



At the School of
OPENCOHESION

STORYTELLING:
PRESENTATION TECHNIQUES AND FORMATS

Format

	Characteristics	When to use	Tools
Video	<ul style="list-style-type: none"> - many images and videos available - planning work - difficult to change over time - verification of user licenses (music and images) - gives room for creativity - still requires information (e.g. captions for photos) 	<ul style="list-style-type: none"> - project focused on evidence collected from the visit - abundant and visually very significant photo/video material - knowledge of editing tools - visual media are easy to understand - many formats available (documentary, side-by-side interview, film noir) 	http://www.storyboardthat.com/
Infographics / Interactive presentation	<ul style="list-style-type: none"> - text, structured data, graphs - needs careful design - can be changed over time - graphs can be used from spreadsheet/structured CSV data 	<ul style="list-style-type: none"> - representing the data is very relevant for the project (e.g. results of questionnaires and collection of primary data) - images and videos have low relevance - perfect for illustrating a summary of a complex process/project 	www.canva.com http://piktochart.com/ http://infogr.am/
Interactive Map	<ul style="list-style-type: none"> - helpful for illustrating georeferenced characteristics - graphs can be created from spreadsheet/structured CSV data - can easily be changed over time 	<ul style="list-style-type: none"> - similar projects located in different places within the area (e.g. science parks) - route of a new public transport service close to significant locations - visualisation of an index that varies for the place (e.g. quantity of waste collection, differentiated waste collection by number of inhabitants per neighbourhood) 	https://www.mapbox.com/
Timeline	<ul style="list-style-type: none"> - used for a chronological illustration (e.g. interventions in one zone of the city or on a monument over time) - can be created from spreadsheet/structured CSV data (e.g. collection of news with data) - can be interactive 	<ul style="list-style-type: none"> - long project over time with many intermediate phases (e.g. restoration, major infrastructure) - need to relate one line of development 	http://timeline.knightlab.com/

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Podcast/radio programme	<ul style="list-style-type: none"> - Exploit the natural flow of a conversation - Potential to ask interview-like questions 	<ul style="list-style-type: none"> - audio content available - need to explain progress and critical points in the project - availability of radio access 	web radio
Publication (e.g. item in newspaper/magazine)	<ul style="list-style-type: none"> - possible to combine text, graphics and visual elements - a good capacity for writing and setting out an argument is essential - can also be very graphic, in the case of a magazine - easy to convey 	<ul style="list-style-type: none"> - when the project works in an enquiry form - for an issue-focused investigation into a topic - when access to media is available (journalists, school journal) 	Scribd ScoopIt Tumblr School Journal Media
Performance / flashmob	<ul style="list-style-type: none"> - maximum, unlimited creativity - potential for using different physical places (school or territory) - adds the physical dimension in addition to the text and graphics 	<ul style="list-style-type: none"> - for enhancing physical spaces - adding to other school activities (e.g. theatre) - for involving the territory in a more visible way 	Examples of innovative storytelling (e.g. flashmob or statistics) https://www.youtube.com/watch?v=VFjaBh12C6s
Comic strip or animation	<ul style="list-style-type: none"> - graphic and text creativity (narrative) - model easily understandable and associable with public imagination 	<ul style="list-style-type: none"> - benefiting from the creativity of certain members of the group - when you want to tell the story of a character 	Example of online tools

Presentation techniques

Story presentation tips

DATATHERAPY.ORG (MIT – Massachusetts Institute of Technology)

Tell a personal story.

Sharing personal stories with the audience creates emotional participation.

Behind the data you are presenting there may be intriguing human interest stories, and their (and your) reasons.

Try to provide a physical representation of the data

A 3-D reconstruction, a model, an object or a collage of items that can evoke the story of the data... might be a good way to capture attention, stimulate questions, entertain the audience.

Data mapping... can be creative too!

Show where the story is being played out, identify real places using map visualisations... creative maps, with additional visual elements are also useful tools for focusing the attention on a particular territory; bringing the audience into the places you are describing.

Bring models into life or use playful interaction

In some cases you can even try expanding your creativity by interacting with the public using games (e.g. role-play, even experiment with storytelling styles or genres – literary, cinema, theatrical etc.)



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