

Digital Storytelling

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Description

How to find one's own narrative voice—unique, memorable, powerful? In the huge contemporary media market, consumers' attention is an invaluable resource. Conceiving, designing and marketing audiovisual storytellings offers attractive and efficient possibilities for professional promotion in a digitalized, immediate, free, global, deterritorialized context. The *Digital Storytelling* workshop addresses a wide professional range with an emphasis on demo reels for the film production.

Aimed at

Filmmakers, actors and actresses, visual artists, cultural professionals, communicators, scientists and entrepreneurs, as well as students who wish to promote their professional strengths through a brief, emotional audiovisual narrative that calls for action in different media channels, including social networks. The *Digital Storytelling* workshop proposes specific tools to enhance the professional image of each participant in digital media, using creative writing strategies, audiovisual language choices, narrative structures, digital storytelling, communicative formats and transmedia strategies.

General Objective

At the end of the *Digital Storytelling* workshop, each participant will design and produce short and engaging audiovisual narratives (storytellings), conceived as unique experiences that connect emotionally with their ideal audiences in social networks and digital media.

Students Learning Outcomes

At the end of the *Digital Storytelling* workshop, each participant will:

SLO 1 Implement creative strategies to overcome the blank paper syndrome by favoring the conception, design and realization of appealing audiovisual narratives.

SLO 2 Take advantage of new audiovisual trends when narrating one's professional strengths.

SLO 3 Select narrative structures according to the interests of the ideal audience to whom the professional presentations are addressed.

SLO 4 Enhance social networks and digital media proposals to create successful transmedia strategies for professional promotion.

Approach

During the synchronous sessions, short real case studies in different fields (film and television, social networks, education, documentaries, advertising, marketing) will be analyzed to identify useful strategies when creating multimedia content. During the week, each participant will implement narrative strategies and digital design resources to create audiovisual storytellings. In each session we will share individual results. We will have personalized advice for those who require it. At the end of the workshop, each participant will present their final project, consisting of the creation of a brief, emotional audiovisual product that calls to action (storytelling) with effective transmedia strategies that promote their own professional image.

Duration

Nine weekly sessions of three hours duration.

Mode

Online

Maximum capacity

20 participants

Agenda**Session 1****Digital storytelling**

Objective: Each participant will explain essential aspects of an audiovisual narration in digital media (storytelling).

Dynamics: We will be analyze short outstanding examples, identifying creative, thematic, structural and narrative strategies.

Individual work: Each participant will answer the following questions and send the answers by e-mail three days before the next session:

- What do you think are your strengths when writing a script and making a multimedia course? What would you like to improve on?
- What is the audiovisual product you are most proud of? What do you think is the worst result you have obtained? Why?
- Regarding your abilities to develop audiovisual projects or create multimedia courses, how do you see yourself in two years?

Session 2**Audiovisual language and new cinematic trends**

Objective: Each participant will conceive their own audiovisual project in dialogue with the most recent media, film and television trends.

Dynamics: We will analyze significant audiovisual fragments in the current context to visualize one's own storytelling in the spectacular narrative context of digital media, with emphasis on slow-revealing and storyshowing.

Individual work: Each participant will identify useful audiovisual strategies to tell one's own professional audiovisual storytelling.

Session 3**Storymining, empathy and emotional connection**

Objective: Each participant will use creative design strategies that enhance their own professional experiences taking advantage of the narrative expressiveness of digital media.

Dynamics: We will identify outstanding cases of professional storytellings to establish a media strategy.

Individual work: Each participant will review their personal image archives.

Session 4

Narrative Structures

Objective: Each participant will identify some effective narrative structures, as well as their implications when telling an audiovisual story.

Dynamics: We will analyze narrative elements useful when designing audiovisual narrative contents: Theme, genre, style. *Train* (or central interest of the story). Starting point. Points of view (POV). Empathy

Individual work: Each participant will make a one-minute audiovisual narration with his/her cell phone using some of the narrative strategies presented.

Session 5

Film Demo Reel

Objective: Each participant will analyze effective acting and audiovisual resources when presenting their own acting range with high technical quality requirements.

Dynamics: We will analyze outstanding demo reels and work with short cinematographic texts to explore the expressive possibilities of one's own demo reel.

Individual work: Each participant will make an audiovisual sequence in a specially chosen location.

Session 6

Writing audiovisual scripts

Objective: Each participant will use effective tools when structuring audiovisual scripts.

Dynamics: We will identify creative resources for designing, writing and correcting digital audiovisual content: beat, storyline, dramatic progression, narrative arc, climax.

Individual work: Each participant will elaborate a short audiovisual script (two or three pages).

Session 7

Digital pre-production

Objective: Each participant will implement useful strategies to visually enrich the scope of an audiovisual script.

Dynamics: We will examine the interrelation between a written script and its audiovisual production based on the following creative tools: storyboard, framing and depth of field, slow-revealing, use of archival materials, creation of audiovisual materials, basic elements of digital editing.

Individual work: Each participant will elaborate a storyboard illustrating the audiovisual script written the previous week.

Session 8

Transmedia strategies

Objective: Each participant will apply multimedia strategies in the production of digital audiovisual content.

Dynamics: We will discuss the possibilities of multimedia strategies: intertextuality, use of different communicative channels, information on screens, hyperlinks, social networks and media platforms, websites, online complementary materials, narrative structures (chronological, linear, fragmented, circular).

Individual work: Each participant will produce a short audiovisual content (one or two minutes) applying the multimedia strategies developed during the course.

Session 9

Presentation of final projects

Dynamics: Plenary and group feedback.

References

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