CONTENTS

PROLOGUE

PART I What Are Digital Stories?			
CHAPTER 1 ELEMENTS OF DIGITAL STORIES	2	CHAPTER 4 ELEMENTS OF A GOOD STORY	23
Interactivity	2	Clarity and Purpose	23
Multimedia	3	Design for Your End User	24
Shareability	3	Structure: Stories as Learning Quests	26
Low Cost	4	Elements of Story	26
Accessibility, Equity, and Inclusion CHAPTER 2	4	Why the End Is the Most Important Part of a Story	28
BEYOND WORDS: THE POWER OF MULTIMEDIA STORYTELLING	6	CHAPTER 5 HOW TO CREATE A STORY, STEP BY STEP	30
Photography: A Thousand Words	7	10 Steps of the Storytelling Process	30
Audio: Storytelling with Emotion	8	Learning Together: Why, When, and	
Video: Sculpting in Time	10	How to Form Teams Tips for a Fun and Productive	33
Data Visualization: Painting by Numbers	10		34
Illustrations: Pictorial Representations	12	Storytelling Process	54
CHAPTER 3 FINDING THE BEST WAYS TO TELL A STORY	16	CHAPTER 6 DEVELOPING STORY TOPICS	37
Choosing the Best Medium	16	You Are What You Consume: A Storytelling Audit	37
How to Create an Engaging Story	19	Where Do Good Stories Come From?	38
Marketing Your Story and Storytellers	22	Story Generation Techniques	39
		Choosing the Best Ideas	42
		Choosing the best facas	74

Χİ

PART II		PART III	
Why Use Storytelling to		Storytelling Projects	
Support Learning		How to Use This Section	72
CHAPTER 7		Timeframe	72
WHY DO WE NEED STORYTELLING?	46	CHAPTER 10	
How Storytelling Helps All Stakeholders	46	UNIVERSAL STORY PROJECTS	73
How Storytelling Helps Learners	47	Explainer Videos	73
CHAPTER 8		Digital Books	75
STORYTELLING FOR INQUIRY AND Design Thinking	51	Steps for Creating an Explainer Video or Digital Book	77
A Quest for Understanding	51	CHAPTER 11	
Seeing is Believing: Experiential Learning	55	ANTHOLOGY PROJECTS	79
Solutions-Based Learning: Storytelling as Design Thinking	56	Podcasts	80
		Video Documentaries	80
How to Integrate Storytelling as Design Thinking in Your Classroom	58	Websites	80
		Social Media Stories	80
CHAPTER 9	01	Portfolios	81
STORYTELLING AS ASSESSMENT	61	CHAPTER 12	
Why Use Storytelling for Assessment?	61	STORIES FOR OBSERVATION AND INQUIRY	82
How to Use Storytelling to Assess	62	Photography	83
Student Knowledge Triangulate Student Growth with Stakeholder Evaluations		Audio Story Projects	85
	65	Video Documentary	89
How to Grade Storytelling Projects	68	CHAPTER 13	
What to Assess	68	STORYTELLING FOR CREATIVITY AND DESIGN	93
		Illustrations	93
		Graphic Novels	97
		Animation	98

CHAPTER 14 ADVOCACY: STORY PROJECTS THAT INSPIRE		APPENDIX A TOOLBOX FOR DIGITAL STORYTELLING	12 ⁻
ACTION	101	Choosing the Right Tool for the Job	121
What Do We Mean by "Advocacy"?	102	Tools by Process	122
Public Service Announcement	104	Tools Listed by Project	126
Social Impact Graphic	106	APPENDIX B	
More Advocacy Story Project Ideas	106	ETHICAL STORYTELLING	128
CHAPTER 15		Ethics of Storytelling	128
WRITING FOR DIGITAL STORYTELLING	107	Resources and Guidance for Legal	
Writing for Ideation	108	and Ethical Storytelling	130
Writing for Research	108	Resources for Royalty-Free Media	130
Scripts for Digital Storytelling	111	APPENDIX C	
How to Sound Like a Real Person	114	TEACHING AND LEARNING RESOURCES	132
Writing for Context	114	Books	132
Organizing Thoughts:		Other Resources	133
How to Structure Digital Stories	115	BIBLIOGRAPHY/WORKS CITED	136
Get Attention: Titles, Captions,		·	
and Taglines	115	Citations	136
Postscript on Writing Digital Stories	117	INDEX	139
CHAPTER 16			
QUICK WIN PROJECTS TO TRY TOMORROW	119		
Me, Myselfie, and I	119		
The Story of You	119		
Six-Shot Story	120		
Interview an Expert	120		
Social Media Story	120		