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

DST1-1B Assignment: PROJECT BRIEF MANAGEMENT

Phase 1: Organize a brief planning meetings

- **Share** the DST Project Brief Template with all project stakeholders.
- **Organize an initial meeting** (minimum 2 hours) between the teachers, students, and external stakeholders involved in the DST project.
- At the meeting, **discuss and fill out** the first version of the DST Project Brief Template as best you can. Focus specifically on the aims, target audience(s), resources, and timetabling.

Phase 2: Engage the project group

- **Share the first version** of the project brief with all stakeholders involved. Gather feedback and open questions concerning the project and the brief. Focus especially on background research, audience needs and expectations, tone of voice and style, and measuring impact.
- **Think of 1-3 clarifying questions** to ask and discuss with the stakeholders in the next stage. Make a summary of the feedback and questions and share it with all stakeholders.
- **Invite the stakeholders to a new meeting**. Discuss all the project brief steps and devote time to going through any open questions.
- If there are issues that cause uncertainty, **encourage and facilitate further discussion**. It is important to build trust and establish common ground early on between all stakeholders.
- If you cannot agree on everything at this meeting, decide how you will develop the issues: **divide tasks and set timetables.**

Phase 3: Decide the ways of working

- **Decide how you will communicate and share** knowledge between all stakeholders throughout the project. Make sure all stakeholders know what is expected from them. Decide who will act as contact persons.
- **Decide when and how the stakeholders will meet** for check points and feedback. Schedule at least one presentation/status meeting in the middle of the project and one towards the end.
- Based on all the discussions, **finalize the brief template and share it with everyone**. If you so decide, you can go back to the brief and fine-tune it any time during the project.
- For further inspiration and tools, visit The Project Brief Toolkit by Casual.