1. [Represent-asian by the Numbers](#)

For this multimedia package story on Asian-American representation, I designed a timely infographic providing information on the presence of Asian actors and actresses in Hollywood. This infographic, published just around the release of the movie "Crazy Rich Asians," provides statistics and other relevant facts to supplement the rest of the multimedia package stories.

2. [Dropping Bars: Kid Kuza](#)

As part of a multimedia package featuring various notable artists on campus, I filmed and edited a video exploring how a popular student rapper who goes by the name Kid Kuza produces his own music. By including various types of footage, from his performances to the process of his music production, I was able to capture multiple aspects of his musical career.

3. [Title IX](#)

In order to provide background information regarding Title IX, I embedded an interactive timeline that highlights historic events in the history of Title IX. This timeline not only provides necessary information, but works as a visually engaging element to maintain reader interest.

4. [On the Same Page](#)

For this more light-hearted multimedia package story on the similarities and differences between students and their parents regarding dating preferences, I chose to visualize the audio from my interviews using Headliner. By incorporating waveforms, I was able to provide a unique visual element and also feature the raw opinions of my interviewees.

5. [1980s: Totally Tubular](#)

This multimedia package story highlighted the coming-of-age experiences of teachers who were teenagers in the 1980s. In order to supplement the rest of the story in a more unique and engaging manner, I used Spotify to embed various songs from the 1980s that the interviewees mentioned.

This year, our goal as an entire publication was to increase our use of multimedia elements. In order to achieve this goal as both a staff writer and the Arts and Entertainment editor of El Estoque, I focused my efforts on utilizing a variety of different multimedia tools including video and other interactive content.

Among the multimedia package stories that I worked on this year, the video I filmed and edited for our multimedia package on student artists gave me my greatest sense of pride. It was equally the most frustrating and the most rewarding story for me. For almost a month, I followed around a notable student rapper, trying my best to capture him in all elements. I observed him working on his music production at his favorite local cafe, filmed him preparing for his performance at our high school's annual Saturday Night Live show and even included his interactions with his friends during lunch.

The entire process was certainly difficult, especially because it was my first time filming a documentary-style video. In the beginning of my filming process, there were many times where I had to re-film different clips because I failed to adjust camera settings adequately or had difficulty hearing what my interviewee had to say due to distracting background noise. I actively watched good examples of similar documentary-style videos and constantly searched up how to get good audio and footage on Youtube.

Another challenge I faced was putting together the different clips and editing the actual video. Prior to producing this documentary, I never created a video with El Estoque. In order to make up for my lack of experience, I did extensive research on how to use the different tools in Final Cut Pro. Even after conducting many searches however, editing the video proved to be very frustrating as I had to precisely cut each clip and create seamless transitions. Editing the video was much more complicated than I had anticipated, and I even missed my deadlines due to the numerous details necessary to produce a product that I would be proud of.

In the end, however, this video has become one of my greatest prides as a member of El Estoque. I feel like I was able to push past the boundaries of our previous shorter videos by creating this in-depth, documentary-style feature video.

Similarly, learning how to incorporate different multimedia tools like infographics and embedded elements has been incredibly rewarding. I have received a lot of positive feedback from students regarding the increased use of interactive elements. From this, I can conclude a few things, most notably to always be open-minded and to never fear failure.

By being open-minded to using new multimedia tools, I have been able to make our multimedia package stories more engaging for readers, as evidenced by both verbal feedback and website statistics. If I had resorted to only incorporating more traditional elements like photos and graphics in our multimedia packages, there would have been less opportunities for readers to stay engaged.

In addition, there were numerous difficulties that I faced as I learned to use the different elements. Learning new things is always challenging, and learning new multimedia elements was no exception. However, in the end, my persistence allowed me to produce great results – I not only personally expanded my range of multimedia tools, but also increased engagement and readability.

Overall, I placed great emphasis on broadening my use of multimedia elements this year. As a staff writer, I learned how to use different tools and as an editor, I made sure that the different stories in our multimedia packages always included a variety of multimedia elements.