



Fundamentals

- Define
- Design
- Develop
- Deploy

London Project Summary

- www.londonproject.co.uk has three main content types": **people, places, and things**
- **People and Things** need to be ready for production fortnight
- **Places** will run during production fortnight
- All content will be available from main website



London Places - Project Description

- Commence as London People and Things finish
- MA Field Reporters capture media from 12pm-1pm every day.
- For two weeks students cover as many London locations, events, moments as possible
- Journalism is uploaded every afternoon to *www.londonproject.co.uk* for public access
- The project will run for two weeks, be available for two following weeks and subsequently be zipped up in an archive to be opened in five years as an online time capsule capturing London in particular places through a particular time

LondonProject Online Newsroom

- Define roles
 - Managing Editor
 - Section Editors
 - North, South, East, West
 - Production Editor(s)
 - Technology
 - Layout & Design
 - Marketing
 - SEO
 - Campaign
 - Field Reporters



London Places Assignments – Due Jan 20

- Managing Editor
 - Build Project Plan
 - Manage Team & Roles
- Section Editors
 - Workflow
 - Assignment Criteria
- Sub-Editor(s)
- Production Editor(s)
 - Software Selection/Install
 - Template Design
 - Content Taxonomy
 - Multimedia
 - Hosting & Support
 - Equipment
- Marketing
 - SEO Strategy
 - Branding
 - Communications Campaign
- Field Reporters
 - Conduct dry run (do a story)

London Project Roles:

- All students will be field reporters during production fortnight
- All students must assume another role or join a workgroup



END

Chris Brauer, Jan, 2006

