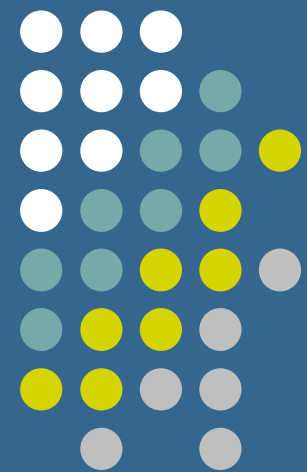


# Digital Storytelling

A Tool for Fundraising,  
Organizing, and Reflection

ICCN Conference 2007



**creative narrations**

# CHALLENGE:



What's in your pocket?

What's the story?



# Spreading the Stories



creative narrations

- a collaboration between Creative Narrations and MASSImpact
- a "train the trainer" program in the skills of digital storytelling
- Since Fall 2005, several Boston non-profit organizations have participated in intensive 3 1/2 day trainings to learn multimedia and storytelling skills.



# What IS digital storytelling?



## Behind My Eyes

By Shiri

Participant at 2007  
BGCB Cyber Summit  
Roxbury Boys & Girls Club



# What IS digital storytelling?



- Brief (3-4 minute) multimedia narratives combining voice, imagery, and video.
- Originated in Berkeley, California at the Center for Digital Storytelling (<http://www.storycenter.org>).
- Values the power of story as a tool for self-discovery and reflection, community building and education, organizing, and advocacy.
- Digital stories based on participants' own experiences and told through their own perspectives.

# Why Use Stories for Community Building?



- Stories can **gather knowledge** and coax out **leadership**
- Stories connect individuals based on **common experiences**
- Stories can create the conditions for **change**
- Storytelling fosters participation, dialogue, and **voice**



# Why Use Digital Storytelling with Youth?



- **Media Literacy**
  - Who is telling their story?
- Teaching Multimedia through a **Meaningful Context**
- Evaluation, Documentation, & **Reflection**
- **New Products:**
  - For outreach and organizing, fundraising, and documentation

# Digital Storytelling as a Group Project



## Playing the Game

By Irene, Nicole, & Matthew

Participants at 2006  
ICCN Teen Summit





# What computer skills do I need?



- None....to start!
- Use basics of digital image manipulation and video editing, focusing on FREE resources
  - iMovie, Windows Movie Maker, Avid Free DV
  - Check out [StoriesForChange.net](http://StoriesForChange.net), coming in May 2007

# What technology resources do I need?



- **Hardware**
  - 6-10 computers with the following: audio in/out, a minimum of 40 gigs of drive space, Ethernet port, at least 256 RAM, a minimum of a 500MHZ processor, internal cd-burner (if not external burner available), firewire ports (optional)
  - 1-2 flatbed scanners (and installation software)
  - One digital video camera (optional)
  - One digital still camera
  - One-two condensor microphones (Shure, AKG, Audio-Technica)
  - External USB or firewire drive with at least 60 free gigs
  - Speakers for computer
  - External flash drive
- **Software**
  - Either: Adobe Photoshop 6.0, Photoshop Elements, iPhoto, or equivalent
  - Either: Adobe Premiere 6.0 or higher, iMovie 3, MovieMaker, or equivalent
  - Software that permits direct sound input into computer (Acid, Audacity)
- **Other**
  - Assorted cables- mini-to-mini, firewire, RCA
  - 8 headphones
- **Materials**
  - Blank CD's, DVD's
  - Pens, papers, markers, flipcharts

# Digital Story Process



-  Develop story and storyboard
-  Gather Media
-  Edit
-  Share and Give Feedback

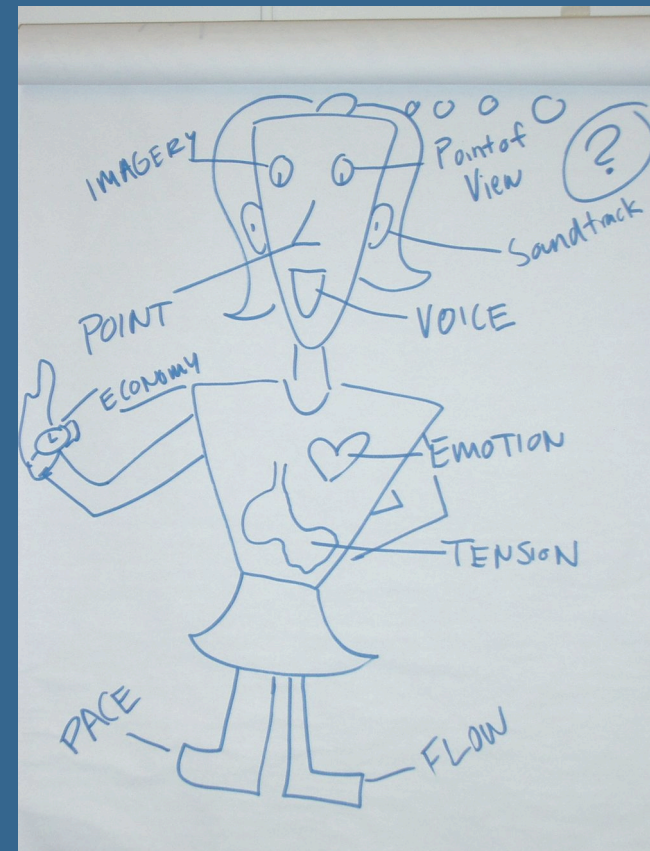


# Digital Story Process



## Story Development and Planning

- Introduction to Digital Storytelling: Why Story?
- Elements of a Story
- Story Circle
- Making it a Multimedia Experience: Why and How
- Finalizing scripts and storyboarding



# Elements of a Digital Story



(Adapted from the Center for Digital Storytelling)

- **Point**
- **Voice** - Write the way you speak.
- **Audience**
- **Soundtrack** - Music without lyrics often works best
- **Imagery** - Use images from your own life
- **Economy** - FOCUS and PACE!
- **Tension** - Without problems, there is no change.

# Try it! : Story Prompts



- Object oriented storytelling
- Memory bowl script
- Greatest day of my life
- Brainstorming questions

# My Memory Bowl

By Danayt, age 15





Adapted  
from  
Eduweave  
Curriculum

Elements	Description/Examples
<p><b>What?</b></p> <p>What are you saying?</p>	<p><b>Describe the main point of your story in one sentence</b></p>
<p><b>Why?</b></p> <p>Why are you making story?</p> <p>Why will the story be interesting to target audience?</p>	<p><b>Define your audience</b></p> <ul style="list-style-type: none"> <li>○ Youth like you</li> <li>○ Local community</li> <li>○ Community leaders</li> <li>○ General audience</li> </ul> <p><b>Define the purpose</b></p> <ul style="list-style-type: none"> <li>○ Create awareness</li> <li>○ Inspire</li> <li>○ Create change</li> <li>○ Highlight problem</li> </ul>
<p><b>How?</b></p> <p>How are you going to tell the story?</p>	<p><b>Choose a style</b></p> <ul style="list-style-type: none"> <li>• Story</li> <li>• Documentary</li> <li>• Letter</li> <li>• Poetry</li> <li>• Song</li> </ul> <p><b>Choose a tone</b></p> <ul style="list-style-type: none"> <li>• Humorous</li> <li>• Serious</li> <li>• Comic</li> <li>• Tragic</li> <li>• Dramatic</li> <li>• Suspense</li> </ul> <p><b>Choose movie-making techniques</b></p> <ul style="list-style-type: none"> <li>• Pacing</li> <li>• Imagery</li> <li>• Dialogues</li> <li>• Text overlays</li> </ul>



# Story Circle:

## Critiquing with a Community Feel



- Each individual reads a draft of his/her script **aloud**.
- Try to create a nonjudgmental space with **constructive criticism** and open minds.
- **Feedback** should center, not content, but the telling!
  1. What is the story about? Point, Voice, and Audience
  2. How does it flow? Story Arc, Economy, Soundtrack
  3. Does it need fine tuning? Transitions, Language

# Digital Story Process



## Gathering Media and the Basic Edit

- Digital image manipulation tutorial
- Scanning and preparing images
- Recording voice
- Multimedia Editing Tutorial



# Digital Story Process



## Final Edit and Plans for Sharing & Feedback

- Work time
- Screening
- Debrief and Discussion
  - How to use stories
- Evaluation



# New Media Distribution Techniques:

Citizen Journalism and the Vlog



- **Blogs:**

A FREE way to tell your story

- [Blogger.com](http://Blogger.com) - free online diary

- VIDEO Blogs or “**vlogs**”:

A way to tell your digital story

- [Blip.tv](http://Blip.tv) - free video hosting
- [FreeVlog.com](http://FreeVlog.com) - vlogging tutorials for both Mac & PC
- [SteveGarfield.com](http://SteveGarfield.com) - The Vlogfather

- **Google Maps**

# Brainstorm!



How do we bring this back to the  
Computer Clubhouse?

- End of year reflection pieces
- Youth mentor/leadership training
- Writing practice
- More???

# Plug #1:

## CTC VISTA Project Wants YOU!

The CTC VISTA Project works with community media and technology centers to place, train, and support AmeriCorps VISTAs in real-world community technology projects for one year.

Apply this spring to be an organization that benefits from a year of VISTA help!

<http://www.ctcvista.org>



# Plug #2: COLLABORATE!



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<http://del.icio.us/ctcvista/digitalstorytelling/>

<http://StoriesForChange.net>