Storytelling Training

SMARTDEMA
STORIES THAT MOVE YOU

Begin with this:

By definition, Storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination.

Storytelling is interactive. Storytelling involves a two-way interaction between a storyteller and one or more listeners. The responses of the listeners influence the telling of the story.

Storytelling is happening today on multiple digital devices.

You still have some places in the world, like Djemaa El Fna, where oral Storytelling is a must. However, everywhere you look in Djemaa El Fna, Marrakesh's main square (pronounced "jema" - the "d" is silent), you'll discover drama in progress. The hoopla and halqa (street theatre) have been non-stop here since the 11th century.

But, people are no longer passive; they love to interact and be heard.

Capturing the citizens' sentiment (to be heard) with stories they only know and want to share is a new layer of information, sensing the city from a completely different hidden perspective.

The SMARTDEMA citizen's stories are the narratives, the part of the game.
A game's narrative is the aspect of a game that contributes to telling a story. The narrative is also used to describe the story itself.

As many stories as citizens conform to the emotional tapestry of the city.

The SMARTDEMA challenge collects and integrates the stories into a game played on mobile devices by locals and visitors.

The game is at the core of "The authors who write them and the readers who read them, connect us with our stories and connect our stories with each other". The virtual stories connection enables one to play a city game. Virtual destination Management is precisely this; how can I develop a service or product that is born digital and grows digital, attracting new players in an actual city scenario. They come, they play, they consume in the real economy.

Picture this:

The teaching-learning process has become a challenge in schools and universities, mainly due to the ubiquity of information and communication technologies that question traditional teaching methods and provide many opportunities to work with active methodologies that permit monitoring of the learning process.

In the digital era, teachers face various challenges:

- A changing panorama in communication media
- A separation between traditional teaching methods and the rapid development of technology

- Its impact on the educational context

However, it would be a mistake to affirm that the new information technologies have only brought problems. They have also allowed for the developing of another type of learning and new ways of designing educational experiences. Teachers seek to combine technology, pedagogy, content and theories for learning in our classes.

The emergence of the participative culture has transformed how teaching is provided. In this context, students express their opinions using content creation tools and share them in a network environment. The new media have introduced a new dimension: integrating the digital world with the physical world. Focus on the scene of media narrative is related to the experiences of integrated media, which take place on various platforms.

There are numerous definitions of narration; however, all have common elements. Therefore, Storytelling can be seen as an effort carried out to communicate something by using words and sounds, often including images or other media. Although some authors use the word as a synonym for the story concept, narrative can also be defined as a factual element. Stories are reflexive, creative details full of value that generally reveal a vital moment or state of the human condition.

Now you are ready for SMARTDEMA. Please note that the idea is not to teach how to create stories even if you find many examples in the **resources.**

The purpose of SMARTDEMA is to create a Game based on the citizens' Stories. That is what the training is about. The conception of the idea is digital. Ideation, prototyping, testing and iterating are the design thinking you need to apply.

- How can I design a training program for a product or service that is 100% digital?
- What are the activities, resources, interactions, interventions, materials, software, prototypes, and iterations to implement for something digital that impacts the real world?

If you answer the questions, then you become a Virtual Destination Manager.

 The Game challenge includes:

1. You need citizens' stories to generate interactive narratives.
2. These narratives give you the Storytelling of the game.
3. The obvious questions are how can I capture the citizens' stories, how can I use the stories to design a game and what if I do not want to do anything with the stories but let the virtual player decide with which stories to play the game.

The challenge is to design a game based on stories created by the citizens. You need to get the stories published, analyse the data, make the gameplay, and define the game resources.

You need to put in place some essential elements, a tool to collect the stories (unless you extract stories from social media), but then you need other pieces of software expertise.

The project has in place the **SMARTDEMA GEO-APP** how to create a Progressive Web App. Start with that because that is the tool you need to collect the stories.

Here is the point each game tells a story; the story is divided into the narrative -the part that is said to the player- and interactions -what the player has to do. Stories come first.

No story, no game, no HERO.

Bear in mind you are not designing a game for PSP or Wii; you are creating a game to be played on a mobile device in which the writer of the story makes media content, photos, text, and videos. You construct on other people's emotions.

The training program has four modules.

- Module 1. GEO DEMA APP
- Module 2. Storytelling as narrative
- Module 3. Game Canva and checking tools
- Module 4. Branding the Game

Resources to read before moving into Module 1

- Now the pieces are in place
- The Power of Story

Module 1. GEO DEMA APP

Here you have an example of how to create a Progressive Web App to capture the stories. Follow the link and run the training to design the App feature concept.

- GeoDEMA app training

Module 2. Storytelling as narrative

You have created the App, and you already have 500 stories in the database (that is an assumption).

As a teacher, your mission is to download the database with the stories in CVS format (excel read it), or you can make an HTML interface. Considering the HTML possibility, it is a more visual interface.

Once you have the database, this is the assignment for your students.

Students Assignment

Ask your students (teams) to analyse the stories qualitatively and deliver one possible narrative based on the emotions.
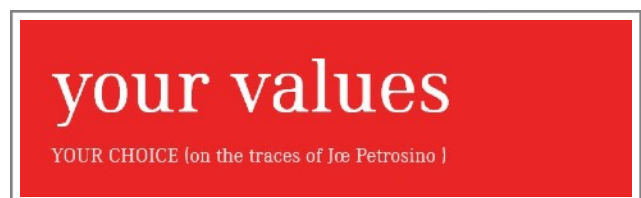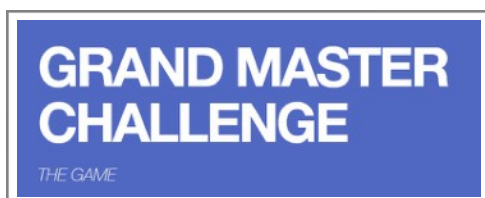
1. Assuming you have five teams, you have five potential game narratives. Analyse each story with the SCAMPER framework.

   - https://www.mindtools.com/pages/article/newCT_02.htm

   To inspire you to read first this:

   - https://ivetagr.org/smartdema/digital-storytelling

   then watch this:

Extracting from the stories or combinations of the stories, you design the:

1. Set the Plot/drama (the personal experience)
2. how to raise the tension (players love that)
3. Solve the case (the way to reward)

Once you have the game story (the HEROs are the locals and visitors), you need to move into:

1. What is the mission to accomplish or to experience
2. What challenges did you put in the game
3. How many game levels do you define
4. Rewards to the player (Open Digital Badge, read https://ivetagr.org/smartdema/open-digital-bage/

Read this to inspire you

- Game framework design
- Constructing the Interactive Narrative Worksheet
- Game Components

2 Ask your students to construct a Pech Kucha presentation about the game story https://www.pechakucha.com/ and https://www.pechakucha.com/pkcreate

In the link, you see how they are created. Two possibilities are you use the system of the link or, even better; you do it in the room so other students can give feedback and insights. See real class examples. https://www.smore.com/67z5a

Conclusions:

1. Module 2 enables you to have the meta-story that can be refined using SCAMPER. Design the theoretical game experience and create the game levels.
2. How do you know your stories are good enough for a game?

You have no other choice but to test it. Until now, you ideated based on other people's stories, prototyped one common story, and now you need to test it with the audience. Suddenly you realise it would be good to have a community in place. In any case, you have the friends of your students.

Module 3. Game Canva and checking tools

In Module 2, you got the whole story, but the entire story can't be told straight to the player; instead, he has to progress through several game levels.

In this Module, you need to create the different game levels.

As a teacher, your mission is to explain the game structure with the following resources:

- The Game Canva to create each level
- The seven excel tables help you practice the structure

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The student team creation

Student's assignment:

1. Each team must create the different game levels one by one.
2. Once the game level is designed, they have to go to the street to play and check how it works. Probably the game level will have minor miss-matches from the player experience.
3. Make a retrospective of the player experience, the story and the App features.
4. Repeat the process for each game level.

Module 4. Branding the Game

Launching the game means how you are going to brand the city game.

The tendency is to post the game on different social media channels. That is ok but not enough. In theory, if you have 500 stories, you already have a potential network. Try the game with them to gain visibility.

As a teacher, you should explain the branding concept.

To facilitate the task, we include a Branding Canva
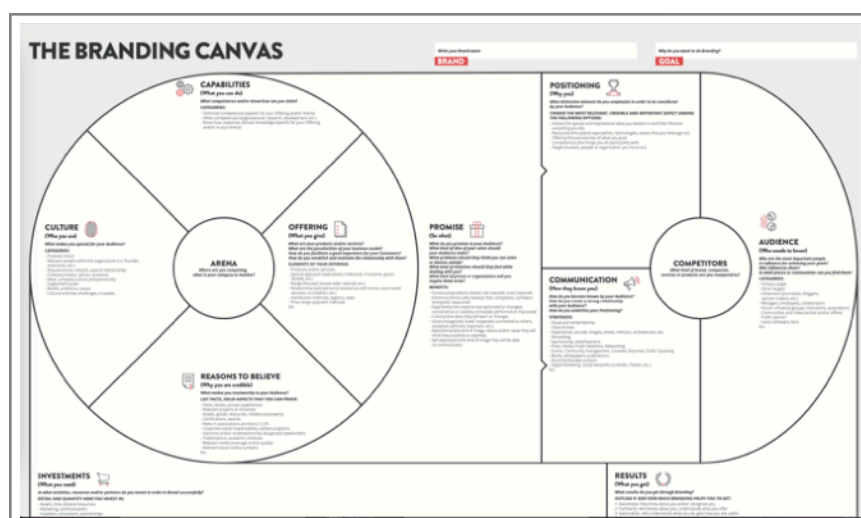
Strong brands are crystal clear on what drives them and what they want to be recognised for by others. They radiate what they stand for through every interaction their audience has with them. The **Branding Canvas Design** offers a holistic model that helps educators define a core starting point for their game brand and catalyses ideas for brand building interactions with their players. It allows them to define who they are, what they do best and why it matters, who their audience is and how they can direct what they think and feel about you. The canvas gives them a great bird's eye view of your brand as a foundation for your everyday game brand building.

The Canvas is structured in **12 main blocks covering 5 different areas:**

- **Arena** (Culture, Offering, Reasons to Believe, Competencies)
- **Promise** (Brand essence)
- **Competitors** (Communication, Positioning, Audience)
- **Investment** (what you need)
- **Results** (What you get)

Participants work on each content, crossreferencing any idea with the Contextual Story Maps to understand the player's emotions. It is a branding process step by step.

Some of the benefits of Understanding how to structure a strategic brand plan are:

- Avoid brand jargon that will alienate players
- Obtain unique insights on how to profile your players more effectively in your strategic brand plan
- Identify brand personas your brand should target
- Underpin your strategic brand plan with neuroscientific knowledge
- Realise why understanding the "emotions" of your target can drive brand innovation
- Understand why defining brand values that align with target players is crucial when writing your strategic brand plan
- Distinguish between your brand's benefits and features when writing your strategic brand plan
- Enhance your brand's ability to move into new categories and markets
- Know how to position your brand, so you carve out a distinctive space in your target customers' mind
- Learn how to represent your brand positioning clearly in a strategic brand plan Understand how to define and deliver a brand architecture that optimises brand clarity -Know how to keep your brand relevant overtime via reinforcement or revitalisation -Appreciate critical decision-making criteria which should be considered before any brand stretch or extension
- Craft brand stories in a strategic brand plan that resonate with your target customers -Justify why your organisation needs to invest in brands
- Articulate your brand's value proposition in your strategic brand plan as the basis for strategic brand management
- Utilise a ten-step approach to strategic brand planning you can apply to your organisation the next day

- Focus on your strategic brand plan by applying a range of strategic brand analysis tools to your business
- Understand why crafting your brand experience plays a pivotal role in your strategic brand plan
- Discover how to build a consistent brand experience using design, communications, behaviour and even multi-sensory tools

4 Student Assignment

1. To ideate the branding action plan using the template.
2. Teams feedback
3. Final branding campaign design
4. Launch the campaign

Web resources

- Digital stories for kids
- Digital stories for kids
- Digital Storytelling Labs
- How To Make Storytelling Effective
- Learning through narrative and storytelling
- Learning through storytelling
- Product Design Process- Solve Problems And Make Decisions Fast
- Storytelling education
- Storytelling in Teaching
- Storytelling in Teaching and Learning
- Storytelling method of teaching
- The art of storytelling - Pixar in a Box - Computing
- The methodology - Transmedia Literacy
- Transmedialiteracy
- What Makes Storytelling So Effective For Learning
- Why Storytelling is Important
- Why You Need To Use Storytelling For Learning