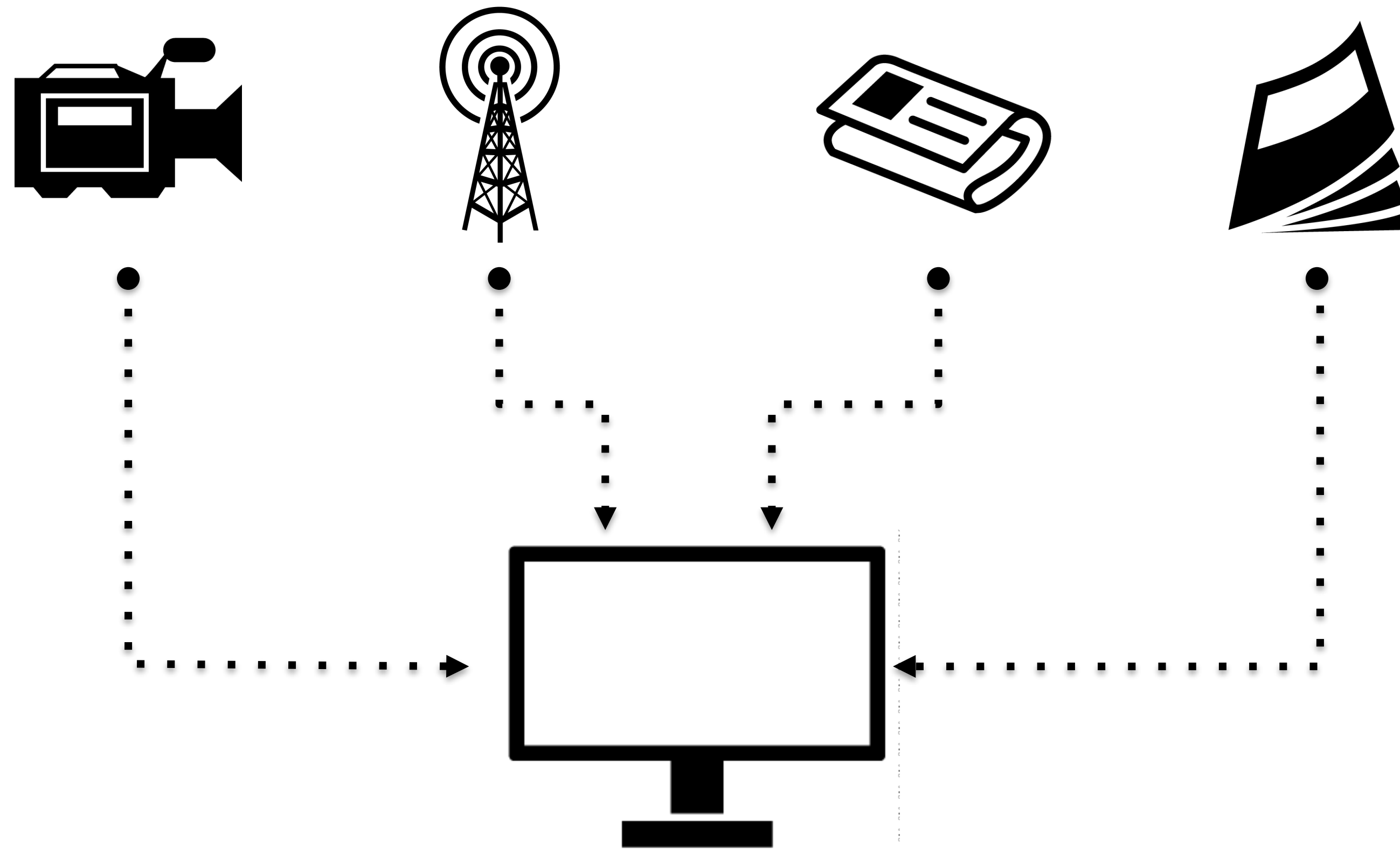


Intro to Coding Interactives

UC Berkeley Graduate School of Journalism

Understand the Medium





Not just for distribution

What can *you* do with the web?

Techniques for web packages

- **Scanning mode**: People scroll frenetically, looking for content, especially when it comes to social media. Scrolling can be an asset.

Greenland Is Melting Away



Published: July 21, 2013

Riding the New Silk Road

The network of routes known as the Silk Road connected Asia and Europe for centuries before fading in importance in the 1400s. Now, Hewlett-Packard has revived the route as a faster, overland alternative to shipping electronics from China to European markets by sea. A look at one section of the modern-day route, now more commonly traveled by train instead of by camel. [Related Article »](#)

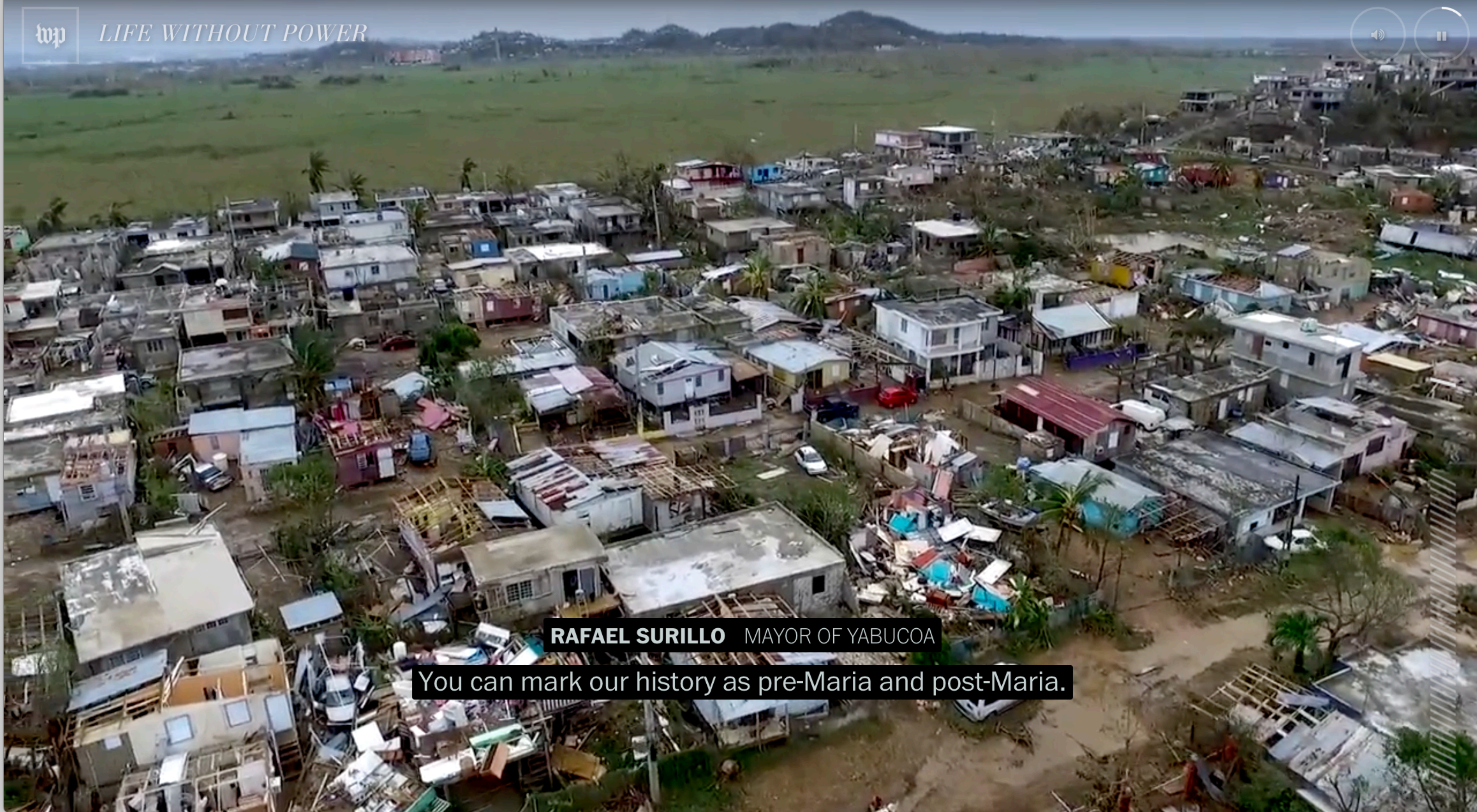
Photography and video by James Hill for the New York Times.



Techniques for web packages

- **Auto-playing video**: Can really make static images come alive and add some dynamism to the piece.

LIFE WITHOUT POWER



RAFAEL SURILLO MAYOR OF YABUCOA

You can mark our history as pre-Maria and post-Maria.

Techniques for web packages

- **“Chunkifying” content:** A technique used in lots of continuous pieces is to break text apart into smaller chunks that grasp the user’s attention. It’s a bit like holding a user’s hand and leading them through the story.

A Game of Shark and Minnow

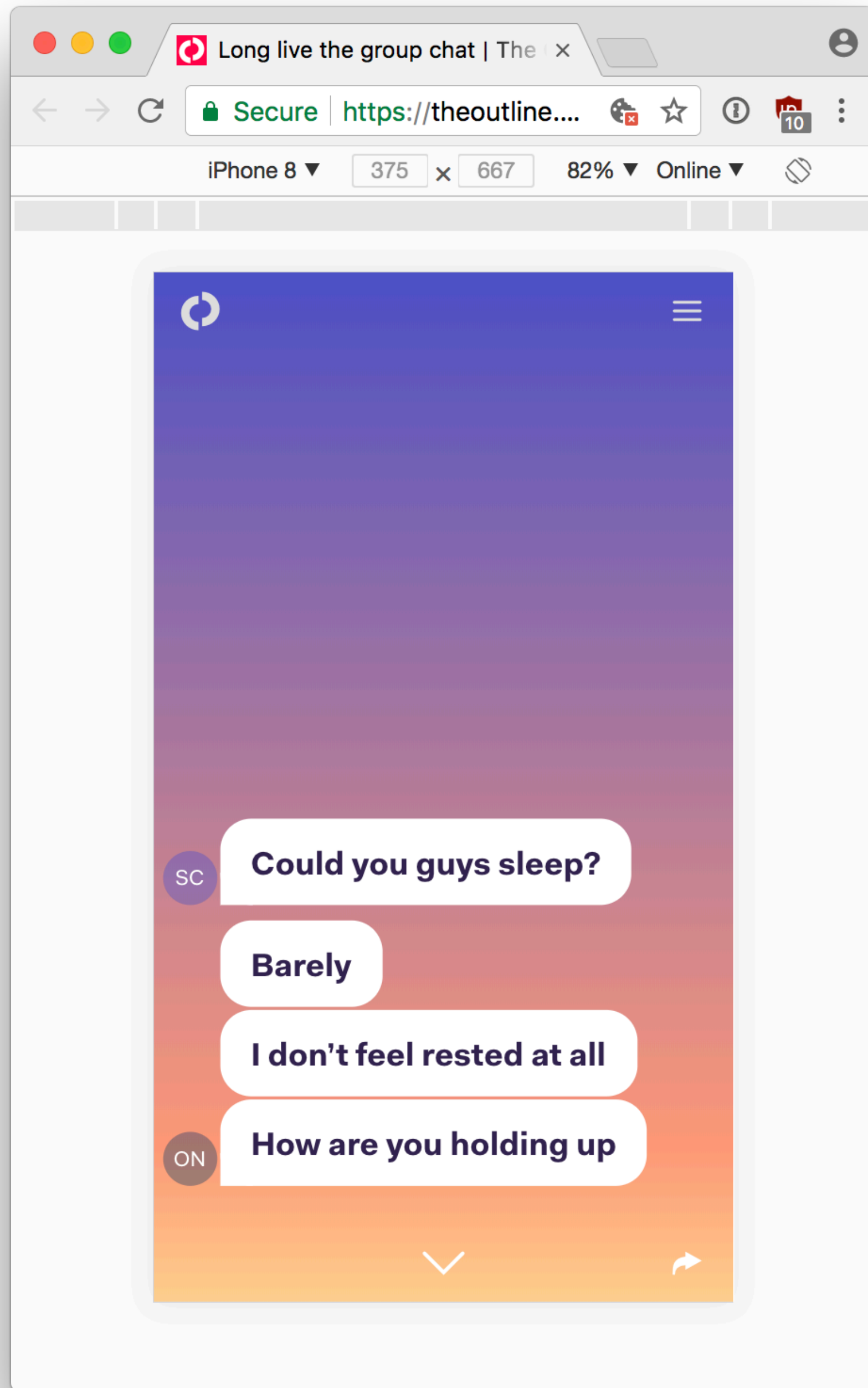
In a remote corner of the South China Sea, 105 nautical miles from the Philippines, lies a submerged reef the Filipinos call Ayungin.

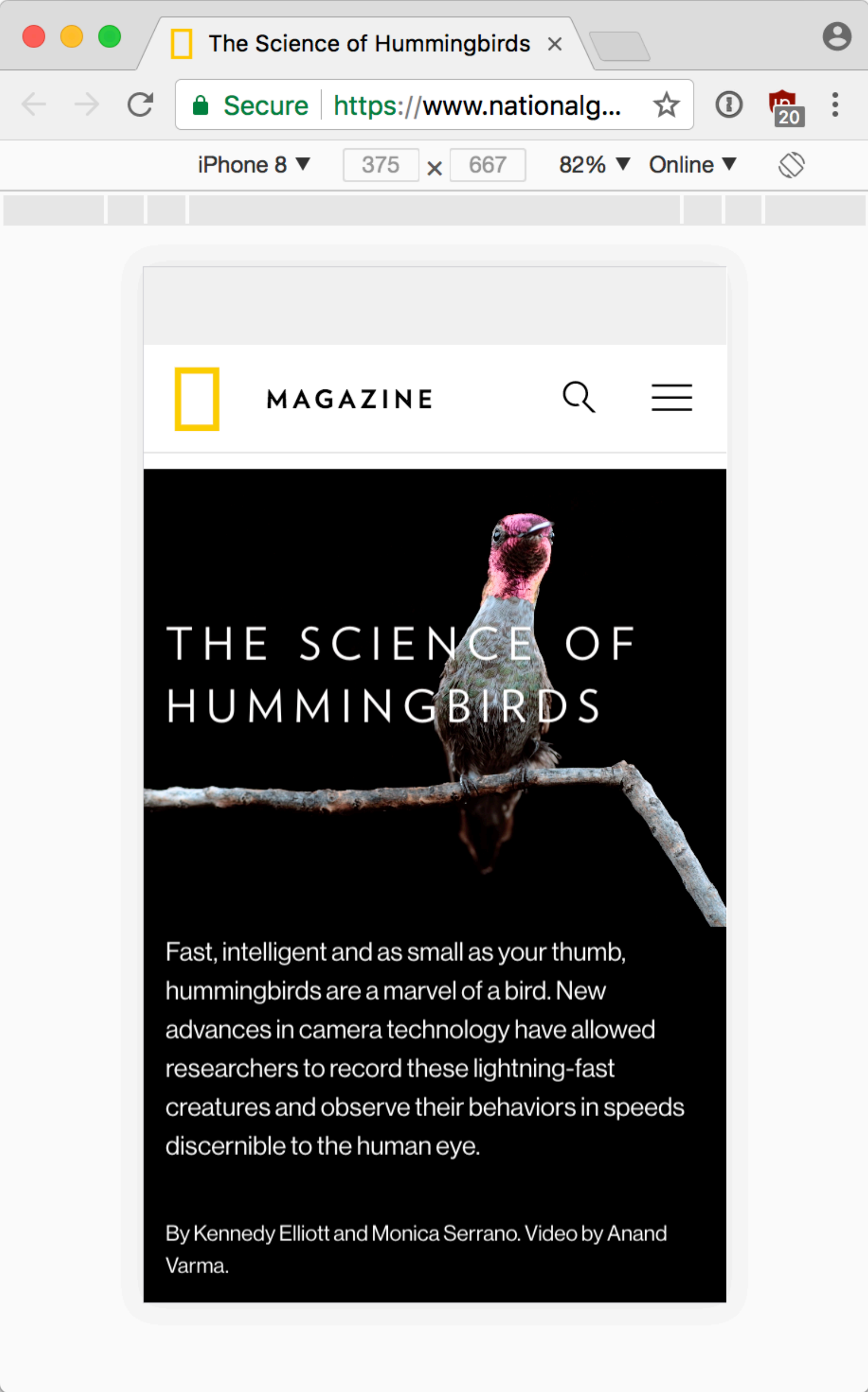
SCROLL



Techniques for web packages

- **Mobile devices have constraints.** The device viewport is smaller than a desktop browser, and only one app shows at a time. This can be to your advantage, as it increases **focus**.



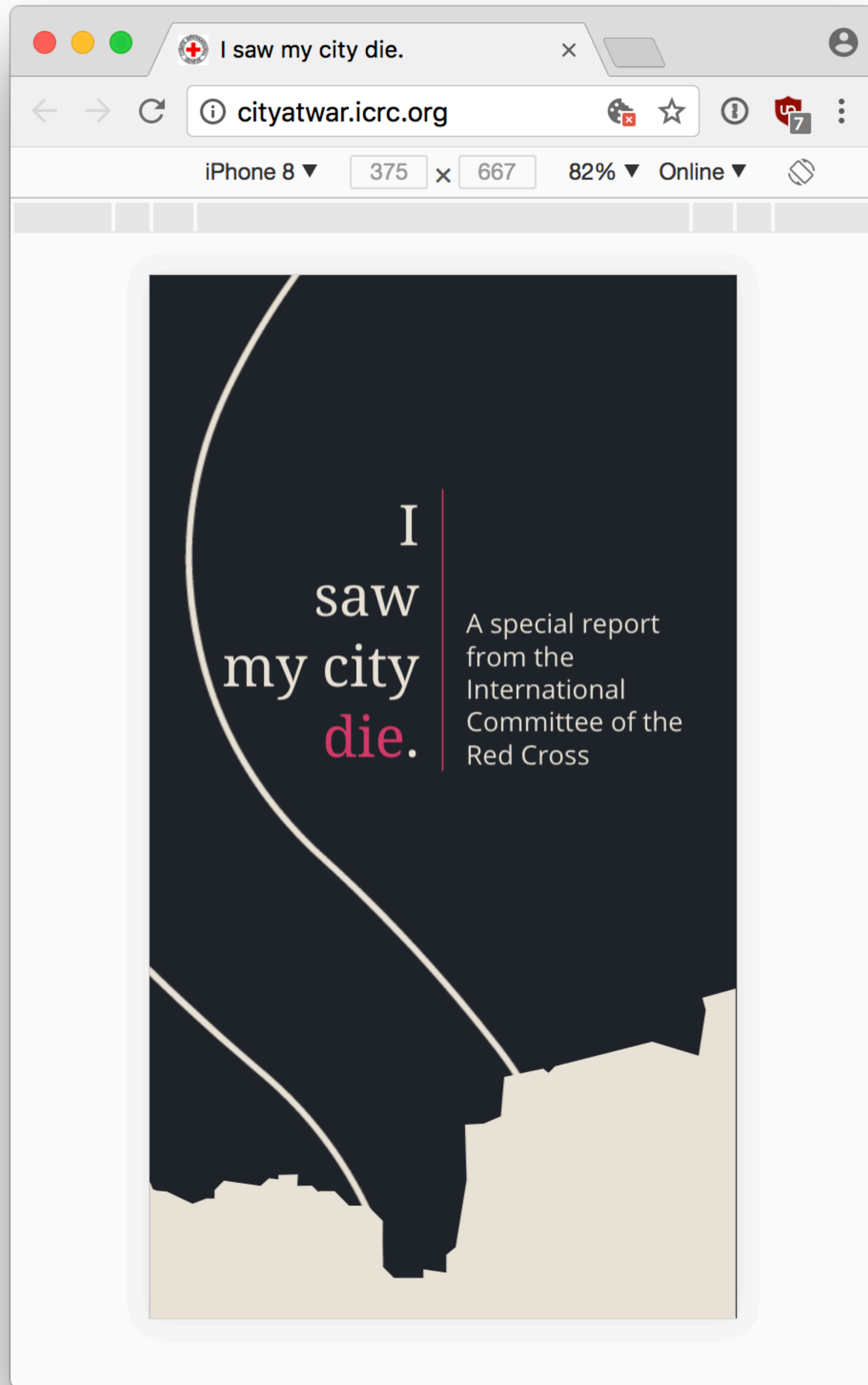


THE SCIENCE OF HUMMINGBIRDS

Fast, intelligent and as small as your thumb, hummingbirds are a marvel of a bird. New advances in camera technology have allowed researchers to record these lightning-fast creatures and observe their behaviors in speeds discernible to the human eye.

By Kennedy Elliott and Monica Serrano. Video by Anand Varma.





I
saw
my city
die.


A special report
from the
International
Committee of the
Red Cross

wp Total solar eclipse 2017: How r x

The Wash...C) [US] | h... ☆

iPhone 8 375 x 667 82%

The Washington Post
Democracy Dies in Darkness



Science • Analysis

Here's every total solar eclipse happening in your lifetime. Is this year your best chance?

By **Denise Lu**
July 10, 2017

On Aug. 21, a total solar eclipse will be visible from the contiguous United States. It'll be the first to traverse coast to coast in nearly a century. There will be 69 total solar eclipses visible from somewhere on the planet in the next 100 years, but only a few will be visible from

Techniques for web packages

- **Use graphics to break-up your story:** In the business, these are called "interrupters." Careful consideration should be made as to when a piece of multimedia breaks text apart, or when it's placed off to the side of the text, where it becomes a more optional element.

Can North Korea Actually Hit t x

Secure | <https://www.nytimes.com/interactive/2017/08/22/world/asia/north-korea-nuclear-weapons.html>

Home The New York Times | WORLD Share 95

This Missile Could Reach California. But Can North Korea Use It With a Nuclear Weapon?

By WILLIAM J. BROAD, MIKA GRÖNDAHL, JOSH KELLER, ALICIA PARLAPIANO, ANJALI SINGHVI and KAREN YOURISH UPDATED SEPT. 3, 2017



Comparing the Las Vegas Attack x

Secure | <https://www.nytimes.com/interactive/2017/10/06/us/las-vegas-gun-deaths.html>

U.S. | Comparing the Las Vegas Attack With Daily Gun Deaths in U.S. Cities

Facebook Twitter Email MORE

Comparing the Las Vegas Attack With Daily Gun Deaths in U.S. Cities

By LARRY BUCHANAN, TROY GRIGGS, JASMINE C. LEE and KAREN YOURISH OCT. 6, 2017

On Sunday night in Las Vegas, 58 people were killed in a single mass shooting, one of the deadliest in American history. How does that compare with the daily gun deaths in cities across the United States?

In Chicago, 58 people were killed by guns in a span of 28 days, counting back from Sept. 29, two days before the Las Vegas attack. Many shootings were of one person, not mass attacks. In Baltimore, there were 58 gun deaths in 68 days. In Houston, it was 118 days.

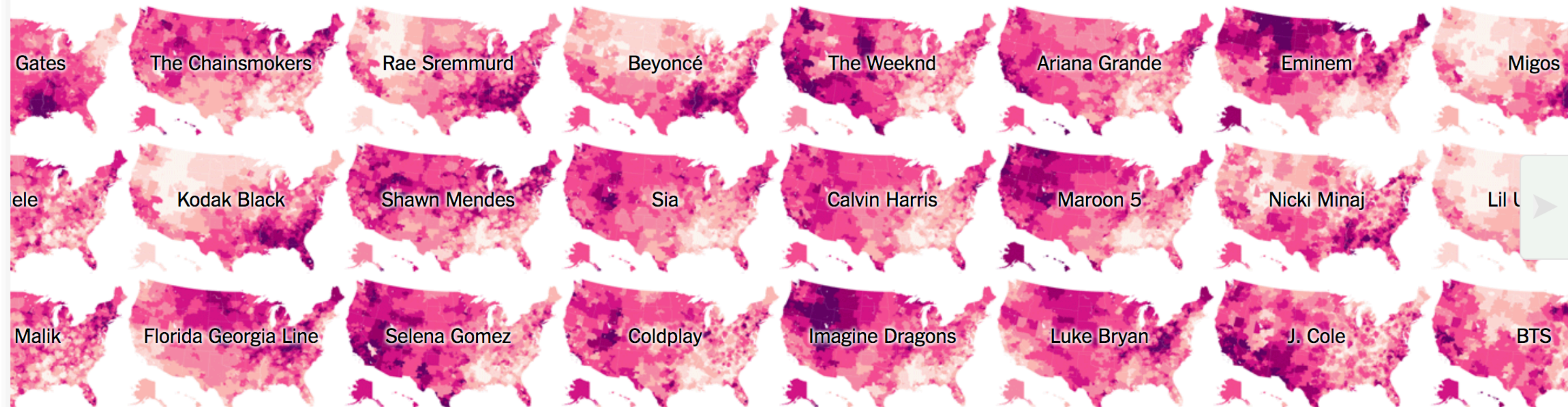
These and other cities are shown below. The gun deaths, all from 2017, were tracked by the Gun Violence Archive, a nonprofit organization that catalogs episodes of gun violence.

Mass shooting in Las Vegas 58 deaths in one day

TheUpshot

FOLLOW US: GET THE UPSHOT IN YOUR INBOX

SHARE



What Music Do Americans Love the Most? 50 Detailed Fan Maps

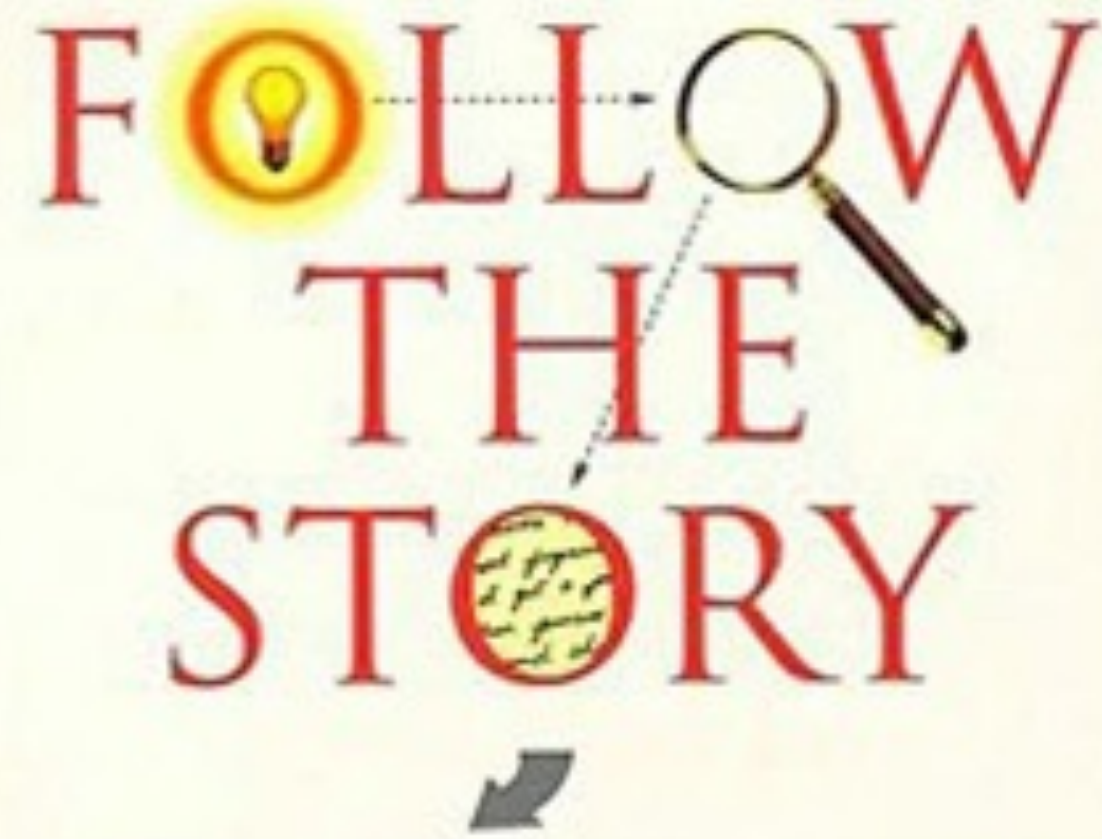
By JOSH KATZ AUG. 7, 2017

ANATOMY OF MULTIMEDIA STORY

JAMES B.
STEWART

*Bestselling author of *Den of Thieves* and Winner of the Pulitzer Prize*

FOLLOW
THE
STORY



How to Write Successful
Nonfiction



STORIES START WITH...

-
- Intellectual **CURIOSITY**. What do *YOU* want to know? What are the stories that drive so much interest, you take a deep dive?
- Your consumption habits are incongruent from your news pitching habits.
- What IS interesting? Usually it's the unknown. We want to solve mysteries, contradictions, uncertainties. What question is your story answering?

TOPIC

STORY

HUMANIZE

LITHIUM

STORY

HUMANIZE

LITHIUM

STORY

**BATTERIES IN YOUR PHONE, MINING WORKERS,
ENVIRONMENTAL EFFECTS**

LITHIUM

HOW IS LITHIUM REPLACING OIL?

**BATTERIES IN YOUR PHONE, MINING WORKERS,
ENVIRONMENTAL EFFECTS**

TOPIC

STORY

HUMANIZE

CELLPHONE THEFT

STORY

HUMANIZE

CELLPHONE THEFT

STORY

**GIRL DIES FOR HER CELLPHONE,
COPS DEALING WITH INCREASE IN URBAN ROBBERIES**

CELLPHONE THEFT

**INTERNATIONAL
BLACK MARKET OF STOLEN
CELL PHONES**

**GIRL DIES FOR HER CELLPHONE,
COPS DEALING WITH INCREASE IN URBAN ROBBERIES**

TOPIC

STORY

HUMANIZE

TOPIC

STORY

THERE IS AN ISLAND SINKING IN THE SOUTH PACIFIC.
SPEAK TO ISLANDERS WHO WILL HAVE TO BE RELOCATED

TOPIC

CLIMATE CHANGE AFFECTS INDIGENOUS POPULATION

THERE IS AN ISLAND SINKING IN THE SOUTH PACIFIC

ENVIRONMENT, LOSS OF CULTURE

CLIMATE CHANGE AFFECTS INDIGENOUS POPULATION

THERE IS AN ISLAND SINKING IN THE SOUTH PACIFIC

A TOPIC IS NOT A STORY

**TOPICS ARE BORING BECAUSE THEY
RAISE NO QUESTIONS, NO CURIOSITY.**

How do you know if you have a topic?

If you need to use the word "about" to describe your story.

**GOOD IDEAS ARE
THOUGHT UP**

BUT

**GREAT STORIES
ARE FOUND**

“

A good idea is 50 percent of a
successful story.

-James Stewart

Considerations

- Timeliness
- Significance
- Exclusivity
- Similarity
- Feasibility

Character Development

We project ourselves, our emotions on the subjects in a good story.

Sympathy vs Empathy

Character Development

Relatable

(see parts of their lives that are similar to your own)

Idiosyncratic

(They have characteristics we are attracted to)

Anecdote

(What do we do when we socialize?)

Details

(Show, don't tell)

Character Development in multimedia

SnowFall cards

<http://apps.npr.org/tshirt/#/you>

<http://www.washingtonpost.com/afterthestorm/>

THREE METHODS OF A SUCCESSFUL STORY

- Direct observation.
- Other observers, (we call them sources).
- Published accounts.



the REEF





CHASING LITHIUM

The Hidden World Behind the 21st Century's Most Valuable Resource

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