LEARN TO CHANGE

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DIGITAL STORYTELLING (DST) STEP 1: BACKGROUND RESEARCH AND AUDIENCE INSIGHT /ASSIGNMENT 1A

DST1-1A Assignment: PROJECT BRIEF

1. Define the target audience

- What is the primary target audience for our story?
- If there are secondary target audiences, who are they?

2. Discuss the aims of digital storytelling
- **Communicative** aim: What is our key promise or message to our target audience?
- **Actionable** aim: What do we want our audience to think and do when engaging with our story?
- **Strategic** aim: How will our digital storytelling benefit our mission/business/stakeholders?

3. What kind of sustainability change(s) do we need?
- What do we want to change with our story?
- How do we expect the story to impact our environment and target audience?

4. What do we want our target audience to think and feel about our digital story?
- Describe the *wow* effect we would like the target audience to experience when seeing our story.
- Please remember that digital stories are short and simple: only one wow effect per story.

5. Describe our tone of voice and style
- What kind of attitudes and emotions does our story convey and elicit?
- How do we address our target audience and what kind of language do we use?

6. Prepare for measuring impact
- How do we measure our digital storytelling success (e.g. engagement, actions)?
- What metrics do we choose to monitor? (e.g. views, shares, comments)

7. What kind of background information do we need?
- What experiences do we need to gather and how (e.g. visits, interviews, photos, videos)?
- What materials do we need to go through and analyze?

8. What are our resources?
- What can each team member contribute? How much time can we devote to the project?
- What is our budget? How do we manage it?

9. What is our weekly timetable?
- What is the duration of our project and what steps and tasks do we need to cover?
- How do we schedule the tasks on a weekly basis?