Welcome, JOUR 408 News Applications, ADPR 458 Interactive Media Design, and ADPR 484 Brands & Branding!

You’re about to embark upon a new, interdisciplinary, real-world experience in which your team’s ultimate mission is to create a compelling, useful resource for the Lincoln community (or a segment of it). This collaborative CoJMC project will require you to work together to essentially provide, package, and promote “*important, focused information that is useful to people’s lives and helps them understand the world*,” as Holovaty notes below. A primary source for that information will come from openly available data, such as the data available here:

* + - <http://data2.lincolnne.opendata.arcgis.com/>
    - <http://www.nebraska.gov/government/open-data/>

Teams will consist of members from each class. Broadly speaking, the News Apps class focuses on Web development for data-driven storytelling on the Internet. The Interactive Media Design class focuses on interactive communication strategies and tactics and user experience. The Branding class focuses on the strategic planning and execution of developing an idea that stands for something important to an audience and that helps make them care. All teams will be challenged to move beyond “What can we build?” and consider “Who will care, and why?”

Please read the articles below in preparation for Wednesday. They were selected to help you understand the points of vew

Articles to read:

1. **Data as narrative**

This highlights a shift in thinking about narrative (or journalism) only as words in stories, to thinking about how to present information in the most valuable format possible.

<http://www.holovaty.com/writing/fundamental-change/>

1. **What is a dashboard?**

This is an overview of the importance of creating a visual interface to the information an audience needs. It talks about bringing the raw data to journalists’ desktops, but we’ll think more broadly about bringing the data to some key audience’s desktop (or device). How can this raw Lincoln data become more accessible, user-friendly, and useful?

<https://onlinejournalismblog.com/2015/07/01/dashboards-and-journalism-why-we-need-to-do-better/>

1. **Considering your audience, their needs, and calls to action**

This piece is about creating ideas (news apps, websites, brands) with an audience and their problems, needs, and wants in mind. Your audience should affect everything about your app, website, and brand, from concept to launch.

<http://coschedule.com/blog/how-to-find-your-target-audience/>

1. **Pillars of successful web teams**

We’ll just be dealing with #1 & 2 on Wednesday, but this is a good high level overview of how a web team in the real world should work together.

<http://adaptivepath.org/ideas/nine-pillars-of-successful-web-teams/>

1. **Inspiration**

This highlights some impressive apps (or branded products) that meet user needs and solve problems.

<https://amaphiko.redbull.com/en/magazine/making-the-world-a-better-place-one-app-at-a-time>

Not sure what we mean by “news app”? Here are some examples of news applications that pull publicly available data and visualize, or present, it in ways that make it accessible and useful to an audience.

<http://www.tampabay.com/mugshots/>

<https://projects.propublica.org/docdollars/>

<https://projects.propublica.org/nonprofits/>

<http://www.nytimes.com/elections/results/president>