

The
**Connected
Documentary**
NYU ITP Spring 2013

Ben Moskowitz • @benrito

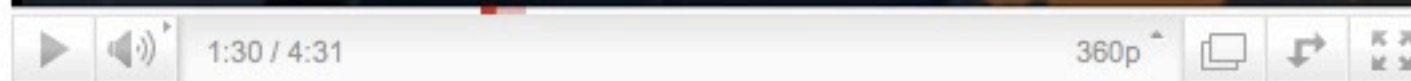
an observation

Gulf Coast Moving Past Oil Spill?

FoxNewsChannel

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17 views

FoxNewsChannel

Mar 2, 2011

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Business owners fight for compensation and hope for tourists' return

All Comments (0)

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Suggestions



BP YouTube Channel

by BPplc

661,803 views

Promoted Video



Budget Extension Calls for Real Spending Cuts

by FoxNewsChannel

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Beck: Textbook Plants Seeds of Socialism

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Alert -- possible 2010 gulf coast bp oil spill ...

by ourprizefight

5,611 views



Leilani Munter: Thoughts on the BP Oil Spill an...

by leilanimunter

7,612 views



Oil Spill Song - BP Gulf Coast - "Manmade" - Ch...

by chloerachel1

953 views



Black box



D'LEE REEVES
BUSINESS OWNER

Happening
now



SAMSUNG







Montage:

a technique in film editing in which a series of short shots are edited into a sequence to condense space, time, and information.



**web-native
storytelling**

technology as a driver of story

cameras

lighting

makeup

sound

non-linear editing

CGI

HTML5

...social media?

Weaving
the web
into the story

The web's
“montage moment”

We're in the 1930s

**Even more interesting in
non-fiction...**

**your favorite web-
native docs?**

this semester:

1. get started on a connected doc
2. develop your own style and language
3. contextualize



Why HTML5 is a big deal

Power: high-fidelity experiences

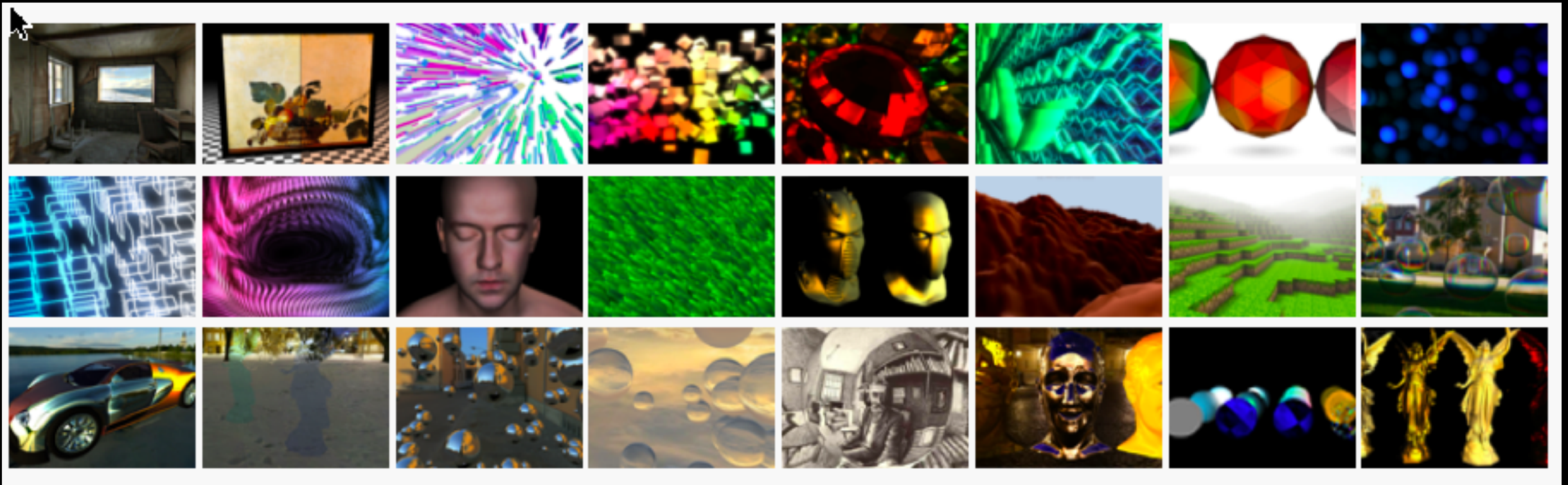
Standardization: millions of developers, fully documented

Ubiquity: By 2016, two billion HTML5 clients on mobile *alone*.

Why HTML5 is a big deal

Developer culture:

faster innovation + problem solving through
the magic of shared code and community.



Reload

⌘R

Zoom



Page Style



Character Encoding



Page Source

⌘U

Full Screen

⇧⌘F

Firebug

⇧⌘C

storytelling
+
development
=



how to approach

#1

Be a “systems thinker”

#2

Always be shipping

**“if you’re not embarrassed
when you ship your first
version, you waited too long.”**

**-Matt Mullenweg
creator of Wordpress**

**“Usage is like oxygen for
ideas.”**

**-Matt Mullenweg
creator of Wordpress**

#3

Work backwards

#4

Steal

a partial inventory of skills:

storyboarding

research

photography

sound design

editing

information architecture

community and open source mgmt

video encoding

database mgmt

html5 front-end

javascript

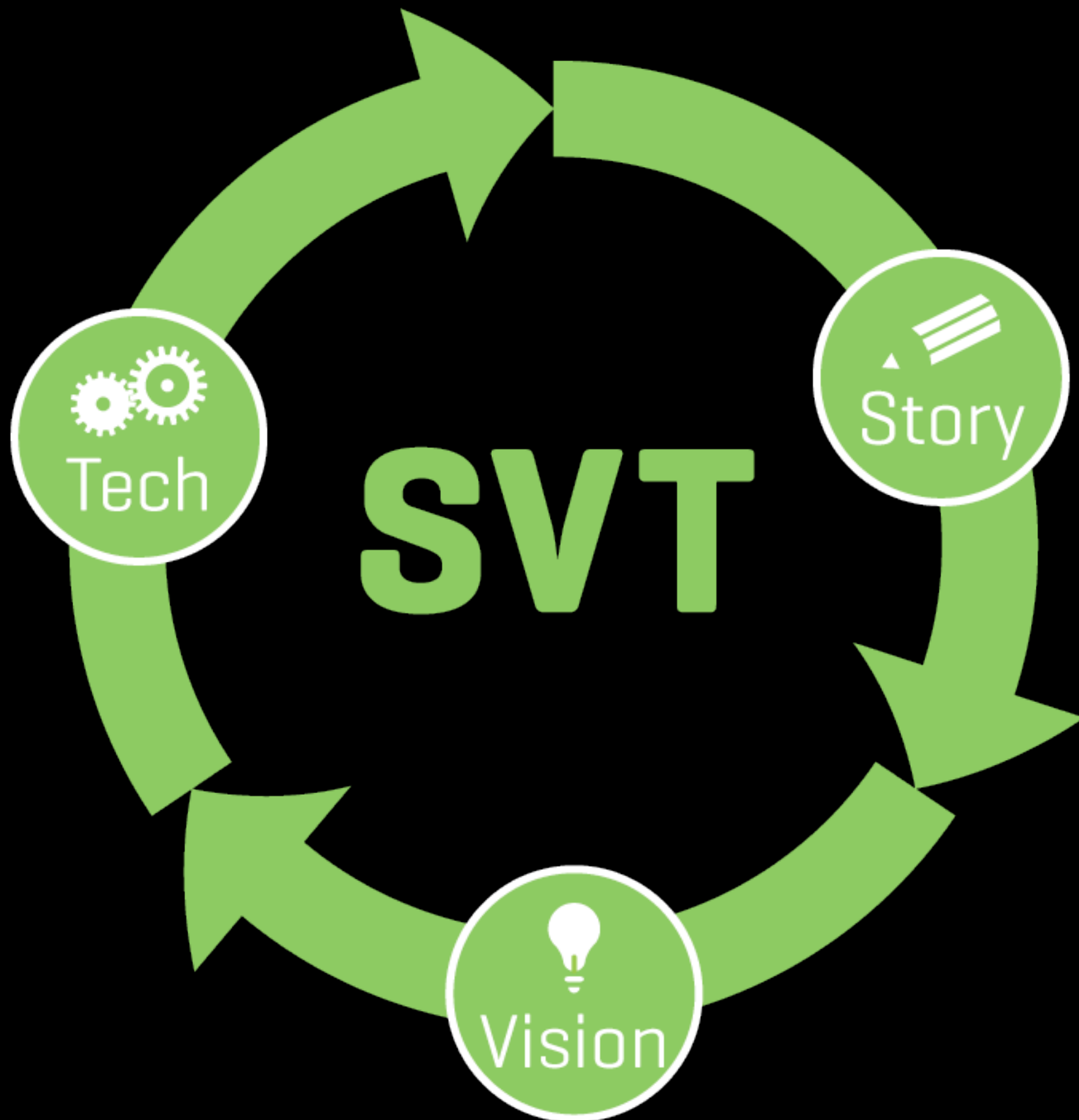
version control

community and social media

salesmanship!

#5

Story first



story development

plot/character driven?

documentary modes of expression

poetic

expository

observational

performative

...

(nichols)

Popcorn.js

A javascript library to mesh
video with the web.

The Web

=

HTML

hypertext
markup
language

JS

javascript

CSS

cascading
style
sheets

The Web

=

HTML

structure



The Web

=

HTML

structure



JS

function



The Web

=

HTML

structure



JS

function



CSS

style





⟨video⟩

VS.



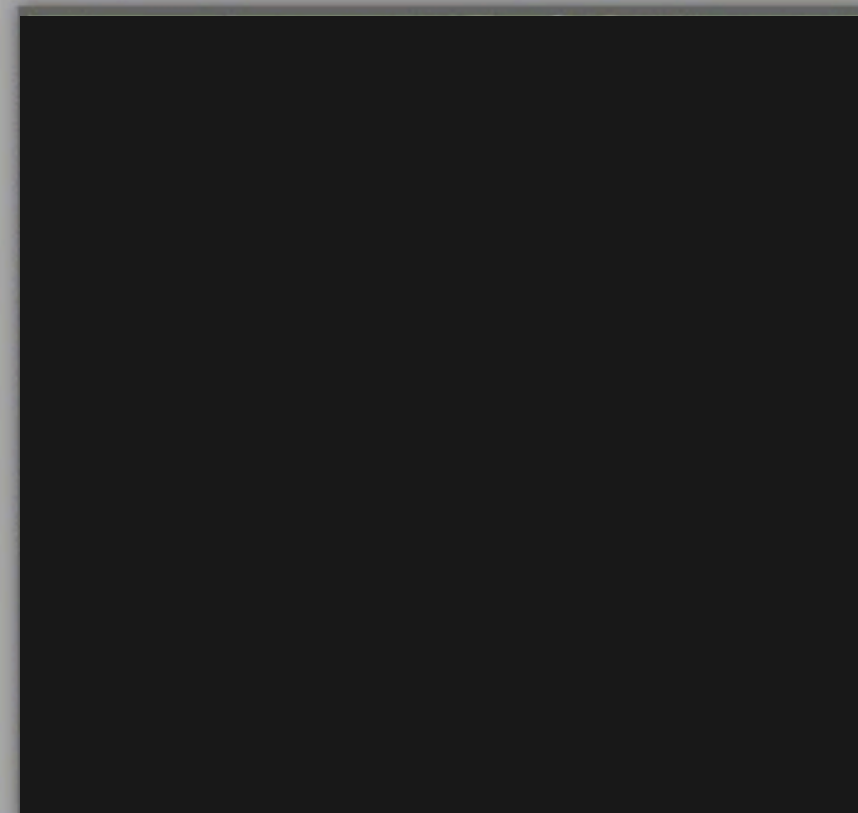
⟨embed⟩

Popcorn in a nutshell:

Between x and y time, do z thing

display content
change a style
give a choice
get data
send data
make a phone call
queue a 3d model

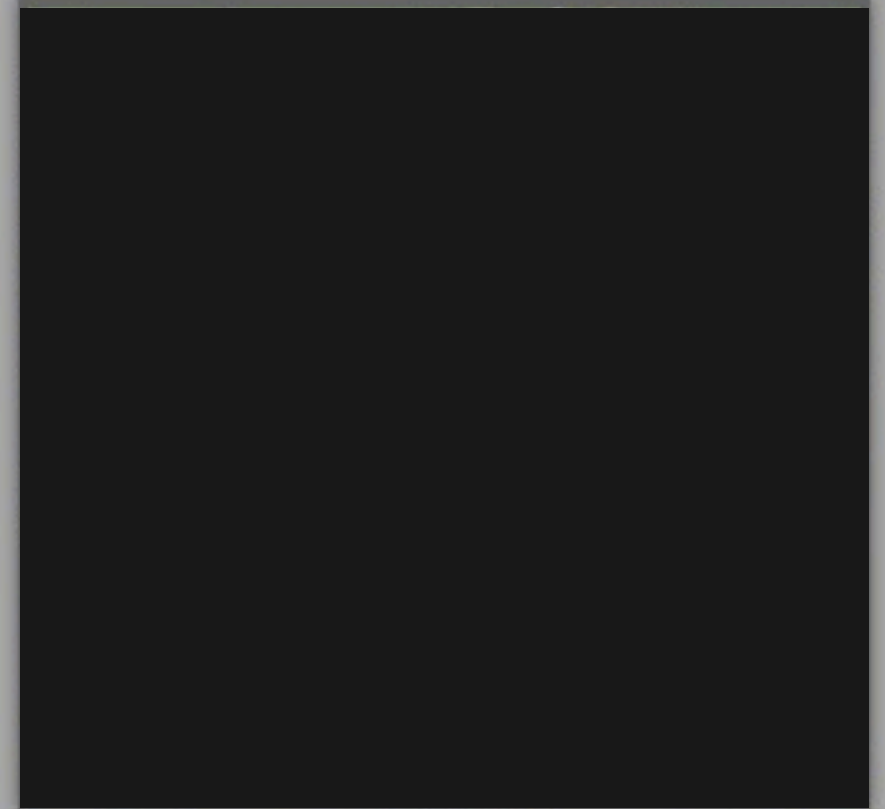
...whatever the web can do



<html>

<div id="map">

<video id="video">



</html>

<html>

<div id="map">

<video id="video">



</html>

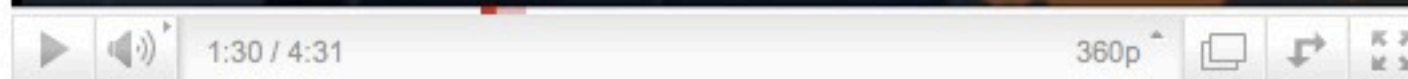
```
pop.map({  
  start: 2,  
  end: 6,  
  type: "ROADMAP"  
  location: "New Orleans",  
  target: "map"  
});
```


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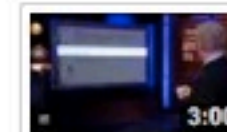
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Black box


```
<script src="popcorn.js"></script>
```

```
<script>
```

```
    // ensure the web page (DOM) has loaded
```

```
    document.addEventListener( "DOMContentLoaded",
```

```
function () {
```

```
        // Create a popcorn instance by calling
```

```
        Popcorn("#id-of-my-video")
```

```
        var pop = Popcorn( "#video" );
```

```
        // add a footnote at 2 seconds, and remove it at  
6 seconds
```

```
        pop.footnote({
```

```
            start: 2,
```

```
            end: 6,
```

```
            text: "Hello world!",
```

```
            target: "div"
```

```
        });
```

```
    }, false);
```

```
</script>
```

<html>

...

<video id="video">



<div id="date">

</html>

<html>

...

<video id="video">

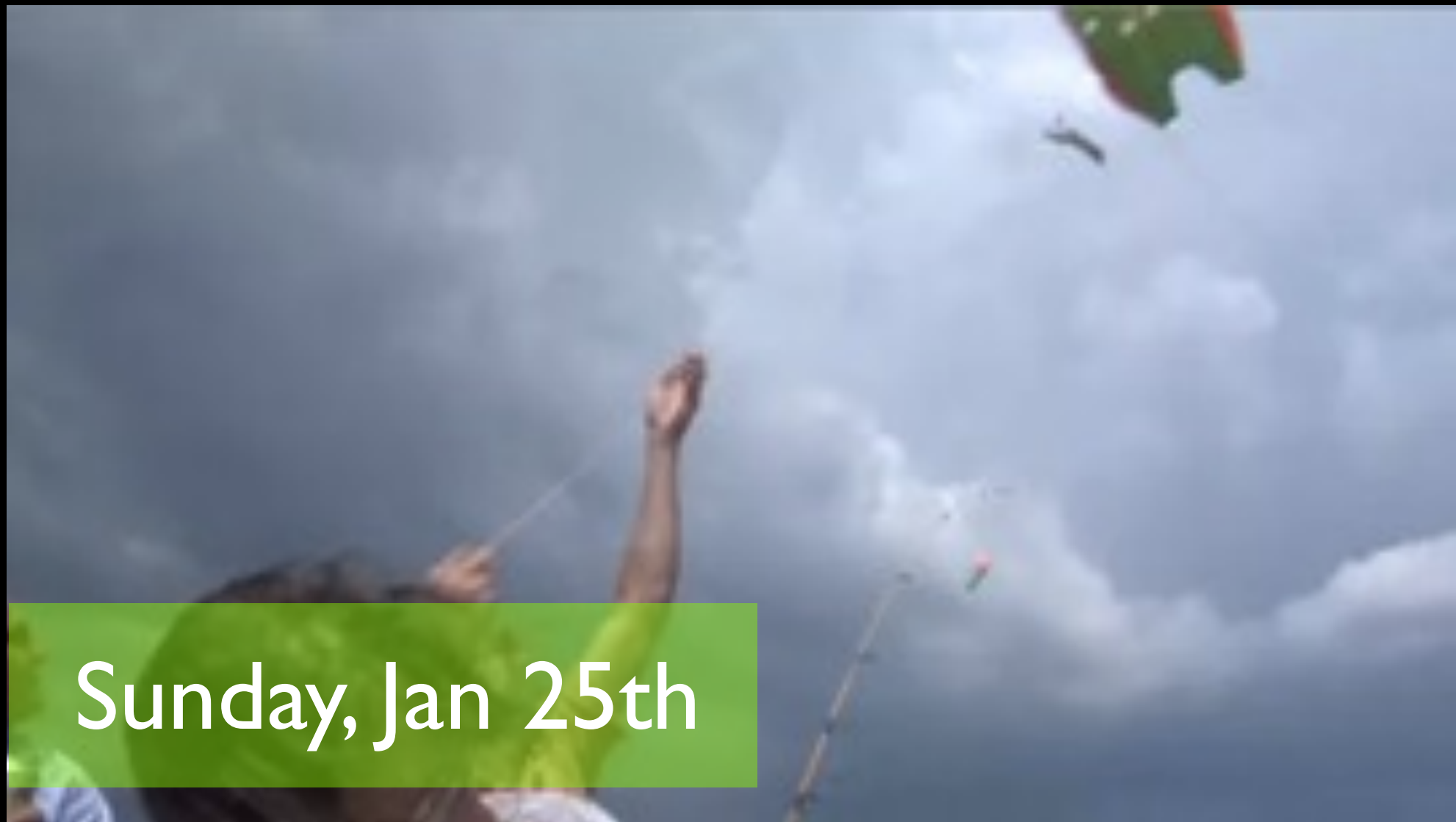


<div id="date">

Sunday,
Jan 25th

</html>

```
pop.footnote({  
  start: 2,  
  end: 6,  
  text: "Sunday, Jan 25th!",  
  target: "date"  
});
```



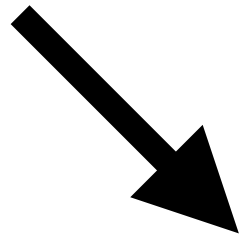
Sunday, Jan 25th

<div id="date">

```
#date {  
background-color: green;  
opacity: .4;  
position: absolute;  
bottom: 5px;
```

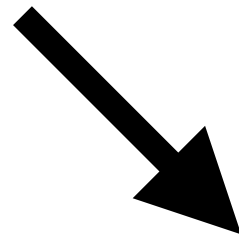
template

HTML + CSS + media



popcorn.js

with plugins, new plugins, or arbitrary
code



Finished product

HTML+CSS+JS

