Project Four: iTour

In this project you will work individually or with a partner to create an audiovisual tour of a place in the bay area or elsewhere in the world. The tour will both describe and make an argument about the place.

PLACE: What is the definition of a "place" for the purposes of this project? A place is site-specific, so The Adobe Lodge would be a place whereas Starbucks is not a place but rather a chain of similar places; a particular franchise location would be a place. A place is small enough in dimension that one could see all or most of it in a 15-30 minute walking tour, so a city like San Francisco is not a place but rather a collection of different places. A place is open to the public, even if they have to pay a fee to enter it. Choose a place with which you are already familiar, preferably one to which you can travel in the next week or two. If there is enough content available online, you may not need to travel to the place, but you should have visited the place in the past in order to establish your ethos as a tour guide.

ARGUMENT: Your guide will not only describe the place and the objects and/or people within it, but will also include a commentary (and possibly interviews) on how the place relates to a social or community issue. Ideally, the commentary will not be a separate part of the audio program but rather it will be intermixed with the descriptions. Here's an example (don't use this one): a tour of a farmer's market could be connected, through commentary and/or interviews with the market's sellers or their patrons, to issues related to locally grown food, community building, sustainable agriculture, etc.

FORMAT: The project will consist of an enhanced podcast file and a website.
- **Podguide:** This is a form of enhanced podcast. An enhanced podcast, like a normal podcast, is intended to be played on mobile devices, particularly iPods or iPhones. It differs from a normal podcast in that it consists of more than just audio: the audio portion is synchronized with a sequence of still images. These images can include hyperlinks to outside documents such as maps or videos. Use Apple's software GarageBand to create your podguide, which will have three main components:
    - audio: a voice track recording combined with other audio tracks such as sound effects and background music
    - images: still images combined with transitions such as chapter divisions and title screens
    - markers: text labels placed on your images. Some or all of these labels will have urls that link to online maps of your place. These can also link to videos related to the place.
- **Website:** a new WordPress site on blogs.scu.edu that contains the following items:
    - intro page: an overview of your tour with your podguide file as a download
    - transcript pages: the voice portion of the podguide transcribed in electronic text and spread across several pages representing chapters
    - images: the still images from the podguide with captions, source information, and links
    - supplements: online maps of your place and, optionally, video(s) related to the place

FIRST DRAFT: Upload a Word document with the words (not the images) of your more or less complete iTour to the designated dropbox on D2L. In addition, you should submit one or both of the following items: 1) the podguide file; 2) a link to your website. The images, including maps, should be displayed in the podguide and/or website and synchronized and/or placed with the corresponding words.

Criterion	Podguide	Website	%
Verbal Content	The audio recording should be about 15 minutes long if you are working alone, about twice that if working with a partner. This is a tour, so mix together first person storytelling, second person instructions, and third person description and commentary as appropriate. The tour should be interesting and engaging, but it should also use the place as a springboard for making a relevant argument about a social or community issue. The quality of the audio is important from the standpoint of intelligibility, so you may need to record more than once and edit to eliminate errors.	A transcript of the words in your audio recording, spread over pages corresponding to chapters (see criterion below). You can read about 7-8 pages double spaced in 15 minutes. Add links to sources or organizations referenced or quoted in the podguide. It is also a good idea to add parenthetical citations that are not spoken in the podguide but clarify where you are getting your information from.	50
Chapters and Pages	Divide your tour into chapters, signified by a transitional image, such as a slide or map section, with a chapter title. At these points, you can break the spatial/temporal continuity of the tour, such as by traveling some distance through the place.	Here the chapters should be pages and the chapter titles should be page titles. In addition to these pages, your website should have a map page and an introduction page with a brief description of your tour, a representative image, and a prominent link to download the podguide as well as instructions to open it in iTunes or the Apple Podcast app. On each page, include a menu of site pages and a title for the site. Remove the comment boxes from the pages.	10
Images	There should be at least one image for every 20 seconds or so of audio, on average. Images should be 300x300 pixels in size, without distortion or poor resolution, so crop and resize them accordingly. They should be selected and sequenced so that they match the description or commentary.	These should be the same as in the podguide, but place them next to the corresponding text and wrap the text around the images. If there are too many images to wrap the text around, place some of them on a separate images page. Clarify the subject and source of each image through captions and/or another reasonable method.	15
Maps and Links	At the beginning of your podguide, provide a marker with a url to a map of your place. I would suggest numbering points of interest on the map and repeating these on the map sections. Add markers on chapter images or other logical places with urls to map sections. At the beginning and/or end of the podguide, add a marker with a link to the website.	Upload a large map image that you draw and scan, create with a graphics program, or find in a source. The large map and the map sections you create from it should be in a web format (.jpg, .pdf, .gif, .png) and provide a page with the large map on it. Link from the podguide to the image files themselves, not to the pages.	15
Videos, Music, and Sound	If you have related video, upload to Youtube and add a marker with the url. You should also add appropriate music and sound effects to your podguide at transitional or key moments, but do not let these elements overpower the vocals.	You can add the video to the website using the Smart YouTube plugin.	10
Total			100