ODT Industry News Assignment

**ASSIGNMENT:** Find a website where professionals in your industry are writing about or discussing industry issues that you find interesting and share your response.

**SUBMISSION METHOD:** Submit to the *Industry News* activity on FSO

**DUE DATE:** See FSO for due date

**REQUIRMENTS:** Link, Completed worksheet.

**DETAILS:**

Read/watch a news story, interview, blog post, discussion from/featuring one more notable industry pros. This should be an article/interview targeted towards other industry pros, not fans. If you are unsure, scanning the comments section for a couple seconds should give you a clear idea if this piece is being discussed by pros or fans. Read/watch and consider the piece, then answer ALL the questions below with as much detail as possible. (You may copy and paste the headers and questions from the worksheet into Word and simply fill in the answers below each question.)

The point of this assignment is not to analyze a news outlet as a whole, but a *single* story/article/interview, etc.

Avoid company first-party sites, we are looking for the sites that industry professionals go to get their news. You aren’t going to get unbiased reporting about Microsoft from their own employees writing on their own site.

**SOME GOOD SITES FOR INDUSTRY NEWS:**

**Gamasutra.com** – Art, design, and development news from the games industry.

**Gamesindustry.biz** – Business focused news from the games industry

**Cgw.com** – Computer Graphics World- Visual effects, Modeling and Animation news.

**Deadlinehollywood.com** – News on the business side of the film industry

**AIGA.org** - American Institute for Graphic Arts homepage.

**Netmagazine.com** – Web development news.

Industry News Worksheet

**LINK TO ARTICLE:**

**First impressions:**

1. What sort of site is this? A personal blog? An industry news site? (Describe it in your own words)
2. What is the issue being discussed?
3. Who or what is the industry pro(s)/company/product in this piece?
4. How is the industry pro/s introduced? Credentials, employer, notable work? Are they so well known they need no introduction to other industry pros?

**Content:**

1. Does the writer seem competent in discussing this subject? How can you tell?
2. Consider verbiage. Are industry specific words being used? Are they being defined for members of the general audience who might be reading this? Are terms being used that you don’t yet know?
3. Consider assumed knowledge. Is the level of knowledge that the creators of this piece assume the reader to have surprising? Is there any hand-holding of the reader or do they assume you are fully up to speed on the content being discussed? How much background info is given?
4. What is the potential impact of this story to your industry? Who will be affected by this?

**Comments/Feedback:**

1. What is the level of discussion in the comments/feedback section? Is there a professional tone? Are obvious fans/amateurs inserting themselves into the discussion? What is the tone of the discussion? Is this article being shared on social media?

**Final Thoughts:**

1. Did you learn anything new from this piece? If so, what? Were you surprised in any way by the content, how the people/companies being discussed spoke or conducted themselves, or anything else? If the answer to these questions is no, consider choosing a different article.