

teamlab

TOBACCO EDUCATION AND MATERIALS LAB

Digital Storytelling Webinar

Presented by Jena Sussex
Thursday, April 5th 2012

Funded by the California Department of Public Health, Contract #09-11437, awarded to the Institute for Health Promotion and Disease Prevention Research Keck School of Medicine of University of Southern California (Baezconde-Garbanati, PI; Cruz, Koprowski, and Unger, Co-Investigators).

1

Digital Storytelling

Harnessing the power of the human narrative in the digital age

The universe is not
made of atoms.
It's made of
TINY STORIES.

What is a digital story?

- A relatively new term, which describes the practice of ordinary people who use digital tools to tell their 'story'. Digital stories often present in compelling and emotionally engaging formats, they are usually less than 8 minutes long and can be interactive.” (IAE, 2010).



Learn through examples

- Hidden Voice <http://vimeo.com/26993521>
- High Line High school <http://vimeo.com/30388803>
- www.storycenter.org



Who is using them?

- Educators/teachers
- Corporations-Coca Cola, PwC
- Doctors/public health
- NPO's-Silence Speaks
- Everyday people



Why Narrative?

- Focus on the personal narrative separates digital stories from advertisements, digital shorts, or “mini movies.”
- “We all live by narrative, every day and every minute of our lives. Narrative is the human way of working through a chaotic and unforgiving world.” Edwin Wilson (2002)
- It avoids the traditional third person voice and, consequently, there is no distance between the teller of the story and the story itself (Rule, 2010)
- This narrative approach makes the information contained in a digital story more tangible and consequently more memorable (McLellan, 2006)

Creating a Digital Story

- Step 1: Create the Narrative
- Step 2: Collect Resources
- Step 3. Select content and develop storyboard
- Step 4. Digitally compile the material
- Step 5. Evaluate and share



1. Create the Narrative

- Turn your message into a story
- Examples:
 - Doctor's story about difficult lung cancer patient
 - Smokers testimony on what made them quit
 - Child describing experiences with parents smoking
- First person narrator-audience connection
- Draft a Script-be colloquial
- Be concise, demonstrate through example not explanation
- "Expert System"



2. Collect Resources

- Photos-camera, cell phone, hard copies
- Images-drawings, art, online
- Movies-homemade, online, cell phone
- Text-kinetic typography
- Audio-sounds, music, voice recordings
- * copyright-Creative Commons



3. Select Content and Develop Storyboard

- Connect the script to your resources
- Select the order of your pictures/movies
- Methods for storyboarding
- Image expands or interacts with narrative, not just "fits"
- Great conversation-group digital stories



4. Digitally Compile Material

- Upcoming "software" section
- Import pictures, movies, and sounds into processing software
- Record script into sound processing software
 - Clear concise
 - Tempo and modulation
- Final touches
- Burn to CD, DVD or publish to net



Digital Story Software

- Three Types of Software
 - Audio recording
 - Video Editing
 - Publishing
- Simplest = PowerPoint
- Best = Already installed video editing software
 - iMovie-Mac users
 - MovieMaker-PC users
- Free = Online video editing software

5. Evaluate and Share

- Use as a conversation starter
- Explore similar stories within your audience
- Pass along your knowledge in story format
- Group screenings, project finales, internet campaigns, family and friend viewing
- Social Media sites



Seven Elements of a Successful Digital Story

- 1. Point of view
- 2. Dramatic question
- 3. Emotional Content
- 4. Gift of your voice
- 5. Power of soundtrack
- 6. Economy
- 7. Pacing



Conclusions

- Collaborate
- Communicate
- Connect



team**lab**
TOBACCO EDUCATION AND MATERIALS LAB

www.facebook.com/TEAMLabUSC



Like us on
Facebook

16



California's
Winnable
Battle



**Finish the Fight
Against Tobacco**

Share your digital stories, pictures, your successes!

Join in on the conversations!

www.facebook.com/FightTobacco

17

Questions?

18

Thank you!

For more information, please contact:

teamlab@usc.edu

Or

(323) 442-8214

19

TEAM Lab Staff

Project Director: Lourdes Baezconde-Garbanati, PhD
baezcond@hsc.usc.edu

Project Manager: Darrah Kuratani, MS darrah.kuratani@usc.edu

Materials Dev. Coord.: Christine Ricohermoso, MPH
cricoh@usc.edu

Project Specialist: Crystal Kynard-Amerson, MPH
kynardam@usc.edu

Evaluator: Yaneth Rodriguez, MPH
ylr@med.usc.edu

Contract #09-11437

20