# "Digital storytelling: a practical training to understand the potentialities of the method in a museum context"

**16th -18th NOVEMBER 2015**

**Bucharest, Romania**

Co-funded by the Creative Europe Programme of the European Union

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# WELCOME

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NEMO Network of European Museum Organisations

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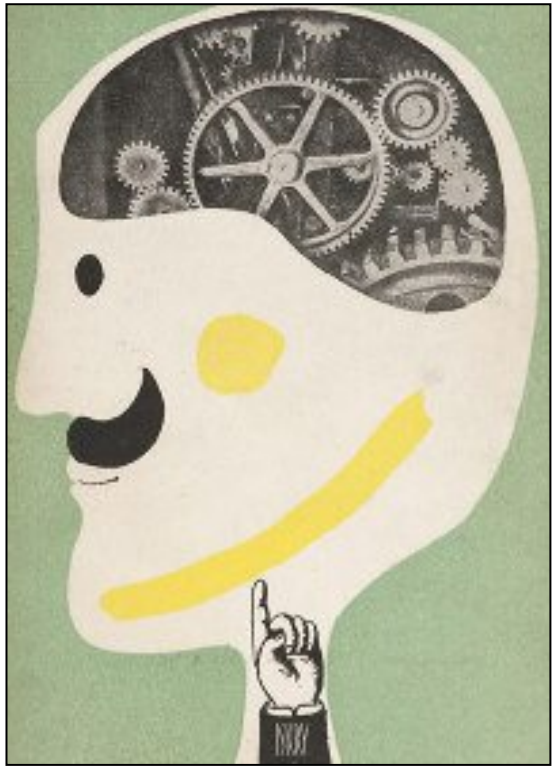
# AIMS



*Learn about **Digital storytelling – BBC and American** method*

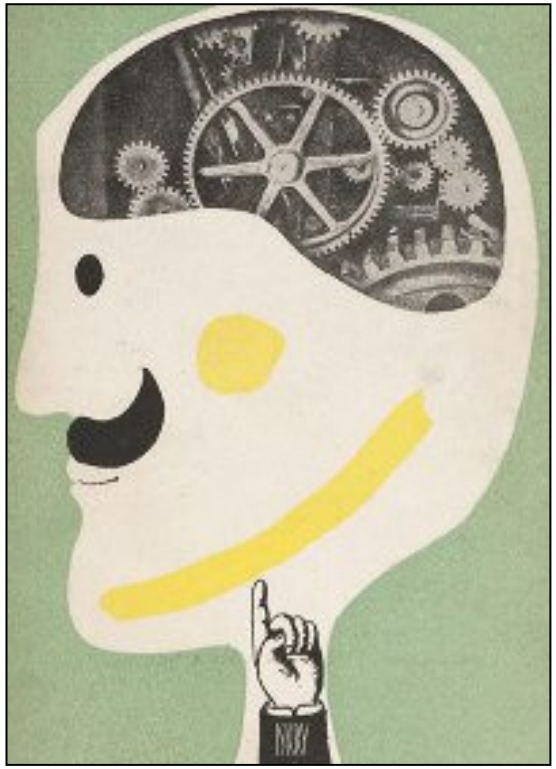
*Experiencing a **participatory** approach*

*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;

# HOW?

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

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# 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;

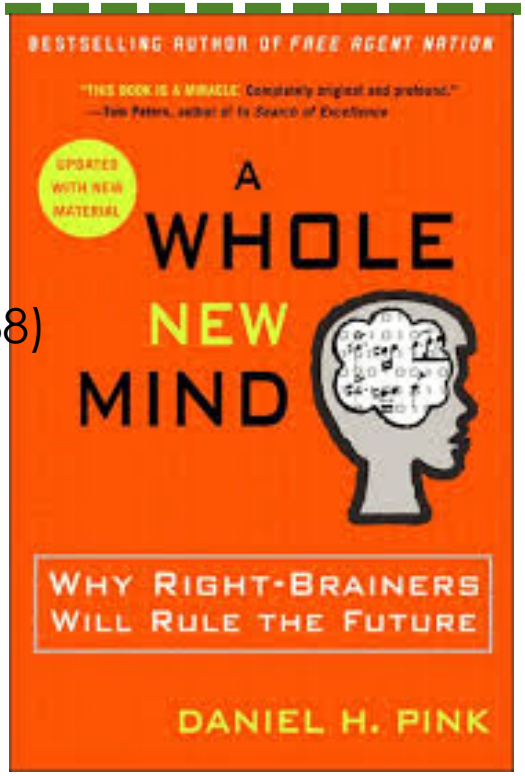
**Stories have beginnings, middles, and ends**
(Bruner, 1990; Cohan & Shires, 1988)

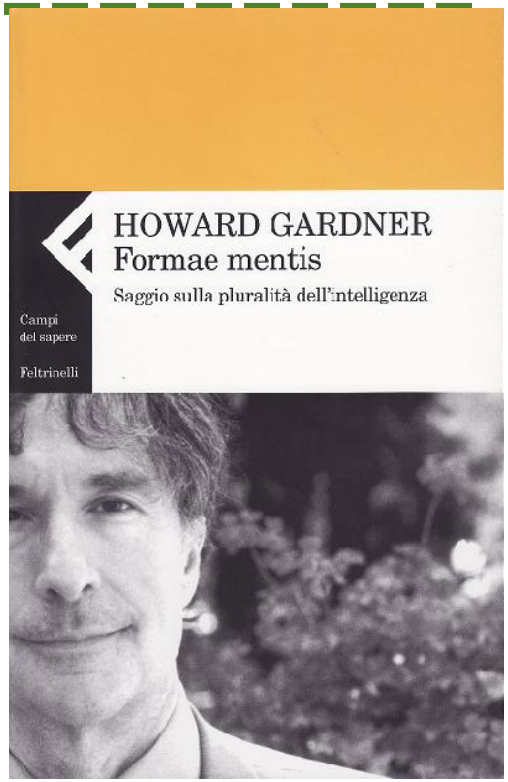
Storytelling is connected with

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

IF YOU LOOK CAREFULLY, YOU NOTICE THAT THE NUMBER OF BEANS IN THE 2nd PLATE IS EQUALTO THE NUMBER OF FRIES IN THE 1st PLATE, AND THE FORK IS TURNING CLOCKWISE 180 DEGREES EACH TURN.

# Narrative /abstract thinking

**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?

The Human Library project

http://www.yongestreetmedia.ca/features/humanbooks1208.aspx

Troy Library: Book Burning Party

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# 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° century

## Museum of the future

## The Museu da Pessoa

# Digital/Analogical

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 VISSER

Story works

# 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

Intercultural Dialogue

Heritage Enhancement

MUSEUM PROFESSIONAL TRAINING

THROUGH THE STORIES

Research

LEARNING and Skills

CREATIVITY

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# The Diamond project

**Grundtvig Training Course**

**http://www.diamondmuseums.eu/news-24-the-final-video-of-diamond-project-is-now-available.html**

# A library digital storytelling project

Cultural Agora @ Your Library

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