

Choosing Your Media Format

Once you've chosen your story, next choose your media format. This chart will help you decide on the best format to use to reach your audience. These are guidelines, so feel free to experiment.

AUDIO

Good for communicating	Tools	Examples
<p>Sounds in a special place</p> <p>Emotion in someone's voice</p> <p>A person's own voice telling his/her own story</p> <p>Students observations, questions, findings, data collection</p> <p>Interviews</p> <p>Perspectives</p>	<p><i>Media Gathering</i></p> <ul style="list-style-type: none"> • Microphone for computer/laptop <p>or</p> <ul style="list-style-type: none"> • Digital field microphone • Mobile device with voice recording app <p><i>Editing</i></p> <ul style="list-style-type: none"> • Audacity (free for Mac or PC) • GarageBand (free for Mac) 	<p>"Soundscapes of National Parks" http://www.kqed.org/quest/radio/soundscapes-of-national-parks</p> <p>"Bernie Krause and the Animal Orchestra" http://www.kqed.org/a/forum/R201205141000</p> <p>"Notes from an Environmentalist" http://www.kqed.org/quest/radio/notes-from-an-environmentalist</p> <p>"Gulls Threaten South Bay Salt Pond Restoration Work" http://science.kqed.org/quest/audio/gulls-threaten-south-bay-salt-pond-restoration-work/</p>
<p>Consider: If you want to communicate a complicated process, audio isn't the best option. It can be hard to follow the steps of a process without images. Audio is great for developing listening skills and visual imagery.</p>		

SLIDESHOWS

Good for communicating	Tools	Examples
<p>Process or demonstration (images show the steps)</p> <p>Action (images slow down the action and help audience concentrate)</p> <p>Story/process without a lot of action</p> <p>Visual Images to compare/contrast ideas</p>	<p><i>Media Gathering</i></p> <ul style="list-style-type: none"> • Mobile device with camera • Text (not more than three lines per picture for slideshow captions) • Audio (see Audio chart above) <p><i>Editing</i></p> <ul style="list-style-type: none"> • Photo editing software or program • iMovie (free for Mac) or MovieMaker (free for PC) • Google Presentation 	<p>(Captioned slideshow) "Mothball Fleet on the Move" http://www.kqed.org/quest/blog/2010/04/02/reporters-notes-ghost-fleet-on-the-move/</p> <p>(Narrated slideshow) "Acidic Seas" http://science.kqed.org/quest/video/acidic-seas/</p> <p>(Audio slideshow with interviews and field audio) "Visit to the Farallon Islands" http://www.kqed.org/quest/slideshow/visit-to-the-farallon-islands--audio-slideshow</p>
<p>Consider: Still images give the audience more time to study each picture than video does.</p>		

VIDEO

Good for communicating	Tools	Examples
Complicated concepts and processes	<i>Media Gathering</i> • Video camera	(Simple) “Reporter’s Notes: Medicine from the Ocean Floor” http://www.kqed.org/quest/blog/2009/03/20/reporters-notes-medicine-from-the-ocean-floor/
Action in real time	<i>Editing</i> • Video editing software (many video cameras come with simple editing software)	(Produced) “Science on the SPOT: Science of Fog” http://www.kqed.org/quest/television/science-on-the-spot-science-of-fog
Describing tools, places, machines and so on.	• iMovie or MovieMaker	
Student documentation and assessment		

Consider:

If you’re producing a “talking head” interview (someone answering questions), this isn’t the best option, unless the person is explaining something that he or she can show or demonstrate.

MULTIMEDIA MAP

Good for communicating	Tools	Examples
Science of a particular place	Google account	(Text/links) “Reporter’s Notes and Map: Toxic Business of Dry Cleaning” http://www.kqed.org/quest/blog/2008/02/28/reporters-notes-toxic-business-of-dry-cleaning/
Distribution of something over an area		(Photos) Ants of the Bay Area http://science.kqed.org/quest/slideshow/interactive-map-ants-of-the-bay-area/ (note: uses Flash for the placemark content design, but photos and text can be included in a regular Google Map)
Path or travel route		(Video/slideshow) “Serpentine Prairie” http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=101178214852226443515.0004612ae649e68e2d746&z=16 (created by educators)

Consider:

Is the location of this story *central* to communicating the idea? If so, a map is a great choice, if not, consider another media format.

ABOUT THE TOOLKIT

This resource is a component of the Media-Making Toolkit for Science Education, developed by KQED Education. The Toolkit includes instructions, worksheets and rubrics to assist educators in implementing media-making projects with students.

For a complete listing of the resources in KQED’s Media-Making Toolkit, please visit www.kqed.org/education