Digital Story Creation

What Is a Digital Story?

Digital storytelling is used for telling personal stories that are often compelling and emotionally engaging. Digital stories can be used to capture anecdotes from your clients and home visitors, or from your program's successes. You may find a digital story useful for sharing information about your home visiting program with community members and tribal leaders, and for recruiting families and reaching out to funders.

Digital Story

- A personal experience about a topic
- Only one perspective told by the person making the story

What you will need:

Before you begin to develop a digital story you need to gather the following seven items:

1. Photos (that are or can be digitized) or digital videos
2. Scanner or a way to digitize photos that are not digital
3. Scripted story
4. Recording equipment (voice memo on phone, microphone, other ways to record voice)
5. Computer with appropriate editing software (see the Software section below)
6. Music selection (optional, but preferred)
7. A folder on your desktop or thumb drive to store all audio, music, and picture files in one place

Steps to Develop a Digital Story

Step	Digital Story Checklist	Check
Identify your goal.	♦ What is your goal for this dissemination effort? ♦ What is your timeline?	☐
Identify your audience.	♦ Identify your audience in detail. - Examples: Pregnant women, fathers, pediatric health providers	☐
Determine a topic.	♦ The story must be based on a topic or question. - Example: "How has the tribal home visiting program helped you and your family?"	☐

Write a scripted story.	♦ Write a story from your own perspective, based on the topic you identified.
	  - The story should be no more than 300 words in length.
	  - 250 to 300 words is recommended.
		☐

Record your story.	♦ Record your story using your phone, apps on your phone, a voice recorder, or other mechanism to record audio only. ♦ Edit small sounds and errors out of your story using Audacity® free software.	☐
Identify your music.	♦ Music is optional and can be used for the background. You can combine your voice and music. ♦ Pick music that matches the tone of your story. ♦ Remember to get permission and include the names of original copyrighted artists and cite the use of their music in the credits section.	☐
Gather photos or video for your story.	♦ Use photos that represent your story and depict what you want to share. Video is recommended. ♦ Obtain written permissions to use the photos or videos.	☐

Create your video.	♦ Use video editing software or an application to align photos and voiceover. - If your workplace has a technology center, ask them what video software they have available. Windows Movie Maker® for personal computers (PCs) and Apple's GarageBand® for Macs come standard (see the Software section below for more instructions).	☐

Share your video.	♦ You can share your story on social media and web sites.
	    - Examples: Twitter, Facebook, tribal and partner websites
	♦ You can share your videos with funders, community members, staff and other key partners.
	    - Hold a dissemination event and feature your digital stories.
	♦ Please make sure you have the appropriate (tribal or organizational) approvals to host images or videos of families served on any social media site.
		☐

Helpful Tips for Creating a Digital Story

- Create a folder on your desktop or thumb drive where all videos, pictures, audio files, and any other relevant files are stored together.
- Organize them with subfolders so that they are easy to find:
  o Script
  o Images
  o Audio
  o Project/rough drafts
  o Movie: with voice, with music, final (make sure to add your movie title)

The Story

Developing the personal narrative from one individual's perspective and communicating it effectively requires the storyteller to think about the topic and the most important messages in the story, and to consider the audience's perspective. Consider the following topics for your digital story:

- What the home visiting program means to you.
- What benefits do you believe the program has for families?
- As staff, what are the reasons you like your position in the program?
- As staff, why is it important for the program to be sustained?

Software Options

Macs, PCs, and tablets have different software applications that can be used to develop a digital story. There are many software options including those listed below.

Macs typically have factory-installed apps, such as MovieMaker® or iMovie® that can be used to edit your digital story. Typically, factory-installed software tends to be user friendly and have less complicated editing options. After-market applications offer more editing options. Further, iPad users have access to the built-in iMovie app. iPad users can also download any of the following apps from the Apple iTunes App Store:

- PhotoStory® (free, with in-app purchases)
- Magisto® (free, with in-app purchases)
- Video Editor (free, with in-app purchases)
- Audacity Voice Editing (free downloadable software)
- Videoshop ($1.99)
- Pinnacle Studio ($12.99)
- Vizzywig™ ($29.99)

Laptop and desktop computers typically have factory-installed production software applications. The most common applications that may be installed include the following:

- Windows Movie Maker
- VideoStudio® Pro
- GarageBand (Mac)

In addition, PCs or Android devices (tablets or phones) that use Google Chrome can use the following applications (all items can be downloaded from Google's Play Store) to develop digital stories:
- AndroVid Video Editor (free)
- Video Maker Pro Free
- WeVideo Video Editor (free, with in-app purchases)
- Magisto Video Editor & Maker (free, with in-app purchases)
- KineMaster Pro for Android 4.1.2 and above ($1.00)
- VidTrim (free)

Adobe® Premiere® has useful video editing tools and can be used on PCs or Macs. Adobe Premiere can be downloaded for a 30-day free trial and costs from $120 to $600 per year depending on which package you purchase. For more information, visit http://www.adobe.com/products/premiere.html.

Hardware

The type of computer you have (e.g., PC, Mac, tablet) will determine the type of hardware you can use. The following optional hardware can be purchased at most electronic retail stores or through online distributors:

- Microphone
  Some computers and tablets have built-in microphones. If your computer does not have a built-in microphone, one can be purchased from $16 to $180.
- Scanner
  If photographs are available that are not in digital format, they can be scanned.

Windows Movie Maker®

Windows Movie Maker® has several user friendly tutorials online, which can assist you in navigating the software. These tutorials can be found an http://windows.microsoft.com/en-US/windows-vista/Getting-started-with-Windows-Movie-Maker . Tutorials explain how to create, edit, save and publish your movie. Additional tutorials of Movie Maker® can also be found on YouTube®.

How to Use Bluetooth®

1. Check if your devices are Bluetooth-capable. Devices that are Bluetooth® capable have the Bluetooth® logo.
2. Pair your Bluetooth® devices. In order to use Bluetooth technology, you must connect your devices to one another wirelessly, also known as "pairing." The pairing process varies from device to device, but you will have one device that is "listening," and then the secondary device gets put into pairing mode.
3. Transfer files between devices. Some Bluetooth® devices will allow you to transfer files and documents from one to another.

For more help in using Bluetooth® technology visit: http://www.wikihow.com/Use-Bluetooth-Technology

Training Resources

Several training resource centers provide training in developing digital stories. Each resource offers training, forums, and online advocating communities. Listed below are a few of those resource centers:

- Center for Digital Storytelling, http://www.storycenter.org/ (see http://storycenter.org/shop/ for helpful publications available for purchase; we recommend the *Digital Storytelling Cookbook* by Joe Lambert)
- Creative Narrations is a social change collaborative specializing in multimedia support and capacity-building in digital storytelling, http://www.creativenarrations.net/

- Stories for Change is an online meeting place for community digital storytelling facilitators and advocates, http://storiesforchange.net/
- nDigiDreams offers training resources and specializes in training Native American programs in digital story development, http://www.ndigidreams.com/contact.html
- DigiTales offer consulting services and digital storytelling workshops, http://www.digitales.us/about

Online Resources

Several online resources provide training in developing digital stories and can provide immediate answers to questions about developing digital stories, as well as the latest updates on developing digital stories. Listed below are a few of these resources:
- Creative Commons (for copyright-free photos), http://search.creativecommons.org
- Educational Uses of Digital Storytelling (7 Elements of Digital Storytelling), http://digitalstorytelling.coe.uh.edu/page.cfm?id=27&cid=27&sublinkid=31
- University of Illinois at Urbana-Champaign, http://courseweb.lis.illinois.edu/~jevogel2/lis506/howto.html

Digital Story Examples

Listed below are a couple of examples of existing digital stories. Each example illustrates different ways that digital stories can be used.
- 2012 National Indian Health Board Native Youth Summit Digital Story Films, http://www.nihb.org/communications/2012_nyt_films.php
- Indian Health Service–Division of Diabetes Treatment and Prevention's Ideas and Inspirations, http://www.ihs.gov/MedicalPrograms/Diabetes/index.cfm?module=programsSDPIIdeasInspirations

References

EDUCAUSE Learning Initiative. (2007). *7 Things You Should Know About...Digital Storytelling*. EDUCAUSE, 2007, http://net.educause.edu/ir/library/pdf/ELI7021.pdf
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