comprising and amalgamating text, photos, graphics, audio, video and social streams (such as twitter) and live participation from viewers
- Record and stream live video from a smartphone and/or from a laptop plus camcorder/video camera combination
- Compile and produce audiovisual reports using tools that combine text, photos, graphics, audio and video
- Compile and produce basic data visualisations and maps, operate a crowdsourcing mapping platform and syndicate material from external sources.

Session 1:

Live Coverage and Syndication. Using a combination of blogs, ordinary websites and micro-blogs as our canvas, we will:

1. Link them together with syndication tools and
2. Set up and operate live coverage of a simulated event with audience participation

Tools:

Live blogging systems

Live audio and video streaming systems

Syndication and RSS software

Session 2:

We will script, report and record a scenario which will then be produced as:

1. An audio-visual presentation using Soundslides
2. One or more multiple-media presentation(s) using text, audio, graphics, video and photos

Tools:

Soundslides

Storify

Vuvox and/or Projeqt

Session 3:

We will:

1. Complete editing our multi-media presentations
2. Explore crowdsourcing and mapping programs and basic data visualisation tools

Tools:

Ushahidi

Many Eyes

Google/Yahoo/Bing Mapping