



CONTENTS

Preface vi

Acknowledgments viii

About the Author x

UNIT

Multimedia Journalism 1

1

Defining Multimedia 3

Information Architecture in the Digital World

2

Collaboration & Specialization 21

Reporting and Editing in Interdisciplinary Teams

3

Planning Multimedia 41

Assessing Multimedia Potential for Your Stories

4

Navigation & Interactivity 61

Planning and Testing for the User Experience

UNIT

Speaking the Language

81

5

Groundwork

83

The Well-Rounded Journalist

6

Writing

101

Writing Stories Across Platforms

7

Photojournalism

131

Capturing the Moments that Transcend Language

8

Audio

155

Sound Storytelling

9

Video

175

Visual Storytelling and News in Motion

10

Information Graphics

207

Visualizing the News

UNIT

Onward & Upward

235

11

Story Packaging

237

Multimedia Design and Content Management

12

Looking Forward

255

The Future of News...and Your Place In It

Index 272