





# **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	
Sounds in a special place  Emotion in someone's voice  A person's own voice telling his/her own story	Media Gathering  Microphone for computer/laptop  or  Digital field microphone  Editing  Audacity (free for Mac or PC)  GarageBand (free for Mac)	"Soundscapes of National Parks" http://www.kqed.org/quest/radio/soundscapes- of-national-parks  "Notes from an Environmentalist" http://www.kqed.org/quest/radio/notes-from- an-environmentalist	

#### Consider:

If you want to communicate a complicated process, audio isn't the best option. It can be hard to follow steps without images.

# **SLIDESHOWS**

Good for communicating	Tools	Examples	
Process or demonstration (images show the steps)  Action (images slow down the action and help audience concentrate)  Emotions (see the person as you hear the feeling in his or her voice)	Media Gathering  Still camera  Text (not more than three lines per picture for slideshow captions)  Audio (see Audio chart above)  Editing GIMP or Irfanview (free photo editing)  iMovie (Mac, free) or MovieMaker (PC, free)  or  Sound Slides (low cost)	(Captioned slideshow) "Mothball Fleet on the Move" http://www.kqed.org/quest/blog/2010/04/02/report ers-notes-ghost-fleet-on-the-move/  (Narrated slideshow) "Emotions from the Inside Out" http://www.kqed.org/quest/radio/emotions-from-the-inside-and-out Note: This story also contains video excerpts.  (Audio slideshow with interviews and field audio) "Visit to the Farallon Islands" http://www.kqed.org/quest/slideshow/visit-to-the-farallon-islandsaudio-slideshow	
Consider:			

Still images give the audience more time to study each picture than video does.

#### **VIDEO**

Good for communicating	Tools	Examples
Complicated concepts and processes  Action (see action in real time)  Describing tools, places, machines and so on.	Media Gathering Video camera  Editing Video editing software (many video cameras come with simple editing software)	(Simple) "Reporter's Notes: Medicine from the Ocean Floor" http://www.kqed.org/quest/blog/2009/03/20/report ers-notes-medicine-from-the-ocean-floor/  (Produced) "Science on the SPOT: Science of Fog" http://www.kqed.org/quest/television/science-on-the-spot-science-of-fog

# 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  Distribution of something over an area  Path or travel route	Google account	
		this could have been done in regular Google Maps as well)  (Video/slideshow) "Serpentine Prairie" <a href="http://maps.google.com/maps/ms?ie=UTF8&amp;hl=en&amp;msa=0&amp;msid=101178214852226443515.0004612ae649e68e2d746&amp;z=16">http://maps.google.com/maps/ms?ie=UTF8&amp;hl=en&amp;msa=0&amp;msid=101178214852226443515.0004612ae649e68e2d746&amp;z=16</a>

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# **ABOUT THE TOOLKIT**

This resource is a component of the Media-Making Toolkit for Science Education, developed by KQED Education Network. 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/quest/education