“Digital storytelling: a practical training to understand the potentialities of the method in a museum context”

16th -18th NOVEMBER 2015

Bucharest, Romania
AIMS

Learn about Digital storytelling – BBC and American method

Experiencing a participatory approach

Understand how to introduce the method in your Museum/Library context

Empower you as storytellers

Discussion around Storytelling and Digital
Learning objectives

By the end of this workshop:

- be able to create your individual digital story in a group setting where participatory approaches are encouraged;
DAY 1
Storytelling and museum: scientific framework, methodology, examples
The Digital storytelling process explained
DST examples
Storytelling circle
1st draft script

DAY 2
Voice recording
Introduction to the technical session
Editing and finalising digital stories

DAY 3
Cinema session and discussion
The digital storytelling process

- Briefing
- Writing
- Recording
- Editing
- Sharing
ICEBREAKING

In 5 minutes:

✓ Your name and role in your organisation

✓ The story behind your name – in couples and than to the group

Canada. Wetaskiwin Community Band, Alberta, 1937 ©
Why do we tell stories?

➢ To make sense of the world around us

Information arriving to our mind by means of our senses assumes, to be transformed in experience, the shape of a story. Facts become (as) narrations. Human languages/codes embody “narrative”

➢ To create an emotional connection
What is storytelling?

Systemic mind of human beings

“Storytelling” is the way that a narrative is told.

Storytelling creates a “frame” that strives to dictate the experience of a story—it directs our attention.

Amelia Wong, The George Washington
Storytelling

Events unfold in time;

**Stories have beginnings, middles, and ends**
(Bruner, 1990; Cohan & Shires, 1988)

- Storytelling is connected with Psychology
- Pedagogy
- Literature/linguistic
Narrative /abstract thinking

The abstract/symbolic thinking and its specific languages can improve, but not substitute the narrative thinking and its adaptive value.

Narrative thinking supplements the abstract thinking enabling us to imagine new perspectives, worlds and communication.

Elisabetta Falchetti’s article in The Diamond publication
Narrative thinking is organized to
- perceive
- interpret
- describe
- put in relation action and fact sequences, experiences, knowledge
...
- and feelings – emotions

The shape of “story” “narration”
is the easier/sharable for human effective/pragmatic communication

- Elisabetta Falchetti’s article in The Diamond publication
Why do stories matter?

Troy Library: Book Burning Party

The Human Library project
http://www.yongestreetmedia.ca/features/humanbooks1208.aspx
Why do stories matter?

THE MINISTRY OF STORIES

ministryofstories.org
Storytelling and Museums

EVERY CURATOR, EVERY LIBRARIAN HAS A STORY TO TELL

Story to watch

Another example The Brain scoop

EVERY OBJECT HAS A STORY

http://www.britishmuseum.org/explore/a_history_of_the_world.aspx
Who’s story is it?

http://www.cultureshock.org.uk/inspiration/newcastle-story.html

Storytelling is an additional method of interpretation to the traditional mode of direct information delivery—the stark presentation of “the facts.”

Interesting article
The role of Museums in 21\textdegree century

Museum of the future

The Museu da Pessoa
Hartley and McWilliam observe, “despite the term ‘digital’ in digital storytelling, the emphasis is on the story and the telling” (2009: 3).

There is only storytelling
BY JASPER VISSE
Accessible and Inclusive Culture – Promoting access to culture via digital means: Audience development

Developing a **meaningful and more interactive relationship** with (diverse) audiences could be understood as ‘audience engagement’, taking place in real or virtual ‘shared spaces’ (2) and respecting both the diversity of cultural expressions and artistic freedom;

http://www.voiceofculture.eu/

To know more about training on audience development
www.adesteproject.eu
Digital storytelling applications in the museum sector

MUSEUM PROFESSIONAL TRAINING

Intercultural Dialogue

Heritage Enhancement

THROUGH THE STORIES

LEARNING and Skills

CREATIVITY

Research

Network of European Museum Organisations

meltin9Pro LEARNING

Perechea Națională a Muzeelor din România
The Diamond project

Grundtvig Training Course

A library digital storytelling project

Cultural Agora @ Your Library