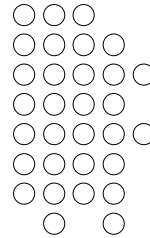# Digital Storytelling

As a Capacity Building Tool

Neighborhood Networks Quarterly Consortia Conference Call

December 5, 2006
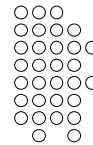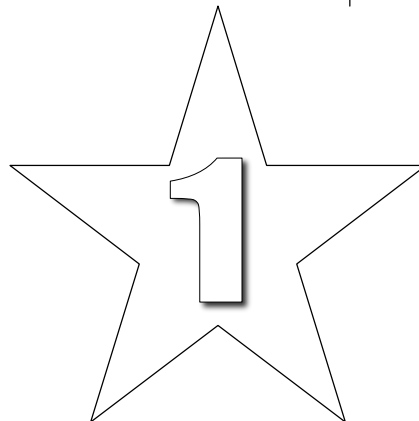
massIMPACT

creative narrations

CHALLENGE:

Tell the story of your life in ONE sentence!

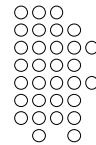## Spreading the Stories

creative narrations

- A collaboration between Creative Narrations and MassIMPACT.
- A "Train-the-Trainer" program in the skills of digital storytelling.
- Neighborhood Networks centers and consortia participated in the Digital Storytelling Boot Camp during the 2006 Boston Regional Technical Assistance Workshop.
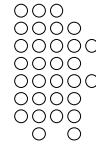

What IS digital storytelling?

Was This Place Ever Nice?

By Bob
(Neighborhood Networks
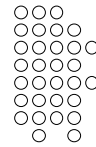Digital Storytelling Boot Camp,
June 2006)

What IS digital storytelling?

- Brief (3-4 minute) multimedia narratives combining voice, imagery, and video.
- Originated in Berkeley, CA, at the Center for Digital Storytelling (http://www.storycenter.org).
- Values the power of storytelling 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.
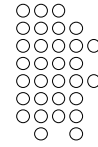
They Came…

By Karen Voiss,
    Resident Service Coordinator
    from Aloha Park Apartments, OR
    (Neighborhood Networks
    Digital Storytelling Boot Camp,
    June 2006)
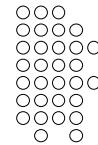
Why Use Stories for Community Building?

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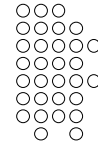- Storytelling fosters participation, dialogue, and voice.

Vietaid
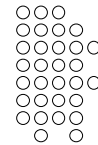
(Spreading the Stories Train-the-Trainer, February 2006)

Learning from Social Networking and Open Source Philosophies

- Bottom-Up.
- User-generated content.
- Open source / wiki philosophy (trust).

  - Examples:
    - NetSquared.org.
    - CTCVISTA.org.
    - Drupal.org.
    - Wikipedia.org.

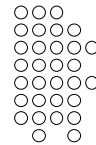# Why Use Digital Storytelling with Communities?

- Media literacy:
  - Who is telling their story?
- Teaching multimedia through a meaningful context.
- Evaluation, documentation, and reflection of program.
- New products:
  - For outreach and organizing, fundraising, and documentation.

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 toolkit at:
    - http://www.cpcs.umb.edu/vista/pa/digital-media/OPEN%20ME%20FIRST.html.

What technology resources do I need?

- **Hardware**
  - Computers with the following: audio in/out, a minimum of 40 gigabytes of drive space, Ethernet port, at least 256 RAM, a minimum of a 500MHZ processor, internal CD-burner (if no external burner available), firewire ports (optional).
  - Flatbed scanners (and installation software).
  - Digital video camera (optional).
  - Digital still camera.
  - Condensor microphones (Shure, AKG, Audio-Technical).
  - External USB or firewire drive with at least 60 free gigabytes.
  - Speakers for computers.
  - External flash drive.

What technology resources do I need? (continued)

- **Software**
  - Either: Adobe Photoshop 6.0, Photoshop Elements, iPhoto, or equivalent.
  - Either: Adobe Premiere 6.0 or higher, iMovie, MovieMaker, or equivalent.
  - Software that permits direct sound input into computer (Acid, Audacity).

- **Other**
  - Assorted cables- mini-to-mini, firewire, RCA.
  - Headphones.

- **Materials**
  - Blank CDs and DVDs.
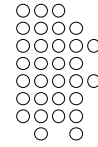 - Pens, papers, markers, flipcharts.

Digital Story Process

1. **Develop story and storyboard.**
2. **Gather media.**
3. **Edit.**
4. **Share and give feedback.**
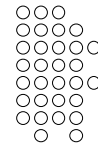
Digital Story Process

Story Development and Planning

- Introduction to Digital Storytelling: Why tell a story?
- Elements of a story.
- Story Circle.
- Making it a multimedia experience: why and how.
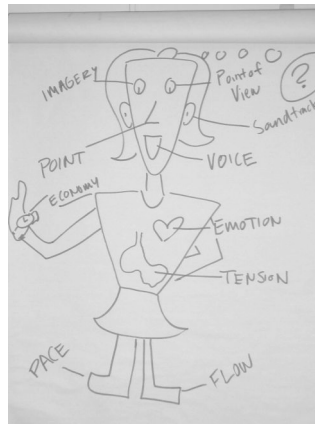- Finalizing scripts and storyboarding.

Elements of a Digital Story

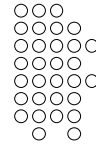(Adapted from the Center for Digital Storytelling)

- **Point**
- **Voice**
- **Audience**
- **Soundtrack**
- **Imagery**
- **Economy**
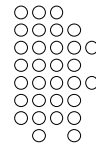- **Tension**

Memory Bowl Script

What's in your wallet?
What's in your pocket?
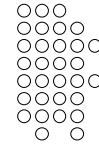
Tell a story…

My Memory Bowl
By Danayt, age 15

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 just on 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 and Language.

Digital Story Process

Gathering Media and the Basic Edit

- Digital image manipulation tutorial.
- Scanning and preparing images.
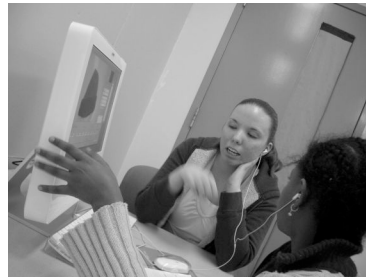- Recording voice.
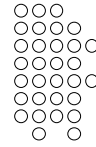- Multimedia editing tutorial.

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:

- **Blogs:**
  A FREE way to tell your story.
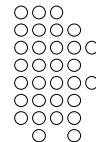 - Blogger.com – free online diary.
  - Wordpress.com.

- **VIDEO Blogs or "Vlogs":**
  A way to tell your **digital** story.
  - OurMedia.org – free video hosting.
  - FreeVlog.com – vlogging tutorials for both Mac and PC.
  - Blip.tv or DoGooder.tv - upload video for FREE.

- **Podcasting and RSS feeds.**

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.

This year, the Project is focused on four priority areas:

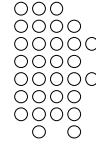|	
1.	**Community Networking**
2.	**Community Organizing**
3.	**Digital Media**
4.	**Technology Assistance for Nonprofits**

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

http://www.ctcvista.org

MassIMPACT

Out of HUD Demonstration-Disposition initiative, MassHousing identified the need for the broad-based community technology center and neighborhood technology center consortium.
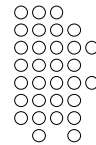
MassIMPACT (IMproving People's Access to Computers and Technology) consortium of community technology centers, academic institutions, public schools, private sector companies, nonprofit organizations, professional associations, and government agencies.

Our mission is to facilitate a collaborative effort amongst computer technology centers that enhances site capacity, maximizes the use of computer technology by local residents, and encourages information exchange and skills transfer as a core strategy for long-term operational viability, community responsiveness, innovation, and entrepreneurship.

http://www.MassIMPACT.org

Contact Info

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VISTA Leader, Program Coordinator

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http://www.ctcvista.org
http://del.icio.us/ctcvista/digitalstorytelling/

massIMPACT
http://www.massimpact.org

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