Multimedia Narratives

Digital Humanities Series
FAS Office of Educational Technology
April 8, 2015
http://tinyurl.com/mmnarratives
Workshop Outline

● What?
● Why?
● How?
● Assessment
● Tools
  ○ Wordpress
  ○ Scalar
● Resources and additional support
What are multimedia narratives?

- Non- or semi-linear composition
- Enhanced by multimedia
- Can be born digital or companion to print

“Choose Your Own Adventure”

Hearing the Music of the Hemispheres

Erin B. Mee, Author

- Symphony for 100,000,000,000 Neurons

“Hearing the Music of the Hemispheres” is a born-digital multimodal article incorporating text, film, video, and audio clips that are integrated in, and central to, the argument. It is best viewed using Google Chrome, but any browser on any computer or tablet device will work. For optimal listening, start with your volume set at least halfway up and adjust as you wish.

http://scalar.usc.edu/anvc/music-of-the-hemispheres/index

The Nicest Kids in Town

MATTHEW F. DELMONT

American Bandstand intro - 1957 / Credit

Introduction

In August 1957, teenagers across the country started watching teenagers in Philadelphia dance on television. Thanks to the American Bandstand, the first national daily television program targeted at teenagers, Philadelphia emerged as the epicenter of the national youth culture. The show broadcast nationally from Philadelphia every afternoon from 1957 to early 1964 and featured performances by the biggest names in rock and roll. In addition to these musicians, the local Philadelphia teenagers who danced on the show became stars. For the millions of young people across the country who watched the program every day on television, these Philadelphia youth helped to shape the image of what teenagers looked like. More than fifty years after the show first broadcast, American Bandstand’s representations of youth culture remain closely linked both to the show’s legacy and to larger questions about popular culture, race, segregation, and civil rights. Billboard magazine journalist Fred Bronson, for example, argues that American Bandstand was a “force for social good.” (1) Bronson bases this claim on Dick Clark’s memory that he integrated the show’s studio audience when he became the host in 1955. “I don’t think of myself as a hero or civil rights activist for integrating the show,” Clark contends. “I was simply the right thing to do.” (2) In the context of local and national mobilization in favor of segregation, underscored by widespread antiblack racism, integrating American Bandstand would have been a bold move and a powerful symbol. Broadcasting daily evidence of Philadelphia’s vibrant

http://scalar.usc.edu/nehvectors/nicest-kids/index
Why write multimedia narratives?

- Multimedia enhances understanding
- Explore interdisciplinary content
- Dynamic, changing field
- Interactive experience between reader and text
- Potential for new audiences
- Push boundaries of traditional scholarship
Why in the classroom?

● Connections between ideas and topics
● Beyond textual arguments
● Digital media skills
● Collaboration
● Creativity + innovation
● Facilitates discussion
What’s involved?

1. Does media enhance narrative?
2. Curating multimedia
   a. Don’t forget about permissions!
3. Deciding on organizational structure and pathways
4. Learning how to use your chosen platform
5. Ongoing maintenance
Multimedia Narratives for Teaching & Learning

- Both individual and/or group
- Weekly writing assignments
- Final research projects → presentation tool + stand alone
- Harness existing multimedia resources + create new
Assessment

- Traditional peer review
- Revolving roles peer review (modeled after publishing hierarchy)
- Formative assessment of drafts (low stakes)
- E-portfolio of ongoing iterations
Tools

NYU supported
● Wordpress
● Scalar
● Voicethread

3rd party
● Tumblr
● Medium
● Creativist
Wordpress

- Free & supported at NYU
- Customizable aesthetics
- Categories & tags
- Certain themes & plugins useful for long form, media-rich writing
Scalar

- Free & open source
- Multiple paths to organize content
- Variety of ways to embed media
- Built in libraries of resources
- Tags, comments
Resources & additional support

Wordpress tutorials
Scalar webinars and support forums
Getting Started guide
HASTAC webinar on Teaching and Learning w/ Scalar @ 3pm
Thank you!

https://wp.nyu.edu/fas-edtech/

Upcoming Workshops:

Thurs, April 16 University Resources for Tech Enhanced Education

Thurs, April 24 Web Design & Creation for Teaching & Learning (practicum)