

## 110 – Podcasting Assignment

The rise of RSS and the proliferation of iPods and other MP3 players have brought about a large community of podcasters. Many news outlets and large corporations utilize podcasting to support products, TV shows, or other business ventures, and thousands of people are producing small, special-interest podcasts around the world.

### Purpose

The purpose of this activity is for you utilize various tools in order to produce a podcast, and then upload the podcast to Penn State's iTunes U space. Fortunately, a wide variety of tools can be used to produce a podcast, many of them freely available to Penn State students via studios and services the university provides. Listen to the first podcast of the semester in our iTunes U space with Chris Millet to find out more about these tools and services.

### Directions

To accomplish this lab, you will need to work with a partner to produce a single podcast. The podcast will be uploaded to our IST 110 section within Penn State's iTunes University space (login at <http://itunes.psu.edu>). Your podcast should be NO LONGER than 10 minutes. During your podcast with your partner, you should cover:

1. Introductions – provide your name and make sure you let the audience know the purpose of your podcast. Provide the audience with a short preview of what you'll be talking about (HINT: have a short list of questions prepared for one another before you record the podcast).
2. Be sure that both participants discuss expectations of both IST 110 for this semester as well as your expectations of IST as a major. What sorts of things do YOU want to learn in 110 and as an IST major. If you're not an IST major, please provide an explanation of how you think this IST course compliments your major.
3. Discuss your understanding of a podcast and associated technologies. What is a podcast? How is it different than a simply MP3 file uploaded to a web server? Why do you think podcasting has become so popular?
4. Postproduction! Add at least ONE element of postproduction to your podcast. Some examples include a short audio lead-in or fade-out for your podcast, sound effects of some sort (as long as they are appropriate!), or a short audio quote from another source.

### Resources:

History of Podcasting - [http://en.wikipedia.org/wiki/History\\_of\\_podcasting](http://en.wikipedia.org/wiki/History_of_podcasting)

Podcasting resources at PSU - <http://podcasts.psu.edu/>

**Grading Rubric**

<b>Checklist</b>	<b>Possible Points</b>	<b>Points Scored</b>
Provided a brief introduction of both podcasting participants	5	
Discussed your expectations of IST (or appropriate major) as well as this course, IST 110.	20	
Provided an overview of podcasting as a medium (how it works, why it's unique)	15	
Utilized some form of postproduction to supplement your podcast	10	
<b>Total</b>	<b>50 pts</b>	

Comments: