

Week 2 ASSIGNMENT: IMAGE & TEXT & MUSIC

Read the information at

<http://mediamulti.weebly.com/image-text--music.html>.

Test out the two music players on the page too!

Now read my LAUGH OF THE DAY entry on our blog as well at at <http://mediamulti.weebly.com/index.html>. Be sure to play the music that goes with the cartoon.

Log in to your own Weebly site. Go to your BLOG page. Click on NEW POST. Click on the BASIC menu option at the top of your page. Drag the PICTURE icon to your blog message section.

Use Google images to find a cartoon, illustration, photo you feel comments on technology or the media today. Click on the image, then go to the site where the image is located. Copy the address of that appears in your browser. Now save the image to your own computer desktop of picture file folder.

Now click on the PICTURE icon on your blog message and upload your image. After the image appears on your site, select the LINK, 3rd option, and paste in the image location address the SAVE.

We are including a link to the original image source as a way of crediting the author for their website content.. Blog viewers can directly click on our picture and go the site where we found it.

Not done yet. Click on the CAPTION option, 4th in option bar that still should be showing at the top right of your image box. (If for some reason it is not showing up, simple re-click on your image. Add a TITLE that ties into the subject or comment you are making with your image selection. On our blog my title was TIME ERASES EVERYTHING. Save.

Writing a short title that adds meaning to the visual experience is a way to effectively tie together image and text, to make a directed, more powerful impact on your readers.

Time to add music to include another layer of meaning to the interpretation of image, text and music. You will install a music player on your site, locate and upload 3 songs that tie into your chosen image and text in some way, upload the tunes to your player, then embed the player in your blog post **below** the image.

Does the order of where we place our music player matter? Why tell you to

put the music player below the image? Yes, it does. We want the readers to FIRST absorb the image, take in its message, read your caption, think it over, and THEN listen to the music and make new connections to your image and caption. The music is referencing the image, it is secondary to the picture, and so we carefully craft a page design that directs our readers' attention in this particular order. In multimedia we are designing products to persuade our audience and achieve our goals.

MUSIC PLAYER & TUNES:

Go to <http://www.podsnack.com>. Sign up. Select a music player & install one on your BLOG!

Select "New Playlist". Name it. Upload 3 music tracks that fit the message of your image and title. Podsnack is great because you can choose to upload free music directly from YouTube, (awesome option because you can just type in a music title and Podsnack finds all versions of the tune on YouTube and you can even preview them to be sure it is the one your want); music saved on your own computer either from a CD you own, from your iTunes library, or other free open source such as Jamendo;, or even record your own song/s in the mix!

Choose a template, then select colors for your player that coordinate with colors on your blog page banner. We want to think about color coordination in multimedia projects. It creates a more pleasing visual experience. Keeps our audience happy! Then hit FINISH at bottom of page.

Now click on the green FREE EMBED icon. A pop up box appears. Click on COPY. Then Close. (Be sure to have your account info for PODSNACK written down or emailed to yourself (my electronic memory bank works better than following my paper trails or relying on my brain cells!) BEFORE closing the program.

Now log in to your own Weebly site. Go to PAGES, select BLOG, then edit, page. Now select NEW POST. Title it. Go to MORE at top menu on blog page select CUSTOM HTML. Drag this Element to your blog post page. Click on it and paste in the PODSNACK code you copied. Your music player will appear. You can choose to center it, or have it appear on the left or right side of your blog post.

(TIP: Go to WEEK 2: Create A Blog Assignment at <http://mediamulti.weebly.com/createablog> if you have no blog on your own Weebly site yet).

Copy the code to embed your player. Drag the html icon under MORE to your site page. Paste in player code. TaDA!

VERY IMPORTANT: BLOG POSTS ARE DIFFERENT ON WEEBLY. THERE ARE TWO STEPS TO SAVE A POST. FIRST CLICK ON "SAVE TO LIVE" AT THE TOP OF YOUR POST. NOW SELECT PUBLISH IN THE FAR RIGHT TOP CORNER.

Go to your published version of your site and check everything. When you click on your image does it take you to your online source? Can you see a caption under your image? Does your music player work? Test to make sure it all is there. If so, copy the BLOG page address showing in your web browser address window.

Testing and re-testing is crucial for multimedia work. We do not want to drive away our online audience with non-functional site features. Unlike "brick and mortar" stores, physical places where we are face to face with our audience/customers, we can't placate people and apologize for our mistakes. They just leave with a click of a mouse, maybe never to return.

**ADD A LINK TO YOUR BLOG PAGE
ON OUR ANGEL SITE: IMAGE, TEXT, MUSIC DISCUSSION FORUM.**

Go to your published Weebly site BLOG page. Copy the address showing in the browser window. Go to our Angel class site IMAGE & TEXT & MUSIC DISCUSSION FORUM. It appears on both our HOME page and also in LESSONS under WEEK 2. Either place is fine. Just want to make sure you don't miss it!

Reply to my discussion post. Paste your link to your blog page.

DEADLINE: FRIDAY, APRIL 6th, 6 PM.

THIS COUNTS AS ONE OF YOUR THREE BLOG POSTS FOR WEEK 2. THE OTHER 2 POSTS ARE TO BE A TOPIC/TOPICS OF PERSONAL INTEREST TO YOU. IS THERE A CERTAIN AUDIENCE YOU WANT TO BUILD FOR YOUR WEBSITE? NOW IS THE TIME TO BLOG ABOUT THE STUFF THEY MAY FIND INTERESTING TO KEEP THEM COMING BACK FOR MORE!

EACH WEEK YOU WILL CREATE 3 BLOG POSTS. ONE OF THESE POSTS MAY BE ON A TOPIC I ASSIGN. IT WILL VARY FROM WEEK TO WEEK BUT YOU WILL ALWAYS HAVE TO HAVE 3 NEW BLOG POSTS ON YOUR SITE

EACH WEEK.

YOU HAVE UNTIL SUNDAY, APRIL 8th, 6 PM TO WRITE AND POST 2 MORE BLOG POSTS.

Log in to your own Weebly site. Create a Blog page if you haven't already done so. (go to pages and select the blog option on the top left.). Click Edit page. Choose BLOG SIDEBAR off the menu option. Create a page and title it "Music Player."

ASSIGNMENT 2

Create a GOOD & BAD TUNES page on your site under ASSIGNMENTS.

LOCATE YOUR OWN FAVORITE FREE MUSIC SITE:

- A. Find & check out other sites for free music besides Jamendo. Post a link to your favorite free music site.
- B. Tell us why it this was your favorite free music site
- C. What types of music do they have?
- D. What types DON'T they have?
- E. Who is target audience? **PICK SONGS FROM THIS MUSIC SITE:**

A. Find a song you think someone in LIKE YOU, IN YOUR OWN target audience would like and one they would hate. Post links to both OR IMBED MUSIC PLAYER ON THIS PAGE AS WELL. (Be sure to include Song Titles on your page and label the title: GOOD or BAD TUNE so when we listen to the songs we will know what category the tune falls under.

B. Explain why you think the music would appeal OR repel your own target audience

C. Give examples of other similar good bands the audience likes.

D. Describe the demographic & lifestyle habits of your audience you hope to attract. (READ BELOW FOR INFO)

E. Tell us whether your favorite and least favorite music would appeal to other target audiences and who they are.

Post a link to your GOOD & BAD TUNES page on our FORUM: GOOD &

BAD TUNES under ASSIGNMENTS.

DEADLINE: TUESDAY, NOVEMBER 8

INFO ON LIFESTYLE HABITS:

Who are your blog readers? Who do you want to attract to your blog or website? Not everyone is going to be equally interested in your product or service (in this case your blog). So who is most likely to care about what you have to offer?

Hey...don't say "everybody is" your target audience. There are probably certain segments, that are more likely than others to want to read your blog or watch your music video, buy your video game, etc.

Consider the **demographics (age, gender, occupation, marital status, income level, geographic area they live)**. But also pay attention to the **psychographics: the psychology of your readers and the way they choose to live**. What are their interests? What are their lifestyle habits?

For instance, your target audience *demographic* could be men ages 18-35 who live in a city. Add in the *psychographic*, **the lifestyle habits**, and now the target audience may be men who are ages 18-35 who like to work out and eat healthy, who read "Outdoor" magazine, who don't spend time watching television, and buy name brand sporting goods, and shop at health food stores.

Attracting fans to your blog, and perhaps earning money with your blog through advertising or other ways, requires a deep understanding of the customers' (your readers) psychology, along with their needs, in order for the product (blog) to be accepted.

Consider the lifestyle of your readers. What might be their:

- A. activities**
- B. interests**
- C. opinions**
- D. attitudes**
- E. values**