

# STORYTELLING VS DIGITAL STORYTELLING

While traditional storytelling relies on spoken or written words, digital storytelling applies technology to create a richer, multimedia-enhanced narrative that can reach and engage wider audiences online.

STORYTELLING	DIGITAL STORYTELLING
Traditional form of sharing narratives through spoken words, written texts or visual arts.	Combines traditional storytelling with digital tools like video, audio, graphics and multimedia.
Relies on classic elements like characters, plot, setting, conflict and resolution.	Uses technology to create interactive, visual and auditory experiences (videos, podcasts, infographics, social media).
Typically involves face-to-face or physical interaction (oral storytelling, books, theatre).	Allows for broader reach, as digital platforms enable sharing stories online across the globe.
Focuses on verbal and non-verbal cues (tone, gestures) to engage audiences.	Integrates multimedia elements (sound effects, animations) to enhance engagement and provide a more immersive experience.
	Offers interactive features such as hyperlinks, comments and sharing, allowing the audience to engage directly with the content.

# DIGITAL STORYTELLING

Digital storytelling combines the art of storytelling with multimedia features such as **photography, text, audio, voiceover, hypertext and video**, as well as interactive elements like **maps and social media elements like tweets**. Digital tools and software make it easy and convenient to create a digital story.

According to the Institute of Progressive Education and Learning, digital stories are often presented in compelling, emotionally engaging formats. The concept can also cover a range of digital narratives, including digital web-based stories, interactive stories and hypertext stories. As with traditional storytelling, most digital stories focus on one specific topic and feature a particular point of view.

To sum up, digital story:

- Blends traditional storytelling with multimedia elements like images, audio and video.
- Creates impactful narratives that can be easily shared online.
- Allows for creative expression and personal storytelling

Digital storytelling should always have some **purpose, mission and story**.

The power of storytelling is its ability to share a relatable human experience on social media and thus stand out among inauthentic posts.



# COMPONENTS OF DIGITAL STORYTELLING

## CULTURAL BRIDGES

**TEXT:** The written component is essential for narrating the core story



**IMAGES:** Visual representations that complement the story



**AUDIO:** Soundtracks or narration that enhance the storytelling experience



**VIDEO:** Motion pictures or clips that can depict action sequences



**INTERACTIVE ELEMENTS:** Features that allow audience engagement like quizzes, polls or choices affecting the story's outcome

# Tools and Media Used in Digital Storytelling



Source: Metaphors We Live By

Research.com

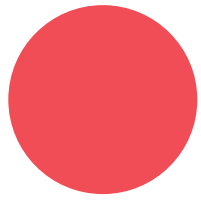
Source: <https://research.com/education/digital-storytelling>

# DIGITAL STORYTELLING



The video player displays a title card with a yellow square on the left containing a circular icon with four quadrants of people icons. The right side of the card is black with the text "Digital Storytelling" in white. The video player controls at the bottom show a progress bar at 0:02 / 4:29, a play button, a volume icon, a "Scroll for details" link, and standard video controls (play/pause, full screen, HD, and a red "HD" badge).

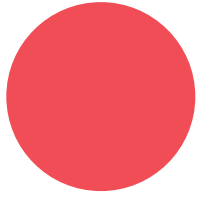




# 7 ELEMENTS OF DIGITAL STORY

When discussing digital storytelling, it's imperative to mention Joe Lambert, a digital storytelling pioneer. His definition of the seven elements of digital storytelling is well-known:

POINT OF VIEW	What is the main point of the story and what is the perspective of the author?
DRAMATIC QUESTION	A key question that keeps the viewer's attention and will be answered by the end of the story.
EXCITING CONTENT	Serious issues come alive in a personal and powerful way and connect the audience to the story.
GIFT OF YOUR VOICE	A way to personalise the story to help the audience understand the context.
RHYTHM	The rhythm of the story and how slowly or quickly it progresses.
SOUNDTRACK	Music or other sounds that support and embellish the story.
ECONOMY OF RESOURCES AND ELEMENTS	Using just enough content to tell the story without overloading the viewer.



# EXERCISE: 7 ELEMENTS OF DIGITAL STORY

Watch this digital story. Try to identify all 7 elements.

