DIGITAL STORYTELLING (DST) STEP 2: CONCEPT DESIGN

DST2-2: DIGITAL STORYTELLING GOAL-SETTING AND KEY MESSAGES

Phase 1) Crystallize your purpose

- To familiarize yourself with digital storytelling with the purpose of driving sustainable change, browse through this Sustainability Storytelling Checklist by Mightybytes.
- Discuss the checklist with your team. What sections of the list seem especially relevant for you to consider in connection with your own sustainability storytelling project?
- To clarify your **sustainability storytelling purpose**, **what open questions** do you have at the moment? List the most pressing 5 questions and decide how to get answers for them.
- **Formulate you story purpose and goal** as clearly as you can at this point. Use only a few key sentences. Make the purpose statement easy to relate to for your target audience.
- Finally, check this blog post about Sustainability Storytelling Pitfalls to Avoid by Mightbytes. Make a list of **pitfalls** relevant to your digital storytelling project.

Phase 2) Clarify your story concept

- Based on your target audience insight (interviews, survey results, empathy maps, audience profiles, etc.), **what problem do you want to solve** and how do you want to impact and change your target audience emotionally and intellectually?
- To answer these questions and **clarify your story concept**, download this Story Canvas by Digital Storytellers and use it to determine and describe your story purpose and key messages.
- Before you start filling out the canvas, study the **detailed instructions and guiding questions** at the bottom of the Digital Storytellers web page. Here you are provided with step-by-step tips about completing the different sections of the canvas: **purpose, outcomes, indicators, audience, people and places, key messages, call to action, style and tone, campaign, story**.
- Revisit the section **Key messages** of the canvas to make sure they are clear and to the point.

Phase 3) Finetune your story concept, goal, and key messages

- Present your canvas to your project stakeholders and target audience members. Actively ask questions and encourage them to share their feedback and ideas.
- Take notes of their ideas and suggestions and use them to further develop the concept of your digital storytelling project. Be open to new ideas during the feedback process.
- **Analyse the feedback and finalize your story canvas**. **Keep your final concept clear and to the point**. You may not be able to accommodate all the feedback ideas.
- Save your story canvas. If, later on in the digital storytelling process, you feel the need to modify your concept, you can do so by updating the canvas.