

Cheatsheet for multimedia story decisions

Multimedia literacy means understanding of what media are best suited for:

Text

- Depth / context / background / analysis
- Low-tech - produce it anywhere, distribute anywhere
- Literary
- Fast & flexible
- Cheap

Photo

- Stops time (viewer can study it)
- Saleable (profits)
- Fast to be absorbed
- Sense of truth-telling
- Can be complementary or stand-alone
- Language-free (needs no translation)

Audio

- Theater of the mind
- Hear it for yourself
- Fast info about a speaker (personality, region, age; subtext)
- Listen while multi-tasking
- First-person

Audio slideshow

- Layered still images and sound
- Requires input from the user
- Mood, emotions, feelings
- Pulling two disparate things together (whole is greater than sum of parts)

Video

- Seeing / hearing directly
- Motion / action
- Audio & video complementary; puts you there at the scene
- Experiential
- Present tense

Data

- Interactive
- Personalized information (news near you; facts that directly affect your life)
- Verifies
- Relational (this plus that)
- Long shelf life
- Reference (go back again)

Graphic

- Visualize complex information
- Easy to digest
- Comparisons
- Spatial understanding
- See the unseeable (e.g., inside human anatomy)

Source: Mindy McAdams: Teaching Online Journalism blog

<http://mindymcadams.com/tojou/2008/cheat-sheet-for-multimedia-story-decisions/>