

“Numbers numb,  
jargon jars and nobody  
marched onto  
Washington because  
of a pie chart”

[Andy Goodman](#), storyteller

# DIGITAL STORYTELLING in the ARTS: HOW TO DEVELOP YOUR STORY

arts strike a universal chord that suggests that we are not alone in our experience of joy, or grief, or courage or wonder.

Caroline Elizabeth Savage, Program Director

# ART BUILDS:

curiosity

curiosity

curiosity



# ART TEACHES:



**reasoning**  
**intuition**  
**perception**  
**imagination**  
**inventiveness**  
**Creativity**  
**problem-solving**  
**skills**  
**expression**

*Illustrations by John Tenniel, from Alice's Adventures in Wonderland, by Lewis Carroll*

# ART ENABLES:



**active engagement**  
**disciplined, sustained attention**  
**persistence**  
**risk-taking**

# ART DEVELOPS:

**sense of shared experiences**

**cultural values**

**community**

**quality of life**



# WHY MY STORY?

STRATEGY to develop my own sense of voice and story and communicate artistic or social change goals

“Why this story? Why now? What makes it today’s version of the story? What makes it your version of the story? And how does this story show why you are who you are?”

# HOW?

How do we develop our own sense of voice and story? How does this story show who you are? How does this story show why you are who you are?”

Compelling and motivating stories create emotional resonance and human connection—while serving a strategic purpose, such as driving people to take meaningful actions.



your own narrative voice



# WHAT?

compelling motivating  
authentic

What was the moment when things changed?

Is there more than one possible moment to choose from? If so, do they convey different meanings?

**Which most accurately conveys the meaning in your story?** Can you describe the moment in detail?"

# WHERE & FOR WHOM?

Who is your audience?

What technologies are available (or needed) to help people curate, house and share stories?

# HOW DID IT WORK?

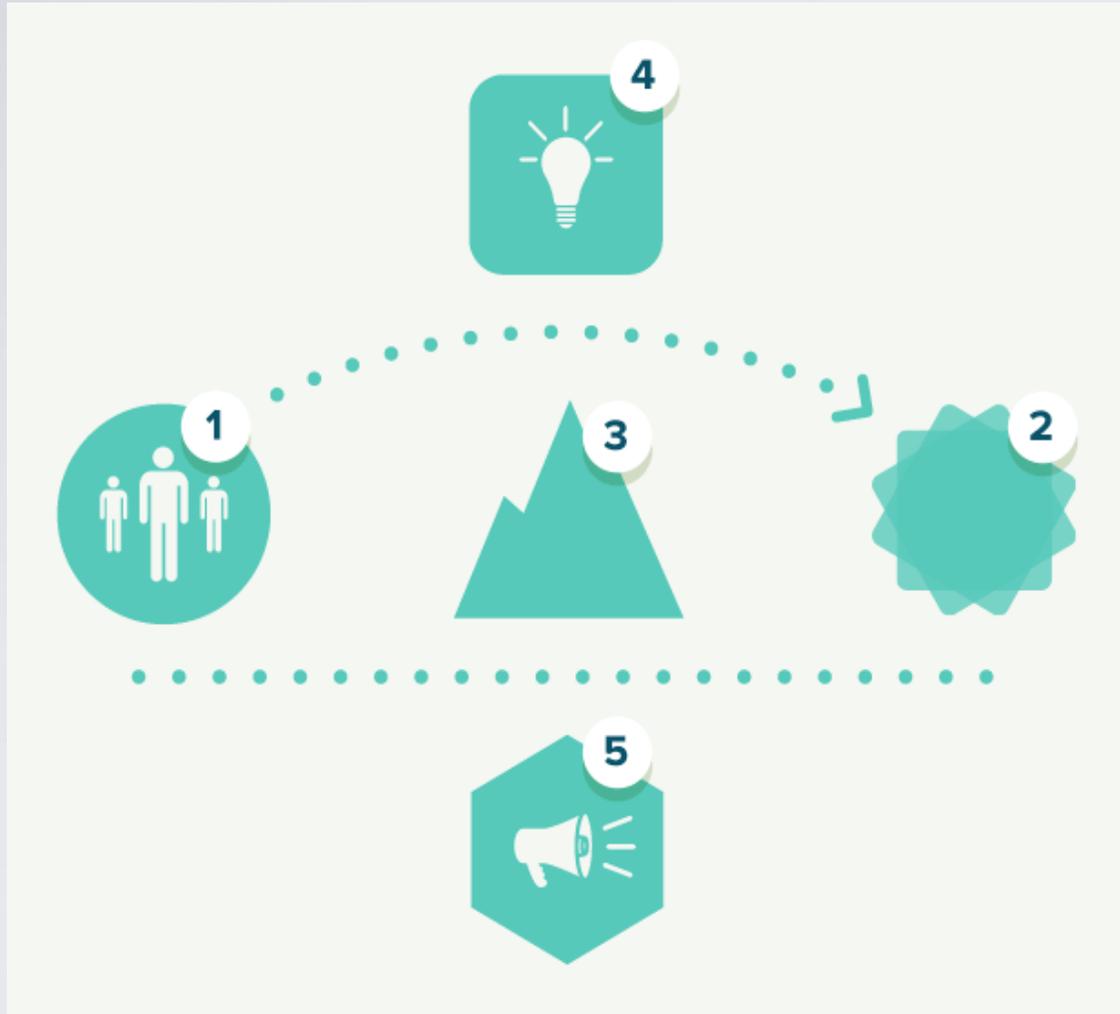
## ASSESSMENT & EVALUATION

What simple, effective and meaningful metrics can be used to evaluate the effectiveness of digital storytelling? What's the impact? How do you know? what's working and strengthen your storytelling—and also build a body of evidence about the merits of investing in digital storytelling.

Telling a story is a **creative process**  
that both recounts and constantly  
reviews the **experience**  
we want to **share**.



# NARRATIVE FRAMEWORK



## 1. People Served:

The people most affected by your artistic goals.

## 2. Goals:

Foster creativity, engage community, transform perspective, make the world beautiful.

## 3. Problem:

What stands between the people you serve and their long-term goals.

## 4. Solutions:

Concrete, tangible ways your art practice addresses quality of life, brings joy, opens hearts, teaches skills, creates wonder, engages and transforms.

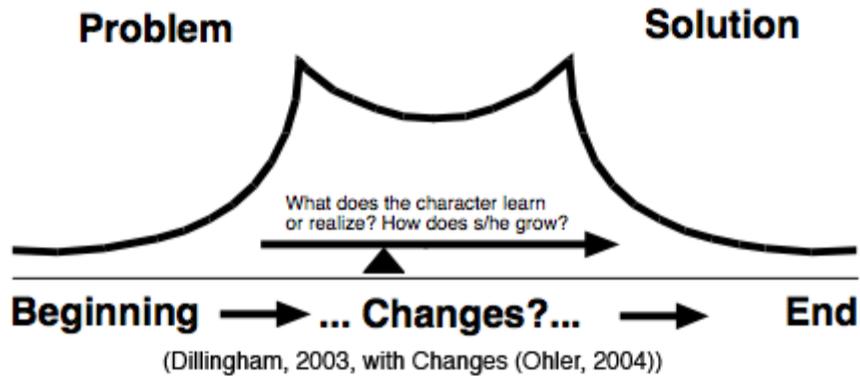
## 5. Call to action:

A message that creates a sense of purpose and offers the opportunity for people to take a specific action.

Storytelling is the currency of  
**COMMUNITY**

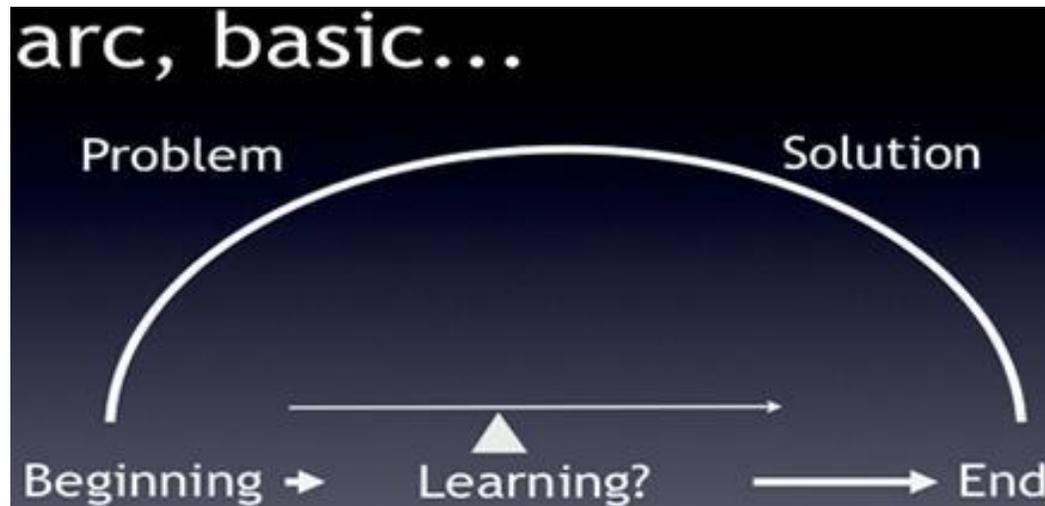
Stories need to be **AUTHENTIC**

# STORY MAPPING



A story that features a character who learns something or changes to solve a problem or overcomes an obstacle is a time honored way to create a memorable story that engages story listeners.

# STORY ARC



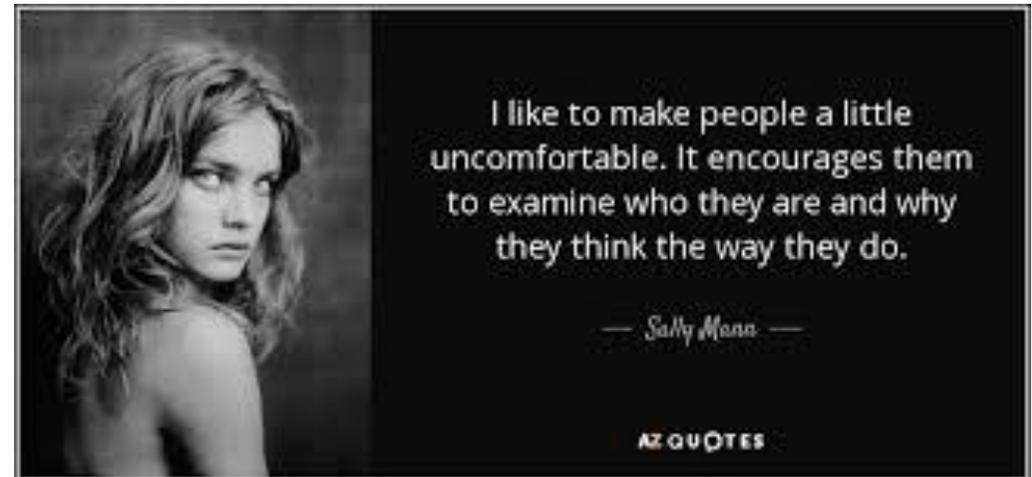
**FOCUS** on a single character, story, event, place, or process



Marin Alsop, Conductor Baltimore Symphony



Jimmy Nelson is a British photographer.  
This is a video portrait from *One Minute Wonder*



<https://youtu.be/uiNOPwoTfCg>



# MAKERS

an initiative by

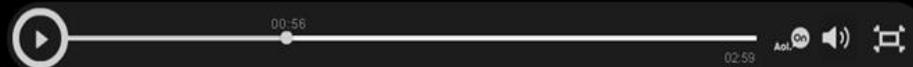








In 2005, Alsop was selected to be conductor of the Baltimore Symphony, the first woman to lead a major American orchestra.





# Major Orchestras Still Shy Away from Female Conductors

“90% of the musicians oppose Alsop’s appointment...”

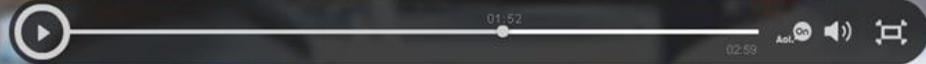


01:18

02:59

Ad







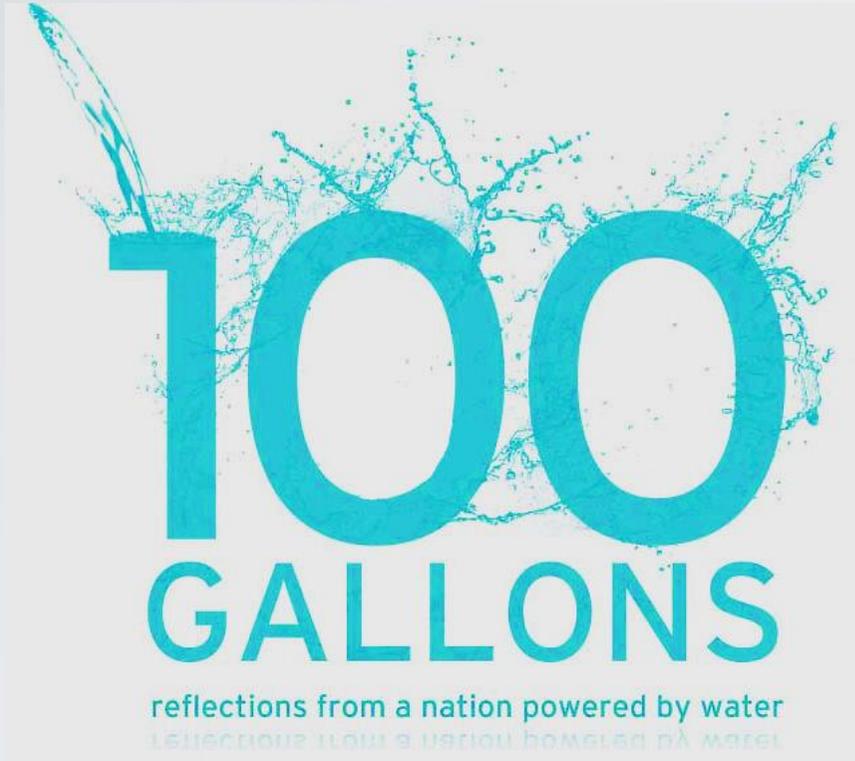


The Baltimore Orchestra has thrived under *Alsop's* leadership.  
After 5 years, her contract was renewed.





# FOCUS ON A CRITICAL MOMENT OF CHANGE



Why this story?

Why NOW??























# SHORT VIDEOS ARE EFFECTIVE



5 minutes is the maximum length of current attention span

Length of video depends on the audience and your engagement with them.

# AUDIO/ORAL HISTORY

## STORYCORPS

- Audio
  - Some are animated
- Family voices
- Personal and emotional
- Under 3 minutes





he was a 7th grade honors student but was having a tough time socially.

Press **Esc** to exit full screen



-Have you ever felt  
like life is hopeless?



▶ 🔊 1:00 / 3:59

CC HD YouTube



-When I was a teenager,  
I was very depressed





-Have you ever lied  
to me?

Press **Esc** to exit full screen



-Hmm, I probably have,



JOSHUA: Like when we go  
on our walks,



And that helped when  
Amy was born,



and I'm so lucky  
to have you as my son.

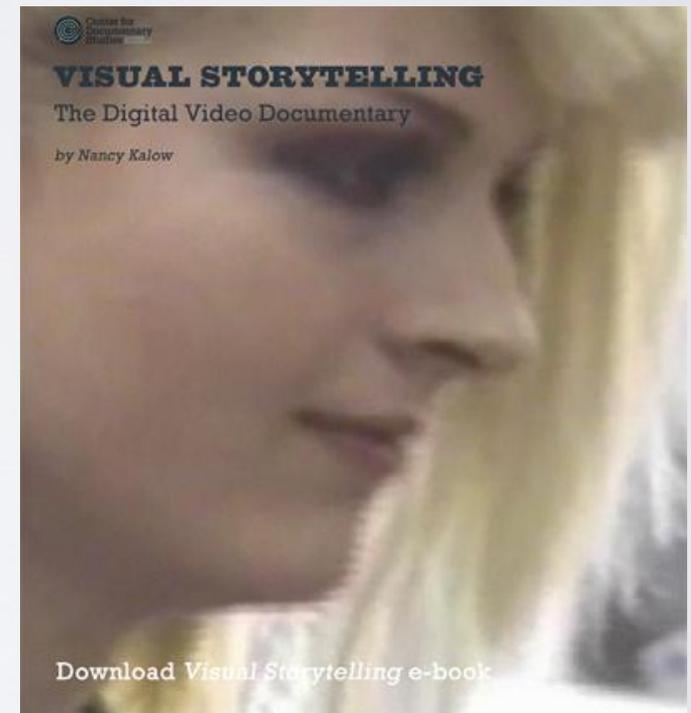
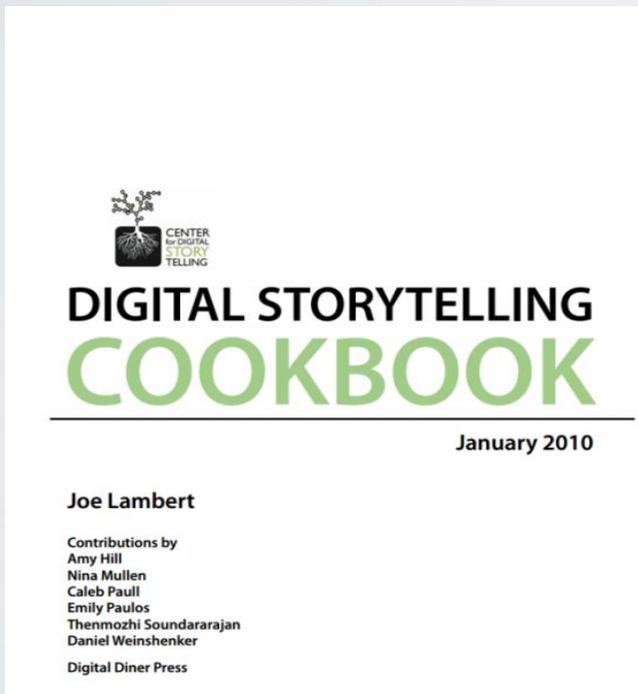
# TARGET AUDIENCE

WHO is your  
audience?

Revisit WHY you  
are creating the  
story?



# RESOURCES FOR DIGITAL STORYTELLING in ARTS



# Digital stories contain multiple visual and audio layers.

## VISUAL

Single image or one real time shot

Combination of multiple images within a single frame, either through collage or fading over time

Editing a series of images or shots over time

Movement applied to a single image, either by panning or zooming or the juxtaposition of a series of cropped details from the whole image

Text on screen in relation to visuals, spoken narration, or sound

## AUDIO

Voice-over

Voice-over in relation to sound, either music or ambient sound

Music edited to the emotional arc of story

# INTERVIEW TIPS

1) Study the questions you have prepared so that you are not reading from the page, and feel free to ad lib.

2) Allow the interviewee to complete his or her thoughts.

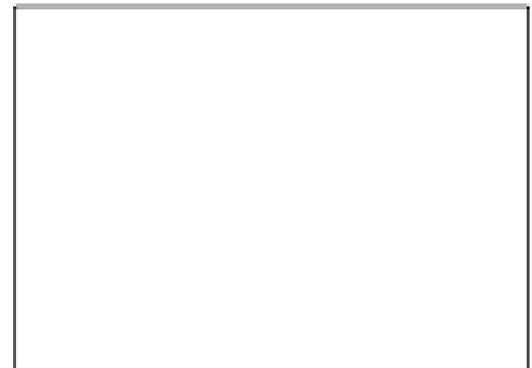
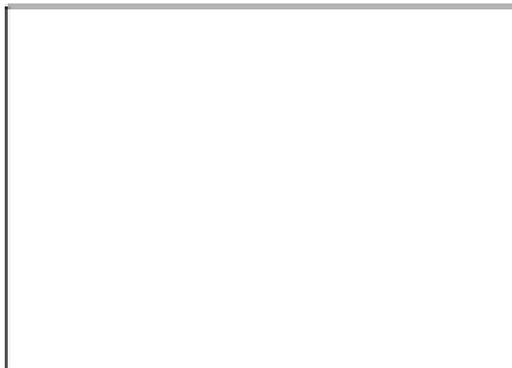
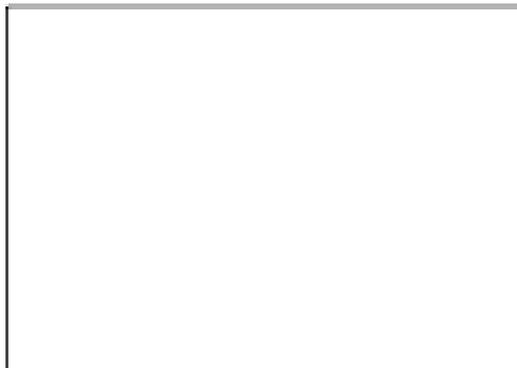
3) When appropriate, use your own intuition when asking questions to get more detailed responses.

4) Don't feel you need to hunt for emotionally charged material to make the interview effective. If it comes naturally and comfortably, so be it.

5) Make sure everyone is comfortable and that the microphone is positioned so as not to disrupt ease of movement.



# Storyboard template



## **Finding images:**

**taken with a digital camera**

**scanned with a scanner**

**found on the Internet**

**Most cell phones cameras work very well for digital storytelling.**

**You don't need really high quality images (under 2 megapixels works fine).**

**For editing, I recommend using iMovie on the Mac or MovieMaker on the PC.**

**2 Examples of WEB-based editing programs**

**[WeVideo](#)**

**[Photostory \(Windows only\)](#)**

**[Animoto](#)**

# SHARING

## DIGITAL MARKETING

**Website** – content center  
with details, blogging

**Email** (Constant Contact,  
Mail Chimp, etc)  
mechanism for distribution

**Social Media** – cultivate  
conversation, harness  
energy of mission

## ONLINE

WEBSITE

FACEBOOK

INSTAGRAM

GOOGLE+

TWITTER

VIMEO

YOU TUBE

PINTEREST

SLIDESHARE for PowerPoint

## LIVE PRESENTATIONS

SCHOOLS

Public Access and TV

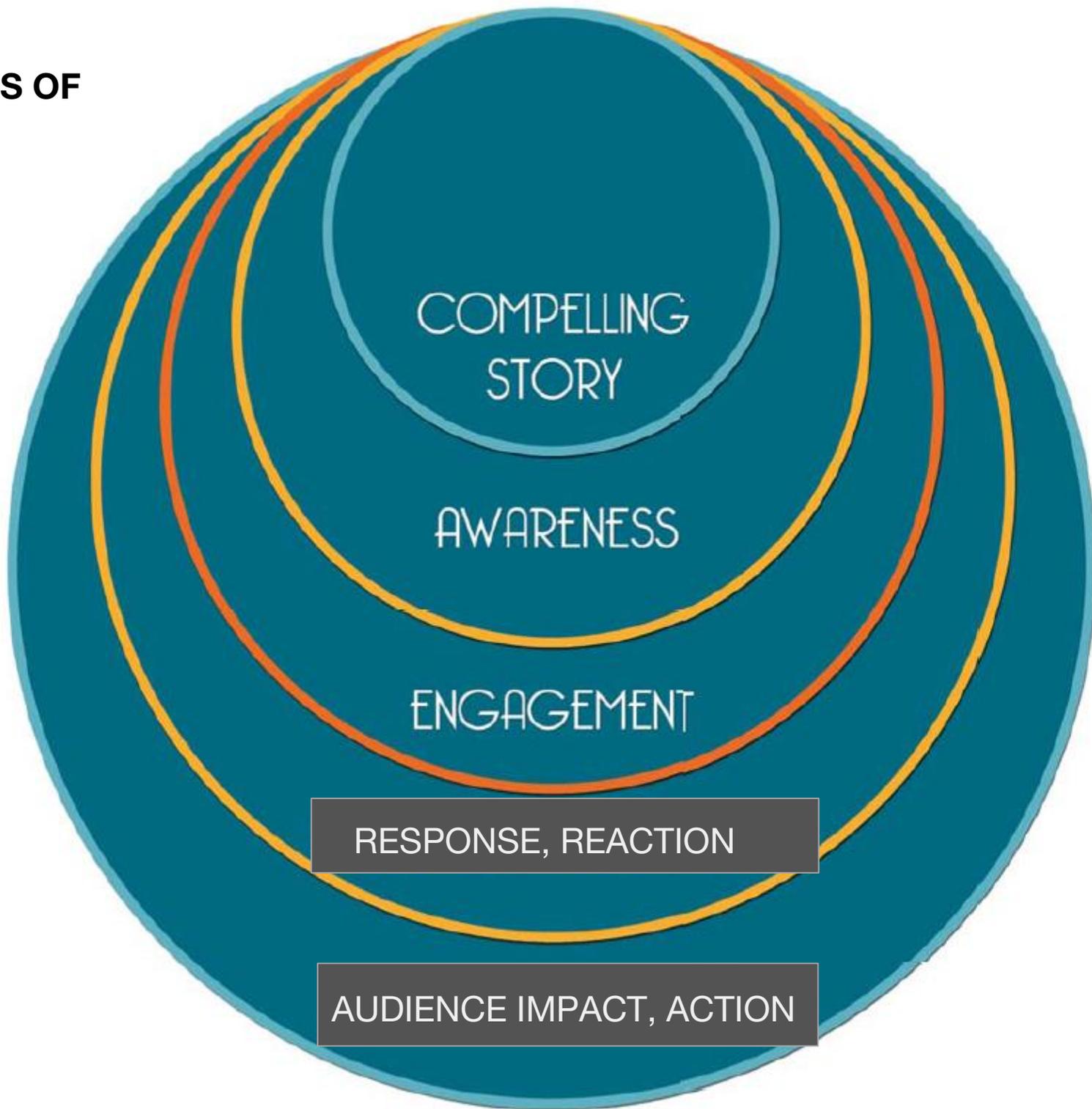
PTA

LIBRARIES

COMMUNITY CENTERS

LEGISLATORS

SIONS OF  
T



COMPELLING  
STORY

AWARENESS

ENGAGEMENT

RESPONSE, REACTION

AUDIENCE IMPACT, ACTION

## LINKS FOR PCA AIE PROGRAM WEBINAR 6-13-2016

Marin Alsop, Conductor Baltimore Symphony <http://www.makers.com/marin-alsop>

Jimmy Nelson is a British photographer. <https://vimeo.com/channels/oneminutewonder/95258158>

Sally Mann <https://youtu.be/uiNOPwoTfCg>

100 Gallons <https://vimeo.com/46397237>

Robert Irwin <http://www.artbabble.org/video/mcasd/robert-irwin-phenomenology>

Individual Artist <https://vimeo.com/124188428>

Growing Up with Harper Lee <https://storycorps.org/blog/growing-up-with-harper-lee/>

Joshua Interviewing his Mother, Sarah <https://storycorps.org/animation/q-and-a/>

NYC Ballet Patrons <https://www.nycballet.com/Support/Young-Patrons-Circle.aspx>

StoryCenter <http://www.storycenter.org/>

Digital Storytelling for Social Impact

<https://www.rockefellerfoundation.org/app/uploads/Digital-Storytelling-for-Social-Impact.pdf>

Visual Storytelling: The Digital Video Documentary

[https://documentarystudies.duke.edu/uploads/media\\_items/visual-storytelling-the-digital-video-documentary.original.pdf](https://documentarystudies.duke.edu/uploads/media_items/visual-storytelling-the-digital-video-documentary.original.pdf)

Digital Storytelling Cookbook <https://wrd.as.uky.edu/sites/default/files/cookbook.pdf>

Digital Storytelling Cookbook <https://vimeo.com/88439582>

Hatch for Good <https://www.hatchforgood.org/>