1
00:00:07,550 --> 00:00:10,950
What do podcasts,
documentaries,

2
00:00:10,950 --> 00:00:13,000
websites and
public service announcements

3
00:00:13,000 --> 00:00:14,730

have in common?

4
00:00:14,730 --> 00:00:17,000
Do you have a
guess?

5
00:00:17,000 --> 00:00:19,950
They're all methods of
digital storytelling.

6
00:00:19,950 --> 00:00:21,660
Now digital stories combine

7
00:00:21,660 --> 00:00:24,480
different multimedia
elements such as videos,

8
00:00:24,480 --> 00:00:26,490
images,
recorded audio and

9
00:00:26,490 --> 00:00:29,175
music to bring a
narrative to life.

10
00:00:29,175 --> 00:00:31,140
Digital stories are also

11
00:00:31,140 --> 00:00:33,030
an effective and
engaging way to

12
00:00:33,030 --> 00:00:35,804
convey a message to
a specific audience.

13
00:00:35,804 --> 00:00:37,919
They can be used to inform,

14
00:00:37,919 --> 00:00:41,390
to persuade or
 to entertain.

15
00:00:41,390 --> 00:00:44,930
While digital stories
are often short,

16
00:00:44,930 --> 00:00:46,850
videos, maybe two
to three minutes

17
00:00:46,850 --> 00:00:48,830
and podcasts up
to ten minutes.

18
00:00:48,830 --> 00:00:51,530
It takes a lot of time
and effort to craft

19

00:00:51,530 --> 00:00:54,620
something engaging
for your audience.

20
00:00:54,620 --> 00:00:57,545
This video will
cover five stages

21
00:00:57,545 --> 00:00:59,975
of the digital
storytelling process.

22
00:00:59,975 --> 00:01:01,220
And we'll be breaking down

23
00:01:01,220 --> 00:01:02,630
each stage by providing

24
00:01:02,630 --> 00:01:03,830
simple tips to help you

25
00:01:03,830 --> 00:01:06,200
create a successful
project.

26
00:01:06,200 --> 00:01:08,690
Through the video, we
will also highlight

27
00:01:08,690 --> 00:01:10,310
resources available through

28
00:01:10,310 --> 00:01:12,575
the Student Multimedia
Design Center,

29
00:01:12,575 --> 00:01:13,000
part of the

30
00:01:13,000 --> 00:01:17,509
University of Delaware
Library, Museums and Press.

31
00:01:17,509 --> 00:01:19,800
The five stages are

32
00:01:19,800 --> 00:01:25,280
plan, find, record,
edit, and share.

33
00:01:25,280 --> 00:01:26,600
Let's dive into the first

34
00:01:26,600 --> 00:01:28,500
and most important step,
shall we?

35
00:01:28,500 --> 00:01:30,570
Plan!

36
00:01:30,730 --> 00:01:33,185
Planning is key to

37
00:01:33,185 --> 00:01:35,225
any successful
digital story.

38
00:01:35,225 --> 00:01:37,385
There are many

ways to do it.

39
00:01:37,385 --> 00:01:39,740
The first thing you
need to do is identify

40
00:01:39,740 --> 00:01:42,650
the purpose and audience
for your project.

41
00:01:42,650 --> 00:01:44,150
Once you've done
that, you can

42
00:01:44,150 --> 00:01:45,575
start drafting the script,

43
00:01:45,575 --> 00:01:47,540
identifying what
content you need

44
00:01:47,540 --> 00:01:50,735
to find or create,
and storyboarding.

45
00:01:50,735 --> 00:01:53,794
If your digital story
contains visuals,

46
00:01:53,794 --> 00:01:56,300
a storyboard is a great
way to test out how

47
00:01:56,300 --> 00:01:59,165
those visuals and

audio will line up.

48
00:01:59,165 --> 00:02:02,210
Storyboard can include
very simple images

49
00:02:02,210 --> 00:02:05,215
such a stick, arrows
denoting motion.

50
00:02:05,215 --> 00:02:06,520
And if you're
not sure how to

51
00:02:06,520 --> 00:02:07,825
start a story board,

52
00:02:07,825 --> 00:02:10,000
you'll find many templates
as well as options

53
00:02:10,000 --> 00:02:12,940
for creating them
on our video guide.

54
00:02:12,940 --> 00:02:14,695
During this stage,

55
00:02:14,695 --> 00:02:16,660
Assess what research
and information

56
00:02:16,660 --> 00:02:18,595
you need to craft
a strong narrative

57
00:02:18,595 --> 00:02:21,100
that considers
multiple perspectives.

58
00:02:21,100 --> 00:02:22,720
Even if you've
already written

59
00:02:22,720 --> 00:02:23,770
a research paper on the

60
00:02:23,770 --> 00:02:25,240
same topic,
you'll still want

61
00:02:25,240 --> 00:02:27,400
to consider what
multimedia can help you

62
00:02:27,400 --> 00:02:29,950
share your argument
in a new way.

63
00:02:29,950 --> 00:02:31,795
Once you've created a plan,

64
00:02:31,795 --> 00:02:35,425
you'll be ready
for step 2: find.

65
00:02:35,425 --> 00:02:38,665
You can find images,
video, music,

66
00:02:38,665 --> 00:02:41,574
and more to add to
your digital stories.

67
00:02:41,574 --> 00:02:43,210
Try searching for creative

68
00:02:43,210 --> 00:02:44,710
commons license content,

69
00:02:44,710 --> 00:02:46,430
which is content
that one is

70
00:02:46,430 --> 00:02:48,815
allowing you to
use for free.

71
00:02:48,815 --> 00:02:50,750
You still want to
make sure to properly

72
00:02:50,750 --> 00:02:52,190
acknowledge the
creative work

73
00:02:52,190 --> 00:02:53,720
are using, however.

74
00:02:53,720 --> 00:02:56,615
Some sites provide the
attribution for you,

75
00:02:56,615 --> 00:02:58,190

but if you need to
put it together

76
00:02:58,190 --> 00:03:00,290
yourself, our guide can help.

77
00:03:00,290 --> 00:03:02,840
Guide also has links
to specific sites

78
00:03:02,840 --> 00:03:05,630
where you can find this
open license content.

79
00:03:05,630 --> 00:03:08,600
Adding music is a
great way to enhance

80
00:03:08,600 --> 00:03:09,920
the production quality of

81
00:03:09,920 --> 00:03:12,635
both video and
audio stories.

82
00:03:12,635 --> 00:03:13,970
It's also a good device

83
00:03:13,970 --> 00:03:15,440
for establishing tone
or vibe.

84
00:03:15,440 --> 00:03:17,800
Is your story
lighthearted?

85
00:03:17,800 --> 00:03:20,090
Serious and dramatic?

86
00:03:20,090 --> 00:03:21,830
Consider how you
can use music

87
00:03:21,830 --> 00:03:24,140
to make it clear
to your audience.

88
00:03:24,140 --> 00:03:26,000
As you are searching for

89
00:03:26,000 --> 00:03:28,145
and evaluating
content to use,

90
00:03:28,145 --> 00:03:30,965
keep your purpose and
audience in mind.

91
00:03:30,965 --> 00:03:33,110
Every decision you
make in crafting

92
00:03:33,110 --> 00:03:35,300
your digital story
should be intentional,

93
00:03:35,300 --> 00:03:38,434
and in support of that
purpose and audience.

94
00:03:38,434 --> 00:03:41,120
You may find yourself
going back and forth

95
00:03:41,120 --> 00:03:42,830
between the planning
and finding stages,

96
00:03:42,830 --> 00:03:44,180
which is normal.

97
00:03:44,180 --> 00:03:46,025
These stages are iterative,

98
00:03:46,025 --> 00:03:47,630
meaning you want
to revisit them

99
00:03:47,630 --> 00:03:49,805
and keep refining
as you go.

100
00:03:49,805 --> 00:03:52,400
As you begin to
find content to use,

101
00:03:52,400 --> 00:03:54,830
consider which parts you
can create yourself.

102
00:03:54,830 --> 00:03:56,420
That way as you continue

103
00:03:56,420 --> 00:03:57,890

to gather things together,

104
00:03:57,890 --> 00:04:00,000
we can also start working
on the next stage

105
00:04:00,000 --> 00:04:02,245
Record!

106
00:04:02,245 --> 00:04:03,500
 If you
need to create

107
00:04:03,500 --> 00:04:05,630
original video
or audio footage

108
00:04:05,630 --> 00:04:06,965
for your digital story,

109
00:04:06,965 --> 00:04:09,330
think about your recording
equipment options.

110
00:04:09,330 --> 00:04:11,075
Don't worry

111
00:04:11,075 --> 00:04:12,725
if you only have
a smart phone,

112
00:04:12,725 --> 00:04:15,530
this can be a great
tool for filming.

113
00:04:15,530 --> 00:04:16,880
Just remember to film

114
00:04:16,880 --> 00:04:19,760
horizontally and keep
your phone steady.

115
00:04:19,760 --> 00:04:22,475
If you're using your
phone to record audio,

116
00:04:22,475 --> 00:04:23,810
make sure you are close to

117
00:04:23,810 --> 00:04:26,374
the audio source
bore speaker.

118
00:04:26,374 --> 00:04:28,970
You can also record
video and audio

119
00:04:28,970 --> 00:04:31,745
with the computer using
tools such as Zoom.

120
00:04:31,745 --> 00:04:34,490
Loud or irritating
background sounds

121
00:04:34,490 --> 00:04:35,990
will distract
your audience.

122

00:04:35,990 --> 00:04:39,110
So try to find a
quiet area to record.

123
00:04:39,110 --> 00:04:41,510
If you have headphones
with a built-in mic,

124
00:04:41,510 --> 00:04:44,645
use them for better
sound quality.

125
00:04:44,645 --> 00:04:47,555
Once you have
planned, found,

126
00:04:47,555 --> 00:04:48,950
and recorded the separate

127
00:04:48,950 --> 00:04:50,360
pieces of your story,

128
00:04:50,360 --> 00:04:53,150
it's time to put it all
together with editing

129
00:04:53,150 --> 00:04:55,340
There are many
editing tools and

130
00:04:55,340 --> 00:04:56,930
software to fit your needs.

131
00:04:56,930 --> 00:04:58,850
From simple

web-based tools to

132
00:04:58,850 --> 00:05:01,850
advanced expensive
production software.

133
00:05:01,850 --> 00:05:03,680
Don't worry if learning

134
00:05:03,680 --> 00:05:05,810
a new tool feels
overwhelming.

135
00:05:05,810 --> 00:05:07,159
The Student Multimedia

136
00:05:07,159 --> 00:05:08,825
Design Center can help.

137
00:05:08,825 --> 00:05:10,970
We can meet with you
individually or in

138
00:05:10,970 --> 00:05:12,950
small groups to
answer questions,

139
00:05:12,950 --> 00:05:14,840
suggest options,
and provide

140
00:05:14,840 --> 00:05:17,060
an overview for
getting started.

141
00:05:17,060 --> 00:05:19,250
We also have pdf
handouts and

142
00:05:19,250 --> 00:05:20,510
Video Tutorials for

143
00:05:20,510 --> 00:05:22,985
the most common
software that we teach,

144
00:05:22,985 --> 00:05:24,860
connect with the
Student Multimedia

145
00:05:24,860 --> 00:05:27,380
Design Center
through chat or email.

146
00:05:27,380 --> 00:05:28,940
Whatever your comfort or

147
00:05:28,940 --> 00:05:31,850
experience level is
with multimedia tools,

148
00:05:31,850 --> 00:05:33,260
just remember that you have

149
00:05:33,260 --> 00:05:35,090
access to learning
resources,

150
00:05:35,090 --> 00:05:37,475

including live support
that can help you

151
00:05:37,475 --> 00:05:41,010
put together a great
digital story.

152
00:05:41,590 --> 00:05:44,720
Once you have finished
the final revisions

153
00:05:44,720 --> 00:05:45,860
for your digital story,

154
00:05:45,860 --> 00:05:47,495
you are ready to share it.

155
00:05:47,495 --> 00:05:49,850
Make sure to export
your video to

156
00:05:49,850 --> 00:05:52,640
its desired format
before doing so,

157
00:05:52,640 --> 00:05:54,350
the common file format for

158
00:05:54,350 --> 00:05:55,970
sharing audio projects is

159
00:05:55,970 --> 00:05:57,620
an MP3 file and

160

00:05:57,620 --> 00:06:01,265
the common format for
videos is an MP4 file.

161
00:06:01,265 --> 00:06:03,020
Also consider who you

162
00:06:03,020 --> 00:06:04,430
want to share your
project with

163
00:06:04,430 --> 00:06:05,900
if you want to

164
00:06:05,900 --> 00:06:08,150
post it online for
anyone to see,

165
00:06:08,150 --> 00:06:09,350
make sure you aren't

166
00:06:09,350 --> 00:06:11,660
using copyrighted
work in it.

167
00:06:11,660 --> 00:06:13,280
Using Creative Commons

168
00:06:13,280 --> 00:06:15,605
licensed or other
open license content

169
00:06:15,605 --> 00:06:17,105
is the safest way to ensure

170
00:06:17,105 --> 00:06:18,680
you have
permission to use

171
00:06:18,680 --> 00:06:20,645
the work in your
own project.

172
00:06:20,645 --> 00:06:22,100
If you're creating
something

173
00:06:22,100 --> 00:06:23,330
for a class assignment,

174
00:06:23,330 --> 00:06:24,890
you might be
able to just share it

175
00:06:24,890 --> 00:06:26,465
with your professor
and classmates,

176
00:06:26,465 --> 00:06:28,010
which is fine too.

177
00:06:28,010 --> 00:06:29,750
From start to finish,

178
00:06:29,750 --> 00:06:32,270
you can create a
standout digital story.

179
00:06:32,270 --> 00:06:34,520

in just five stages.

180
00:06:34,520 --> 00:06:35,900
In the plant stage,

181
00:06:35,900 --> 00:06:37,895
identify your purpose
and audience,

182
00:06:37,895 --> 00:06:39,110
craft your message and

183
00:06:39,110 --> 00:06:40,865
design your storyboard.

184
00:06:40,865 --> 00:06:44,060
This is the most important
step and will help

185
00:06:44,060 --> 00:06:47,870
your story stay focused.
In the find stage,

186
00:06:47,870 --> 00:06:49,610
search for and evaluate

187
00:06:49,610 --> 00:06:51,095
different types of online

188
00:06:51,095 --> 00:06:52,550
content, such as images,

189
00:06:52,550 --> 00:06:54,650
video, and music

to establish

190
00:06:54,650 --> 00:06:58,144
the overall look and
sound of your story.

191
00:06:58,144 --> 00:06:59,660
In the record stage,

192
00:06:59,660 --> 00:07:02,030
use the equipment
you have access

193
00:07:02,030 --> 00:07:03,620
to to record video and

194
00:07:03,620 --> 00:07:06,140
audio for your project.

195
00:07:06,140 --> 00:07:07,865
In the Edit stage,

196
00:07:07,865 --> 00:07:09,350
take all the components of

197
00:07:09,350 --> 00:07:11,540
your digital story and
put them together to

198
00:07:11,540 --> 00:07:14,180
create a cohesive
narrative.

199
00:07:14,180 --> 00:07:15,890

Use a variety of the
editing tools

200
00:07:15,890 --> 00:07:16,970
to edit your story

201
00:07:16,970 --> 00:07:18,440
and remember to email or

202
00:07:18,440 --> 00:07:19,970
schedule a
consultation with

203
00:07:19,970 --> 00:07:21,410
the Student
Multimedia Design

204
00:07:21,410 --> 00:07:23,330
Center staff for help.

205
00:07:23,330 --> 00:07:24,920
In the share stage,

206
00:07:24,920 --> 00:07:26,270
Make sure you export

207
00:07:26,270 --> 00:07:28,025
your project to
the proper format.

208
00:07:28,025 --> 00:07:29,120
And keep in mind if you

209
00:07:29,120 --> 00:07:30,230

are sharing your
project with

210
00:07:30,230 --> 00:07:33,395
the small group or
the whole world.

211
00:07:33,395 --> 00:07:35,720
Please do not forget that

212
00:07:35,720 --> 00:07:38,180
the Student Multimedia
Design Center can

213
00:07:38,180 --> 00:07:40,670
provide resources
and expert help for

214
00:07:40,670 --> 00:07:43,639
each stage and creating
your digital story.

215
00:07:43,639 --> 00:07:48,000
Visit our multimedia
guides to learn more.