Digital Storytelling and WIC

USING VIDEO AS A TOOL

What is “digital storytelling?”

- Digital storytelling is the practice of using computer-based tools to tell stories. Many other terms are used to describe this practice, such as digital documentaries, computer-based narratives, digital essays, electronic memoirs, interactive storytelling, etc.; but in general, they all revolve around the idea of combining the art of telling stories with a variety of multimedia, including graphics, audio, video, and Web publishing.

- As with traditional storytelling, most digital stories focus on a specific topic and contain a particular point of view. Today the use of digital storytelling is being practiced in neighborhood community centers, schools, libraries and businesses, by novice technology users to those with advanced skills.

Why use digital storytelling?

- Storytelling allows you to connect with people on how something feels—a human emotion is hard to argue with.
- Story is a way of taking something that might seem distant or irrelevant and presenting it in a way that's relatable.
- The essence of storytelling is communicating in a way that makes people naturally follow where you're going and want to hear more.
- Digital storytelling can be a fast way to communicate with a lot of people – we've all seen how fast particularly effective digital content can spread.

So how do I create a digital story?

- Good news – you may have already done it! If you've ever vlogged, recorded an interview with someone, or created a video with clips and pictures from your kid's soccer season, you've created a digital story. If you haven't, don't worry, it's easy!
- You will need:
  - A video (or even just audio) recording device. No need to get fancy – your phone will do.
  - Access to a computer with iMovie or Windows Movie Maker.
  - Any pictures, scans, or clips of old video or audio that you think might belong in your story.

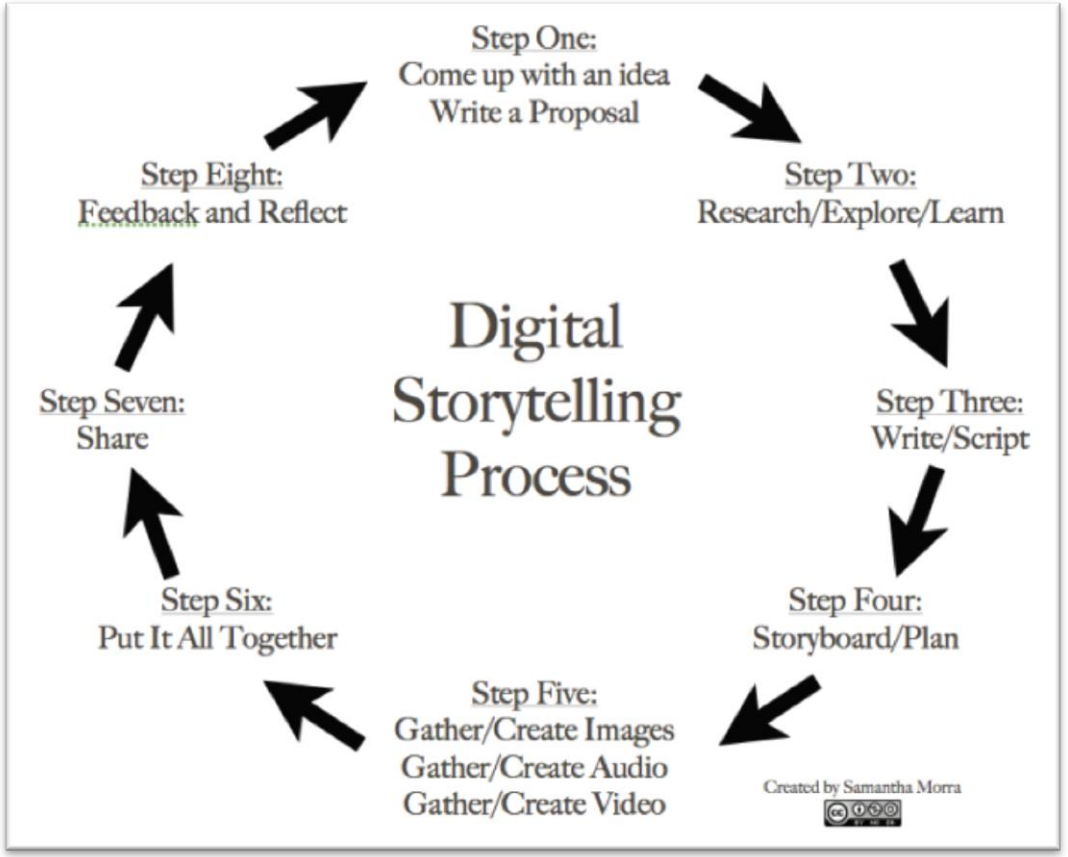
Some digital stories are very polished and include music, pictures, and effects…

But an effective digital story can be VERY simple!

This mom is a WIC participant from San Diego. She's telling her story herself, holding the camera on her own. The direction of her gaze suggests that she made a script or some "talking points" for herself.

Preparing to create a digital story…

- Who is your audience?
- What do you want them to take away from your story?
- What questions can you ask that will best accomplish that?
- Do you want to film the storyteller speaking, or will pictures paired with audio make your point more effectively?



Digital Story Process

- Write down the questions that you think will produce the story you want to tell.
- Answer the questions to produce a script.
- Edit the script.
- Assemble photos or other materials you want to include in your story.
- Film/record the story.
- Edit the story.

Do's and Don'ts Of Video

- DO use natural light whenever possible.
- DO have your subject looking into the frame rather than out of it.
- DO get close.
- DO find a quiet space to record.
- DO encourage the speaker to take it slow.
- DON'T record outside if it's windy or you're near a road.
- DON'T rely on dim interior lighting or your phone's flash lighting to light your video.
- DON'T turn off your recording device every time you make an error – trimming out parts is easier than assembling many pieces of recorded material.

What if I don't know how to do something?

- Google it! There are MANY tutorials, and often just searching the question you have immediately produces exactly the information you need.
- Youtube is your friend – searching "iMovie Tutorial" on Youtube produces 1.7 million results.
- Search the customer website of the device or software that you're using.

- www.socialbrite.org - Helps nonprofits & organizations with all facets of social media: strategy, website design, community building, multimedia storytelling & fundraising campaigns. Provides thousands of free articles, tutorials and resources to the social good community.
- http://digitalstorytelling.coe.uh.edu – "How-to" site with examples and links to digital story creation resources and software.
- https://www.storycenter.org - Workshops, MANY beautiful examples.

Questions?