

Introduction to Digital Storytelling CMPR6210

Course Outline (Workshop)

Description:

Learn how to conduct interviews, create compelling visuals, and structure a narrative to best highlight your subject to your targeted audience. Discover how to leverage creative content to build engagement on the web, in newsletters, and across social media platforms.

Topics:

- Creating your narrative
- Conducting interviews and building content
- Translating content for various audiences and platforms
- Incorporating storytelling elements in digital content
- Building engagement with your audience

Course Goals:

- To provide students with an understanding of storytelling models and their business applications
- To explore the issues and challenges in creating content for the web
- To enable student to develop and implement strategies to successfully share individual and organizational stories
- To provide students with tips and tools for effective digital content creation and editing
- To share and overview of relevant apps and software for creating digital assets
- To define best practices for creating, disseminating and evaluating effective digital stories
- To prepare students to plan, conceptualize, and share a digital storytelling campaign

Course Objectives: At the completion of this course, the student will be able to:

- Conduct an interview with a subject
- Secure appropriate media release permissions
- Write a compelling digital story and translate it into formats appropriate for various social media and web platforms
- Use mobile applications to create engaging visuals to bolster their stories
- Create a plan to disseminate their digital stories to target audiences
- Define clear goals and objectives for a digital storytelling campaign
- Prepare the evaluation component

Texts & Software:

There are no required texts for this class. Handouts, will be provided, and students will be provided with a suggested book list for further reading and a list of free apps they can download to assist with content and media creation.

This course outline is a sample only and is subject to change.

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Technology:

It is strongly recommended that students bring a laptop, tablet or smart phone to class to enable active participation during hands on activities.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day 1

Taking Root: Unearthing Compelling Content

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|---------------|--|
| 9:00 – 9:20 | Introductions – name, organization, why you signed up? <ul style="list-style-type: none">▪ Success stories, challenges and learning expectations/interests |
| 9:20 – 9:30 | Housekeeping – washrooms, breaks, lunch, schedule |
| 9:30 – 9:40 | Overview of the course, learning outcomes and objectives <ul style="list-style-type: none">▪ Classroom Agreements & Goal Setting Exercise |
| 9:40 – 10:30 | Digital Storytelling 101 <ul style="list-style-type: none">▪ Introduction to Storytelling – What makes a good story?▪ Different types of stories and their structures▪ Overview Narrative and Story Arc▪ Why Digital Stories? – Overview of various forms and formats▪ Case Study and Results |
| 10:30 – 10:45 | Break |
| 10:45 – 12:00 | Sharing Authentic Stories <ul style="list-style-type: none">▪ Start With “WHY”▪ 6 word Stories▪ “Solve or Share; Don’t Shill”▪ Edelman Trust Barometer▪ Seeking Consent (media and photo releases) (Handout 1)▪ Preparing for the interview (Handout 2) |
| 12:00 – 1:00 | Lunch |
| 1:00 – 2:15 | Hands on Activities <ul style="list-style-type: none">▪ Tech Tools and Apps – Power in Your Pocket▪ Humans of New York Case Study |
| 2:15 – 2:30 | Break |
| 2:30 – 4:00 | Assignment #1 mini HONY style interview (Handout 3) <ul style="list-style-type: none">▪ 1-Hour work period to conduct interview and write short HONY style story▪ End of Day Recap and Wrap Up |

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Day 2

Stories with Wings: Reaching Your Audience Through Strategic Sharing

- 9:00 – 9:15 **Overview of Day 2, Questions**
- 9:15 – 10:30 **Show and Share**
- Share, discuss Day 1 HONY assignments, collaborative editing
- 10:30 – 10:45 Break
- 10:45 – 12:00 **Finding your audience**
- Overview of the Paid, Owned, Earned – Digital Marketing Media Mix
 - Building a Digital Storytelling Campaign Plan (**HANDOUT 4**)
 - Roots & Wings – Leveraging your assets to reach new audiences
- 12:00 – 1:00 Lunch
- 1:00 – 2:00 **Class Visit** – Caroline Leal, Communications Officer – Oxfam Canada
(via skype)

About our Guest

Caroline Leal has one goal: to help people share their stories. With over 10 years of experience, she's worn many hats, specializing in the areas of digital and television documentary production. Assignments have brought her all over Canada and over 30 countries, including a photojournalism project in Nicaragua for Photographers Without Borders. Writing has always been a passion, and has taken her from travel blogging on her own website to writing for travel-focused publications such as Flight Centre, Trivago, World Nomads and Le Droit. Today, she is based in Ottawa working as a Communications Officer for Oxfam Canada. Here, she pens stories and produces digital content about Oxfam's work around the world.

- 2:00 – 2:30 **Longer Story Formats:** Newsletters, Blog Posts, Podcasts, Video
- 2:30 – 2:45 Break
- 2:45 – 3:30 **Rinse, Lather, Repeat**
- Measuring your success using relevant KPIs
 - Avoiding the trap of vanity metrics
 - Responding to your data – shifting your story strategy
- 3:30 – 4:00 **Recap and Wrap Up**

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.

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