



National Celebration of Literacy

Digital storytelling guide

What is Digital Storytelling?

Put simply, digital stories give students the opportunity to use technology to create stories using a variety of new media including graphics, audio, animation and web publishing. Use your imagination to create excitement, drama and mystery. Think outside the square, outside the box, outside the lines and out of this world!

Some things to consider before you begin

Purpose

What is the key message of the Digital Story? Or what is the most important idea to be shared with the audience?

Or what is the main question the story seeks to answer? Or what is the argument? Or what is the reason for sharing this story?

Consideration of Audience

Who is the story for? What does the intended audience already know/think about the content in the story? Does the content, story genre, vocabulary, images and sound (voice, music and background effects) suit the intended audience?

Content

Are the thoughts and ideas creative and original? Has the story demonstrated a deep understanding of the subject? Does the story tell the audience something new?

Structure

(Timing, Flow and Synchronisation)

Do the visuals clearly match and emphasise different parts of the narrative, in other words do the visuals and audio synchronise? Does the pace of the voice over (spoken narrative) suit the story – does it need to be read slower in parts or be spoken with more emphasis at different points to create a dramatic effect? Is the story the correct length? Does everything flow together?

“A short, first-person video-narrative created by combining recorded voice, still and moving images, and music or other sounds.”

Center for Digital Story Telling, www.storycenter.org/index1.html

Language

Are there any ‘use of English’ errors in the story? Is the choice of vocabulary, genre, sentence structure and paragraph structure appropriate for the purpose of the story and for the audience?

Sound (Voice, Music, Background Effects)

Is the recording of the spoken narrative clear and audible? Is it spoken in an engaging way that suits the narrative of the story? It is not necessary to use music or any other sound effects, but if there is additional sound, do these extra audio elements add to the narrative of the story?

“Digital Stories - when properly done - can be tight as sonnets: multimedia sonnets from the people.”

Daniel Meadows, www.photobus.co.uk

Images

Do the images add further meaning to the narrative? Are images used innovatively to convey metaphors and/or symbolism within the story? Do images create an atmosphere that matches the purpose and audience of the story? Are the images a high quality or do they look like low resolution images causing unwanted pixilation and distortion?

Copyright / References

Does the storyteller (author) have permission to use all the visual and audio elements in their Digital Story?

Is everything referenced correctly to meet copyright obligations?

A snapshot...

- 200 – 300 words
- 10 – 15 images
- 2 – 3 minutes long
- Copyright of images and audio



The Process

Step One: Brainstorm story ideas + write script

Step Two: Storyboard + edit script

Step Three: Create digital folders to organise files

Step Four: Decide on tools: Equipment + software

Step Five: Record voice-over (script)

Step Six: Produce images: Take, find + prepare

Step Seven: Copyright + credits

Step Eight: Produce story using a video editing program

Step Nine: Export video + archive project

Step Ten: Share finished story: for example on YouTube or at a school screening with friends, community + family.

Software

PC Users: Windows Movie Maker or Microsoft Photo Story 3 (free) www.microsoft.com

Mac Users: iMovie (comes with iLife) www.apple.com/ilife/imovie/

Audio: Audacity (free for Mac + PC) www.audacity.sourceforge.net/

Useful Links

Queensland University of Technology
www.digitalstorytelling.ci.qut.edu.au

Australian Centre for the Moving Image
www.acmi.net.au/digitalstorytelling

Center for Digital Story Telling
www.storycenter.org/stories

Country Areas Program
www.cap.nsw.edu.au/digital_storytelling

Helpful Guides

State Library of Queensland
www.qldstories.slq.qld.gov.au

University of Wollongong
www.uow.libguides.com/digitalstorytelling

Photobus by Daniel Meadows
www.photobus.co.uk

NSW Department of Education & Training: Teachers' digital toolkit www.curriculumsupport.education.nsw.gov.au/digital_rev/libraries/toolkit



"...digital storytelling combines the best of two worlds: the "new world" of digitized video, photography and art, and the "old world" of telling stories. This means the "old world" of PowerPoint slides filled with bullet point statements will be replaced by a "new world" of examples via stories, accompanied by evocative images and sounds."

William Dauphinais, PricewaterhouseCoopers,
www.nextexit.com/dap/pwc



*Adapted, and published with permission,
from Digital Storytelling Rubric: Glossary of Criteria Terms Template, by Susie Pratt, 2010, University of Wollongong.*

