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Preparing for DST

Brainstorming the topic and
story writing techniques



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TOPIC LIST



1. Circular Economy explained



2. Preparing for DST



3. Digital Tools 4 Teachers



4. Digital Tools 4 Students



5. Telling Stories about Circular Economy



6. Developing Skills



7. Implementing DST in Schools



8. Initiating Competences for the Future



BY THE END OF THIS SECTION, YOU WILL BE ABLE TO...

- 1.** Understand the principles and benefits of Mind Mapping for Digital Storytelling (DST).
Learn how Mind Mapping can help you organise ideas, structure your narrative, and boost creativity in storytelling.
- 2.** Apply Design Thinking to structure and refine your digital story.
Discover how Design Thinking helps you approach storytelling with a user-centered mindset, ensuring your content meets the needs of your audience.
- 3.** Identify and choose the most suitable type of digital story for your project
Learn to select from various digital story formats (personal, narrative, documentary, interview-based) based on your story's goals and audience.
- 4.** Create engaging content that appeals emotionally and motivates your audience
Understand how to craft stories that connect emotionally, make the audience feel involved, and inspire action.
- 5.** Use communication design elements to enhance the visual and emotional impact of your story. Explore how typography, colours, imagery, and layout can improve the clarity and emotional resonance of your digital story.
- 6.** Effectively structure and visualise your digital story to ensure clarity and engagement.
Learn how to organise and present your content visually for maximum impact and easy comprehension by your audience.

OVERVIEW

In this material we will focus on the key steps needed to prepare your digital story effectively. Learn how to use Mind Mapping as a tool to brainstorm and organise your ideas, helping you to create a clear structure for your narrative. In addition, learn about design thinking, a creative process that will help you shape your story to meet the needs of your target audience. In this section, we will also explore the different types of digital stories to help you choose the most appropriate format for your project. By the end of this section, you will have a clear roadmap for planning, structuring and preparing your digital story to ensure it is engaging, focused and aligned with your goals.



Why is Brainstorming Important?



What is Brainstorming?

It is a creative method where ideas are generated spontaneously and without filters.
The goal is to find solutions to problems or develop new concepts.

The 4 Phases of Brainstorming

- ❖ Generating and collecting ideas
- ❖ Organising
- ❖ Evaluating
- ❖ Planning implementation

Brainstorming is essential for DST because it

- ❖ encourages creative and unique ideas.
- ❖ provides a clear structure for the narrative.
- ❖ ensures the story fits the audience and its purpose.



Mind Mapping for DST



What is Mind Mapping?

Mind mapping is a visual brainstorming tool that helps organise ideas, plot narrative arcs, and connect themes.

It encourages creative thinking and provides a clear roadmap for story creation.

Advantages:

- ❖ **save time:** Simple to create, speeding up brainstorming, meetings, and recalling information later.
- ❖ **clear and organised:** The non-linear format matches how the brain processes information, improving comprehension and productivity.
- ❖ **flexible and expandable:** Easy to update and add new ideas to existing structures.
- ❖ **reduce stress:** All key information is stored in one place, minimising the risk of forgetting and improving efficiency.



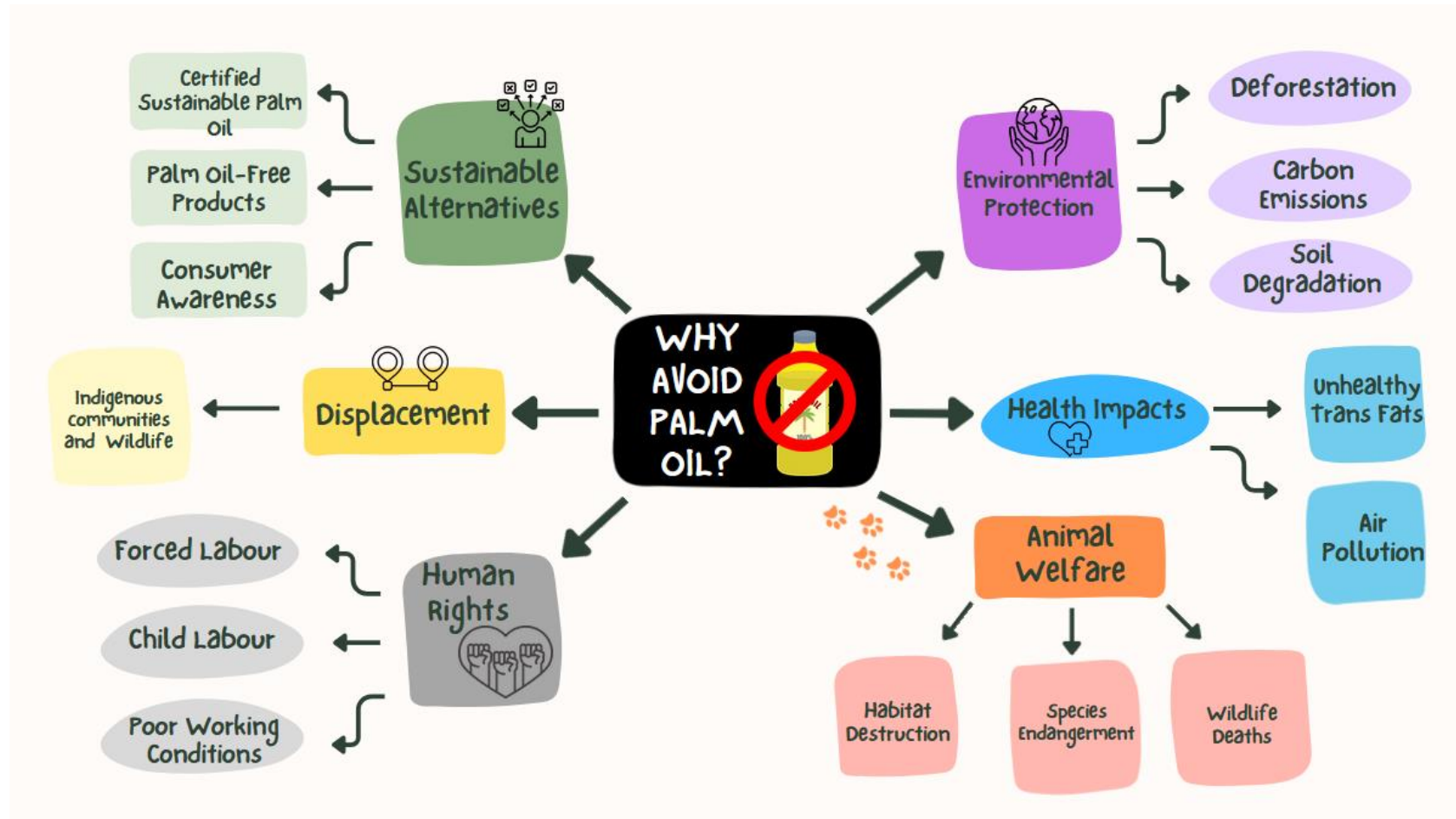
Mind Mapping for DST



How to Create an Effective Mind Map

- ❖ **Use landscape orientation:** Maximises space and reflects spatial thinking, aligning with how the brain processes information.
- ❖ **Start from the centre:** Begin with key topics and expand outward. Write keywords on lines branching outward and add sub-branches for further ideas
- ❖ **Use keywords, not sentences**
- ❖ **Incorporate visuals:** Add simple icons or drawings (e.g., a light bulb for ideas, footprints for next steps). Visual elements make the map more engaging and easier to remember
- ❖ **Use colours:** Differentiate themes or priorities (e.g., blue for goals, red for critical paths, green for solutions)

Example for Inspiration

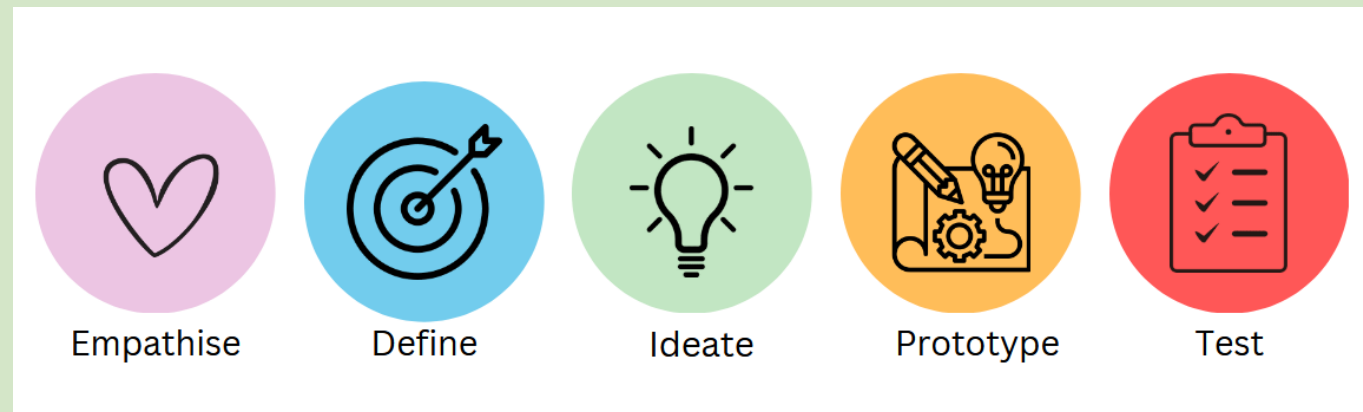


Design Thinking for DST



What is Design Thinking?

- ❖ A creative problem-solving process with defined phases.
- ❖ Focuses on developing innovative ideas based on human needs.
- ❖ Emphasises interdisciplinary collaboration.
- ❖ Human-centered design: solutions tailored to user needs.
 - Here: secondary school students.
- ❖ Aims to generate practical, actionable solutions, not just creative ideas.



Design Thinking for DST



The Phases of Design Thinking

Design Thinking follows a structured process, broken down into several key phases:

- ❖ **Empathise:** Understand the users' needs, challenges, and perspectives through research and observation.
- ❖ **Define:** Clearly articulate the problem to be solved, focusing on the users' needs.
- ❖ **Ideate:** Generate a wide range of ideas and solutions, encouraging creative thinking.
- ❖ **Prototype:** Create tangible representations for a range of ideas, to explore potential solutions.
- ❖ **Test:** Evaluate prototypes with real users, gather feedback, and refine solutions.

Example for Inspiration



A Design Thinking process to create a Digital Story on the negative impact of fast fashion

❖ Empathise

- Research the impacts of fast fashion
- Share real-life stories of garment workers or activists.

❖ Define

- Problem: "How might we raise awareness about the hidden costs of fast fashion and promote sustainable choices?"
- Focus: Highlight relatable issues (e.g., the short life cycle of clothing and its hidden consequences)

❖ Ideate

- Brainstorm storytelling formats: A narrative following a T-shirt's journey from production to disposal

❖ Prototype

- Develop a short animation or video titled "*What Happens to Your Clothes?*"

❖ Test

- Gather feedback on emotional engagement, clarity, and the effectiveness of the message.

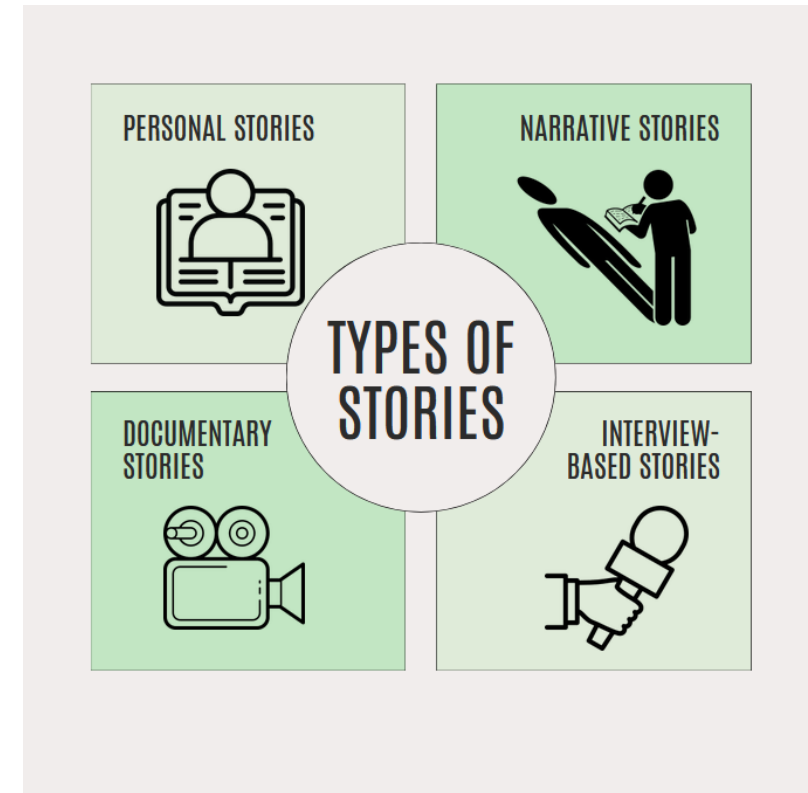
Types of Digital Stories



- ❖ Decide on the type of story you want to create before starting your Digital Story
- ❖ The story format shapes how your message is delivered and impacts audience engagement
- ❖ Each type has unique strengths suited to different purposes

There are the following types to choose from:

- ❖ Personal Stories
- ❖ Narrative Stories
- ❖ Documentary Stories
- ❖ Interview-based Stories



Types of Digital Stories



Personal Stories

- ❖ Focus on individual experiences, emotions, and personal reflections
- ❖ Make the story appealing and engaging
- ❖ Creates empathy by sharing experiences

Example

My Journey to a Zero-Waste Lifestyle

A personal account of an individual's struggles and successes in reducing waste in their daily life. The story shares compelling and emotional moments, such as their decision to stop using single-use plastics after seeing images of marine animals affected by pollution.

Narrative Stories

- ❖ A structured story, either fictional or non-fictional
- ❖ Has a clear beginning, middle and end
- ❖ Conveys an important message in an entertaining way

Example

The Tale of a Forest

A fictional story told from the perspective of a centuries-old tree in a rainforest. The tree narrates how its home was once vibrant with diverse wildlife but has been gradually destroyed by deforestation. The story inspires empathy and a call to action for reforestation.

Types of Digital Stories



Documentary Stories

- ❖ Research real problems or events using factual information and research.
- ❖ Provide insights and creates awareness.
- ❖ Inform the audience about a specific topic or issue.

Example

The Hidden Cost of Fast Fashion

A fact-based digital story that uncovers the environmental destruction caused by the fashion industry. It explores issues like water pollution from dyeing factories, the overuse of natural resources for fabric production, and the massive amounts of textile waste ending up in landfills. The story includes interviews with environmental experts and highlights solutions such as sustainable fashion initiatives and recycling programmes.

Interview-Based Stories

- ❖ Introduce the voices and perspectives of others through structured conversations, giving them depth and authenticity.
- ❖ Authenticity through real voices and lived experiences.
- ❖ Offers diverse perspectives and expert knowledge.

Example

Voices from the Frontlines of Climate Change

A digital story featuring interviews with people living in coastal communities who are already experiencing the effects of rising sea levels. These firsthand accounts highlight the urgency of addressing climate change and provide diverse perspectives on the issue.

Creating Engaging Content



- ❖ Before creating a digital story, it is important to take a close look at the content and the engagement strategy.
- ❖ A well-prepared digital story goes far beyond simply telling a story.
- ❖ It must appeal to the viewer emotionally.
- ❖ It must be compelling.

Thinking ahead about how you want to reach your audience will help you create a more effective and lasting digital story that not only informs but also inspires them to think and act.



Creating Engaging Content



The following key factors should be considered in advance to create appealing content:

Target Group-Orientation

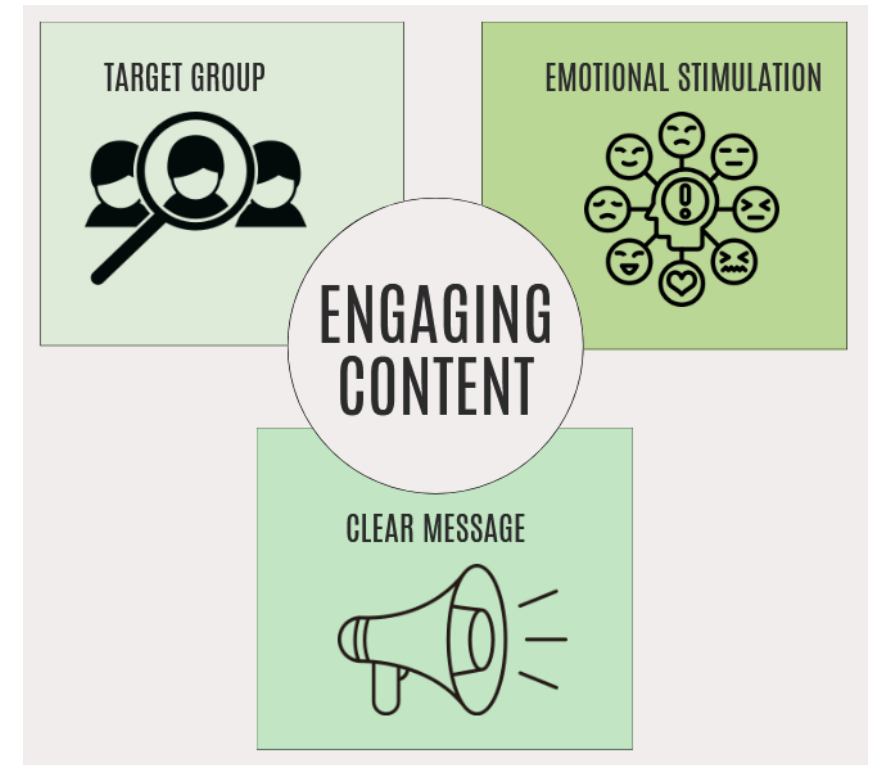
- ❖ Tailor content to the age, interests, and background of the target group.
- ❖ Use language that resonates with the audience, e.g., simple language for younger audiences or technical terms for more advanced learners.

Appeal to the Emotions

- ❖ Share personal stories or challenges that elicit emotional responses.
- ❖ Design appealing characters.

Clear and Accessible Messages

- ❖ Make the message easy to understand.
- ❖ Focus on one main idea.



Creating Engaging Content



The following key factors should be considered in advance to create appealing content:

Identify Concrete Options for Action

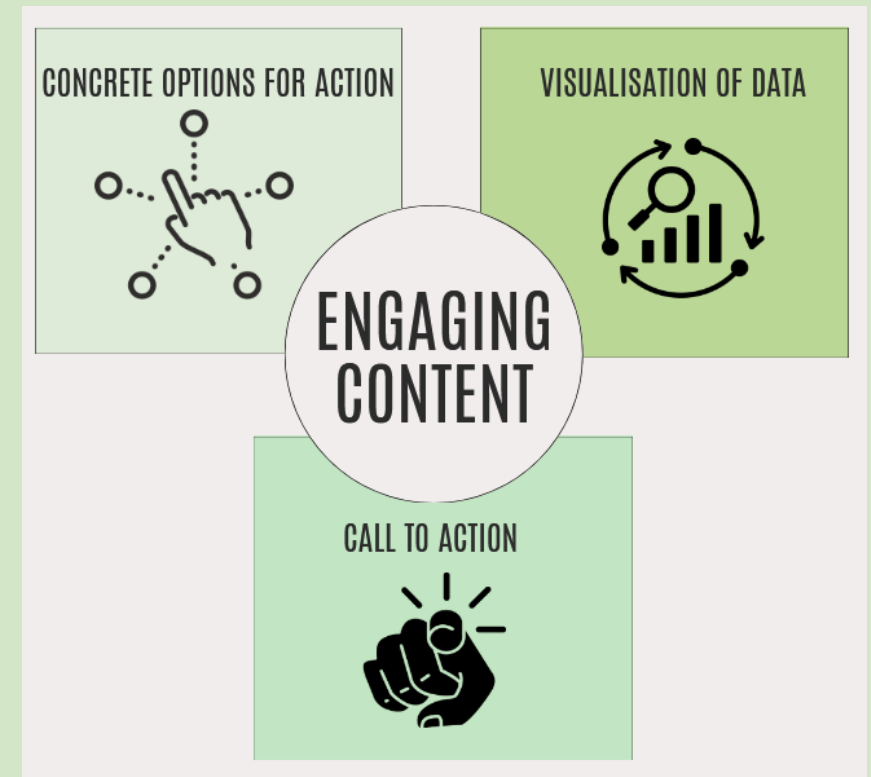
- ❖ Show that individual actions can make a difference, making the audience feel empowered to act
- ❖ Offer actionable solutions that the audience can implement

Visualisation of Data

- ❖ Ensure that data visualisations are clear, simple, and not overwhelming

Call to Action

- ❖ End with a clear call to action
- ❖ Motivate the audience to take action



Communication Design in DST



In the preparation phase, it helps structure your story visually and verbally so that it has a strong emotional impact on the audience

Communication design:

- ❖ ensures your digital story is clear, engaging, and impactful.
- ❖ focuses on delivering the message effectively through the use of visuals, layout, typography, and tone.
- ❖ ensures that all elements align with the story's purpose and the target group's needs.
- ❖ helps the audience focus on key takeaways.
- ❖ creates emotional connections with the viewer.



Elements of Communication Design



Typography

- ❖ It sets the tone of a digital story and plays an important role in how the message is perceived.
- ❖ The choice of font can evoke different emotions or impressions, such as formality, modernity or playfulness.

Colours

- ❖ Colours are an effective means of creating atmosphere and emotional connection.
- ❖ They can reflect the mood of the story and reinforce the theme.
- ❖ An effective contrast ensures readability and accessibility.

Visual Hierarchy

- ❖ The arrangement of the elements with a clear hierarchy draws the audience's attention to the most important points.
- ❖ Size, placement and highlighting determine how the viewer processes the information.

Imagery

- ❖ High-quality visuals enrich the story by adding depth and emotion.
- ❖ They can simplify complex concepts, create a connection and enhance the impact of the narrative.

Layout

- ❖ A balanced layout ensures clarity and a smooth flow.
- ❖ Effective use of space and alignment creates harmony.

USEFUL CONCEPTS

- 1. Storyboarding**
A storyboard is a visual planning tool that helps to structure the story in clear steps and plan the visual realisation.
- 2. Ethical Considerations**
Ethical considerations help to ensure that digital stories are not only informative and engaging, but also respectful and accurate in their treatment of the issues and people involved.

CONCEPT 1

Storyboarding

Storyboarding is a method of visually planning and structuring a story. All important scenes are presented as sketches or panels in which the plot, text and visual elements are defined. It helps to structure the story logically and clearly by planning the most important elements such as dialogue, images and chronology. It also takes into account the use of sound or music. The storyboard makes production more efficient, avoids misunderstandings and allows the entire story to be checked and optimised in advance.



CONCEPT 2

Ethical Consideration

The ethical dimension of stories involves handling sensitive topics and information with respect, ensuring that discrimination and stigmatisation are avoided while considering stereotypes. It is crucial to maintain truthfulness to prevent misinformation. The goal is to make sure that stories are informative, respectful, and accurately present complex topics in an educational manner.

Example on the subject of fast fashion:

- ❖ Show respect for the workers concerned and avoid clichéd depictions
- ❖ Use verified data on working conditions and environmental impact
- ❖ Avoid apportioning blame to individual countries or cultures

PRACTICAL TIP #1



Issue

Too much information and unorganised content

What to do...

Focus on the essentials. Make sure the story is not overloaded with too much information. Choose carefully which facts and details are really important to convey the main message. This will keep the story clear and understandable.

PRACTICAL TIP #2



Issue

Lack of clarity about the purpose of the story

What to do...

Define the main objective and core message of your story in advance. Think about what you want to achieve with the story and what reactions you want to evoke from the audience.

CHECK WHAT YOU'VE LEARNED

01. How to use Mind Mapping to brainstorm and organise ideas for your digital story.
02. The key phases of Design Thinking and how to apply them to your storytelling process.
03. How to identify and choose the right type of digital story for your project.
04. How to plan and structure your digital story to meet your audience's needs.
05. The importance of communication design elements (typography, colours, layout) in enhancing your story.
06. How to prepare and refine your digital story for maximum impact.



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