The Society is grateful to the National Endowment of the Arts for its support of this webinar series, which strives to provide affordable resources to individuals and organizations wishing to establish or advance arts and health programming.
Digital Storytelling
Made Easy

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Learning Objectives

• To define digital storytelling
• To learn about the various stages of production
• To show how to maximize the aesthetics by using the appropriate equipment settings and proper placement.
• To discuss the benefit of digital storytelling in a healthcare setting
Digital Storytelling is a modern derivative of oral storytelling, which is an ancient tradition that has been passed down from generation to generation.

Date of origin is unknown. One of the earlier pioneers of digital storytelling is Dana Atchley, The Center for Digital Storytelling, Berkeley, CA.
Review of Literature:

• Digital stories are 3–5 minutes of visual images synthesized with video, and audio.  
  (Bull, G. & Kajder, S., 2005 & Gubrium, 2009, Matthews-DeNatale, G.)

• Digital storytelling is also considered an educational and therapeutic tool.  
  (Sawyer, B. and Willis, J, 2011)
Digital Media Stories/Programming at Children’s Hospitals

- At Children’s Hospital of Michigan (CHM) the child-life (CL) staff works with patients to produce or direct digital stories.

Hospitals with digital media programming:
1. The Children’s Hospital of Philadelphia
2. St. Louis Children’s Hospital
3. Mount Sinai Kravis Children’s Hospital
Approaches/Process

- Academic approach
  - media or resources used to develop the story (communicate)
  - the movement of the story or movement used by participants (connect)
  - relationships types and formations (share)
  - content or the elements that gives meaning to the story (produce)
  - the type of communication used (evaluate)

http://academictech.doit.wisc.edu/ideas/digitalstorytelling/process
Most common approach: 7 Elements of Digital Storytelling, which was introduced by the Center for Digital Storytelling (CDS) of Berkeley, California
II. Elements

- Story, point of view (POV), or theme—the digital story’s roots or big idea
- A dramatic question
- Emotional content
- The gift of the author’s voice
- Sound (music or sound effects)
- Impact/economy
- Pacing (the speed or tempo of the story)
Digital storytelling elements are half the battle of producing a quality digital story. How well you move through the production process dictates the quality of your production.

Production Process:
- pre-production
- production
- post production
III. Stages of production
An overview of important elements of each stage

A. Pre-production

1. Scripting—a written record of your story from beginning to the end.

2. Storyboarding—a visual map of your project’s main points. (See examples of storyboarding)

3. Site survey—it provides you with a realistic look at the place where your production will be recorded.

See Storyboard template
See blank storyboard template
Storyboard template

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(https://courseweb.lis.illinois.edu/~nkaffe2/Samplestoryboard.htm)
B. Production—carefully consider how to choreograph the production elements in a way that best brings your story to life.

1. The Camera
   • can make or break your project
   • captures and tells your story.
   • determines the recording format (tape or digital cards)
Camera’s settings
a. White balance
   Not all cameras offer this option

b. Focus

c. Common Aspect Ratio:
   • (4:3) Old television & computer monitor standard
   • (16:9) HD video standard
White balance with a point and shoot camera
Aspect Ratio

4:3 Ratio (Standard TV picture view)

16:9 Ratio (high definition TV picture view)
2. **The Shot** of the cast/the set draws your audiences into your story and creates the tone/mood. Try to vary your shots and remember the rules of composition.

   a. **Establishing Shot**—This shot is a point of reference, which shows the relationship between the images on the set.
   
   b. **Wide (or full shot)**—a shot from head to toe, usually placed within some relation to its or his or her surroundings
   
   c. **Medium**—a shot from the knees up or the hips up
   
   d. **Close**—a shot from chest up.

References:
http://zimmer.csufresno.edu/~candace/basics/shooting.htm
http://www.bbc.co.uk/northernireland/myplacemyspace/promote-your-day-out/with-film/planning-your-shoot.shtml
Type of Shots

Close up

Medium shot
e. The Rules of Composition

1. The Rule of Thirds—thirds horizontally and vertically imaginary markers, in which images are placed (on the line of axis)

2. Framing—consider allowing for titling, look space, walk space, and headroom
Rules of Composition

Rules of Thirds

Framing
Angles

a. Low level—shows the subject looking down at the camera (see example)
b. High level—shows the subject looking up at the camera (see example)

Reference website:
http://www.thewildclassroom.com/wildfilmschool/gettingstarted/camerashots.html
High angle

Low angle
4. **Lighting**
   a. Three-point vs. four-point lighting
   b. Type of lights (tungsten and fluorescent)

5. **Audio (mics)**
   a. Camera mic
   b. Boom mic
   c. Lavalier mic
Examples of lighting positions

Standard Three-Point Lighting

#1 Key Light
#2 Fill Light
#3 Back Light

Object

Four Point Lighting

#1 Key Light
#2 Fill Light
#3 Back Light
#4 Background Light

Object
C. Post Production
  • Editing

D. Finished product
  • Encoding to DVD or to video file (.mp4, .mov, .mpeg, etc.)
  • Screening—this can be as simple as showing the patient, staff, friends, and family your final cut

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http://creativecommons.org/licenses/)
III. Benefit of using digital storytelling in a healthcare setting


B. Also according to Professor Aline Gubrium, PhD, “influence indigenous healthiness and resilience by offering a means of owning and being able to tell one’s own story” (Gubrium, 2009).


