

**Final Project Information**  
**15 percent**  
*Due Thursday, Dec. 12, 10:45 a.m.*

You must use combination of multimedia elements learned throughout the semester to compile an enterprise feature story on multiple platforms to post to your blog. Your project **must** include photos, video and a written portion, with each element illustrating different points of the story.

You must also include an additional element of your choosing – a live video on social media, graphics, an audio slideshow or some other app.

Here are the elements:

1. Your **enterprise feature story idea**. I will evaluate the quality and newsworthiness of your story idea and the overall execution of the idea and package elements. (10 points)
2. A **blog post** tying all of the elements of your story package together. Posts should be 10-18 grafs; 1-2 sentences each. Include **at least three quotes from three human sources**. (20 points)
3. At least **three photos** using the photo tips I gave you in class **AND** captions for each photo. (20 points)
4. A 1-1:30-minute **edited video** using the techniques we practiced in class. You will need **at least two on-camera interviews**. (20 points)
5. Another element we have used in class or one you have researched on your own, such as an audio slideshow, graphic, social media reporting activity, etc. (20 points)
6. Everything should flow together seamlessly as an attractive multimedia story that would entertain and inform audiences. (10 points)

You will need to turn in a project plan to MyClasses prior to class time on Nov. 26 containing your story idea, and addressing how you will use each of the required elements listed above.

In lieu of a class meeting on Thanksgiving week, you will need to communicate with me regarding your project plan and progress, answering any comments/questions I have about your plan as an in-class activity grade.

**Story idea & overall quality:**

<b>Possible points</b>	<b>Guidelines</b>	<b>Self assessment</b>	<b>Professor Assessment</b>
<b>10 points</b>	<b>Story idea</b> Your story is an enterprise piece, not basic event coverage. Your story idea is interesting and suitable for your readers. Your story is not promotional in any way		
<b>10 points</b>	<b>Overall technical quality</b> The pieces of your project complement one another Editing is professional (not choppy) Your story flows together cleanly It is technically appealing		

**/20**

**Your additional element:**

- You have used an additional element creatively
- Your additional element is well-executed
- Your additional element is worthy of professional publication
- Your reporting for your additional element is thorough and apparent in the element

**/20**

Your blog post will be graded on all of the following (**at least three human sources, and at least three quotes**):

<b>Possible points</b>	<b>Guidelines</b>	<b>Self assessment</b>	<b>Professor Assessment</b>
<b>4 points</b>	<b>Structure:</b> 1-2-sentence grafs Appropriate post length (8-16 grafs) Quotes get their own grafs Said is in the appropriate place		
<b>4 points</b>	<b>Reporting:</b> You have good, thorough info Info is well-sourced and objective (sources speak, not you)		
<b>4 points</b>	<b>Sourcing:</b> S-E-Q used for each source Sources quoted add value to story Quotes are emotional, not informational You have used a variety of sources		
<b>4 points</b>	<b>Overall post quality:</b> Posts are well organized Posts are readable and interesting Posts do not contain awkward wording that would make them difficult to read		
<b>4 points</b>	<b>Grammar &amp; Style:</b> Story is mostly free of grammar and style errors		

Your photos (**minimum of three**) will be graded on all of the following:

<b>Possible points</b>	<b>Guidelines</b>	<b>Self assessment</b>	<b>Professor Assessment</b>
<b>6 points</b>	<b>Photo quality:</b> Photos employ techniques discussed in class and listed previously		
<b>6 points</b>	<b>Captions:</b> Your captions are informative and follow the guidelines discussed and listed previously		
<b>4 points</b>	<b>Reporting:</b> You have good sources for all info Your sources used are appropriate for the story You include a variety of sources		
<b>4 points</b>	<b>Grammar &amp; Style:</b> Captions are mostly free of grammar and style errors		

Your video must include all of the following (**at least two interviews & b-roll**):

<b>Possible points</b>	<b>Guidelines</b>	<b>Self assessment</b>	<b>Professor Assessment</b>
<b>4 points</b>	<p><b>Video techniques:</b>            Camera is steady and focused            Videos follow technical qualities discussed and listed previously</p>		
<b>4 points</b>	<p><b>Interviewing/sourcing:</b>            It makes sense why you interviewed the person you did            You used good questions to get the subject to describe/explain</p>		
<b>4 points</b>	<p><b>Editing:</b>            You have no more than 1-1.5 minutes            Transitions are clean            Cuts are not abrupt</p>		
<b>4 points</b>	<p><b>B-roll:</b>            Adequate b-roll is used in the video            B-roll is illustrative of the audio/subject            B-roll helps make video interesting</p>		
<b>4 points</b>	<p><b>Overall quality</b>            Interview &amp; b-roll flow together            You and your source are professional            Viewer has a fuller understanding of the topic after watching</p>		