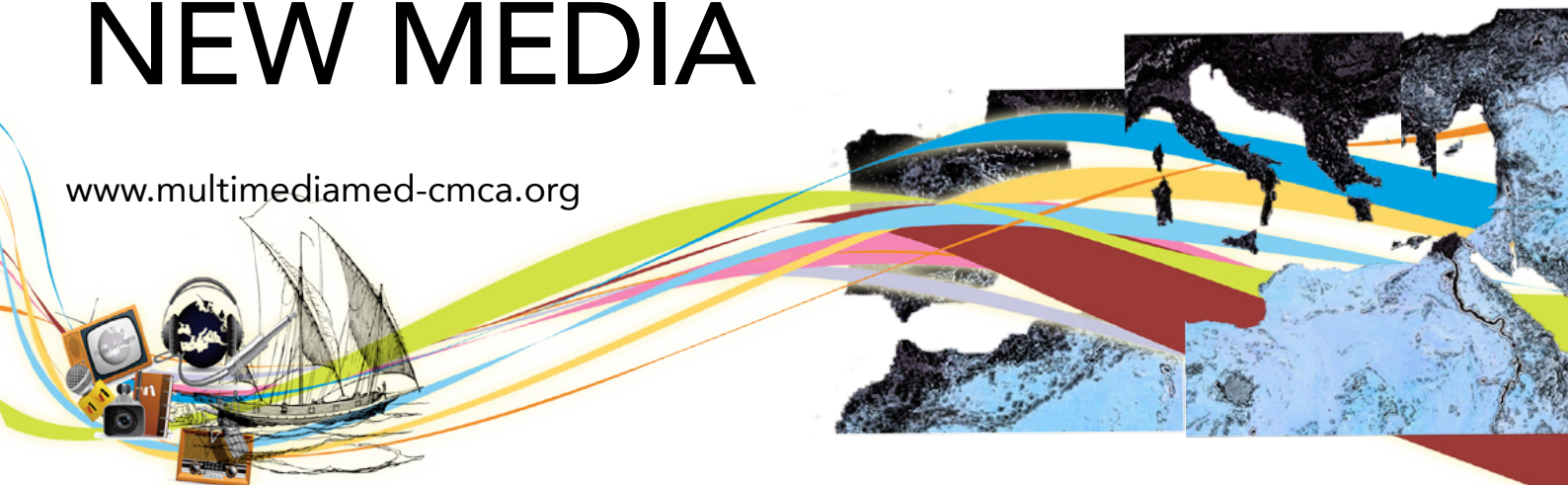


TRAINING NEW WRITING AND NEW MEDIA

www.multimediamed-cmca.org



IN CHARGE OF PROJECT

CMCA - MEDITERRANEAN CENTER FOR
AUDIOVISUAL COMMUNICATION

INTENDED PUBLIC

Journalists and professionals coming from all departments of CMCA televisions members, with at least 3 years experience and interest in new technologies.

SHEARED AIMS

- To Inform about the evolution of practices associated to new media
- Better understanding of current digital tools
- Analyzing the different publication media
- To Participate in developing the web-documentary ***Marseille-Multimedia-Mediterranean***

PROJET DESCRIPTION

The «New Scriptures and New Media» workshop aims to train journalists to new narrative forms and techniques about writing web documentaries and cross-media projects.

Trainees will contribute to create and develop the contents of web documentary: ***Marseille-Multimedia-Mediterranean***. The idea is to create an interactive map of the main Mediterranean cities.

During the workshop, the journalists will work on the districts of Marseille. After training, each journalists should make a topic about a district of his city. This work will be added to the web-documentary.

ORGANIZATION OF WORKSHOP

DAY 1 - The challenges of new media and Televisions

Writing for web and the using of social networks for TV
The digital revolution and televisions
Case Study: How a web editorial works for TV
Sharing of knowledges

DAY 2 - Knowledge of tools

Basics and tips for photo shooting
Basics and tips for shooting video
Basics and tips for sound recording
Specific use of mobile devices (smartphones and compact cameras)
The language to the moving and still image
Understanding digital compression
Choice of tools

DAY 3 : Pre-production

Selection of subjects and composition of teams
Choise of treatment
Explanation about objectivity and ethical rules
Investigation and writing items

DAY 4 : Production

Shootings and writing of subjects

DAY 5 : Post-production

Basics and Tips for editing image and sound
Editing topics
Finalization of multimedia content that will be post on
<http://www.multimediamed-cmca.org/>

WORK METHOD

8 selected journalists

Participants will be grouped into different teams formed by educators who will appoint a coordinator per team.

Equipment provided:

Shooting equipment for news reports.
A web space to host and publish the work of trainees

Trainers:

Web Journalist of France Télévisions
Stéphane Pachot - Videomaker/ multimedia expert (www.stephanepachot.com)
Franco Revelli - Head of Multimédia - CMCA

TIME TABLE

From April 23th to 27th - 2018

LOCATION : CMCA - Marseille