



RESOURCE LIST from ONA - Toronto, 10-18-07

Considering presentation options for a redesign or a multimedia story package? Here are resources to help with key questions. Find a more complete, electronic version of this list on the DiSEL Web site: <http://disel-project.org>.

If you need advice about...	Check out...	It discusses...
Designing effective slide shows	Navigating slide shows http://www.ojr.org/ojr/stories/070614paul/index.cfm	Key viewer behaviors including how most users choose the logical "next" button when moving through a series of images.
	Eyetracking points the way to effective news design http://www.ojr.org/ojr/stories/070312ruel/index.cfm	Outlines qualities that attention-grabbing photos have in common, based on eyetracking observations.
	Eyetrack III: Online images: faces, size attract http://poynterextra.org/eyetrack2004/photos.htm	Observations from eyetracking that suggest the size of an image determines how much attention it gets and that people's faces draw users' eyes most.
Advice on when and how to create highly interactive multimedia packages	Online media types http://www.macloo.com/journalism/media.htm	The characteristics and usage of all media forms.
	Multimedia storytelling: when is it worth it? http://www.ojr.org/ojr/stories/070210ruel/index.cfm and http://www.lauraruel.com/disel/DiSEL_report_one.pdf	The differences in comprehension, and enjoyment of users when presented with a story in static/passive text form vs. dynamic/active multimedia. In most cases, multimedia was more effective.
Understanding usability and conducting a usability test	OJR's 'five guide' to do-it-yourself usability testing http://www.ojr.org/ojr/stories/070802ruel/index.cfm	How to easily conduct a usability test on a multimedia story or news project.
	Don't Make Me Think! (book) http://www.sensible.com/	Common sense design tips, usability guidelines and how to conduct a simple test.