COM356 4/13/18

Final project

Here are the components of your final project:

* An **individual** **blog post** of at least 800 words that tells a compelling narrative about your blog topic. You could tie this in to the posts we have been doing about online/mobile journalism if you prefer. Your story should be categorized as a “news-feature,” and these sorts of pieces often start with a soft lead. That sort of lead is often about a person who then ties to a larger issue such as journalism or news, so that is the sort of approach I recommend here (see the handout on feature-writing tips). That person often is an individual to humanize the story who is experiencing the “problem” (e.g. concern about where to get quality news). Other components then would typically be contributions from experts (you have a whole university of them, but other professionals can also work), quotes from some of the articles we have looked at over the semester, and data/research/evidence, which again can come from sources we’ve seen such as Pew, Mashable, Media Shift, Medium, Columbia Journalism Review, or publications in your topic area.

Human interest

Experts

Data

* This must be a standalone piece addressed to a general audience, so think of story structures with a feature lead, body and strong conclusion. This final post must include at least three links (opened in new tab/window) to meaningful content that a reader might want to follow up on; at least two images, for example from your slideshow, some new reporting that was not in your earlier posts (again, think of data), and some form of infographic (Excel chart is fine, or try a link to another Infogram or Canva project) that *you* make.
* The completed **video** embedded in or after the blog post. The video should include at least one expert and one other individual (a knowledgeable student is fine). More detail will be in the reporting plan assignment posted April 18. A better package is probably one that incorporates the video into the flow of the text, perhaps adding some quotes from the video into your post This would a good time to get acquainted with [Vimeo](http://www.vimeo.com/) (as opposed to YouTube) as a place to host your videos if they come in at under 500M. Most likely you will use YouTube, as Wordpress.com allows for embeds via <iframe> from YouTube.
* Possible inclusion of, or link to, your audio post, if it is on your topic. Again, try to incorporate that into the flow of the story, and look for quotes.

Additional information:

1. Your video should be between 3 and 5 minutes in length. You will be graded in part on the [rubric](http://www.lasalle.edu/~beatty/402/gradingrubric_visuals.doc) we handed out with the slideshow, so the length you decide upon should be what is appropriate for the arc of your story.
2. Your individual post with the video embedded (and the SoundCloud clip if desired) must be online by **Wednesday, May 9**. As before, you can use either [YouTube](http://www.youtibe.com) or Vimeo (recommended; here are their guidelines for [compression](http://www.vimeo.com/help/compression) down to 720). For YouTube, you can export a higher-resolution video (1080), as they compress files more. In either case, you need to use a 16X9 aspect ratio.
3. See the upcoming handout for more on compression schemes and aspect ratios.