graphic design, animation, & systems for radio

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what is design?

(and a note about research + ux)

graphic design

I. graphic design

what　　　　　**The use of colors, text, and image to communicate information.**

why　　　　　**Communicating with your audience as engagingly as possible.**

Convincing your audience to give you something of theirs
Sharing important information
Spreading your brand

in radio　　　**Event announcements; Show promotion; News updates; Calls to action; Giveaways; Branding**

I. graphic design

I. graphic design

software
Adobe Illustrator, Indesign, Photoshop

other
Canva
Pictochart
Infogram
Knightlab

resources
Lynda
YouTube
Zimri Mayfield
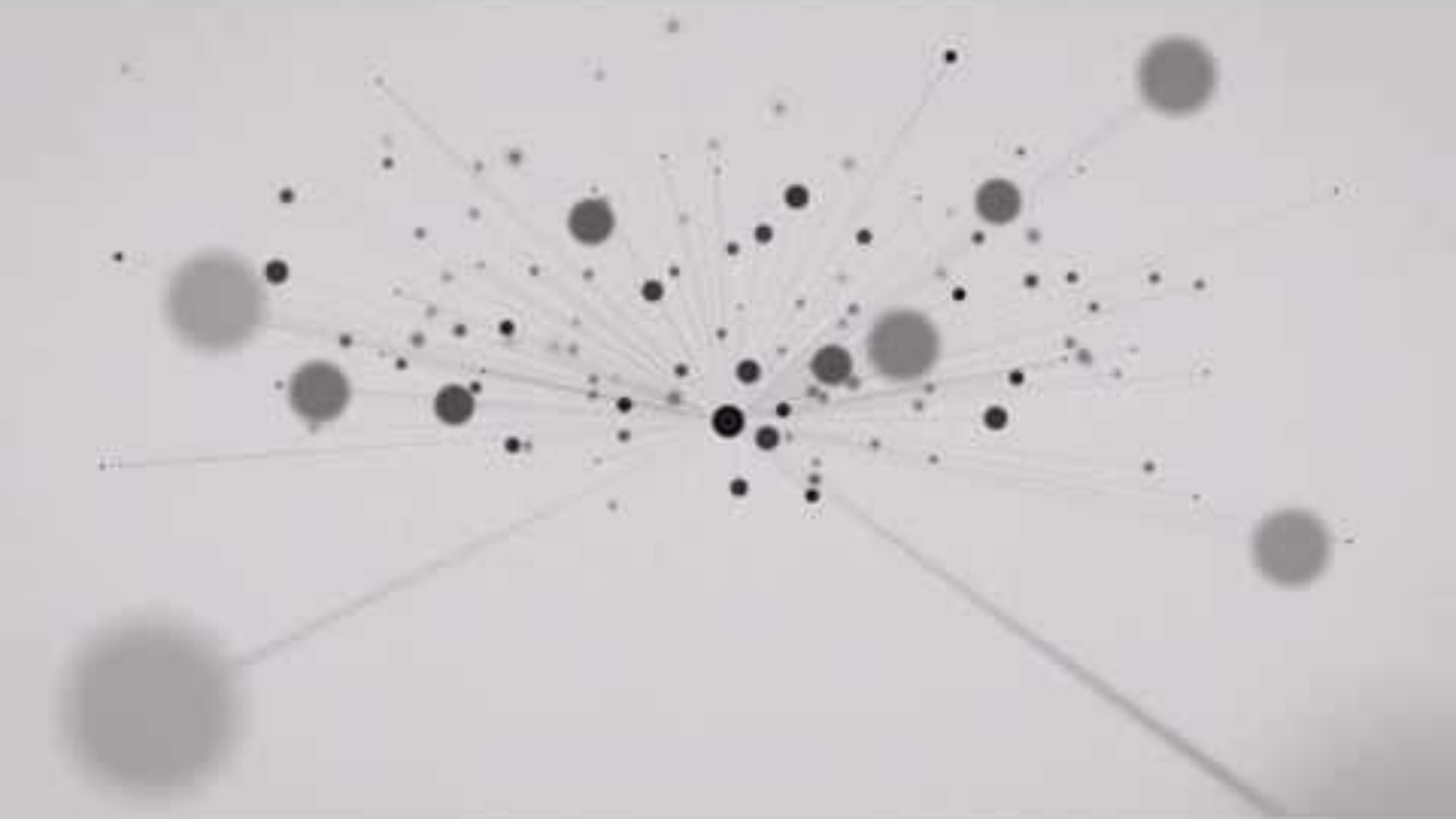### Practice - everyone is a designer!

motion graphics

II. motion graphics

what   The animation and manipulation of shapes, text, and image to communicate information.

why   Communicating with your audience as engagingly as possible.

in radio   Brand identity; DJ highlights; General promotions; Recruitment; News updates

II. motion graphics

II. motion graphics

software

Adobe After Effects (+ Cinema 4D)

other

Canva

resources

Practice - only need Adobe
Mt. Mograph (YouTube)
ECAbrams (YouTube)
School of Motion
Social Media
Lynda

the steps

1. Approach

2. Planning

3. Execution

1. Approach

Design is about communicating a message. Everything you design is servicing your audience.

1. Planning

What is the message you want to communicate? How will it reach execution?

2. Execution

**What is the best way to tell this message visually, and produce it efficiently?**

systems

III. systems

what   A chart, list, or some sort of tool that evaluates exactly how your list of goals will be translated into an effective design.
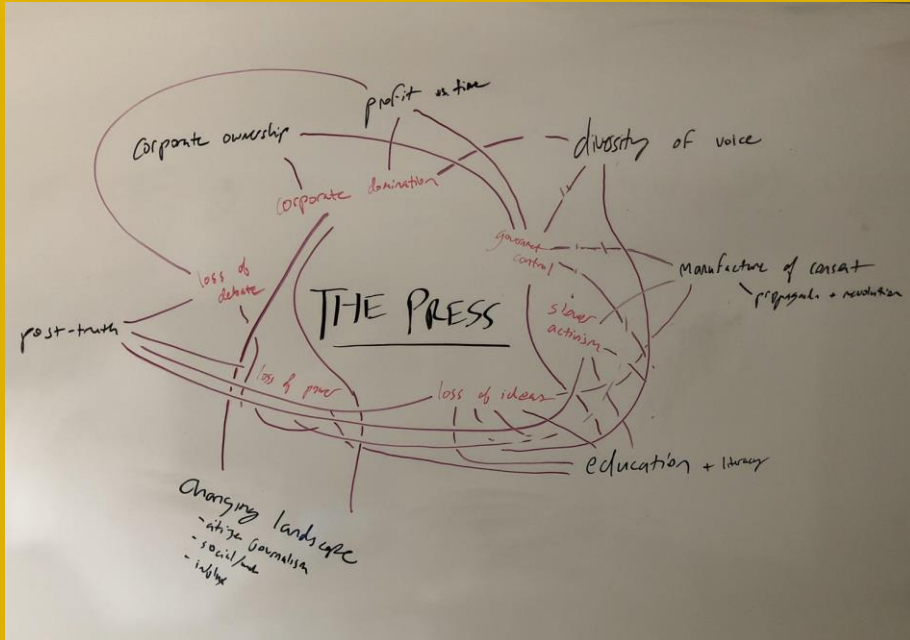
why   Identify priorities and effectively implement your design so that it does exactly as intended.

in radio   Staff workflow; Media production; Promotions strategy; Community engagement; Staff training; Station growth strategy; etc.

III. systems
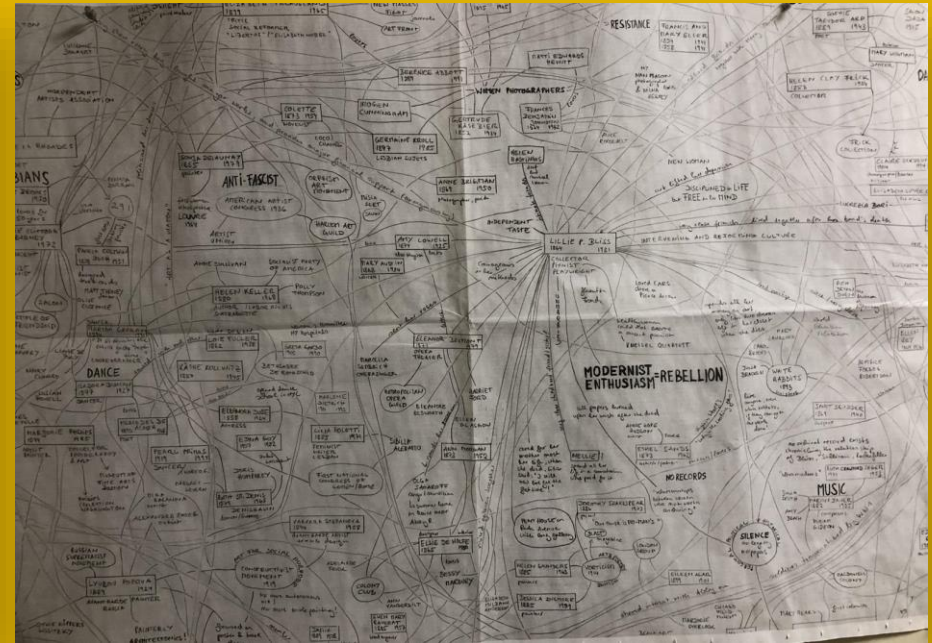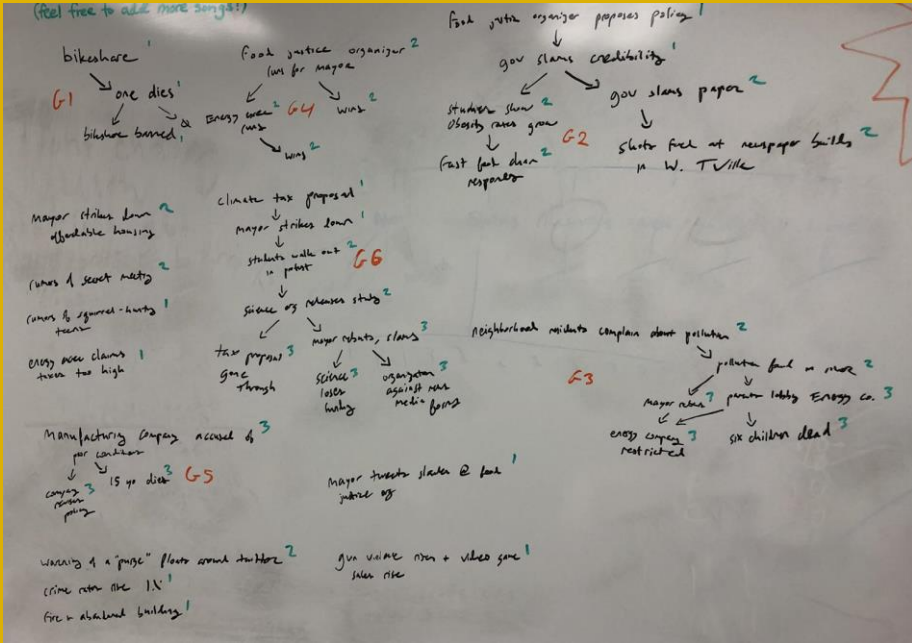
III. systems

- **DOCUMENTS**
  - *Finalize [Ithaca Now Guide](#)* -- ~~DONE, ASK HANNAH TO ADD EDITING STEP-BY-STEP / LOOK IT OVER~~
  - ~~Real IN Script template~~
    - ~~At end, bed music only a couple beats before talking~~
  - ~~Make weekly rundown I guess~~
  - ~~Fix longterm story ideas doc~~
  - ~~Complete guide~~
    - *Finalize descriptions of other people's responsibilities (assistants and web people, also what makes a senior reporter)*
    - ~~Create list of go-to interview people~~

- **TRAINING**
  - **WITH HANNAH ON MONDAY: Plan training/intro workshop**
  - DEVELOP SCHEDULE/PLAN FOR WORKSHOPS: Reporting and Interviewing for radio; editing, and tips for cutting down interviews; Producing for radio; Knowing Ithaca

- **RECRUITMENT / PROMOTIONS**
  - ~~Park news and intercom~~
  - Advertise the fuck out of the introductory workshop
  - CREATE RECRUITMENT NIGHT SCRIPT:
    - *When people walk through the door, say that they are now WICB News reporters, and that entails doing newscasts and contributing to Ithaca Now (but they can specify)*
    - *Advertise that they're coming to WICB News to be a reporter for the city, and they can do that in whatever format they want (but audio is a priority)*
    - *Word of mouth, have newscasters talk about Ithaca Now more*
    - *CREATE & Play an Ithaca Now story and/or a blooper reel at the recruitment night*
  - ~~Visiting classes:~~
    - ~~Intro to journalism Mead Loop *M, 10-11:40*~~
    - ~~J Research Matt Mogeku *TR 02:35 pm-04:15 pm*~~
    - ~~VisJourn or Mobile Social Diff times Anthony Adornato~~
    - ~~Intro to audio Buncha times John Hilton~~
  - Develop promotion/community engagement plan
    - *GET OUR PRODUCT TO THE PR LEVEL OF THE ITHACAN*
    - *MAKE FLYERS AND STICKERS, PUT THEM EVERYWHERE*
      - *Go door to door!*
    - *DRIVE DOOR TO DOOR -- Go around downtown, leave flyers and shit, hand shit out*

how

1. Identify your list of goals for your "ideal system" - *NOTE: Should be data-based*

1. Sort those goals into broad categories

2. Write and circle the broad goals on whiteboard

1. Write and circle the smaller goals, and any significant action plans that are needed to reach those goals

2. Connect those goals and action plans to the broad goals

3. Write out relevant roles, conflicts, and other factors that will be involved in each goals' execution

how

7. Circle (in a new color) each written out goal,

action plan, or conflict that has multiple connections to other elements

8. Analyze this information. What is your ideal

system, and what is attainable?

9. Put this information back into a document

setting, using your analysis to identify action plans for each goal (acknowledging

their conflicts), what roles and responsibilities need to change, and

the [new] steps

1. **Approach**

2. **Systemization**

3. **Planning**

4. **Execution**

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