



WHAT'S YOUR NEW ECONOMY STORY?













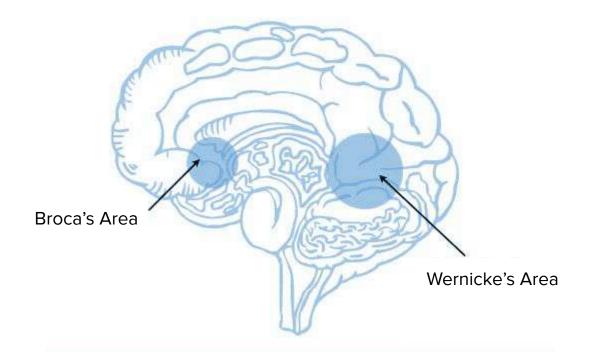
YOUR STORY ...

- Your name
- Where you're tuning in from today
- What kind of new economy stories you want to tell

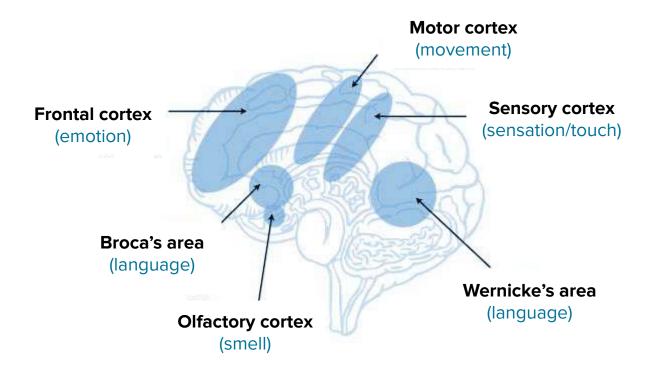
THE SESSION TODAY ...

- Why (digital) storytelling?
- Filming with you smartphone
- Editing
- Story structure
- The ethics of digital storytelling

WHY STORYTELLING O



YOUR BRAIN



WHERE STUFF HAPPENS



Watch SOBAH's story here

What did you notice about the story?

WHY DIGITAL STORYTELLING



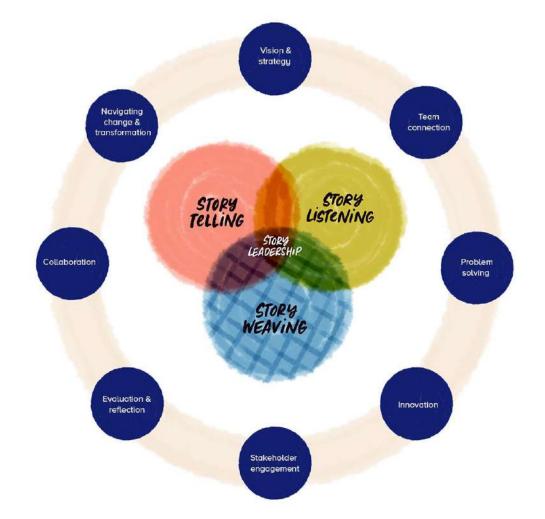
WHY DIGITAL STORYTELLING?



- Transcends the barriers of time and geography
- Merge the past, present and future
- Bring together the head, heart and hands
- Show, not just tell
- Increasing accessibility
- Multi-narratives co-existing (but not yet connected)

HOW CAN WE CREATE A PROCESS OF STORYTELLING THAT EMBODIES THE VALUES THAT WE WANT TO SEE IN THE WORLD?

LEADING Mornigh STORY





BUT IT'S NOT JUST ABOUT PRESSING RECORD!







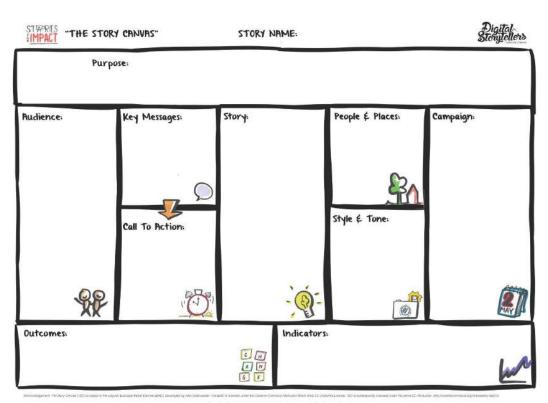


FIND YOUR STORY

THE STORY CANVAS

STEPRES "THE S	TORY CANVAS"	STORY NI	AME:		Digital Storyfellers
P	ourpose:				7
Audience:	Key Messages:	Story:		People & Places:	Campaign:
				© >.	
	Call To Action:			Style & Tone:	
N	8 3) £	- @-		PAY
Outcomes:			Indicators		
					has

THE STORY CANVAS

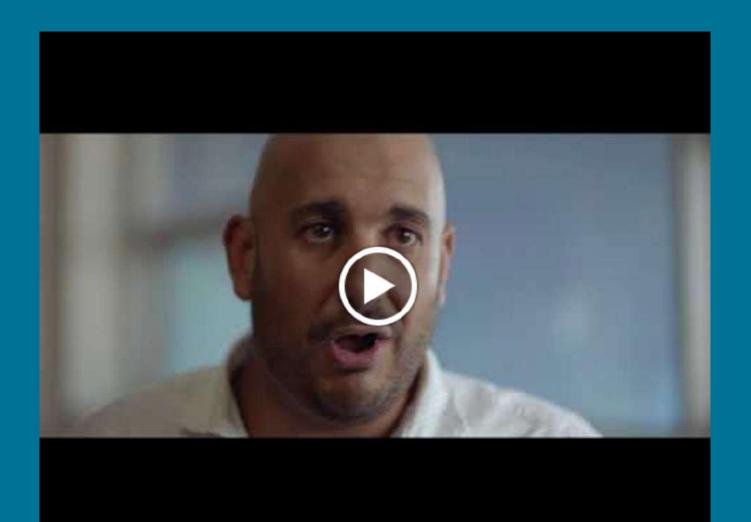


 Think about a story you'd like to tell, that would engage people to action for a better future



- Why does this story NEED to be told?
- What is the bigger picture?
- What are the values underlying this story?

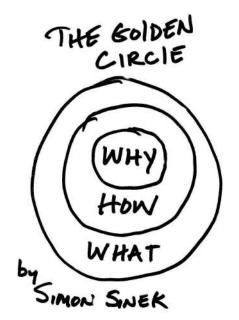




THE BIG WHY

Why are **YOU** telling this story?

.....





WHO are we talking to in this conversation?

- Primary vs. Secondary
- Audience personas
- Where is the audience currently on the journey with this story?
 - o unaware → aware → engaged → championing



What three things do you want the audience to remember?

- What does your audience need to know?
 What do they already know?
- Why does this matter now?
- Goals/Solution: Present your solutions to this problem
- Imagine the new world: Help us create it



CALL TO ACTION

What is the next step for your audience?

Spread the word?

Start a conversation?

Donate?

Write to your MP?

Change behaviour?













- Whose story is this to tell?
- Who wants to share their story?
- Who will your audience connect with?
- Head, heart, hands







- How can you use place to convey more meaning/key messages in your story?
- SHOW rather than tell







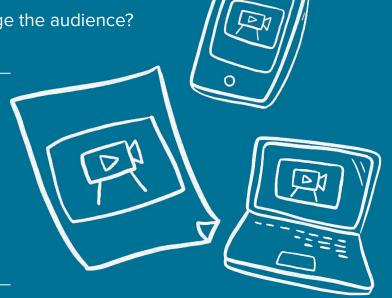
- What does our story look and feel like?
- What elements of your medium can be used to evoke this?
 - Colours, music, time of day, font, clothing, lighting, language,
- Any comparisons/examples?





• What channels does your audience use?

- What channels will facilitate action?
- Do you need to create other types of content for your campaign e.g. stills, flyers, 30 second edits, podcasts etc.



THE THREE INGREDIENTS



Head (Knowing)

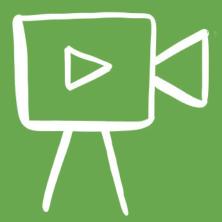


Heart (Being)



Hands (Doing)

MAKE YOUR STORY







SMARTPHONE SHOOTING TIPS

- Wipe the lens!
- Make use of natural light
- Are you shooting horizontally? Or vertically?
- DON'T use the digital zoom
- 10 minutes = approx 1GB
- Battery
- Airplane mode



MICROPHONES



- Your headphone mic!
- RODE Smartlav
- <u>Audio-Technica Microphone for smartphones</u>
- Otherwise, record in a quiet location & have the speaker CLOSE to the camera

GRIPS/TRIPODS



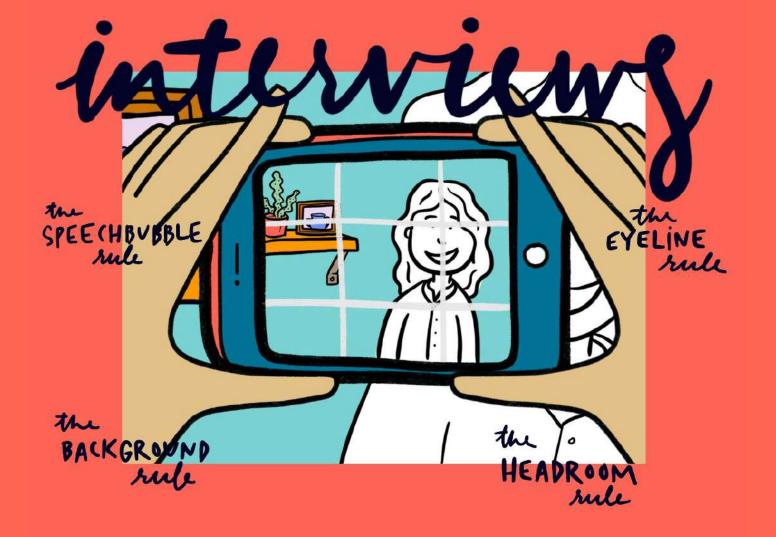


- Tripods here are some options
 - You be the tripod! (Just hold your phone)
 - JOBY Gorilla Grips
 - SMISEA <u>Selfie sticks with tripod</u>

LIGHTING



- Natural sunlight!
- Ring light
- Second smartphone





interviews



the BACKGROUND rule

Choose a background that is relevant to the story.

The eyeline of your interviewee should be level with the lens of the camera.

rule

HEADROOM rule

> Don't leave too much (or too little) space above your interviewees head! Imagine they are wearing a little tiara.



B-ROLL/CUTAWAYS

Shot List

- What shots will help convey the story you are telling?
 - People in action?
 - Still/moving objects?
 - Scenes/settings?
 - Symbolism and metaphor?







WIDE - Where?

Hint: Get a at least one of each of these for each scenario.



MEDIUM - Who?

CLOSE UP - Details & Textures

CUTAWAYS

Angle

















ROYALTY FREE CONTENT

Video & photos

> Pexels

Icons & photos

➤ The Noun Project

Music tracks

- ➤ Youtube Audio Library
- **➤** Bensound



YOUR TURN!

Capture 5 seconds of footage from around you OR find a piece of stock footage that represents your vision for a better future



EDITING SOFTWARE





EDITING 101

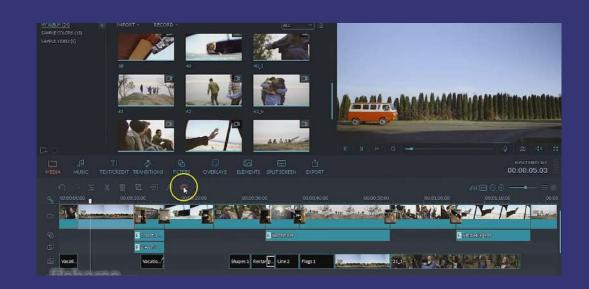




FILMORA WONDERSHARE

Computer

- Approx \$80 AUD lifetime license
- Subscription also available
- Multi-track editing
- Super-simple and user-friendly!!

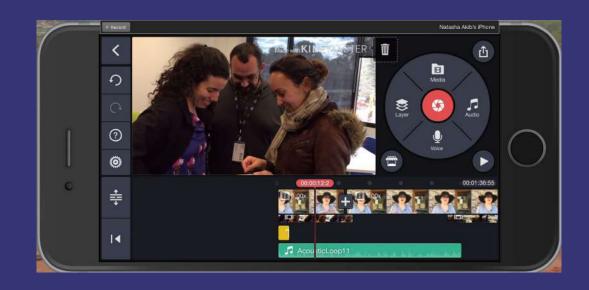




https://www.kinemaster.com/

Smartphone Editing Software

- Free/ or \$7.50 per month without watermark
- Android & iOS
- Multi-track editing
- Royalty-free music library





Pros:

- Usability
- Polish and professional look
- Animated text
- Converts URL to video
- Stock footage and royalty-free music
- Free option (with an end frame)

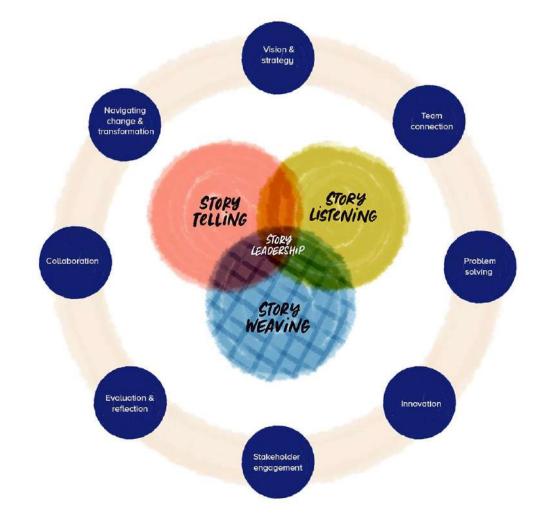
Cons:

- Price \$300 Lumen5 Business
- Use of internet for uploading files



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NEXT STEPS





Facebook Group:

facebook.com/groups/storiesforimpact

Online Course:

digitalstorytellers.com.au/sfionline

50% discount NENA