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INTRODUCTION TO DIGITAL STORYTELLING

WHAT IS DIGITAL STORYTELLING?

...Digital Storytelling combines the best of two worlds: the 'new world' of digitised video, photography and art, and the "old world" of telling stories. This means the "old world" of PowerPoint slides filled with bullet point statements will be replaced by a "new world" of examples via stories, accompanied by evocative images and sounds.


The intention of this Digital Storytelling Guide is to help you to create a short digital video. Digital Storytelling is used in this guide to refer to short videos, usually two to three minutes in length. A Digital Story can be made from a range of audio and visual elements. The backbone of a Digital Story is a written script - approximately 250 words long. In this guide you will be shown how to turn your script into an audio voice over and combine it with visuals such as photos, drawings, diagrams, video and animation to create a Digital Story.

Before you begin it is important to understand copyright. The best way to avoid breaking copyright laws is to create all the elements of your story yourself. However, if you do use other peoples* work then check that you have the right to use it, otherwise you will not be able to show your story in public or place it on a public website, such as YouTube or FaceBook. The copyright section of this guide provides an overview of the issues.
EXAMPLES OF DIGITAL STORIES

QUT (Queensland University of Technology, Brisbane, Australia)
http://digitalstorytelling.ci.qut.edu.au/

ACMI (Australian Center for Moving Image, Melbourne, Australia)

Center for Digital Storytelling (California, United States of America)
http://www.storycenter.org/

Capture Wales (Wales, United Kingdom)
http://www.bbc.co.uk/wales/arts/yourvideo/queries/capturewales.shtm

Photobus by Daniel Meadows (Wales, United Kingdom)
http://www.photobus.co.uk/index.php?id=2

Creative Narrations (Oakland, CA, and Seattle, WA, United States of America)
http://www.creativenarrations.net/stories
LIVING IN A MULTI-STORIED AND DIGITAL WORLD: A BRIEF HISTORY

The highest-paid person in the first half of this century will be the storyteller.

All professionals, including advertisers, teachers, entrepreneurs, politicians, athletes and religious leaders, will be valued for their ability to create stories that will captivate their audiences.

- Rlof Jensen, Former Director of the Copenhagen Institute for Future Studies

The proliferation of accessible and affordable technology in the 21st Century is enabling an ever increasing crowd of people to use digital tools to connect with each other and share stories. The use of digital communication has expanded into all spectrums of life: educa- tion, business, politics, relationships, culture, religion, environment, wellbeing, entertain- ment and our own understanding of ourselves.

Last Century, prior to the invention of the home computer and mobile phone, mass media was predominately produced and distributed by large institutions. The dominant channels of communication, such as TV, radio, newspapers, magazines, books and cinema, were controlled by a small cross section of the public. Now, with the mass circulation of the in- ternet and accessibility of audio visual recording gadgets the hierarchies of mass media are flattened into the hands of the user. In other words, the production and distribution of media is now no longer controlled by a select few as we now live in a world where billions of people, every day, share stories with others in the form of blogs, video sharing, pod- casts, message boards, social networks, online games and many other rapidly evolving digital sites.

Major events from the last decade were all captured and broadcast first by the people who were involved: The collapse of the Twin Towers on September 11th 2001, The Indian Ocean Boxing Day Tsunami in 2004, The Bali and London Bombings in 2005 and the 2009 Iranian election protests. This poses the questions: What are the implications on the way we communicate and make sense of the world around us when the production of media no longer rests in the hands of a small minority? What happens when the majority, in the de- veloped world, now has the potential to globally broadcast their own stories?

If we believe Hopi American Indian*s and the Greek Philosopher Plato - “Those who tell the stories rule the world”. This means that we can all make an important contribution to the world as we can all be storytellers.

Digital Storytelling, as the name suggests, can refer to any form of storytelling that uses digital technology to create and share a story with an audience. In the Nineties the term was adopted to refer specifically to a multimedia workshop model that arose in the United States, largely driven by the work of Dana Atchley and the Center for Digital Storytelling in California (CDS). This format was further developed by the BBC project “Capture Wales” to enable people to share their authentic stories on BBC broadcast platforms.

The initial grassroots development of Digital Storytelling has swept into a range of organisational sectors; broadcasting, business, education, entertainment, government, and NGOs - venues that act as a nexus for social change.
Digital Storytelling offers opportunities to expand the way we communicate, connect, learn, lead, persuade and reflect on our lives.

*Digital Storytelling is the modern expression of the ancient art of storytelling. Digital stories derive their power by weaving images, music, narrative and voice together, thereby giving deep dimension and vivid color to characters, situations, experiences, and insights.*

DIGITAL STORYTELLING PRODUCTION PROCESS

PRODUCTION PROCESS CHECKLIST

Step One: Brainstorm + write your script
Step Two: Storyboard + edit script
Step Three: Organise your files in digital folders
Step Four: Decide on tools: equipment + software
Step Five: Record your story
Step Six: Images: take, find, prepare
Step Seven: Copyright + Credits
Step Eight: Produce your Story
Step Nine: Export video + archive project
Step Ten: Share your story

WRITING A SCRIPT

The backbone of a Digital Story is a written script that you read and record to form the main audio element of your story. To create a two to three minute video you will need a script of roughly 250 words.

BRAINSTORMING

A statement of the main purpose of your Digital Story and a description of your intended audience will help you to shape the contents of your narrative.

Some people find it easier to talk through ideas, rather than write their ideas down. You could record a conversation with a friend about your Digital Story ideas, then listen back to the recording and write down the key ideas as the first draft for your story. Once you have something down on paper it's much easier to shape your story.

WRITING + EDITING

When you are writing your story remember that people will be hearing your voice-over not reading your script. Write your story as you would speak it. Practice reading your script while you write to ensure that the language you choose is effective when it is read aloud.

While you are writing and editing your story you may find it helpful to ask yourself:
* Is the purpose of my story clear for my audience?
* Does my story flow?
* How can I use images, rather than words, to tell my story?
* Are there any *use of English* errors in my story?
* What is the title of my story?
TIPS

If you would like some tips on getting started or refining your story see:

- The BBC Capture Wales / Cipolwg ar Gymru notes on script writing by Gilly Adams, Storycircle Director, BBC Capture Wales / Cipolwg ar Gymru.
  - Refining and completing the story - http://www.bbc.co.uk/wales/audiovideo/sites/about/pages/completingstory.shtml

- Tutorials: Writing a Script, Photobus, Daniel Meadows (former Creative Director, BBC Capture Wales / Cipolwg ar Gymru).
  http://www.photobus.co.uk/?id=535


ORGANISING YOUR FILES

If you intend to use the University computers check the computer to see that you have enough storage space for all your files. It is advisable to use a USB, iPod or external hard-drive to store a back up of all your Digital Story files. If you save your Digital Story project files in more than one location remember to save the latest version in both locations, for example by saving over top of old versions or by labeling your latest version with the date it was modified.

It is essential to have an organised folder filing system and process for naming your files. Otherwise you could waste a lot of time searching for missing files or lose information. We recommend that you use the Digital Storytelling folder system to organize your files. The folder system is located in the “How to create…” section on the UoW Digital Storytelling library guide site <http://uow.libguides.com/digitallstorytelling> to store your Digital Story files.

The folder system consists of an images folder (all images from your story), an audio folder (recorded audio, music, sound effects), a script folder (your written story), a storyboard folder (your written script with images added into the narrative - see template), a credits folder (references, talent release forms and any other copyright information), a project folder (all files that are created with the video editing software), a video folder (a video file of your final story)
The computer and programs tend to organise files into numerical and then alphabetical order. So, if you number your images in the order that you wish to use them in your story for example; 01_tree, 02_fish, 03_sea ... it will assist you with the work flow of your video.

CREATING YOUR AUDIO NARRATIVE

WHERE TO RECORD

To avoid any unwanted background noise in your audio try and choose a space that is out of the way of foot traffic. Check for disruptive sounds such as birds, cars, fans, computers and florescent lights. Small rooms and/or rooms with lots of flat hard surfaces will cause an echo or reverberation in your recording. To create a “natural” sounding recording try to find a quiet large room or a room with padding like curtains or carpet on the wall. Turn off as many electrical items as you can before you start recording. An alternative is to find a place with a background sound that is appropriate to your story, for example if you are talking about the beach recording at the beach with the sound of the ocean in the background could create an effective audio atmosphere for your story.

HOW TO RECORD

Although some video editing programs allow you to record directly overtop of images we recommend that you record and edit your audio first as a separate track. It tends to be easier and more effective to create a voice over track which you can import into your video editing program and link up your images to your audio rather than the other way around.

See the list of equipment in this guide and decide on a device. Once you have selected the method of recording you will need to follow the instructions particular to that device. If you don’t have the booklet you might be able to find something via Google. YouTube or Vimeo often have helpful video tutorials, just type in the name and model of the equipment you are using and what you want to do, for example “record audio Zoom H2 tutorial”.

If you choose to record straight into your computer with a microphone, you will need to have a program that can record your audio. We recommend Audacity (1.3.11, Beta or higher) http://audacity.sourceforge.net as it is free to download and easy to use – see the software guide for more information http://audacity.sourceforge.net/help/documentation.

Settings
Audio can be recorded with multiple channels. For your Digital Story make sure you are recording in stereo (2 channels) not mono (one channel). Stereo records a left and a right channel to mimic the way we hear through a left ear and right ear.
Sample Rate
When you record most devices will let you choose the sample rate at which to record at. A higher sample rate lets you record a greater range of frequencies, and therefore record
better sound quality. Sample rate refers to the number of samples recorded each second; it is measured in HZ or kHz. For example 44 100Hz or 44.1 kHz.

We recommend and you use 44.1 kHz, as this is CD quality, generally covers full spectrum of human hearing, creates a smaller file size than 48 kHz. You can always export at a lower quality to create a smaller file size to your story, but it’s much harder to create a high quality final audio from a low quality recording.

**Bit Depth (Bit Resolution)**
Like sample rate, bit depth will affect the quality of your recording, the file size and CPU use. We recommend choosing 32 bit depth for recording. When exporting your audio after you have edited it choose 16bit in the export settings, this is CD quality and will take up less space and won’t require as much computer processing as a 32 bit audio will when using the video editing software.

**Editing your audio**
There is a range of audio editing software available for Windows, Mac and other operating systems. We recommend Audacity, which is free to download. You will find tutorials and further information in the software guide.

**TIPS**


**CREATING STILL IMAGES**

You will need between 10-20 images to accompany your 250 word script.

A digital image is made up of pixels. When a digital picture is enlarged the pixels appear as small squares. If you use a low resolution image in your Digital Story it could look distorted from the appearance of squares, in other words it may look pixilated and detract from your story.

We recommend a resolution of at least 1576 high x 1152 wide at 72 dpi (72 dpi is screen resolution. 300dpi is print resolution), particularly if you wish to zoom in on your image in the video editing program.

**CREATING/SOURCING IMAGES:**

**Taking photos with a camera / mobile phone / video camera**
Some things to consider:
- camera settings / shooting modes
- focus
- zoom
- composition
- exposure
- shutter speed
- flash
- white balance
- tripod
- downloading to computer
- people in your photos (you will need their permission to use a photograph in your film, download the talent release form from the ethics page of the UoW Digital Story- telling libguide: http://uow.libguides.com/digitalstorytelling

There are lots of websites that cover how to improve your digital photography. For example:

- Digital photography tips: http://www.digital-photography-tips.net/

Scanner
Some photocopierson scanner, if you don’t have a scanner.
- scan with a resolution of at least 1576 high x 1152 wide at 72 dpi
- save as JPEG or TIFF

Online resources with licenses (e.g. creative commons), such as Flickr
- Check the license
- Make sure it is a JPEG, TIFF or PDF with a high resolution at least 1576 high x 1152 wide at 72 dpi
- Keep a record of where you sourced the image for your references / credits

PREPARING IMAGES
You can use software such as GIMP (or Microsoft Picture Manager/Photo gallery, or MAC iPhoto) to edit your images. You may want to change the way the image looks by adjusting the colours, lighting, brightness, contrast or dimensions. See the software guides for further details that relate specifically to the software you choose to use. Most software provides a help section on-line, or you can Google for guides or tutorials. YouTube or Vimeo are also resources that can be searched to locate guides and tutorials specific to the software you choose to use.

Keep an original version
Before you make any changes to your original images save the originals under a different name to create a copy version. Only adjust the copy, otherwise your original will be changed forever. By creating an *original* version and a *copy* version you can always go back to the original if you make any mistakes in adjusting the *copy* version.

Labeling
Number your images in the order that you wish to use them in your story for example;
01_tree, 02_fish, 03_sea ... it will assist you with the work flow of your video by ensuring that your images remain in order.

**File Formats**

Save your images as JPEG, TIFF or PDF

**Resolution**

Use a resolution of at least 1576 x 1152 wide at 72 dpi (screen resolution) so that you can zoom in and out of the image

**Aspect Ratio**

This guide uses a shape or aspect ratio of 4:3 (768 pixels x 576 pixels), the dimensions of older TVs (not widescreen, 16:9)

**Black Edges**

If you place a picture which has a greater height than width, i.e. a picture in portrait rather than landscape format, directly into the video program there will be black edges on either side. Removing the black edges by cropping the picture to make it appear to fill up the whole frame of the video screen (full screen) can create a more immersive viewing experience. Keeping the black edges will remind people that they are looking at a photo rather than getting inside your story.

**STORYBOARD**

A basic storyboard consists of your written script with marks at the different points where you would like your images to be in the story. A storyboard helps you to choose images and identify any missing images before you start video editing. It is also an opportunity to adjust your written script, as you may find that you can remove elements that are conveyed by your images.

An easy way to create a storyboard is to number your images in order and write the corresponding number into your written script, at the place you want the images to appear and disappear. Check that your digital images are labeled with the same numbers you use in your storyboard.

**COPYRIGHT AND CREDITS**

Before you start your Digital Story you will need to decide whether you would like to show it publically or if you just want to use it for education purposes. If you wish to show your story publically, for example on the internet, then you need to follow copyright rules that apply to the public display of creative works. Please see the *copyright* section of the UoW Digital Story libguide: [http://uow.libguides.com/digitalstorytelling](http://uow.libguides.com/digitalstorytelling) for further information on Copyright.

Your Digital Story must state where all the elements in your Digital Story were sourced from. Even if you created all the images and audio yourself you will still need to state that they are your own works. If you have any elements (photos, drawings, diagrams, quotes, music, sound…) that you did not create yourself you must have the permission
to use them and use the UOW Author-Date (Harvard) format to reference them. See the library resource for further information on referencing and formats –

If you take photographs of other people ensure that you have their permission to be in your Digital Story. You can find out more information about the ethics of taking photos on the Ethics page of the UoW Digital Storytelling libguide: http://uow.libguides.com/digitalstorytelling You can also download a talent release form from this site.

For further information about credits and copyright please see the *Copyright* section of the UoW Digital Story libguide <uow.libguides.com/digitalstorytelling>. You can download a template for creating your credits from the *How to create...* page of the libguide <uow.libguides.com/digitalstorytelling>. The template is created in a PowerPoint document.

**PRODUCING YOUR STORY**

**DIGITAL VIDEO EDITING PROGRAMS**

Video editing programs use a timeline to generate video. Images, video and audio are placed together along the timeline and you will be given options on how to adjust your images to match your audio voice-over.

Various programs differ in how they enable you to put your story together. Choose a program and then see the specific guide for a step by step approach to using the program. There is an overview of the different programs in the software section of this guide.

**VIDEO EDITING PRODUCTION PROCESS**

1. Print out your storyboard (250 word script with list of images).
2. Find headphones.
3. Find a computer and select software: Movie Maker (Windows: images + video), or iMovie (Mac: images + video) (or a mobile app).
4. Load your files (folder system) onto the computer.
5. Check that all your files are labelled correctly and in the appropriate folders.
6. Open the video editing program and save your project, e.g.
   YourName_title – SKwong_Bridge.
7. Import your 10-20 images and audio narrative file into the video editing program.
8. Create your title (For greater design options you can create a title page in an image editing program or PowerPoint – or create a white title over a black image in the video editing program. A black image can be found in the Digital Storytelling folder system).
9. Place audio voice over onto the timeline.
10. Place images onto the timeline (check the order of the images).
11. Place credits onto the timeline. (Use a black image to fade to black before you transition to your credits – A black image can be found in the Digital Storytelling folder system).
12. Save regularly throughout the video editing process.
13. Match images to audio – I.e. adjust the amount of time the images last for and sync them with your voice over.
14. Adjust the motion on your images (zoom, scroll, pan etc).
15. See if some of the transitions between images could benefit from cross dissolves.
16. Watch your story to check how it flows.
17. Show it to someone else to gain another opinion.
18. Export your story.
19. Save your project and back up all your files.
20. Submit your story for Assessment and/or share your story. Make sure you don't break any copyright laws if you show it in a public forum such as YouTube.

**SHARING YOUR STORY**

If your story is for an assessment task speak to your teacher about how to submit your story for assessment.
EQUIPMENT

Computer
You can use your own computer or a University computer. If you are using a Uni computer check with the Lab Manager or your Lecturer to ensure that the computers have the appropriate software on them for Digital Storytelling (see software list). You will need a computer with enough processing power to create video files and adequate memory to store all your files.

The computer will need to play audio. If you are working on your Digital Story at the Uni- versity remember to bring headphones so you don’t disturb other students.

The software guides in this guide will show you how to use software that can run on an Apple computer or a computer with Windows. If you are using another operating system you will need to find alternative software and guidelines.

Mobile Phone
Most mobile phones allow you to capture video. YouTube may contain some videos that offer a description on how to create short videos with your particular brand of phone. There are many apps that allow you to capture, record and edit a digital story. Some mobile apps are listed in the Software section of this guide.

Audio Recorder
There are a range of different tools you can use to record audio for your Digital Story. We recommend:

* Professional audio recorders such as the Zoom H2 or H4 portable digital recorder generate high quality recordings. Ask your Lecturer to find out what recording equipment is available. Some faculties have portable digital recorders for students to loan. The UOW AV Store also have audio recorders that can be loaned out - http://www.uow.edu.au/asd/lift/borrow/index.html

* A microphone that you can plug into your computer. For example a USB driven microphone or a microphone headset that is used for computer telephone calls generally create clear audio.

* Digital music players, mobile phones and iPads/iPhones also have audio recording capabilities; you will need to trial your particular device to see if the quality of the audio is suitable.

The place you record your audio in, as well as the method you use to record your audio, will affect the quality of your recording. So consider the natural sounds of the place you in- tent to record in before you create your recording.

Digital Camera
A digital camera is a fast and effective means to capture images for your story. If you take a picture of someone for your story remember to get ask that person to fill in a talent re- lease form. You can find out more information about the ethics of taking photos on the ethics page of the UoW Digital Story libguide: http://uow.libguides.com/digitalstorytelling
You can also download a talent release form from this site.
Digital Video Camera
Many digital cameras can also record video, but the quality is usually not as high as digital video cameras. You will need to check that the video file format your camera produces is a format that is compatible with the software you will be using to edit your story. There are conversion programs available on the web if you need to change the format, such as mediaconverter.org.

Scanner
Many photocopiers can be used to scan documents, press the scan function and email the document to yourself.

A flat-bed scanner is also a means to turn printed images into digital files to use in your story. If you did not take the picture you wish to scan you will need to gain permission from the copyright owner of the image.
SOFTWARE

The software guides are designed for people who have never created a digital video before. So if you are familiar with software to edit audio and video then you can skip to the sections about script/narrative, tips and copyright.

The following text provides links to different software guides, the guides cover:
- how to download the software
- step by step overview of the process
- how to save / export

If the software you want to use is not on your computer you might be able to download it from the web. There are guides to how to download the different software, click on the various links to access the guides. On University computers an IT technician will need to download the software for you, as students cannot usually install software on University computers.

AUDIO

Audacity

You can use Audacity to record audio directly into your computer with a microphone. We recommend using the latest version of Audacity, the beta version, which can be down- loaded from http://audacity.sourceforge.net/. Audacity is free to download for both Apples and Windows PCs.

Audacity is also an excellent program to edit your audio once you have recorded it. You can layer your recorded spoken narrative with different sounds and effects to create an interesting story.

Download Link
Audacity (Beta) - http://audacity.sourceforge.net/.

Written guides for using Audacity:
- WikiEducator - http://wikieducator.org/Using_Audacity

Video Tutorials for Windows
- How to Download and Install Audacity 1.3.9 (Beta) with the LAME mp3 encoder v3.98.2 by Unit464, October 01, 2009 - http://www.youtube.com/watch?v=P4dLMhUjPTY
- Audacity Basics by Mr Sheehy - http://vimeo.com/5188130
- Audacity almost intermediate by Mr Sheehy - http://vimeo.com/5188334

Video Tutorials for Apple Macs
- How to Install Audacity on Your Mac and Save Your Recordings as MP3s by Clear- Instructions, February 06, 2010 - http://www.youtube.com/watch?v=cKYul1uKdLI (Please note that exporting a
wav or AIFF file creates a higher quality file than an mp3).

**IMAGES / PHOTOS**

**GNU Image Manipulation Program (GIMP)**
This program helps you to manipulate your images. It is useful if you want to change the colour, shape, size or rotation of your image. It is available to download from: [www.gimp.org](http://www.gimp.org)

**Written guides for using GIMP:**

**Microsoft - Images**
Microsoft Office Suite comes with basic images software - Picture Manager (2003-2010), Photo Gallery (2012+) You can use this program to crop, resize and adjust images.

**Written guides for using Microsoft Office Picture Manager:**

**Written guides for using Microsoft Photo Gallery:**

**Apple MacIntosh - Images**
Apple comes with basic images software - iPhoto. You can use this program to crop, resize and adjust images.

**Written guide for using iPhoto:**
PRODUCING YOUR STORY

Windows

Windows Movie Maker (WMM) (for stories with image and video elements)
This program can be used to create your Digital Story out of audio, still images and video. The program may already exist on your computer or you may need to download it.

Download Link:
Windows Movie Maker Downloads (for different versions) -

Written guides for using Windows Movie Maker:
• ABC Open – Window Live Movie Maker: basic editing -

Apple Mac

iMovie
iMovie is video editing program that comes free with an Apple computer. This program can be used to create your Digital Story out of audio, still images and video.

Written guides for using iMove:
ABC Open – Basic video editing: iMovie 11 tipsheet -
  https://open.abc.net.au/assets/projects/pdf/ABCOpenTipsheet_iMovie.pdf

Mobile Phones
There are many apps that allow you to construct digital stories. For example:
Android: Animoto, WeVideo
Mac: Storykit, Sonicpics, Storyrobe, Splice, Voicethread (how to)
MAC, Windows, Android: Slideshare (help center)
RESOURCES
The following list of resources is not a comprehensive list. It is made up of resources collected in 2010, with some additional resources collected in 2013.

2013
USING DIGITAL STORYTELLING IN HIGHER EDUCATION


2010
KEY DIGITAL STORYTELLING TEXTS


DIGITAL STORYTELLING + EDUCATION


**STORYTELLING + DIGITAL MEDIA + EDUCATION**


**STORYTELLING + EDUCATION**


**STORYTELLING + DIGITAL MEDIA**


**STORYTELLING + COMMERCE**


BETTER WORTH-HEREIN, BURLINGTON.


GODIN, S 2008, Tribes: we need you to lead us, Portfolio, New York.


SILVERMAN, L (ed.) 2006, Wake me up when the data is over: how organizations use stories to drive results, Jossey-Bass, San Francisco.

SIMMONS, A 2007, Whoever tells the best story wins: how to use your own stories to communicate with power and impact, AMACOM, New York.

STORYTELLING + STRUCTURE

Ira Glass on storytelling #1: on the basics, YouTube, Current_, viewed 14 Nov 2013, http://www.youtube.com/watch?v=1oxJ3FlCJJA

Ira Glass on storytelling #2: on finding great stories, YouTube, Current_, viewed 14 Nov 2013, http://www.youtube.com/watch?v=KW6x7fOIsPE

Ira Glass on storytelling #3: on good taste, YouTube, Current_, viewed 14 Nov 2013, http://www.youtube.com/watch?v=Bl23U7U2aUY

Ira Glass on storytelling #4: on two common pitfalls, YouTube, Current_, viewed 14 Nov 2013, http://www.youtube.com/watch?v=baCJFAGEuJM


UELAND, B 1938, If you want to write: a book about art, independence and spirit, 2nd edn, Graywolf Press, US.

STORYTELLING + THEORY


EGAN, K 1997, The educated mind: how cognitive tools shape our understanding, The
University of Chicago Press, Chicago.

STORYTELLING + REPRESENTATION / IDENTITY


COPYRIGHT


EDUCATORS USING DIGITAL STORYTELLING


Queensland University of Technology 2009, Digital Storytelling, Brisbane, viewed 2 February 2010, <digitalstorytelling.ci.qut.edu.au>.