



DIGITAL CONTENT CREATION

Day 3: Storytelling

RECAP AND REFLECTION





Week 1

Target Audiences

Persuasive Aims

Story

Creative Formats

Visual Design

Introduction

The Sorrows of Young Werther, published in 1774, was Goethe's first work of narrative art. It is presented as a collection of letters written by Werther, a sensitive and passionate young artist, to his friend Wilhelm. Werther falls hopelessly in love with Charlotte, who is engaged to a man named Albert. Tragically, Werther's unrequited passion for Charlotte and intense jealousy of Albert led him to suicide. The novel is known to be a loosely autobiographical account of Goethe's love of Charlotte Buff, who was engaged to a friend of his.

The novel was an immediate sensation and was responsible for launching the Sturm und Drang period in German literature, which influenced the later Romantic literary movement. It was Goethe's first major success, turning him from an unknown writer into a celebrated author practically overnight. The novel also started a trend of frequent suicides, with many youths dressed in Werther's yellow waistcoat, found dead with copies of the novel tucked in their pockets.

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executed narrative. It
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REFLECTION

**What is a story?
What does storytelling
mean to you?**

STORY

- A narrative, story, or tale is any **account of a series of related events or experiences, whether non fictional or fictional.**
- Narratives **can be presented** through a sequence of written or spoken **words**, still or moving **images**, or any combination of these.





STORYTELLING

It is the way we **share** a story, a way of **learning** and making **sense** of the world.

**Point of View
(PoV)**

**Conflict -
Resolution**

Narrator

Time/Space

STORY

**Tension
points**

Characters



Group Exercise

Let's make a
telenovela together!



Learn

Share

Engage







Four decades after the end of the Cambodian civil war, land mines still plagued the country. By some experts estimate more than a million mines are still in the ground and they have killed over a hundred people in 2013.



It's early morning and Mandy is brought in the bus for her regular journey to the training fields. But today, she has a big test ahead to see if she is ready to join an elite team on a mine clearing mission to Mozambique.



REFLECTION

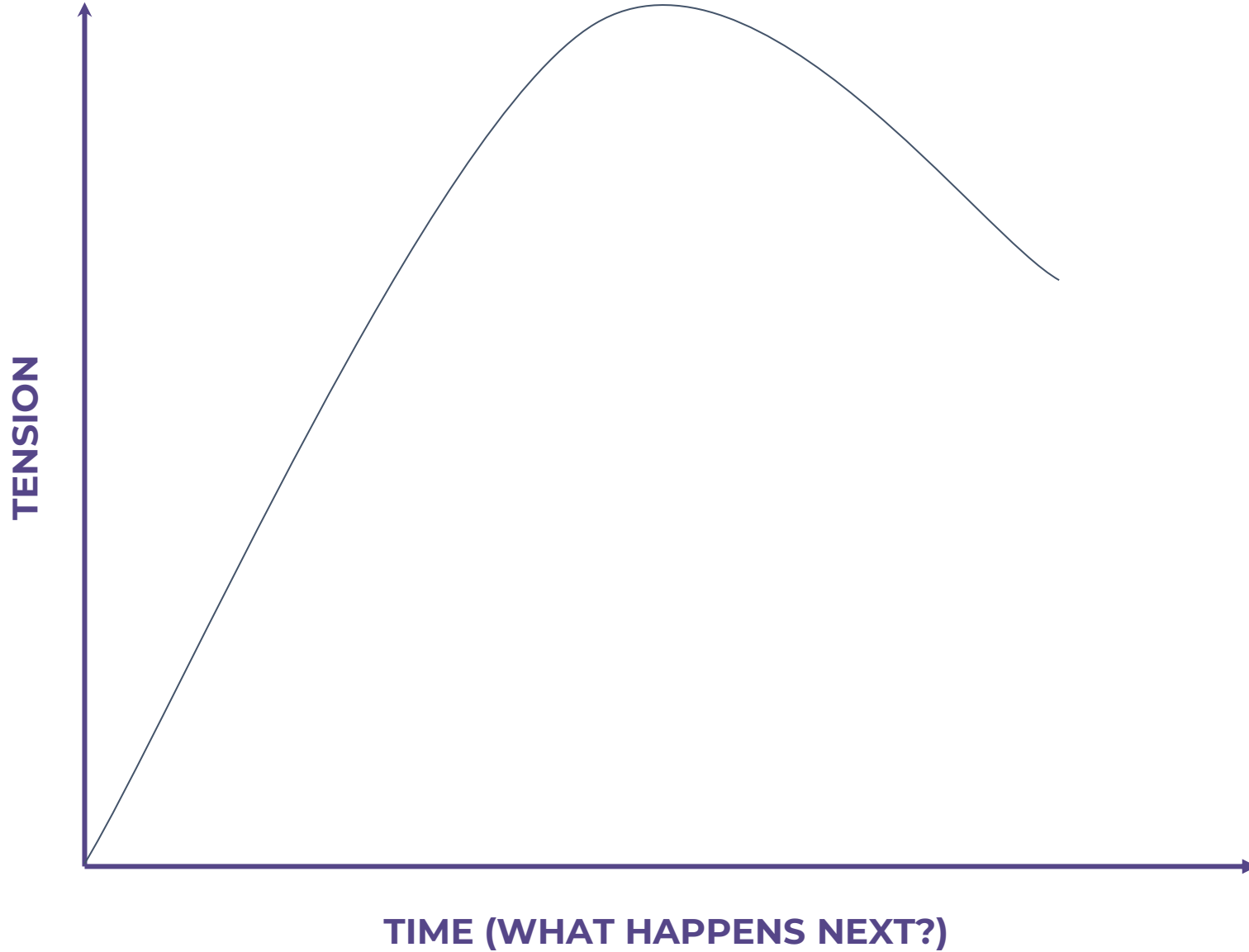
1. Which video do you prefer?
2. Which one is more memorable?
3. Which one has more information?

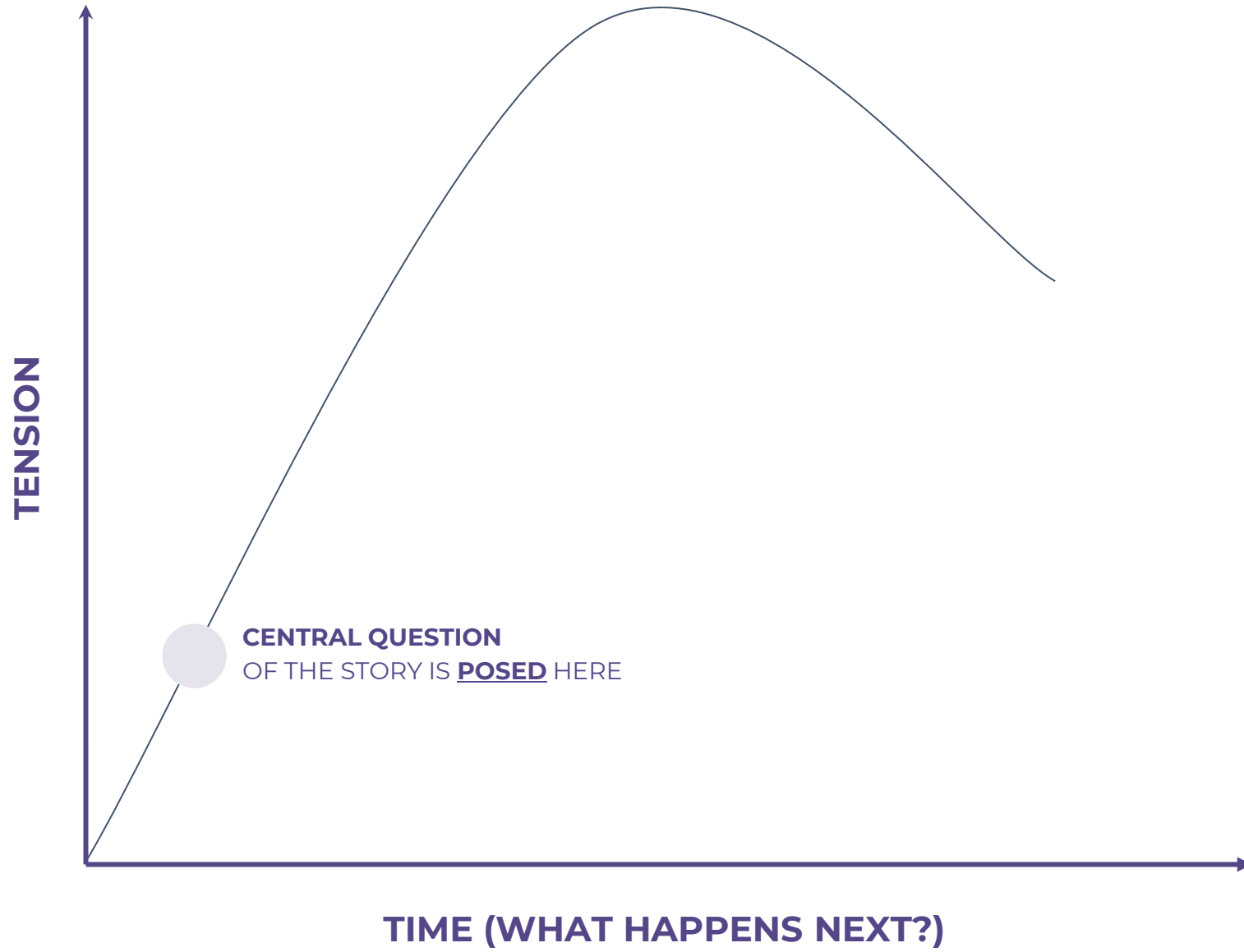
HOW TO TELL POWERFUL STORIES:

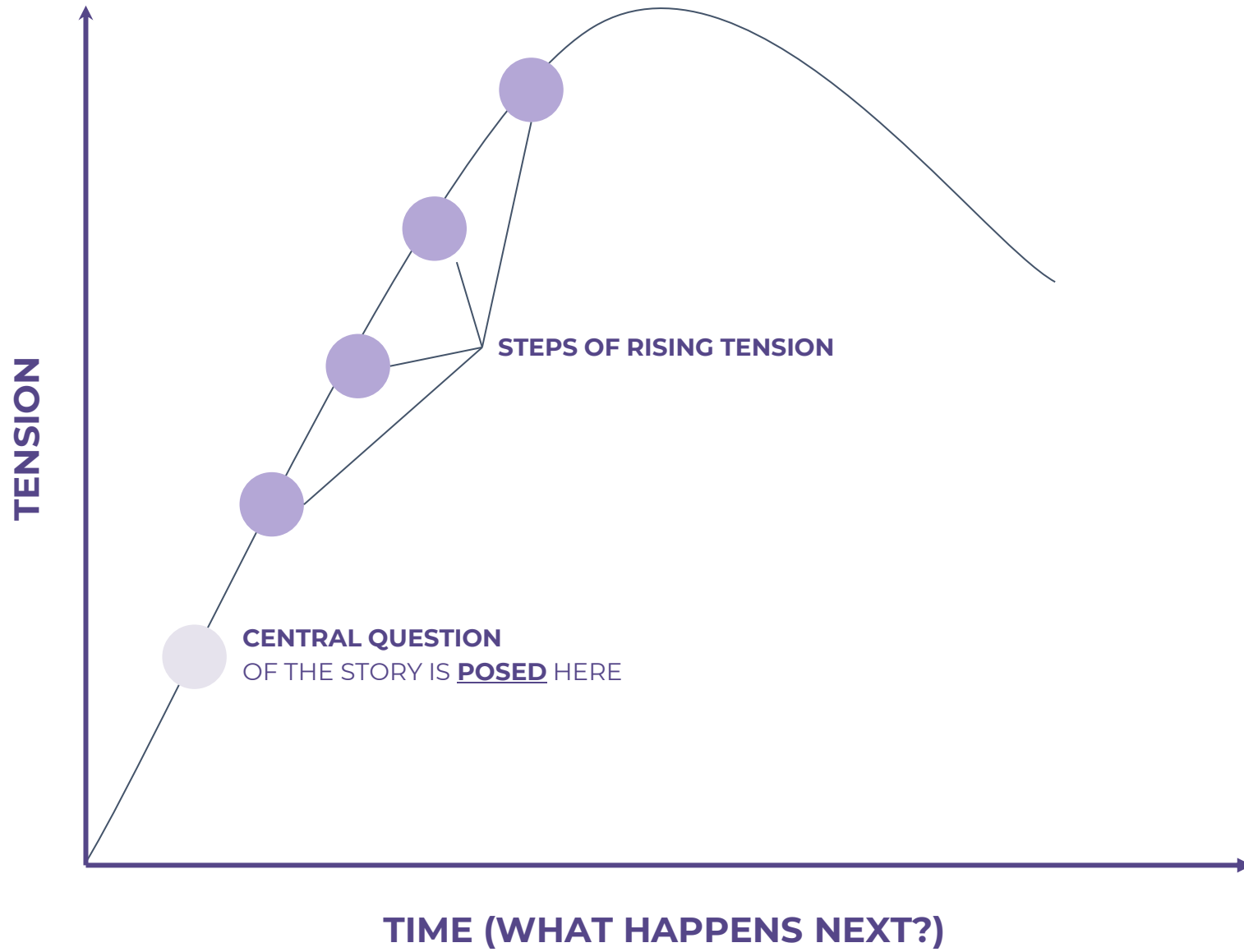
8 Essential Elements
(not just boring information)

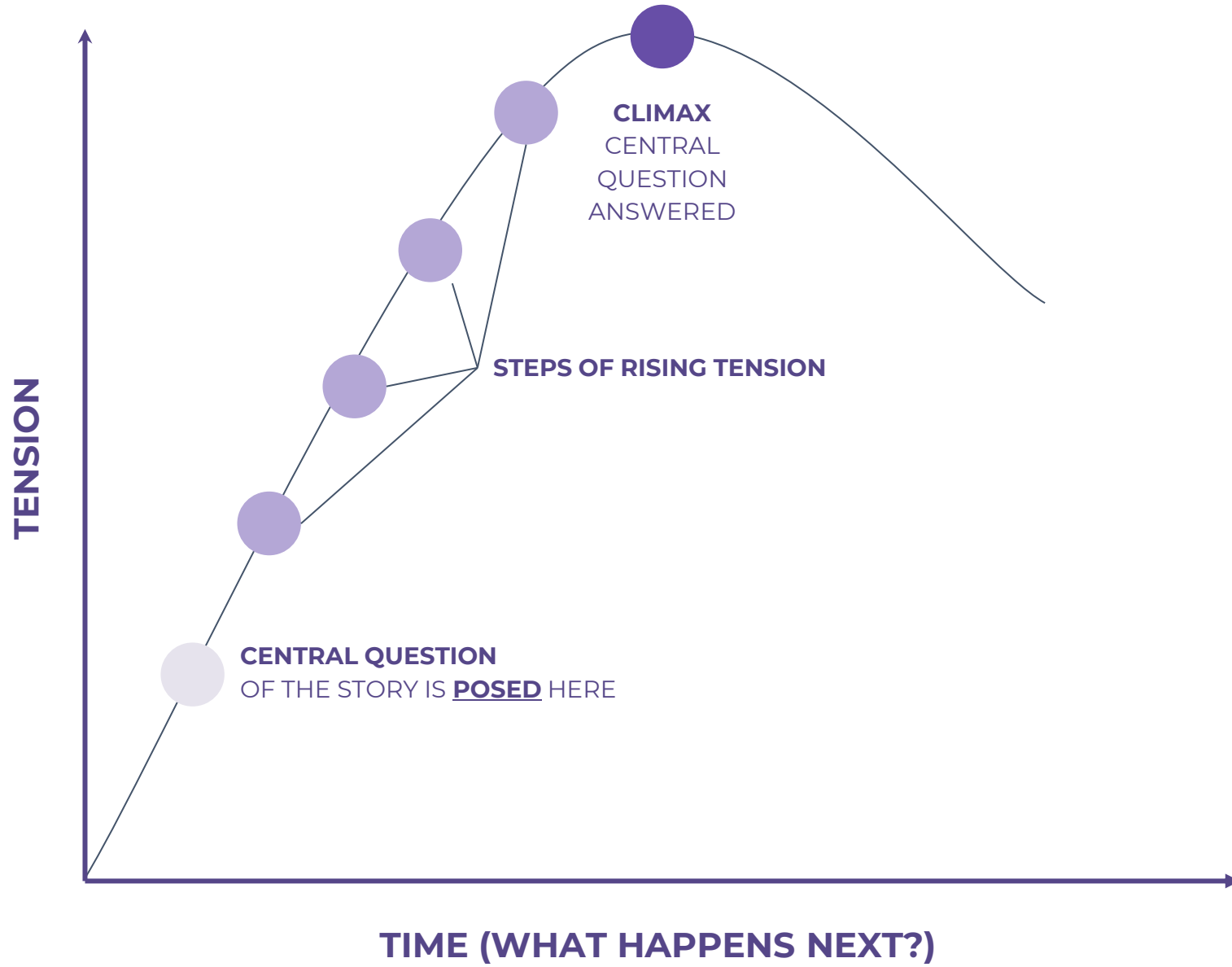


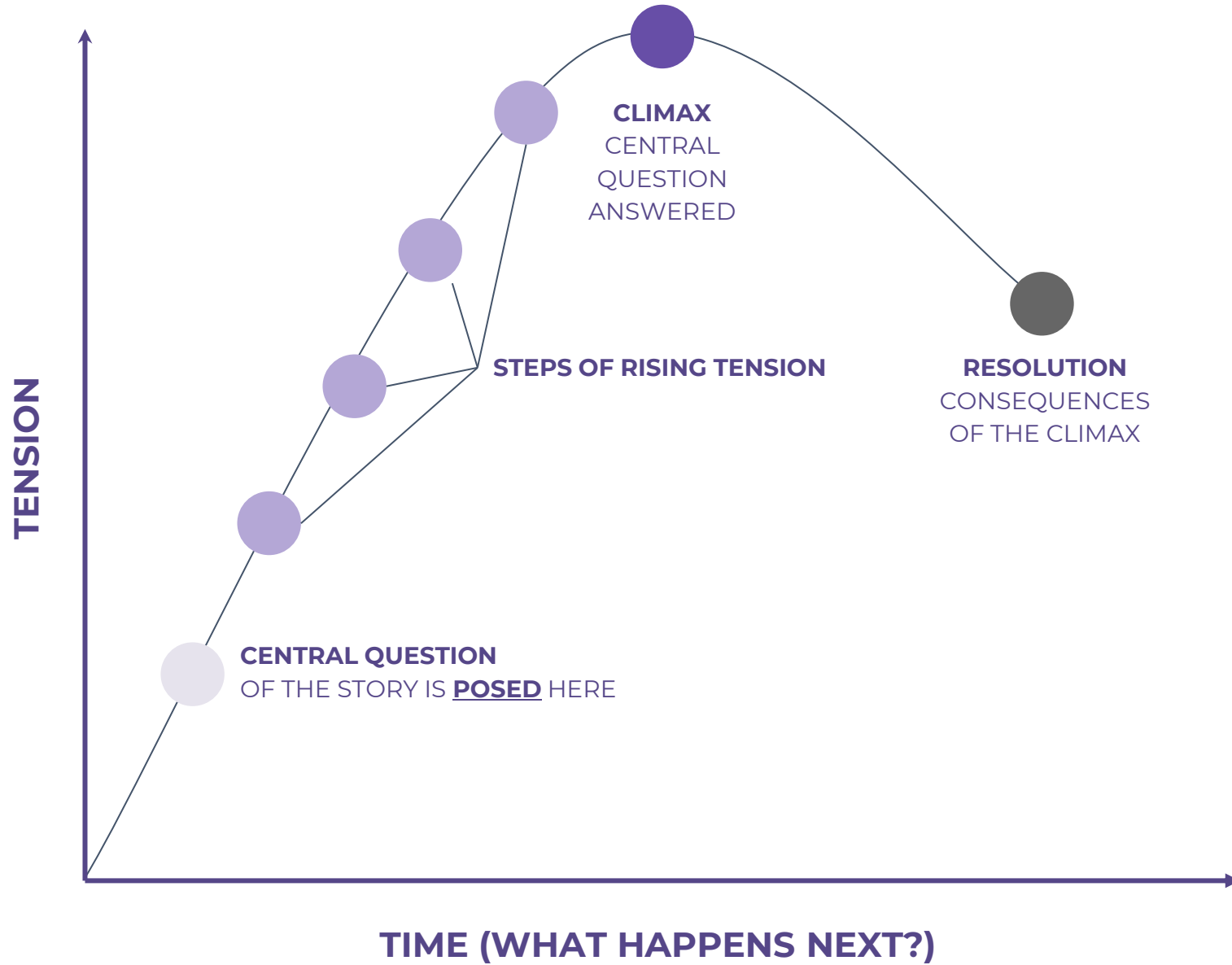


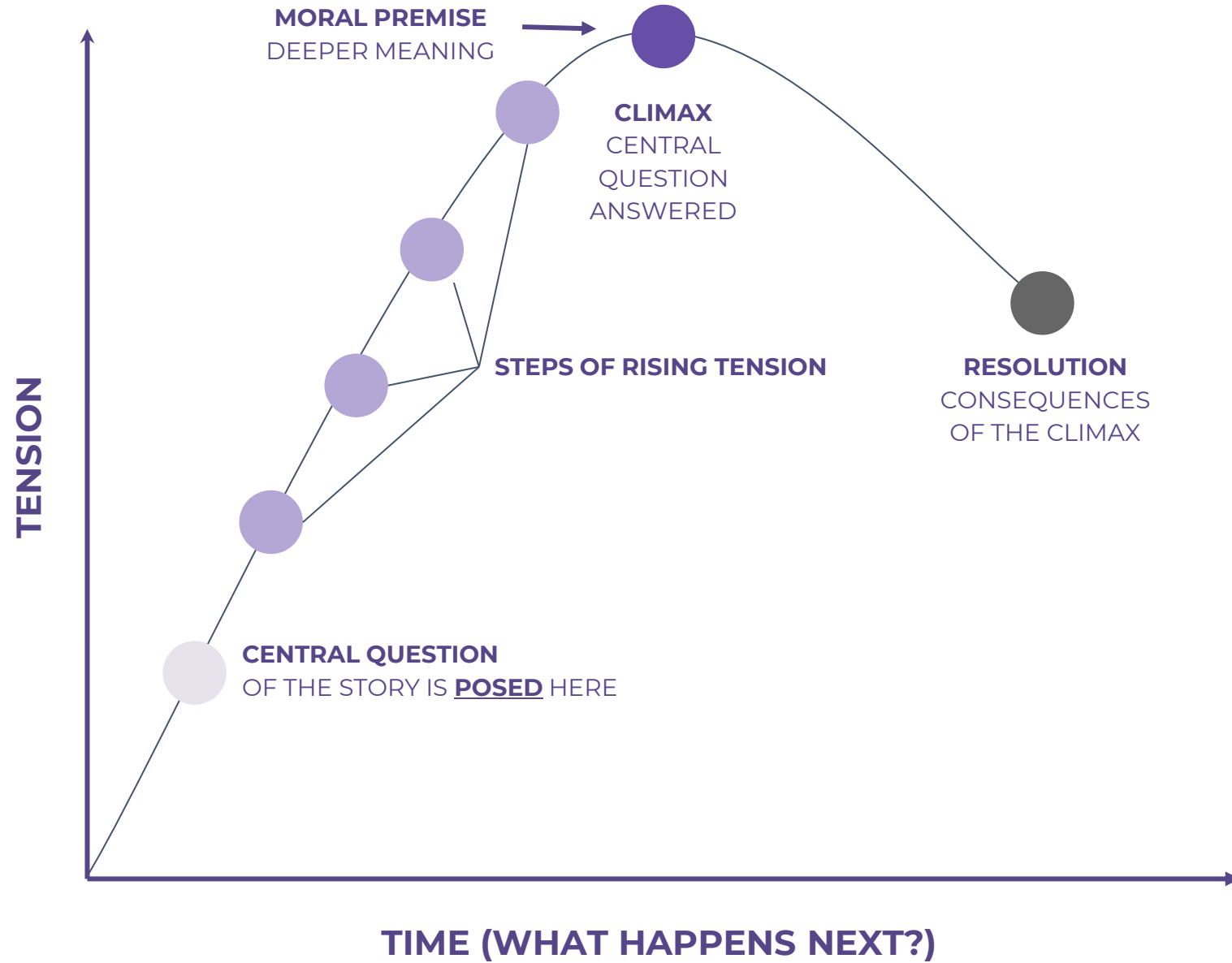


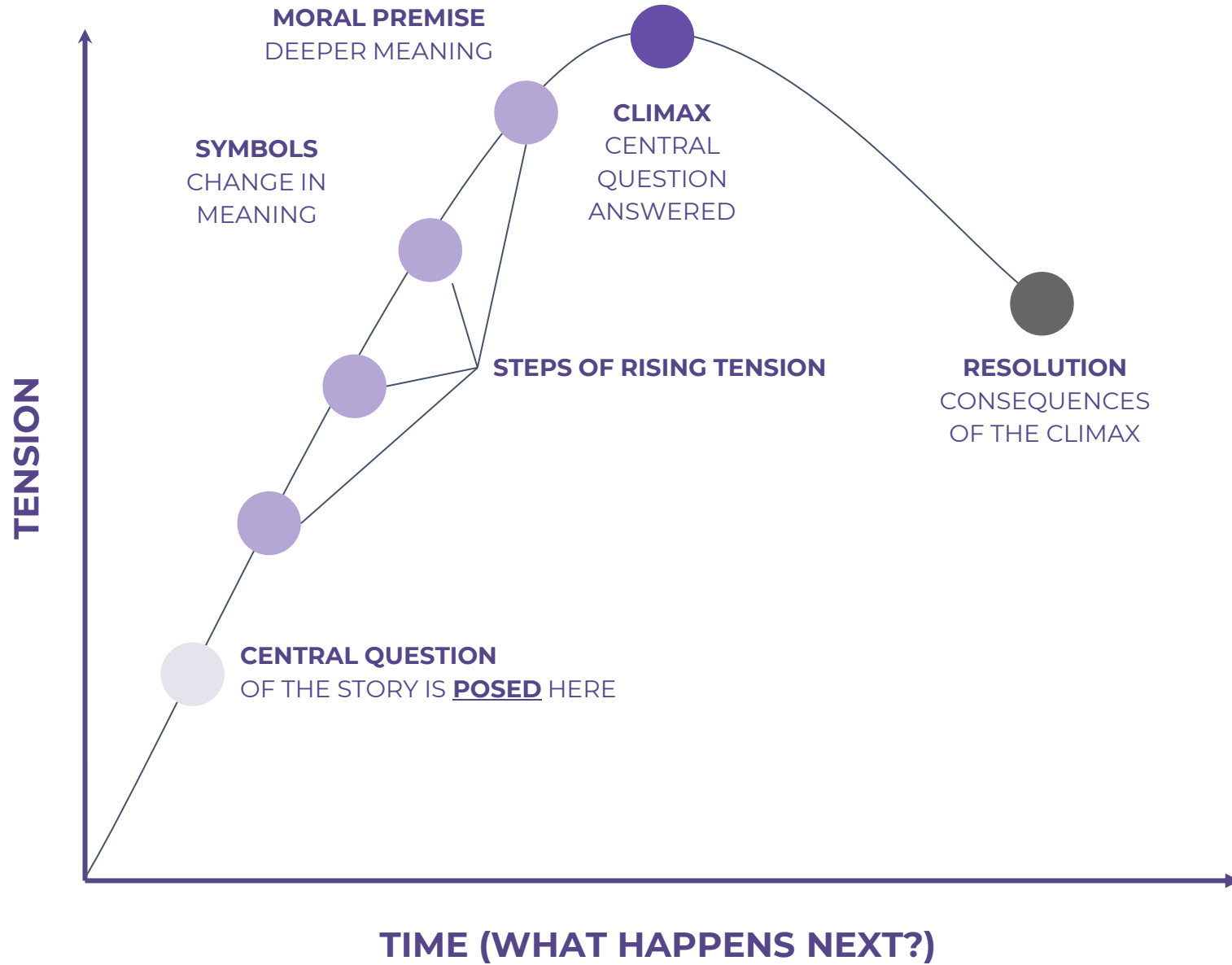










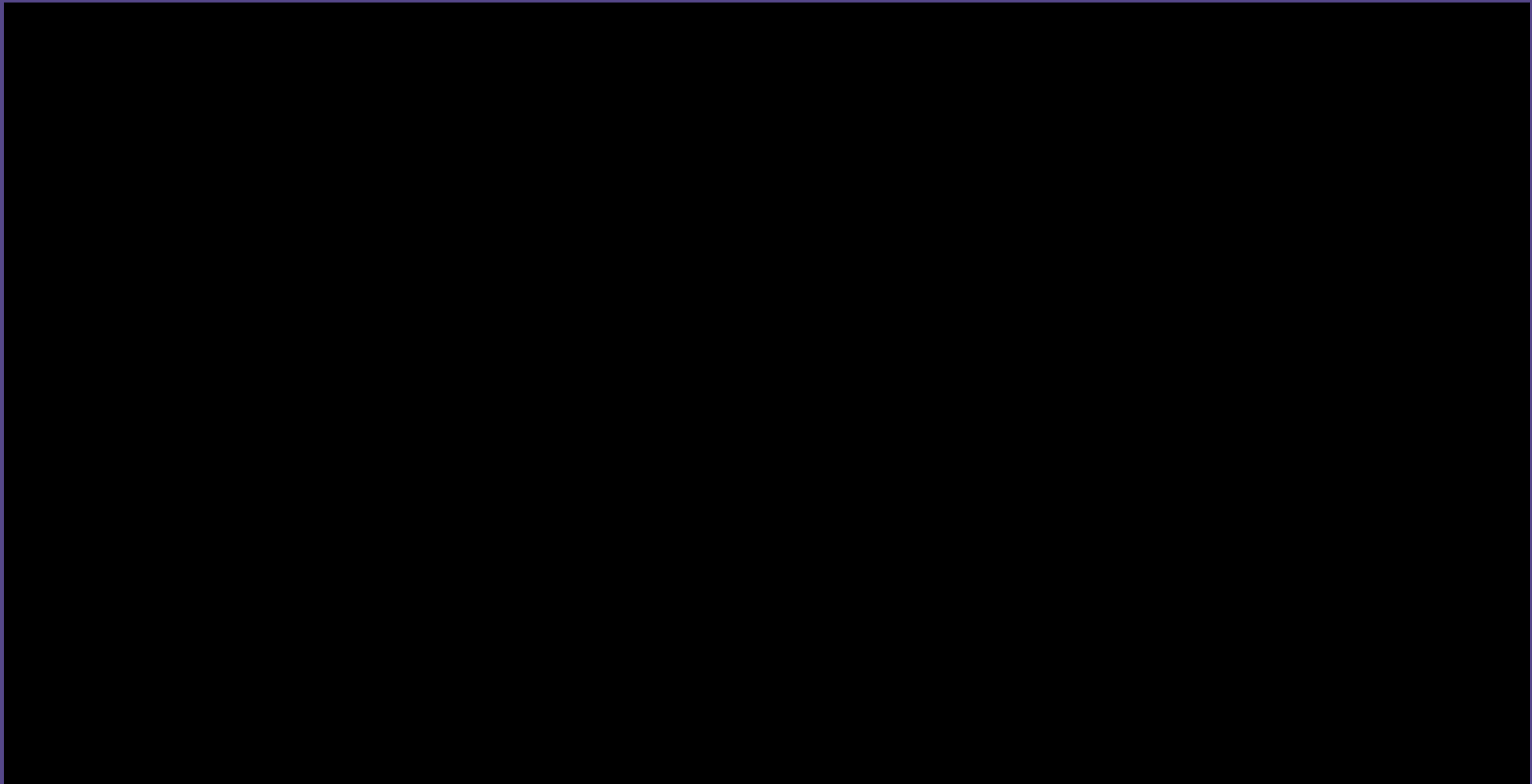




SYMBOLS



CHARACTERS





GROUP EXERCISE

In groups, identify & discuss the 8 essential elements you see in the video.

Bonus tips!

- Good stories don't have to be chronological, we need tension, not a history lesson.
- Pick one character or a small group of characters that the action happens to. Your audience is more likely to connect to a specific individual or subset rather than a broad group.
- Don't underestimate the power of symbols. Symbols can make a story come to life.
- Powerful stories are the ones that have clear elements and play with them with an intention



The Brexit Story

Version 1

Months of debate has finally ended in Britons deciding to end their more than four decade-long stint in the EU. The UK voted to quit the European Union after more than four decades in a stunning rejection of the continent's post-war political and economic order. The pound plunged to the lowest since 1985 and Asian stocks tumbled in one of the most dramatic 24-hours in modern British history. Sterling initially soared after an opinion poll suggested that 52% of voters had backed "Remain". That rally evaporated as results started to roll in showing that investors and pollsters had miscalculated. At 5.11 am London time, BBC projections showed voters backing "Leave" by 52% to 48%.

The Brexit Story

Version 2

Sally clutched a union jack in her left hand as she, and 100 other British expats, took over an Irish pub in the centre of Amsterdam to watch the Brexit results come in. She moved from Yorkshire 4 years ago, to start a blog about food in Amsterdam. That city's British population had swollen to 50 thousand since the UK joined the EU way back in 1973. "It seems natural to call myself a European," Sally said. "I've been European all my life. I don't know what or even who I'll be come tomorrow if we lose. I won't know where to go. Back to a UK that voted for Brexit? No way. Stay here? I don't know if they'll let me." Sally took a large swallow of ale from her pint glass, as the results trickled in.

- At midnight, remain had a big lead. Sally all smiles, waving her Union Jack. The crowd's mood, festive. Many beers consumed.
- At 2 am, remain and leave neck and neck. Sally has all the nails on her left hand firmly in between her teeth. Beer consumption stagnant.
- At 4 am, leave in the lead. Sally slumped a little over the bar. Mascara black lines framed her eyes. Her Union Jack now hangs limply from her hand.
- At 5:11 am the BBC calls the referendum: 52% percent of voters have chosen to leave the EU.
- At 5:12 am the pound plummeted to its 1985 value. Asian stocks tumbled. Panic ensued at the market worldwide.

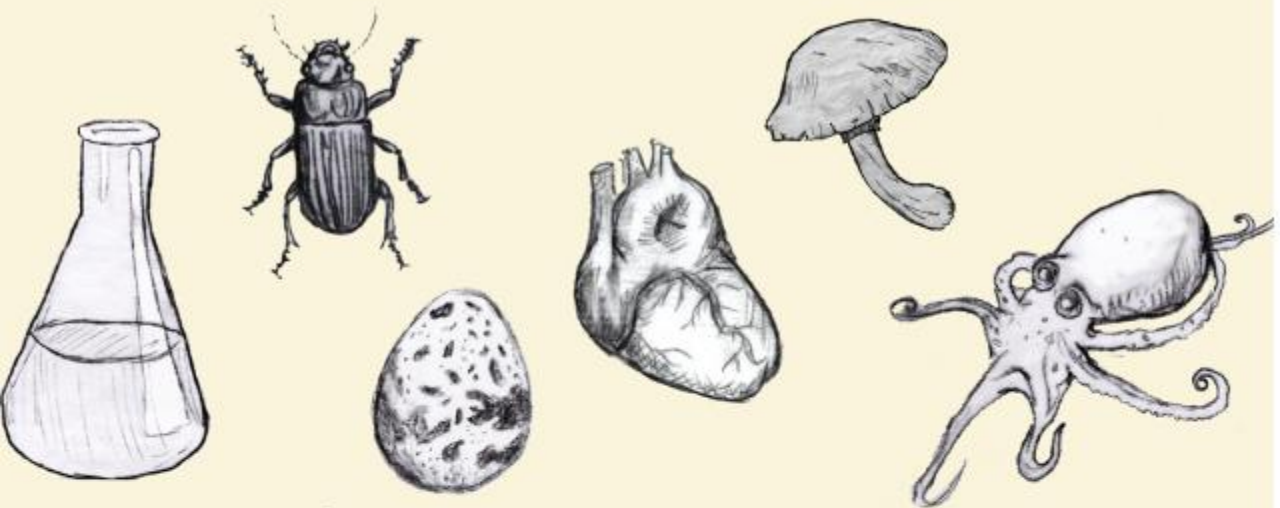
At 5:15 am, the pub was empty. Sally's Union Jack stands in the centre of a puddle of beer. It has fallen to half-mast and...it is alone. The next day, Sally applied for Dutch citizenship.

Jonathan Groubert

STORYTELLING SERIES

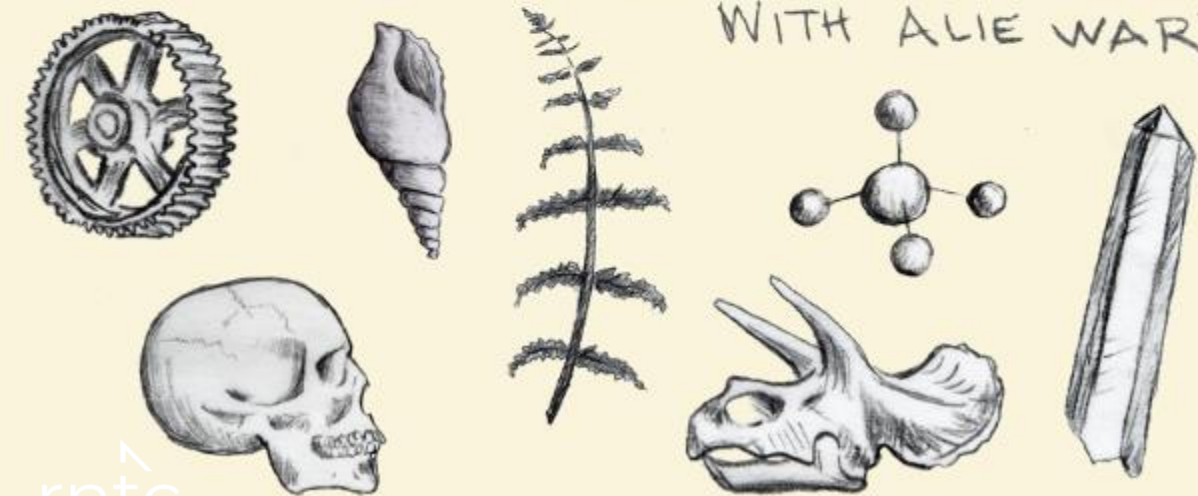
In media this refers to **blocks of content**, that have an **overarching story** that links them together. A **narrative unit within a larger dramatic work** or documentary production.





ologies

WITH ALIE WARD



rntc

*“Ologies is a podcast series by creator Alie Ward. Defined as a **comedic science** podcast”*

4 main topics

1. Animals
2. Culture
3. Marine
4. Brain

<https://www.alieward.com/ologies/selachimorphology>

GROUP EXERCISE

Identify the overarching story in the series

Make 3 groups and explore the following YouTube channels. (1 channel each group) Identify:

- Overarching story (What is the main theme of the channel?)
- Sub-topics (ID them and reflect how is the division made)





YouTube channel

Physics Girl



YouTube channel

MarinaShut
Up



YouTube channel

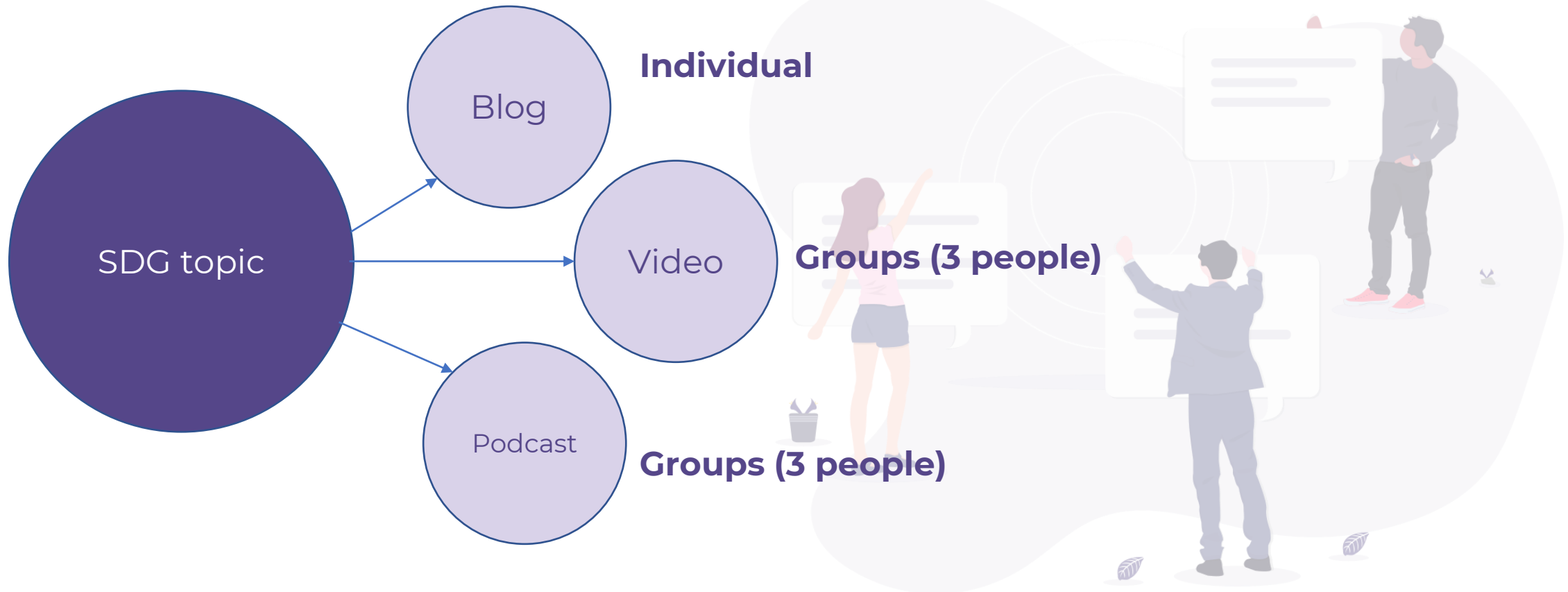
Franchesca
Ramsey

QUESTIONS



FINAL ASSIGNMENTS

Reminder



GROUP ASSINGMENT

Turn PAS into a story

**FORM GROUPS OF 3 PEOPLE FOR VIDEO &
PODCAST**

In groups of 3-4 choose one of the persuasive statements you developed last session and make a story together.

Present the storyline to the group



INDIVIDUAL ASSIGNMENT

Picture story - Banner

Thinking about your individual blog, take 3 pictures with your phone that represent the message/emotion that you are sharing in your blog. Think of visual storytelling





REFLECTION

**What is your key
takeaway from this
session?**

Thank you!