**Training Fiche Template**

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| **Title** | Digital Storytelling | |
| **Keywords (meta tag)** | Digital storytelling, Emotional content, Visual design, Transmedia storytelling | |
| **Language** | English | |
| **Objectives/ Goals/ Learning outcomes** | 1. Understanding what digital storytelling is 2. Being aware of the main features and potentiality of digital storytelling 3. Know the most common digital storytelling tools 4. Understand the importance of social network as digital storytelling channels | |
| **Training area: (Select one)** | | |
| Strategies for Internationalisation | |  |
| E-commerce, international and digital marketing | |  |
| Social selling | | **X** |
| Sociologic and cultural aspects of Extra EU Export | |  |
| **European Qualification Framework (EQF)** | | |
| Level 3 | |  |
| Level 4 | | **X** |
| Level 5 | |  |
| **Description** | This training module aims at explaining what digital storytelling is. Digital storytelling can play in important role in developing and establishing an enterprise, no matter of its dimension. When planning a marketing strategy, one must consider the potentiality of digital storytelling, its forms, typologies, the elements for an effective deployment, the connection with social networks and the different kinds of audience to be targeted. All these issues are addressed with this training. | |
| **Contents arranged in 3 levels** | **Module name: Digital storytelling**  **1 Unit name: Introduction**  1.1 Section name: Introduction  1.2 Section name: What’s Digital Storytelling?  1.3 Section name: Why Digital Storytelling?  1.4 Section name: Different means of Digital Storytelling  1.5 Section name: Typologies of Digital Storytelling  **2 Unit name: The Elements of an Effective Digital Story**  2.1 Section name: Point of view  2.2 Section name: Emotional content  2.3 Section name: Recording one’s voice  2.4 Section name: Economy  2.5 Section name: Pacing  2.6 Section name: Soundtrack  2.7 Section name: Other Elements of a Digital Story  **3 Unit name: Social Media and Digital Storytelling**  3.1 Section name: Transmedia storytelling  3.2 Section name: Know your audience  **4 Unit name: Common Digital Storytelling Tools**  4.1 Section name: Digital Storytelling tools  4.2 Section name: Slideshare  4.3 Section name: Smilebox  4.4 Section name: Adobe Slate  4.5 Section name: WeVideo  4.6 Section name: Powtoon  4.7 Section name: Anchor  4.8 Section name: Nugit  **5 Unit name: Tips on Creating an Effective Digital Story**  5.1 Section name: Tips on Creating an Effective Digital Story | |

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| **Glossary** | **Digital storytelling**: Practice of using new technologies to tell stories, seeking to create value through the mechanisms of storytelling.  **Emotional content**: Component of digital storytelling that allows authors to establish a connection with the audience.  **Visual design**: component of Digital storytelling that allows easier reading through the use of clear space and the careful selection of fonts and type size.  **Transmedia storytelling**: Opportunity to show different sides of a brand on different social media channels. | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Digital storytelling requires multimedia content  **a. True**  b. False  2. The means of Digital storytelling are:  a. Computers, Audio capture devices  b. Computers, Image capture devices  **c. Digital media software, Computers, Image capture devices, Audio capture devices**  3. A typology of Digital storytelling is:  a. A book  b. A printed newspaper  **c. A Video animation**  4. Transmedia storytelling allows to show different sides of a brand on different social media channels.  **a. True**  b. False  5. The effectiveness of digital storytelling depends on how much one’s knows his/her audience.  **a. True**  b. False | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name** | Best practices collection (?) |
| **Description** | Best practices collection with the support of all partners (?) |
| **Link of interest / filename** | TBD |
| **Resources (videos, reference link)** | [What is Digital Storytelling?](https://www.youtube.com/watch?v=JIix-yVzheM)  [Create a digital story](https://www.youtube.com/watch?v=LVKeO5IIR_A)  [Basic Steps to Digital Storytelling](https://www.youtube.com/watch?v=gVFJVBcG_7Y)  [Storytelling aziendale: cos’è, esempi e come usarlo per strategie d’impresa](https://improove.it/marketing/storytelling-aziendale-cose-esempi-e-come-usarlo-per-strategie-dimpresa/)  [15 Best Data Storytelling Tools (updated for 2022)](https://www.juiceanalytics.com/writing/best-data-storytelling-solutions)  [17 Best Digital Storytelling Tools you should try Right Now!](https://www.theblacksheep.community/digital-storytelling-tools/) | |
| **Related material** | To be implemented | |
| **Related PPT** | Digital Storytelling | |
| **Bibliography** | Zhang, Chenyan. (2019).[Digital storytelling as a business model](https://www.researchgate.net/publication/335378177_digital_storytelling_as_a_business_model).  Torsten Gross, Allan V. Cook, Siri Anderson. (2019). [A new age of storytelling. How digital reality could help marketers tell better stories.](https://www2.deloitte.com/content/dam/Deloitte/br/Documents/technology/Deloitte-a-new-age-of-storytelling.pdf), Deloitte Insights. | |
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