


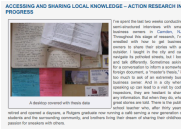





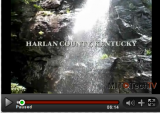














# CoLab Media Menu

HOT*	Product	Description	Length	Time/Scope	Distribution	Ingredients	Example
	micro-text	microblogging, 140 characters, updates, teasers, headlines	140 characters	15 min	Twitter, SMS, Facebook status	words, web-browser, user account on website like Facebook/Twitter	<a href="http://twitter.com/MITCoLab">http://twitter.com/MITCoLab</a>  Map on the LA River: Stakeholders draw their visions for East LA. <a href="http://bit.ly/bV86LI">http://bit.ly/bV86LI</a> You can, too. 11:06 AM Feb 12th from web 
	text	reflection, journal, editorial, storytelling	250-1000 words	1 hr per 250 words	blog, email	words, thoughts, interviews, photos, blogging platform	Gayle Christensen's Thesis Blog <a href="http://colabradio.mit.edu/?p=766">http://colabradio.mit.edu/?p=766</a>  
x	photo	photos with text captions	3 photos	1 hr	blog, TwiPic, Facebook, CoLab homepage	camera, card reader, photo, photo editing	"Who's on Broad?" featured in Times-Picayune - <a href="http://colabradio.mit.edu/?p=1006">http://colabradio.mit.edu/?p=1006</a>  
x	photo slideshow	photos in a slideshow, either in Flash or video format, with no sound	12-15 photos; 30sec-1min	2 hrs	blog, DUSP Plazma screens	camera, photos, iPhoto, iMovie or FinalCut	trabajando! - <a href="http://colabradio.mit.edu/?p=753">http://colabradio.mit.edu/?p=753</a>  
xx	photo story	photos in a slideshow, either in Flash or video format, with music and/or voice narration	1-3 min	4-40 hrs, depending on your script and your skill level	blog, TechTV, YouTube, Facebook	camera, photo, music, mp3, audio recorder, audio file, iMovie/Final Cut	Harlan County, Kentucky: What Happened to Elmer's Fishpond? - <a href="http://techtv.mit.edu/collections/colab/videos/2297-harlan-county-kentucky-what-happened-to-elmers-fishpond">http://techtv.mit.edu/collections/colab/videos/2297-harlan-county-kentucky-what-happened-to-elmers-fishpond</a>  
xx	audio story	mp3, podcast, public service announcement	2-4 minutes	5 hrs editing work per 1hr of audio interview time	blog, iTunes, CD	interview questions, audio recorder, microphone, audio editing software	community organizing 101, Eastern Kentucky - <a href="http://colabradio.mit.edu/?p=277">http://colabradio.mit.edu/?p=277</a>  
xxx	video documentary	non-academic documenting event/meeting, reflection, journal, editorial, storytelling/documentary	2-10min	16 hrs per 2hr event	blog, TechTV, YouTube, CoLab homepage	video camera, microphone, iMovie/Final Cut	MK Fellows Knowledge Harvesting - <a href="http://colabradio.mit.edu/?p=569">http://colabradio.mit.edu/?p=569</a>  
xxx	video story	storytelling/documentary with script, ranging from 30 sec introduction to topic to 4 minute argument/story	2-4min ideally for web	varies widely!	blog, TechTV, YouTube, CoLab homepage	storyboard / plot vision, script, video camera, microphone, iMovie/Final Cut	Origins of Year Up - <a href="http://storiesforchange.net/story/origins_of_year_up">http://storiesforchange.net/story/origins_of_year_up</a>  
xx	map	media content on an existing geographic map	3-12 media pieces on map	[individual media content production] + 2hrs	blog, graphic, Google Maps, CoLab website	media content (photo, audio, video), base map, map editor (ArcGIS/Google Maps)	Springfield Practicum Healthy Food Vendors Story Google Map - <a href="http://web.mit.edu/11.403/www/googlemap.html">http://web.mit.edu/11.403/www/googlemap.html</a>  
x	visualization	original map, graphic, diagram, chart, table	NA	varies widely!	blog	data, Adobe InDesign/Illustrator, MS Word/Excel	MENTAL MAPPING ARTS AND CULTURE ALONG THE LA RIVER - <a href="http://colabradio.mit.edu/?p=1035">http://colabradio.mit.edu/?p=1035</a>  

**\* HOT = level of complexity**

**\*\* Time/Scope here assumes intermediate skill level and may include steps:**

- 1 Planning
- 2 Skill-Building / Gather Resources
- 3 Scripting
- 4 Record/Capture
- 5 Catalog/Organize Raw Content
- 6 Edit
- 7 Export
- 8 Review / Revise
- 9 Re-Export
- 10 Distribute