Storytelling
Seven steps

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Storytelling

- Old method and widely used in history; Dante, Homer, Jobs
- Strong method for representing and conveying complex, multi-dimensional ideas
- Able to influence on people’s emotions (oxytocin release). Also cortisol
  - [https://www.youtube.com/watch?v=DHeqQAKHh3M](https://www.youtube.com/watch?v=DHeqQAKHh3M)
- Able to influence on people’s business behavior
- People love stories because those are:
  - Exciting
  - Funny
  - Pedagogical
Digital Storytelling
Digital Storytelling

- An interesting method in presenting products or services which not yet exist
- Makes use of social media compared with traditional communication channels
- Tries to follow viral marketing idea
- Includes many modalities such as animations, simulations, movies, games, virtual reality, even haptics
- Uses various digital post production methods such as composing, effects, audio mastering
- Still important: A good story which is able to activate brains
# Schemas of Digital Storytelling

<table>
<thead>
<tr>
<th><strong>Type/Domain</strong></th>
<th><strong>Cinematography film</strong></th>
<th><strong>Video/Data visualization/Infographics</strong></th>
<th><strong>Computer games/Simulations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>Discussion/Image</td>
<td>Arguments/Specs</td>
<td>Virtual introduction</td>
</tr>
<tr>
<td><strong>Social media channel</strong></td>
<td>Facebook/Youtube</td>
<td>Web-pages/LinkedIN/Slideshare</td>
<td>Web-pages</td>
</tr>
<tr>
<td><strong>Aim</strong></td>
<td>Emotionality/ Identification</td>
<td>Sharing information</td>
<td>Virtual experience</td>
</tr>
<tr>
<td><strong>Characteristics</strong></td>
<td>Cinematography</td>
<td>Pedagogical approach</td>
<td>Gamefication</td>
</tr>
<tr>
<td><strong>Special Requirements</strong></td>
<td>Artistic/Post production</td>
<td>Building arguments</td>
<td>Game programming</td>
</tr>
<tr>
<td><strong>Tools</strong></td>
<td>Movie Editing software/Cinema 4D/Studio Max 3D</td>
<td>Video Editing software</td>
<td>Unity environment</td>
</tr>
</tbody>
</table>
Benefits of Digital Stories

- Can be easily modified according to a target audience
- Employs sounds, effects, figures which are difficult to express otherwise
- Exploits multi-channels, even haptic feedback and AR
- Can be shared in social media with low costs or even free
- Can kick off a positive ‘epidemic’
- Offers an interactive experience and possibility to participate
- Offers plenty of possibilities to produce a story
- Can be used in many purposes such as crowdsourcing and crowdfunding
Need for Digital Stories

Need for digital storytelling services (Tampere3)

- Low: 6
- Average: 1
- High: 2
- Extremely high: 1

Need for digital storytelling services (FUASs)

- Low: 3
- Average: 2
- High: 5
- Extremely high: 2
Share of Ideas Presented with DS Methods

Relative share of ideas presented with methods of DS (Tampere3)

- None: 5
- < 10%: 2
- 11-25%: 1
- 26-40%: 3
- 41-55%: 8
- 56-70%: 7
- 70-80%: 6
- > 80%: 4

Relative share of ideas presented with methods of DS (FUASs)

- None: 8
- < 10%: 1
- 11-25%: 3
- 26-40%: 5
- 41-55%: 4
- 56-70%: 7
- 70-80%: 6
- > 80%: 5
1st step: Owning Your Insights

- Tell a story that audience can identify
- Your story depends on the audience
- Sometimes it is the teller, rather than the listener, who learns from the story told
Let’s discuss shortly:

Should story tell something about you or should it focus only on your innovation, product or service? Would it be stronger if it discusses also you? Who love “rags to riches” stories where a person is in spotlight? What kind of image you want to give to audience?

- I am a professional
- I am a savior
- I am a solution to your need
- Walk with us and find peace, love and harmony

What would be a story you want to tell? What is your idea, innovation or aim? (shortly)

What do you think your story means or conveys? (hope, trust, happiness, comfort)

Who is your audience? (It could be different from end-users of your product/service)
2nd step: Owning Your Emotions

- Storytellers can decide which emotions they would like to include in their story and how they would like to convey them to audience.

Emotions within stories can be complex. Use of assistive device for elderly could show that time is running and people will pass away.

Emotion alone is not the goal. It is important that storytellers demonstrate to the audience that they believe in what they are saying.

Source: https://upload.wikimedia.org/wikipedia/commons/8/8d/Emotions_-_3.png
Some examples

- https://www.youtube.com/watch?v=lQ6WdCUttjE
- https://www.youtube.com/watch?v=c6Fo0Q9Uvpc
- Funny
- https://www.youtube.com/watch?v=Oe3St1GgoHQ
- Tribal mindset
- https://www.youtube.com/watch?v=zSlhbBBBi3A

Discuss how tribal mindset are involved with product advertising, e.g., cars, clothes, watches, etc. How strong image of product is in decision-making?
3rd step: Finding The Moment

- What was the moment when things changed in a story?
- What was happening?
- For example, a story about trust might have the moment when he or she lost trust, regained it, or notices its importance
- Storytellers know how to embed the story to scenes. They show how change happened, how people dealt with it, how they were before and after the change
- Number of scenes depends on your story. How much information the audience needs to know in order to understand. What happened before the moment, what happened after?
- Digital story is relatively short. It’s important to select the scenes with care and establish them concretely to ensure that they are contributing to the overall story.
4th step: Seeing your story

• How the use of visual elements and sound to bring story to life. In order to “see” the story, storytellers should describe the images that come to mind, understand what those images convey, find or create those images, and then determine how best to use them to convey the intended meaning.

• What images come to mind when recalling the moment of change in the story? What images come to mind for other parts of the story?

• Is the meaning of image explicit or implicit?
Examples
Implicit imagery

- Two common techniques to convey meanings through the use of implicit imagery are visual metaphor and juxtaposition (comparison).

- Quite common are e.g., plants are growing, or things 5 years ago and nowadays.

- The placement of one image followed by another to create a new layer of meaning is called juxtaposition. For example, an image of a railway station followed by an image of trains conveys moving. If the next image is an open rail, this could represent freedom.

- If the next image is from inside cabin, this could represent what? How could it continue? Are you meeting someone? Is someone waiting for you? Is it all about trust? Is there some service or device you can rely on?
Infographics

- https://www.youtube.com/watch?v=KThJoYt4ml8&list=PLyoLbrteo8R63ieBi9Gb1MFqsM9-80UnA
- https://www.youtube.com/watch?v=4B2xOvKFFz4&index=3&list=PLyoLbrteo8R63ieBi9Gb1MFqsM9-80UnA
- https://www.youtube.com/watch?v=sc4HxPxNrZ0&list=PLyoLbrteo8R63ieBi9Gb1MFqsM9-80UnA&index=4
5th step: Hearing your story

- Sound is one of the best ways to convey emotion tone of the story
- Sound creates about 70% of feeling in horror stories but had a minor role e.g. in documentary films
- It is relevant what kind of voice actors you are using and what kind of image you want to give to audience.
- Pay attention to the choice of words and phrasing and the impact they will have.
- Less is more
Words and slogans

• Intertextuality is interesting

• It means that you use known slogans and phrases in some other context than those are meant to use.

• For example, you could have a story about bags and you could use voice and slogan by Arnold S. “I’ll be bag”. Image could be that ‘a bag’ is talking and scene might be similar than in Terminator.

• "I'm Lovin' It“, "Because You're Worth It“, "Just Do It"
6th step: Assembling the Story

• The next step is scripting and storyboarding, or in other words, laying out how the visual and audio narratives will complement each other in the story.

• Keep assembling simple

• A word count of 250–375, and fewer than twenty images or video segments – helps to find out the core of the story
7th step: Sharing the Story

- Who is your audience? What was your purpose in creating the story? Has the purpose shifted during the process of creating the story? Did you find something interesting you want to adjust or change?

- Before the final version is exported, consider the audience once more, but this time in terms of how you will present the digital story. Online? Individually?
Finally

The storytelling process is a journey. Work and script your stories together. You will find that comments and ideas from colleagues are very important. Take also photos and videos. You never know when and where you will need those. Discuss with people, tell them your idea of story or story itself and evaluate their expressions. Then you know what is working and what is not working.
The End