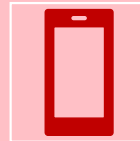




# What is Digital Storytelling?



A story told using digital resources



Only digital media is used



Voiceover, digital images, video, animations



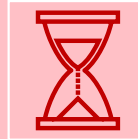
Gives everyday people a voice to tell their stories



# Why Digital Storytelling?



Video proven to increase engagement and learning retention while encouraging discussion



Give lessons longevity and consistency



Inspires creativity



Fosters communication and collaboration skills



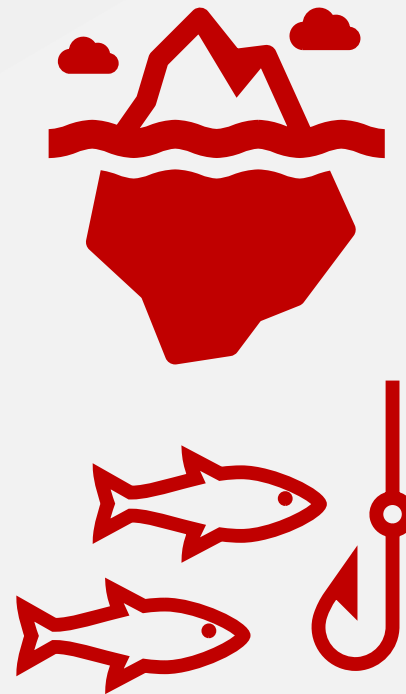
# **7 Elements of Digital Storytelling**





# 7 Elements of Digital Storytelling

- Point of View
  - Personal perspective
  - Characterizing a perspective
- Dramatic Question
  - Audience attention getter
    - “The Hook”



# **7 Elements of Digital Storytelling**

- **Emotional Content**
  - Want an emotional response from the audience
    - Demonstrates the effectiveness of your story
- **Economy**
  - Be concise with your voiceover
    - Prioritize different segments
    - Helps maintain audience attention
    - Descriptive images



# 7 Elements of Digital Storytelling

- **Pacing**
  - Determining the rhythm of the story
    - Bad pacing can disengage the audience
- **The Gift of Voice**
  - Use your voice to **EFFECTIVELY** tell your story
    - Pitch, inflection, enunciation



# **7 Elements of Digital Storytelling**

- **Soundtrack**
  - Music can enhance your story
    - Effective in creating an emotional response





# **3 Phases of Digital Storytelling:**



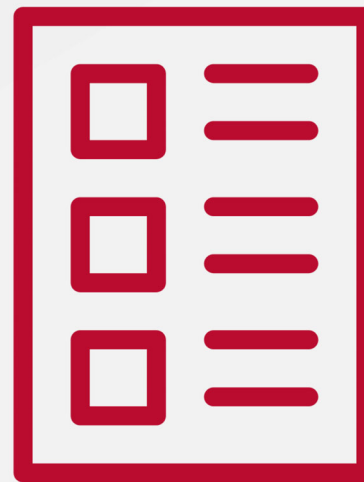
# Phases of Digital Storytelling: Pre-Production

- **Scriptwriting**
  - 1 page of script = 1 minute of story
  - Easy to read out loud
  - Structure: Beginning, Middle AND End



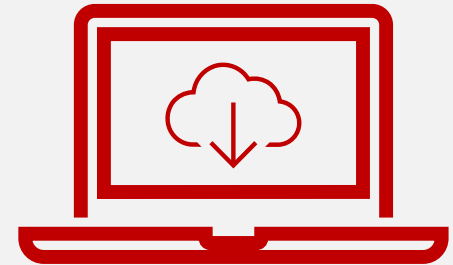
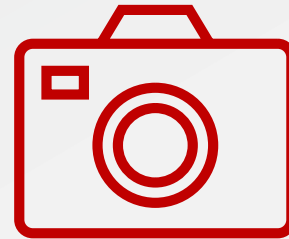
# Phases of Digital Storytelling: Pre-Production

- **Storyboard**
  - Imagine the types of images you would like to use
    - Helps to generate/remember ideas
    - Less time spent making decisions later



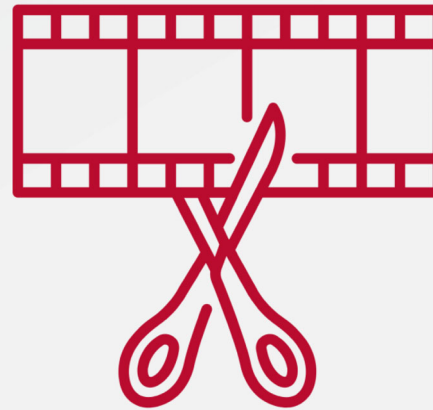
# Phases of Digital Storytelling: Production

- **Produce**
  - Capture Video
  - Compile Images
  - Record Voiceover
  - Select Soundtrack (optional)



# Phases of Digital Storytelling: Post-Production

- Time to Edit
  - Editing Software
    - Mac users: iMovie
    - Windows users: Clipchamp
  - Internet full of Tutorials
    - Search: “software name”, version or year, keywords
    - E.g. iMovie 10.4.2, basics, (for beginners, introduction)



# **Activity**

- Explore the Union for 10 minutes
  - Take photos and/or videos of
    - 3 views/displays/art pieces you found interesting
    - 2 "general" shots establishing where you are
  - Write a script about your journey
    - Less than 1 minute (<1 page)
    - Try to include a dramatic question/"hook"







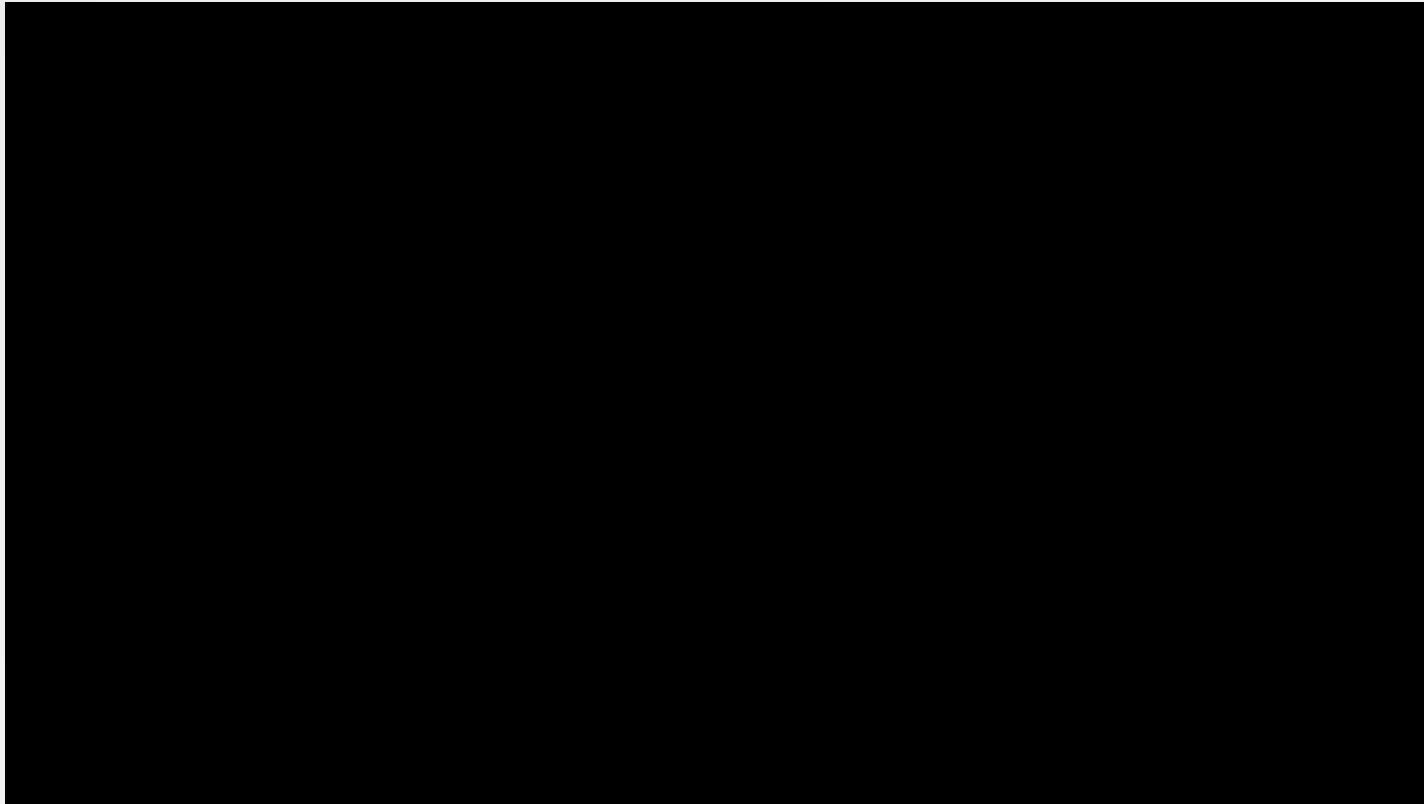
# iMovie Overview



THE OHIO STATE UNIVERSITY  
COLLEGE OF  
EDUCATION AND HUMAN ECOLOGY

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# Example



# **Activity**

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# **Activity**

- **Edit it all together**
  - Import your media
  - Record your voiceover
  - Construct your timeline
    - Insert transitions
    - Add music (optional)
    - Fade in/Fade outs
  - Export your video



# **Relection/Questions**

- **Resources:**
  - [Creativecommons.org](https://creativecommons.org)
  - [support.apple.com/imovie](https://support.apple.com/imovie)
  - YouTube
- **My Contact**
  - [Garrett.370@osu.edu](mailto:Garrett.370@osu.edu)

