Make and Share

What Media Format Should I Choose?
Now that you’ve completed your research and collected resources during your investigation, it’s time to make your media piece.

How do you choose what to make?
Read about the following media formats to help you decide which one will best tell your story.

- Audio
- Slideshow
- Video
- Infographic
- Interactive Map
- Interactive Timeline
Audio is good for communicating

- Sounds in a special place
- Emotion in someone’s voice
- Interviews
- Perspectives
To gather media for an audio story, you will need one of the following:

- Mobile device with a voice recording app (you may also want an external microphone)
- External microphone for your computer
- Digital field microphone
- Headphones
To edit an audio story, you will need

- An audio editor
  - Audacity (free for Mac or PC)
  - GarageBand (free for Mac and iOS)
Examples of audio stories

- On the Elephant Seal Dating Scene, It’s All About Bravado
- Foghorns: Who Presses the Play Button?
- Where Did the Wild Parrots of San Francisco Come From?
- Historic Bassoon Brings Two Generations of Musicians Together.
- Why Are BART Trains So Loud?
Consider the following:

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

Audio is great for developing listening skills and visual imagery.
Slideshows are good for communicating

- A process or demonstration (images show the steps)
- Action (images slow down the action and help audience concentrate)
- A story or process without a lot of action
To gather media for a slideshow, you will need one of the following:

- Mobile device with camera
- Text (not more than three lines per picture for slideshow captions)
- Audio (see list in previous section)
To edit a slideshow, you will need one of the following:

- Photo editing software or program
- iMovie (free for Mac) or MovieMaker (free for PC)

OR

- Google Slides
Examples of slideshows

- How Were Fossil Fuels Formed?
- Look At This: Brazil
- California: Paradise Burning (also includes some video)
- Restoration of the San Joaquin River
Consider the following:

A slideshow gives the audience more time to study a particular image than video does.
Video is good for

- Communicating complicated concepts and processes
- Showing action
- Documentation of an activity or process
To gather media for a video, you will need one of the following:

- Mobile device with camera
- Video camera
To edit a video, you will need a video editing program such as

- **WeVideo** (online)
- iMovie (free for Mac or iOS)
- MovieMaker (free for PC)
Examples of video

- Watch Flesh-Eating Beetles Strip Bodies to the Bone
- The Once-In-A-Lifetime Ladybug Love-In
- Engineering Is Cleaning Poop from Drinking Water
- Fish, Swim Bladders and Boyle's Law
Consider the following:

Video isn't the best media format to use with an interview unless the person is explaining something that he or she can show or demonstrate.
Infographics are good for communicating:

- Data in a visual manner
- Statistics
- Procedures or steps
- A lot of information in a simple way
To create an infographic, you can use one of the following online tools:

- Piktochart
- Canva
- Easel.ly
- Venngage
Examples of infographics

- Nonrenewable and Renewable Energy Resources
- Plastics: the good, the bad, and the horrifying (student-produced)
- Solar Eclipse vs. Lunar Eclipse
Consider the following:

If you feel like you need to include a lot of text for your infographic to make sense, another media format may be a better option.
Interactive maps are good for communicating

- Paths or travel routes
- Locations of events
- Distribution of something over an area
To create an interactive map, you can use the following online tool:

- [Google My Maps](https://mymaps.google.com)
Examples of interactive maps

- U.S. Civil War
- Gender Wage Gap in the U.S. in 2014 (midway through post)
- Greenhouse Gas Emissions by Country in 2012 (midway through post)
Consider the following:

Is location central to communicating your idea? If so, a map is a great choice, if not, consider another media format.
Interactive timelines are good for communicating:

- Dates and times of historical events
- The order of specific events
- Trends
- Relationships among events, people, places or ideas
To create an interactive timeline, you can use the following online tools:

- **TimelineJS**
- **TimeMapper**
Examples of interactive timelines

- The Fight to Vote
- A Brief History of the Banana Business
Consider the following:

If dates and times are critical to your story, timelines are a good option.
If you have chosen to make a slideshow or video, here are some additional resources that may be helpful:

- [Storyboard for slideshows or video](#)
- [Video shooting script template](#)

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Once you have finished your Make and Share, you will reflect on the process.

Find out why it is important to reflect on your work