

maz

DIE SCHWEIZER JOURNALISTENSCHULE

Multimedia Storytelling:

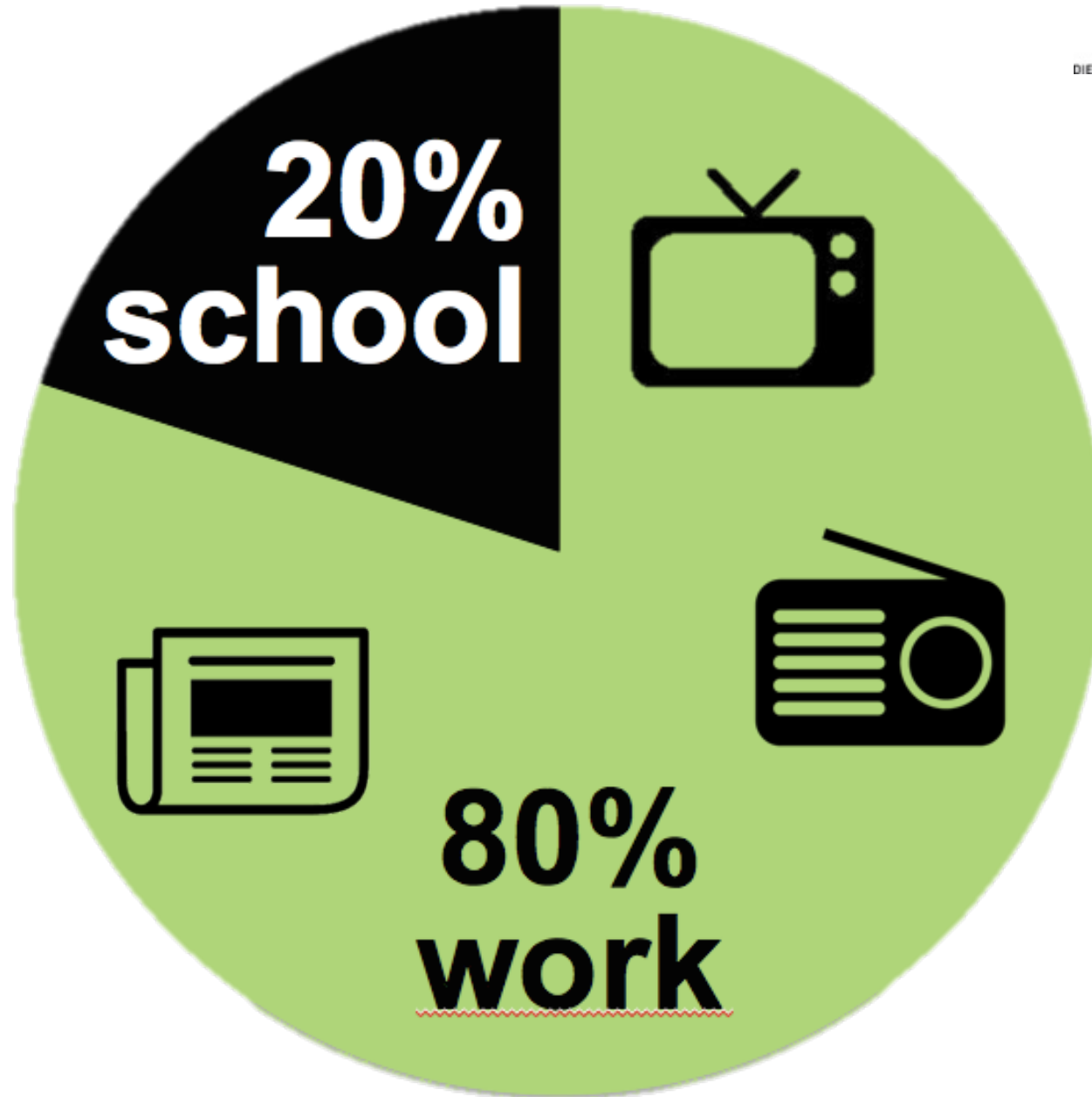
how to find a form that fits the content

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Who are we?

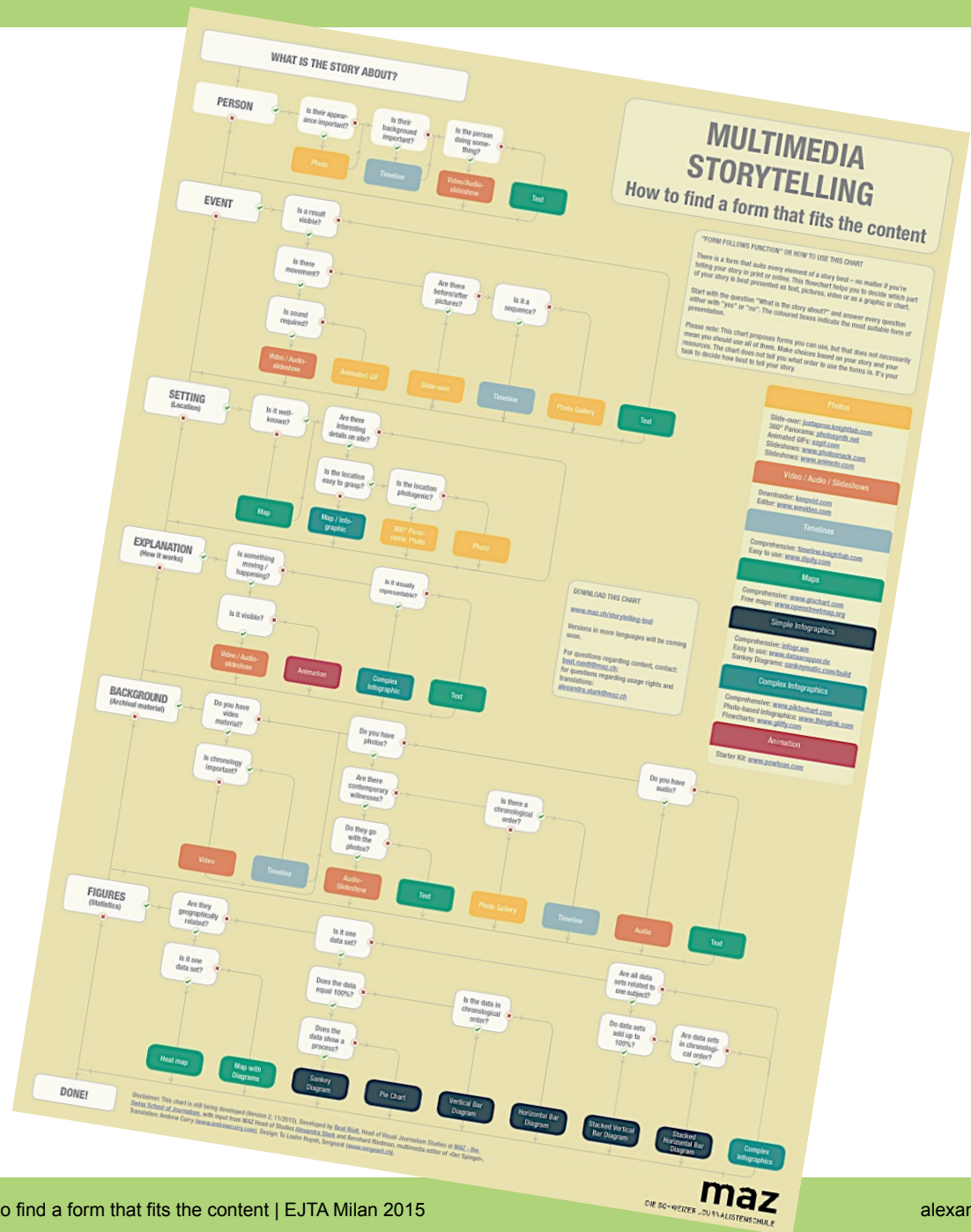
Beat Rüdert
@beat_ruedt
Alexandra Stark
@alexandrastark

MAZ
=
School



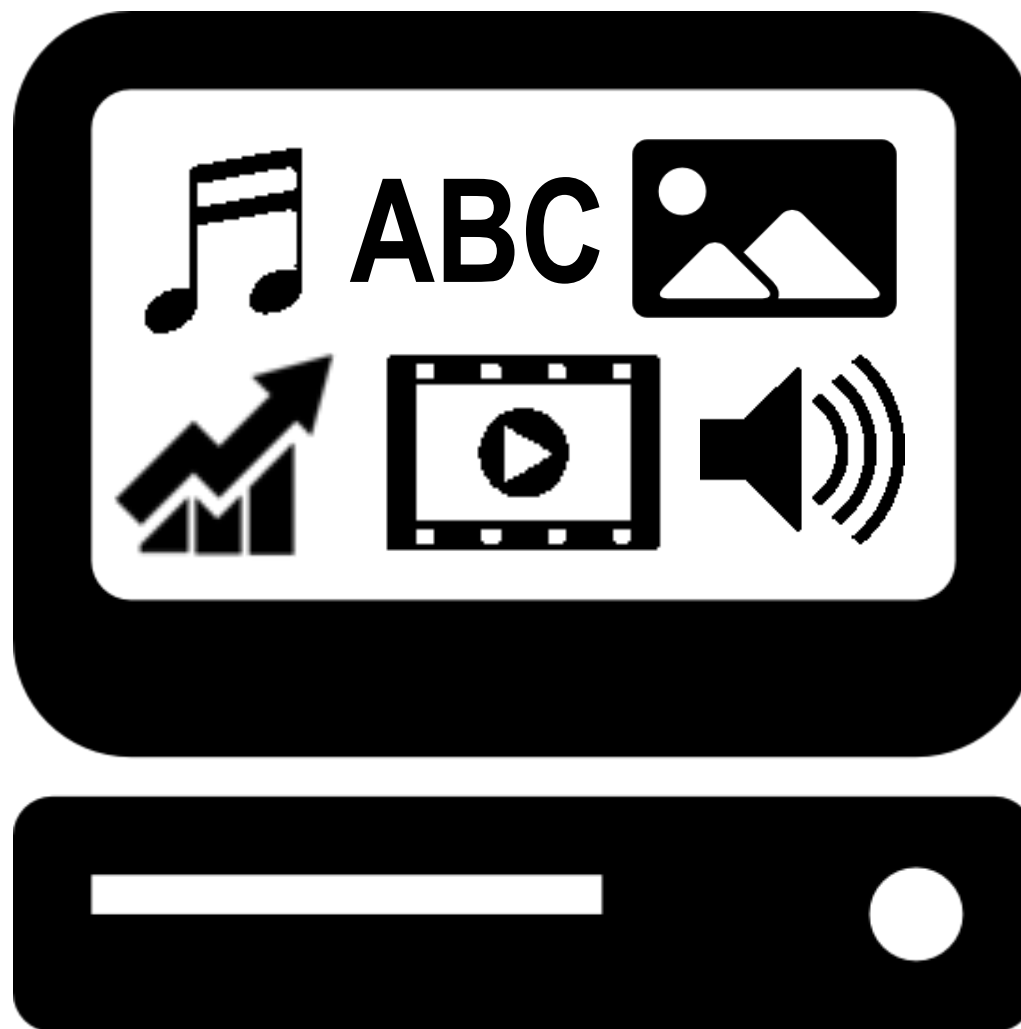
Our teachers work in the industry

What did we do?



Why did we invent this chart?

~~Path dependence~~



Form follows function

What do people want to

- read?
- hear?
- see?
- watch?

multimedia
Journalistic «Atoms»

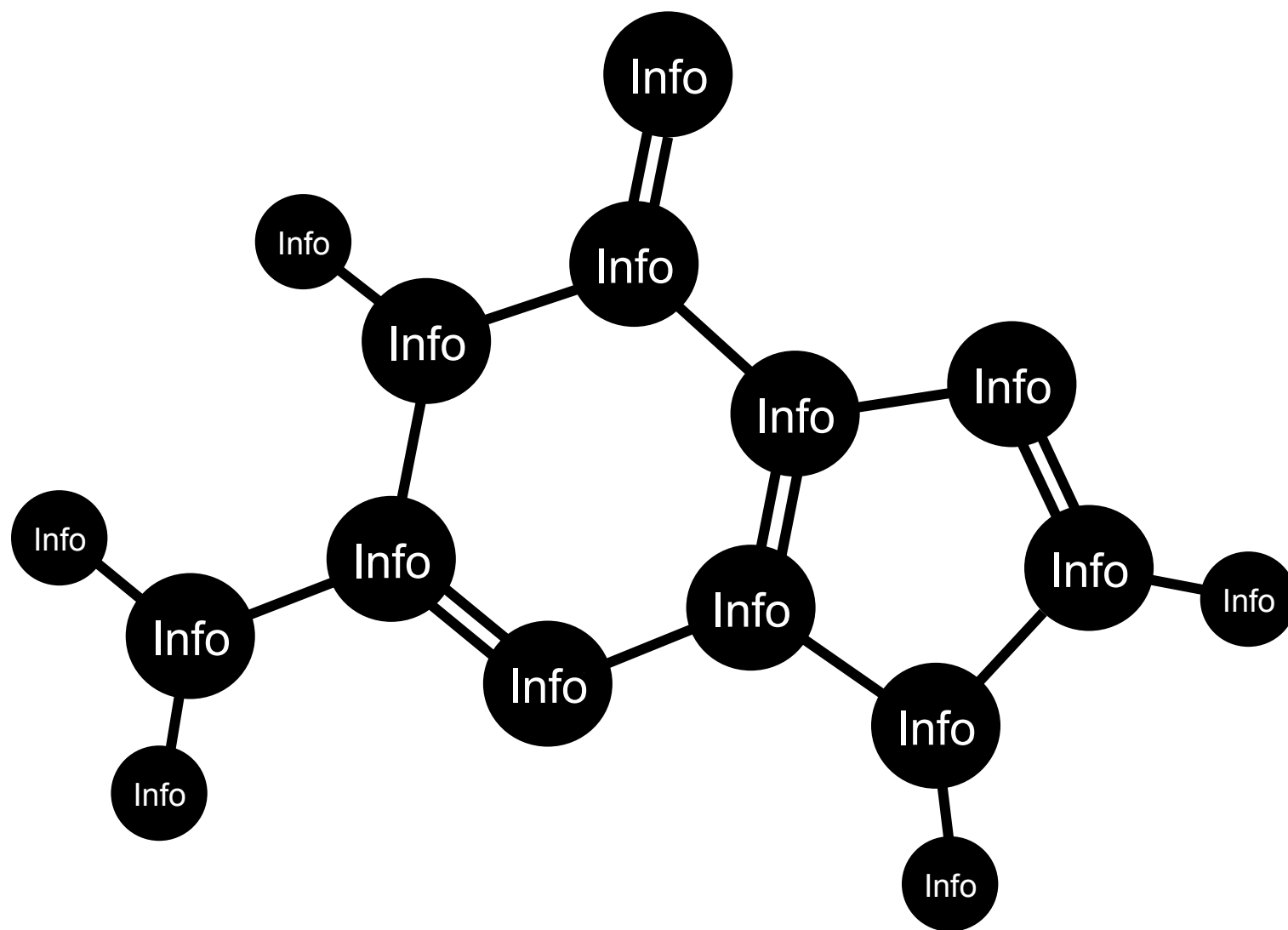
crossmedia

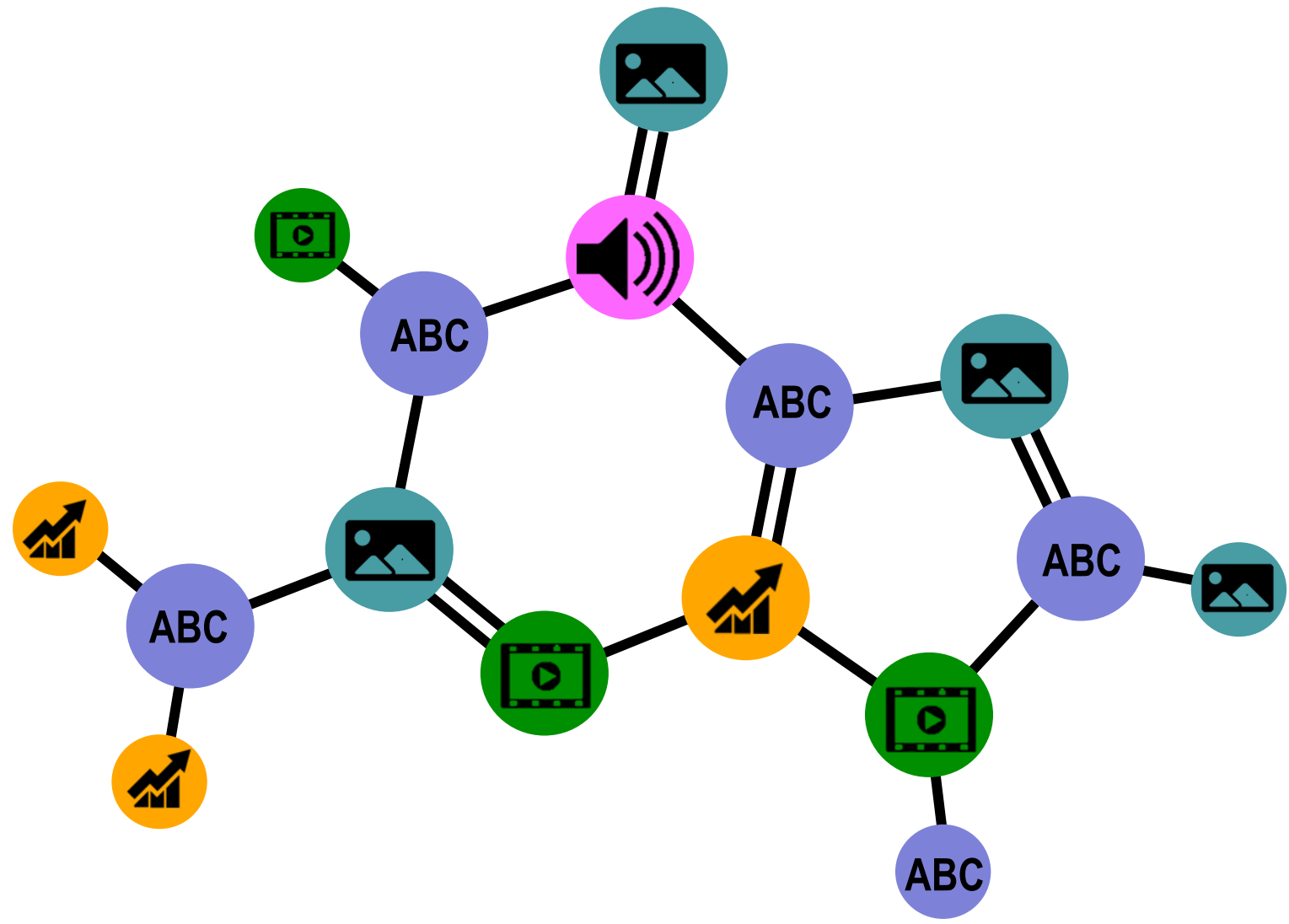
	Print	Radio	TV	Online	...
Text	x		(x)	x	?
Photo	x		x	x	?
Charts / Infographics	x		x	x	?
Audio		x		x	?
Video			x	x	?

analogue getting digital digital

convergence

Eigene Darstellung

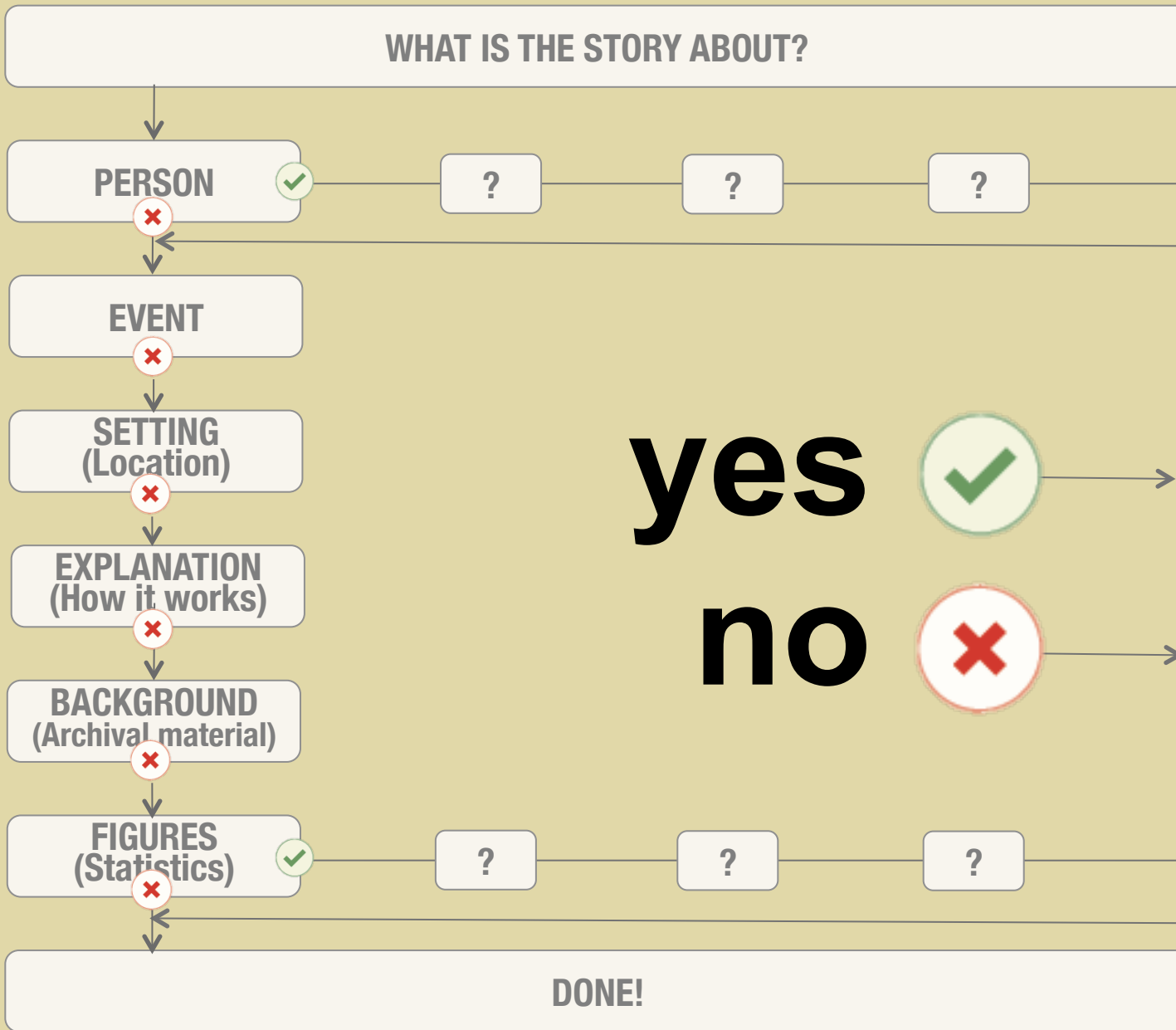




Eigene Darstellung

When suits → better as ↓	Text	Photo	Diagram	Video	Audio
Text	Dark Gray	Light Blue	Light Blue	Light Blue	Light Blue
Photo	Light Gray	Dark Gray	Light Gray	Light Gray	Light Gray
Diagram	Light Blue	Light Blue	Dark Gray	Light Blue	Light Blue
Video	Light Gray	Light Gray	Light Gray	Dark Gray	Light Gray
Audio	Light Blue	Light Blue	Light Blue	Light Blue	Dark Gray

How does the chart work?



**Do you have to
use all of these
elements?**

No!

**1.) This chart is
about not
forgetting.**

**2.) Just because
you can doesn't
mean it makes
sense.**

**You are
journalists.**

Focus.

Select.

1.) Brand

2.) Usability

3.) Resources

**Did we include
everything?**

Probably not ...

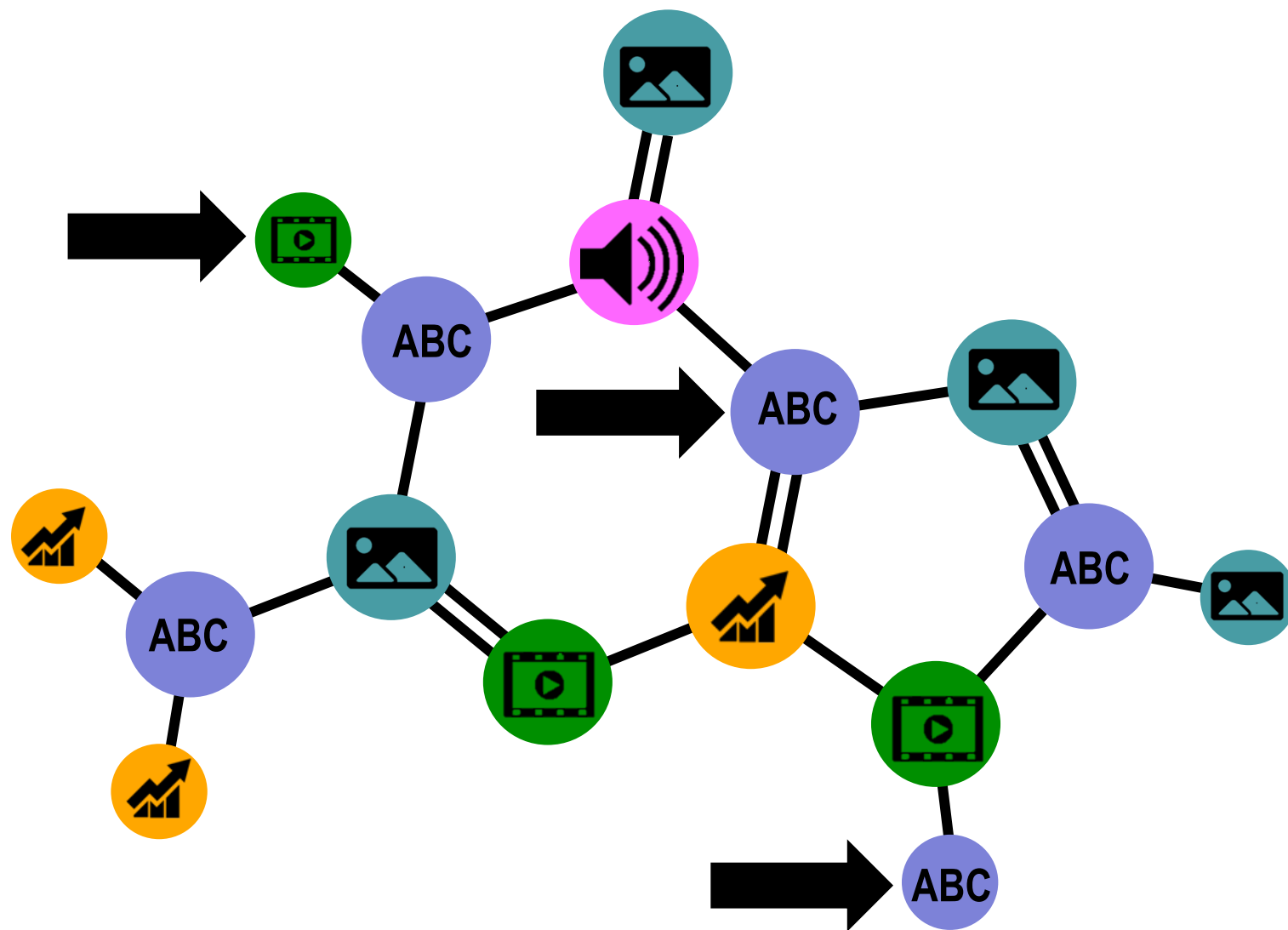
**Is the chart based
on scientific
research?**

No.

Feel free ;-)

**Does the chart
show me how to
tell the story?**

No.



**Why is interaction
not part of the
chart?**

multimedia
Journalistic «Atoms»

crossmedia

	Print	Radio	TV	Online	...
Text	x		(x)	x	?
Photo	x		x	x	?
Charts / Infographics	x		x	x	?
Audio		x		x	?
Video			x	x	?

analogue getting digital digital

convergence

Quelle: aus diversen zusammengestellt

Eigene Darstellung

What else are we developing?

An interactive tool.

**Do you have
suggestion for
changes?**

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**Do you want to
translate the tool
into your
language?**



**Do you want to
use the layout?**

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**Where do you
always find the
most recent
version?**

www.maz.ch/storytelling-tool



