DIGITAL STORYTELLING (DST) STEP 2: CONCEPT DESIGN

DST2-5: DIGITAL STORY PLANNING

Phase 1) Draft the basic elements of your digital story plan

- Based on your digital storytelling project goal, **draft a general story plan**.
- First, brainstorm about the aim of your digital story. What is the key message of the story? What would you like to achieve with the story in view of your target audience?
- Next, brainstorm about the main/minor characters of your story. Who are speaking and acting in your story? What are their points-of-view?
- Finally, brainstorm about the setting of your digital story. Will it be set in one location or multiple locations? Why these locations?
- **Summarize your concept idea in 1-2 sentences**. A good concept inspires the audience and is easy to understand right away, without long explanations.

Phase 2) Structure your story

- **Draft a more detailed story concept** using one of the following tools (or any other tool of your choice): Story maps by Templatelab; Story structure by StoryPlanner; Storytelling canvas by DesignABetterBusiness.
- Your story needs **an attractive beginning, an interesting middle, and a memorable end**.
- Characters make your story come alive, so plan them carefully. You can use, for example, this Simple Story Structure by StoryPlanner or these character plans by StoryPlanner.

Phase 3) Discuss your story plan to gather feedback

- Carry out a group discussion with peers and/or stakeholders to select the best story plans.
- When making decisions, always consider your goals and the target audience. What would they relate to the most? What would have the strongest effect on them?
- It is also possible to combine elements from several story plans to create a concept that has a more powerful impact on the target audience.
- During discussion, each student introduces their concept as a story plan draft, then students ask questions about each concept, and finally **strong and weak points** of each concept are discussed.

Phase 4) Finalize the story plan

- Develop your concept and story plan further, again using your selected story planning tools.
- **Describe each character as a persona**. Understanding who they are and what they value will help you come up with characters that best support your narrative. In the same way as with analysing your target audience, you can also use the empathy map by Xplane to breathe life into your characters.
- To complete the story plan, finalize the details linked to setting and plot (beginning, middle, end).
- Give an attractive **concept name** to your story plan. Make sure that the name is informative, but also intriguing enough to arouse interest in the target audience.