

2012-2013 TSA High School *Webmaster* Design Brief

News in the 21st Century

The effects of digital media on traditional news business and practice

I. Context

Over the course of the 20th century and now into the 21st century, news media have evolved from daily printed newspapers to radio programs, to 24-hour television stations, to Internet websites, to social media outlets. Today, traditional news organizations often struggle to compete with modern communication techniques and business models. With breaking news spreading instantly through a variety of venues, printed daily papers strain to maintain readership numbers and profits.

II. Challenge Statement

Design a website that displays and summarizes your research into a concise survey of the history of news media and their supporting business models. The website should target the evolution of news media in the digital age (approximately 1995-present), with specific references to news websites, blogs, social media, and smartphone apps.

The solution should address how readers' habits for consuming news have changed, and how traditional media outlets have adapted—both successfully and unsuccessfully—to the digital age. The solution should consider the efforts from a revenue/profit standpoint and from a quality-of-journalism standpoint.

Finally, teams should present well-researched suggestions about how existing news models might be made both more profitable and of a better quality. Consideration should be given to the balance between a “free, open Internet” and the need for news outlets to compensate their professional journalists.

III. Evaluation

Thought should be given to effective website design practices and cross-platform compatibility. Entry websites will be evaluated using any combination of Windows XP, Vista and 7, as well as Mac OS X, in any browser supported by those platforms, including the latest versions of Internet Explorer 8/9, Firefox, Chrome and Safari. Mobile browsers MAY be used in evaluation. Teams should strive to create a clean, easy-to-use website that features an excellent presentation of the required content.

Teams are reminded that ALL work (design, content, and markup/code) should be the product of the 2012-2013 school year. Allowed prior work would include photographs and news pieces from previous conferences and activities.

Questions pertaining to this design brief should first be researched at the website of Stephen Blue, the Webmaster competition coordinator:

<http://www.tsawebmaster.com>. If necessary, the coordinator may be contacted at stephen@stephenblue.net, using the subject line **TSA Webmaster**.