**Unit 16: Digital Storytelling.**

**Key Terms:**

*Multimedia:* The use of multiple forms of media to tell a story.

*Digital Storytelling:* The process of using digital tools to create and share stories.

**Principles of Digital Storytelling**

The Centre for Digital Storytelling has identified seven key elements that make digital stories effective:

* Point of View: The perspective from which the story is told.
* A Dramatic Question: A question that keeps the audience engaged.
* Emotional Content: Personal and powerful issues that connect with the audience.
* The Gift of Your Voice: Personalizing the story with your voice.
* The Power of the Soundtrack: Music and sounds that enhance the story.
* Economy: Using just enough content to tell the story.
* Pacing: The rhythm of the story.
* Storyboarding and Narrative Structure

**Storyboarding** is a visual representation of your story's sequence. It helps in organizing your ideas and ensuring a coherent narrative structure. A typical narrative structure includes:

- Exposition: Introduction to the setting and characters.

- Conflict: The problem or challenge faced by the characters.

- Resolution: The solution or outcome of the conflict.

**Tools for Creating Digital Stories**

Adobe Spark. Adobe Spark is a user-friendly tool for creating stunning visual stories. It allows you to combine images, videos, and text to create engaging multimedia content.

Canva. Canva is a versatile graphic design tool that helps create visually appealing content, from infographics to social media posts.

StoryMapJS and TimelineJS: For creating interactive maps and timelines.

Datawrapper: For presenting complex data in a visually appealing format.

Piktochart: Offers templates for transforming data into compelling stories.

**Techniques for Effective Visual and Audio Storytelling**

***Video Storytelling Techniques***

- Show, Don’t Tell: Use visuals to convey information rather than text.

- Conflict and Resolution: Include challenges that engage the audience.

- Use Real People: Incorporate real people to humanize your story.

***Audio Storytelling Techniques***

- Emotional Appeal: Use narratives that evoke emotions.

- Relatable Characters: Create characters that resonate with your audience.

- The Power of a Pause: Strategic pauses can enhance emotional impact.

**Sharing and Presenting Digital Stories**

**Platforms for Sharing**

- Medium.com: A popular platform for reading and writing stories.

- Storify.com: Incorporates social media snippets into stories.

- Shorthand.com: A multimedia storytelling platform for creating engaging content.

Icebreaker Activity: "The Mysterious Box"

Imagine you have inherited a mysterious box from your great-grandmother. The box is old and worn, with intricate carvings on its lid. It has been passed down through generations, but no one knows what it contains or why it's so important. The only clue is a small note attached to it that reads: The story inside is more valuable than the treasure.