

DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 3

PODCASTING: PREPARING A DIGITAL STORYTELLING CONCEPT POSTER

Phase 1) What kind of story are you telling?

- In your poster, state the **kind of story you are telling**. Choose one kind of story from the ones described below to define your own DST. Be prepared to explain why you chose to tell this kind of story. Your DST concept can also be a combination of types.

<p>The Hero's Journey: This highlights positive change stories. This framework can help our audience understand your project.</p>	<p>The Vision Piece: a motivational call to a movement or community, bringing together many voices and a vision of transformation.</p>
<p>The Explainer: A piece that conveys your work or your idea simply, easily and briefly to communicate concepts in a visually-engaging way.</p>	<p>The Impact Story: A piece that offers a solution, usually illustrated through a case study. After engaging the audience with an emotional hook, it includes some measures of impact and will feature the voices of beneficiaries.</p>

- Next on your poster you want to make clear which medium for your DST you will be using: is it a blog (written story)? A spoken story (such as a TED talk)? A podcast or audio story? Or a digital story on video?
- To further support your concept planning, you can use [Storytelling Canvas by DigitalStoryTellers](#) and [Storytelling Canvas by DesignA BetterBusiness](#) (step by step guide)

Phase 2) Clarify your DST structure

- What is the hook of your DST? Highlight it on your poster.

<p>Hook</p> <p>Something to shock, surprise, delight or intrigue the audience into wanting to know more.</p>

- What is the challenge that your DST addresses? Describe the challenge.

<p>Challenge</p> <p>A seemingly insurmountable obstacle or question left unanswered. This challenge creates a question in the viewer's mind and keep them engaged because they want to find out how this challenge is overcome.</p>
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- Is there a journey of the characters involved in the DST? Describe it briefly.



Journey

The process through which the challenge is overcome or the question is answered. It is on the journey that there is opportunity for growth or change for the characters in the story and also for the audience. There may be an epiphany or 'aha!' moment along the way where lessons are learnt and wisdom gained.

- Unveil something of the Resolution & Transformation of your DST. (Don't give it all away....)

Resolution & Transformation

The conflict is resolved or the question is answered.
Often the resolution results in new learnings and takeaways for the characters and audience

Phase 3) Define your core message

- Add the following information to your poster: What is the point of your story? To help define this, try to summarize your story in 6-10 words.
- Core message summary 1: formulate your 6-10 words
- Expand your core message to 45-50 words.
- Core message summary 2: formulate your 45-50 words

