

## KAYLEE GEORGE PORTFOLIO

<http://scotscoop.com/students-march-for-their-lives/>

A Carlmont High School student had organized a local March For Our Lives event and our journalism class felt it was important to not only support the event but also increase awareness and reinforce the messages. As the team leader of the overall multimedia package, my goal was to generate maximum impact by bringing together the perspectives from individual team contributors to create a strong unified voice. To engage the viewer, we showcased the student speakers and their perspectives, highlighted quotes and powerful images, created a dramatic video and incorporated an interactive map to show the issue on a broader scale.

<http://scotscoop.com/women-make-strides-in-technology/>

Featuring an interactive map and infographic with data from our school, this piece showcases various women — both locally and nationally — who have made a groundbreaking impact on technology. Because this was my first article, as well as my first multimedia feature, this piece is one of my personal favorites because I am very passionate about technology and computer science and by intertwining it with my journalism and multimedia skills, I was able to bring the subject to life.

<http://scotscoop.com/juvenile-hall-perceptions-go-beyond-what-meets-the-eye/>

This piece contrasts our traditional student lives versus the way of life at our local juvenile detention center. Doing the research for this piece was eye-opening for me in that I disproved many of my own perceptions related to juvenile halls. This project was created using the Adobe Spark application, which I had a lot of fun with because our class has never used it before. I really enjoyed piecing together and designing the visuals, animated video, infographic, pull quotes, and more.

<http://scotscoop.com/girl-up-club-fosters-women-empowerment/>

This piece highlights a prominent club within the female empowerment community at our high school, including an interactive map that portrays the organization's impacts on a larger scale as well as pull quotes from students in the club.

<http://scotscoop.com/computer-science-club-prepares-for-upcoming-competitions/>

This piece also highlights a well-known club at our high school: computer science club. I enjoyed creating this infographic because computer science is something that I am passionate about and I learned some new information as part of the process. I particularly enjoyed producing a piece that hopefully brings a bit of levity and increased engagement to a subject some might find dry.

One of the biggest pages I worked on this year was a piece titled “Students March For Their Lives.” Despite its end successes, it was one of the most emotionally challenging and frustrating projects I have ever worked on. Each team member played a crucial part in the piece overall, breaking up components like videography, writing, and photos, and my role was to be the director in this process. I scoured respected news outlets for design ideas and pitched them to my team, including different multimedia aspects we had never done or imagined before.

When we all met after the event at our adviser’s house, I walked through the front door with a cheery smile, excited to produce what we had envisioned. When I walked out of the door, after wrestling with the limitations of the content management system for hours, I was on the brink of tears and still had no product. I went home that night and tinkered and tinkered with what was starting to feel like impossible, unfeasible ideas. Finally, after many hours, I made some progress.

Throughout the entirety of our journalism program’s existence, we have never fully explored the capabilities of our website. This project was like a crash course that fueled my knowledge of our site set-up almost overnight. After watching endless YouTube tutorials, comparing other websites’ backend code, playing around with seemingly broken features, and going through pages of website forums I had a much greater understanding of what was and wasn’t doable.

My adviser was really proud of me for this piece and felt I had pushed the boundaries of what had been done in our journalism program to date, which served as an example to the other students that it might not be easy, but we can go beyond the status quo.

A few of the lessons I learned from this project:

- 1) **Learning to adapt.** Even though I had the whole project planned out, none of it went smoothly. I had all the pieces of the puzzle ready to go, but in the end, the project transformed into a different puzzle than I originally thought I was putting together. I realized that it’s okay to change paths as long as you reach a destination you are happy with.
- 2) **The team mentality breeds success.** Without the constant support of my teammates, I would’ve had a much harder time pushing through because I didn’t want to let them down after all the hard work they did to complete their individual tasks. I think this project reinforced to me that when your team goes to the mat for you, you are motivated to go the mat for them, which ultimately leads to greater success.
- 3) **Don’t give up.** There were many times I questioned whether I had the resilience to keep going even though I was so frustrated and didn’t know how to make progress. The fact that the process was so difficult made it even more rewarding when it finally came together.

My first article was a Pacemaker finalist for the Multimedia Story of the Year award and has also gained recognition locally and nationally, which I am really proud of. Being my first foray into multimedia, I think one of my main takeaways was that I couldn’t be afraid to try and experiment with new ideas and programs. I didn’t think my drafts were adequate so I was proud that I worked to continually improve and adjust my ideas rather than being hung up on one specific design plan.

Another project that gave me many insights was my juvenile hall article. I really enjoyed hearing what the adults in the hall had to say, and I think I really captured their message in my article through my multimedia emphasis. In this article, I also played around with a new program that my class has never used before: Adobe Spark. I also researched other multimedia tools and found Biteable, which I used to create an original video with presentation techniques I haven’t seen in student journalism. I think my experimentation with these programs ultimately led to a visually stunning page and impactful tonality.

Next year, as Editor-in-chief of my online publication, I will proudly be leading my class in a new multimedia project schedule I have created and organized, in which I will teach students how they can use our website to its full potential, as well as outside programs for additional visual aspects. I will also give insights on the lessons I learned by experimenting and putting hard work into figuring out “hidden” features. By the time our school year is done, we will have made about eight fully developed multimedia packages by our student journalism teams.