

**“B.I.G. - Businesses’  
International Growth”**  
2019-1-IT01-KA202-007423

Storytelling

# STORYTELLING



## CONTENT INDEX



- \* What is storytelling
- \* Basics and principles of storytelling  
(Theme, Plot, Characters, Places, Conflict, Resolution)
- \* The three acts structure
- \* Script techniques





# What is Storytelling

Storytelling is a communication technique that consists of telling a story to attract the attention of a specific audience, stimulating a specific desire.

Telling stories through storytelling has a strong emotional effect which conditions the target group much more than other techniques, thanks to its ability to transfer ideas and points of view in a direct and engaging way



A good story...



can teach and humanize



gives inspiration and eagerness



gives us feelings



helps us improve



### The theme

It represents the premise and the ultimate message the narrative is trying to express

## Basics and principles of storytelling



### The Characters

The people who inhabit the story and move it forward. More complex stories have different characters, as we will see, but usually it is the main character who creates the connection between the audience and the story



### The plot or tale

It represents the events as they unfold in sequence.

# Basics and principles of storytelling



## The setting

This refers to the time and spatial dimensions of the story



## The conflict

This element, which also constitutes a phase of the narrative, embodies the primary problem or obstacle that unfolds in the plot that the protagonist must solve or overcome by the end of the story



## The resolution

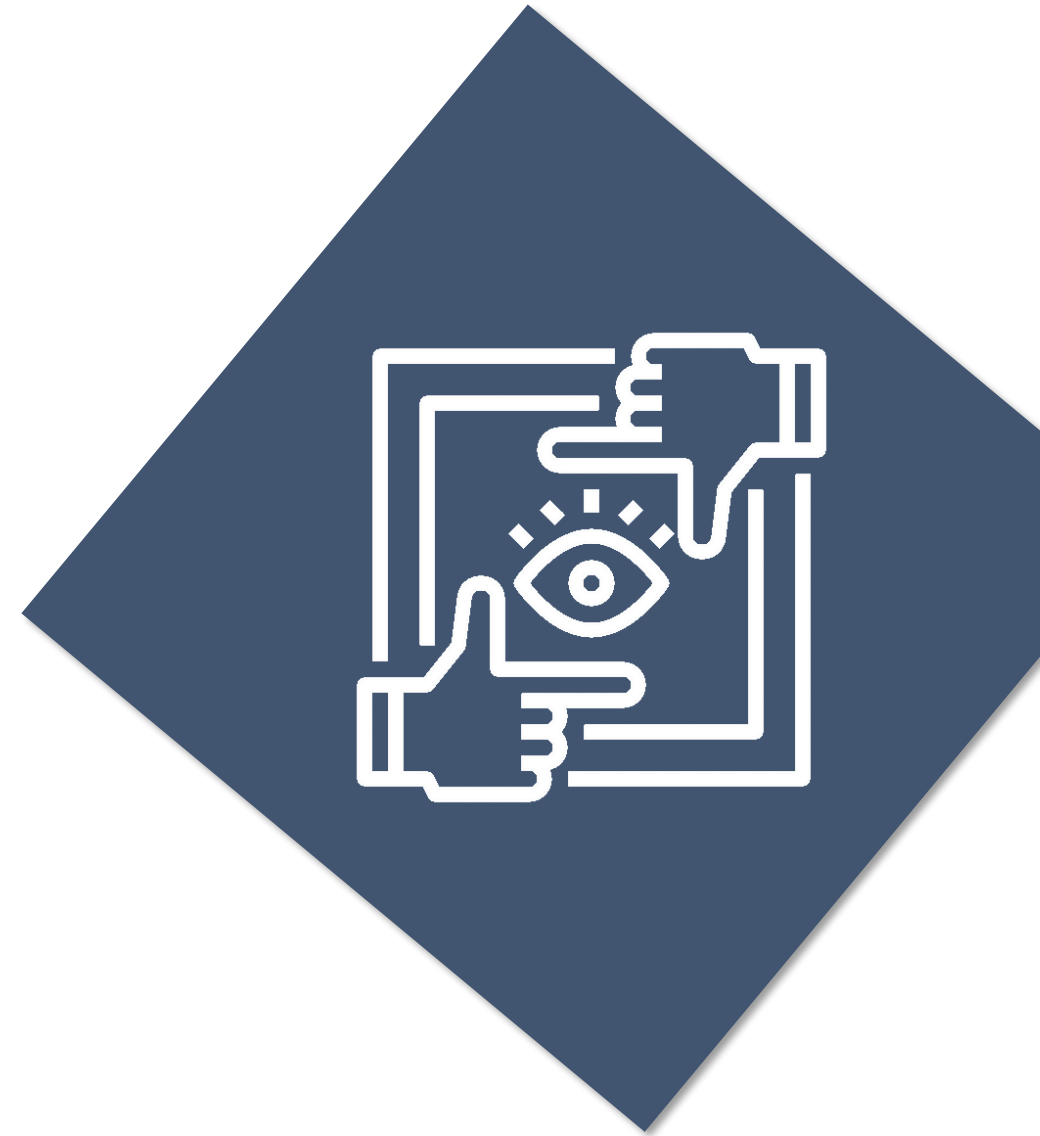
That is how and why the main character overcomes the challenges he/she faces in the conflict stage. It is a key part of the story, in which the audience learns its lesson

# Basics and principles of storytelling

## Point of view

the perspective from which a story is told, which can be:

- ✓ in the first person ("I" or "we"),
- ✓ in the third person ("he" or "she") and, less frequently,
- ✓ in the second person, when the narrator uses "you" and the reader becomes the protagonist





# Basics and principles of storytelling

## The theme

The theme, which can be either explicit or implicit, is the central idea of the story and guides the whole creative process.

In this sense, it should be defined in **the first phase of creative production**, that is when formulating the idea of the story. At this stage it is essential to ask yourself some questions and, in particular, ask yourself the reasons for writing a certain story, its perimeters and its ultimate goal.



# Basics and principles of storytelling

## The plot or tale

This term is often wrongly considered a synonym of story.  
A STORY, in fact, is a set of events described according to a logical and chronological succession (which is the content of the story)  
A TALE (or PLOT) is the form of speech with which a certain story is represented.



This example, based on The Odyssey, can better explain the difference between the two

### This is the Odyssey story

1. Ulysses thinks of the horse's deception and Troy is set on fire
2. Ulysses escapes with his companions and wanders into the Mediterranean
3. Ulysses arrives in the island of the Phaeacians and is greeted by King Alcinous
4. During the banquet Ulysses tells Alcinous about his previous Adventures
5. Ulysses takes the sea route and reaches Ithaca
6. Ulysses defeats the suitors and embraces Penelope



In the Odyssey plot the sequence of events could be:

1. Ulysses arrives in the island of the Phaeacians and is greeted by King Alcinous (3)
2. During the banquet he tells Alcinous about his previous adventures (4)
3. Ulysses thinks of the horse's deception and Troy is set on fire (1)
4. Ulysses escapes with his companions and wanders into the Mediterranean (2)
5. Ulysses takes the sea route and reaches Ithaca (5)
6. Ulysses defeats the suitors and embraces Penelope (6)

# Basics and principles of storytelling

## The Characters

The first activity when outlining the plot is character definition, also known as **character design** or **character profiling**.

One of the main aspects of the characters, and in particular of the protagonist, is their evolution, also known as **the arc of transformation of the character**, or rather its passage from an initial to a final situation in which there is a substantial change of one or more of his/her characteristics, determined by the succession of events and obstacles to overcome in the story.

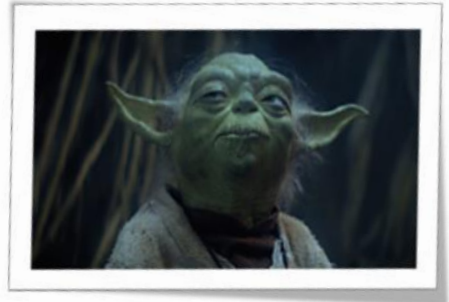


A very useful scheme for character design is the one described in *Vogler's Journey of the Hero*, which includes seven archetypes.



## HERO

- ✓ He is the one who makes the journey
- ✓ It has a weak point
- ✓ He must confront change



## MENTOR

- ✓ **Guide** who helps and instructs the hero
- ✓ Usually associated with a **parental figure**
- ✓ Often a metaphor for the **voice of God**, the **common conscience** and values of society



A very useful scheme for character design is the one described in *Vogler's Journey of the Hero*, which includes seven archetypes.

### GUARDIAN OF THE THRESHOLD

- ✓ The one who **tests the hero**
- ✓ Apparently he is an enemy, but he refers to the consciousness of the Hero and his **internal demons**
- ✓ Hero must conquer his **pass**



### SHAPESHIFTER

- ✓ Plant **doubt and suspicion** (friends become enemies and vice versa)
- ✓ Close relationship with **soul and thought** (female unconscious in man and vice versa)
- ✓ He **catalyses the change** and is functional to modify the psychology of the Hero



A very useful scheme for character design is the one described in *Vogler's Journey of the Hero*, which includes seven archetypes.

### HERALD

- ✓ It represents the **beginning** of the adventure and the arrival of change
- ✓ It can be a **triggering event or an object**
- ✓ **Awakens** motivation



### SHADOW

- ✓ It reflects **negative and unexpressed tendencies**, puts the hero in difficulty or threatens him concretely, often exploiting his psychoses and fears
- ✓ **Meeting-clash** with the Hero



A very useful scheme for character design is the one described in *Vogler's Journey of the Hero*, which includes seven archetypes.

### TRICKSTER

- ✓ He is the easy-going and ironic traveling **companion**
- ✓ It is the **comic shoulder** that creates setbacks and stimulates changes



# Basics and principles of storytelling

## The setting

It refers to four dimensions:



Timeframe

Duration

Location

Level of conflict



## THE THREE ACTS STRUCTURE

Every story is defined by:



a **beginning**, which triggers the action through the motivation of the characters and, in general, through the explanation of the protagonist's desire, which can be conscious or subconscious and that pushes him/her to take certain actions



a **development** that enriches events and takes the story forward, and



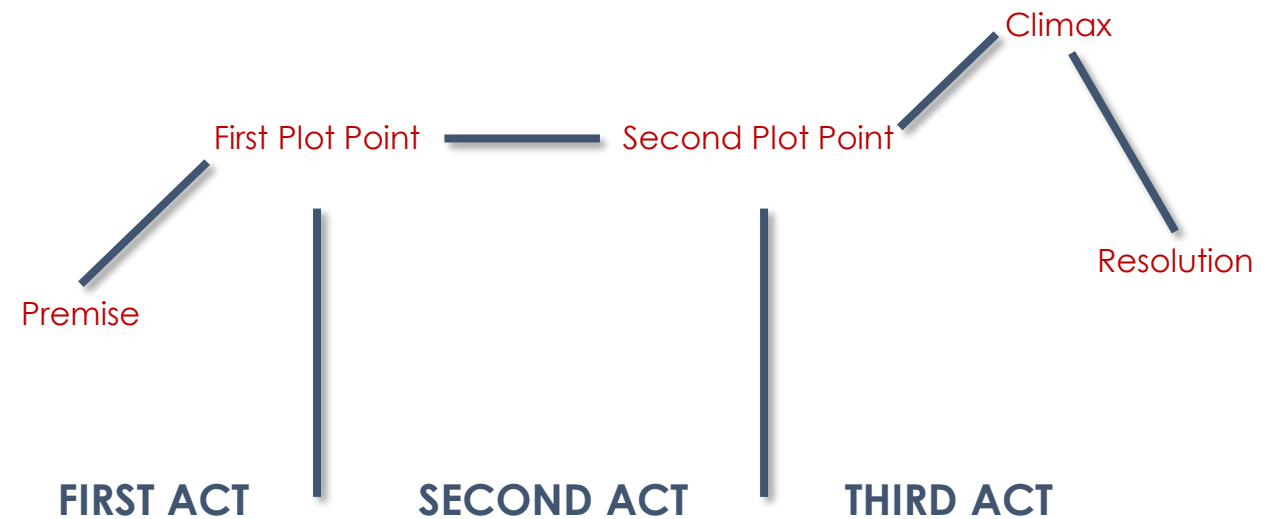
an **end**, where the objectives of the protagonist must reach a positive, negative or open solution.



## THE THREE ACTS STRUCTURE

The condition in which the story begins must always be different from that in which it ends and, therefore, determines a narrative evolution exemplified by the change of the protagonist or main characters.

This is a schematization, known as a three-act structure, which was formalized by Aristotle, with reference to Greek tragedy, and which has become an essential reference point for the construction of all types of stories.



# THE THREE ACTS STRUCTURE

## First act

or incipit, the environments and characters are presented, the readers/spectators begin to empathize with them and begin to see the element of interior, exterior or relationship conflict, which will guide the development of events.

In this phase the ordinary or normal world is defined, that is the physical and mental condition in which the protagonist lives in peace, and which will be shocked by a "triggering accident" that places him/her before a choice and at the beginning of the journey towards the extraordinary or unknown world, in which he/she will explore the unknown and his/her conflict



# THE THREE ACTS STRUCTURE

## Second act

the conflicts that generate new events are developed and scrutinised, the explicit or implicit reasons that created the conflicts are clarified and other characters enter the story. New situations or secondary stories (sub-plots) intertwine around the main story, exacerbating the narrative tension, causing new and stronger conflicts which, in turn, throw the protagonist into the most tense phase of the story, the one in which the protagonist will find himself/herself facing the central test and in which he/she will seem to hit a low.

At the end of this act, we reach the climax of the story, i.e. the moment of maximum tension, the emotional and dramatic climax, which will coincide with the second turning point, a moment that clarifies the outcome of the story resulting from the initial conflict



# THE THREE ACTS STRUCTURE

## Third act

the ending, the epilogue of the story, where all conflicts tend to resolve themselves, in a positive or negative way. More precisely, the so-called classic plot, characterized by external conflicts against which the protagonist struggles, ends with a closed ending, that is, all the questions posed by the story are answered and all the emotions are satisfied.

The so-called miniplot, on the other hand, in which the battles that the protagonist fights with his/her own conscious and unconscious thoughts and emotions are generally emphasized, often leaves the ending partially open, solving most of the questions, but leaving some unsolved. In general, the ending unfolds in some narrative moments that lead the protagonist to return to the ordinary world.



# Script techniques



## The 5W technique

The first, which is also widely used in the editing of newspaper articles, consists of asking five fundamental questions.

On the basis of these questions it is, in fact, possible to outline who the protagonist is, where he/she acts, what he/she does, when and why he/she does it.



# Script techniques



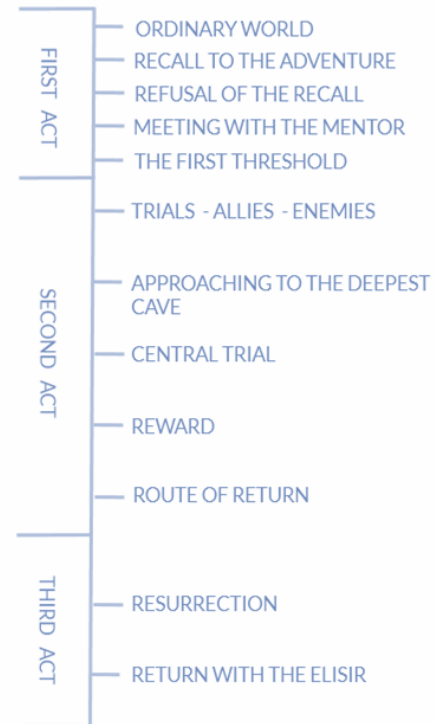
## The 3C technique

It allows you to define the theme of the story through three main questions: who is our Character, which Conflict does he/she face, which Conclusion does the story have?

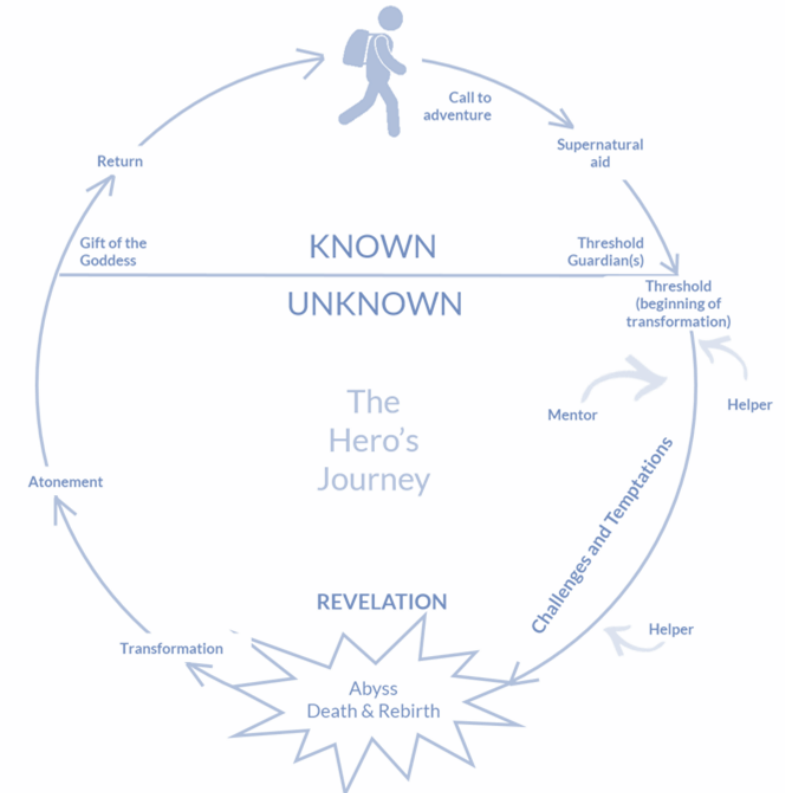
The Characters give a human face to your story. The Conflict evokes feelings and emotions and the Change thrills the audience.

Starting from the three-act structure, one of the most used models to guide the author to define the development of the story is **Vogler's hero's journey**.

It is a model that we can normally find in the narrative structure of most films, but also of books, video games and stories in general, that include 12 stages.



# Script techniques



# Script techniques

Once the idea of the story has been developed, it is necessary to transpose it into a narrative act, which entails the drafting of a series of documents:



the script



The treatment



the programme and the story, in the case of a literary work, or the screenplay, in the case of an audio-visual work or video game.



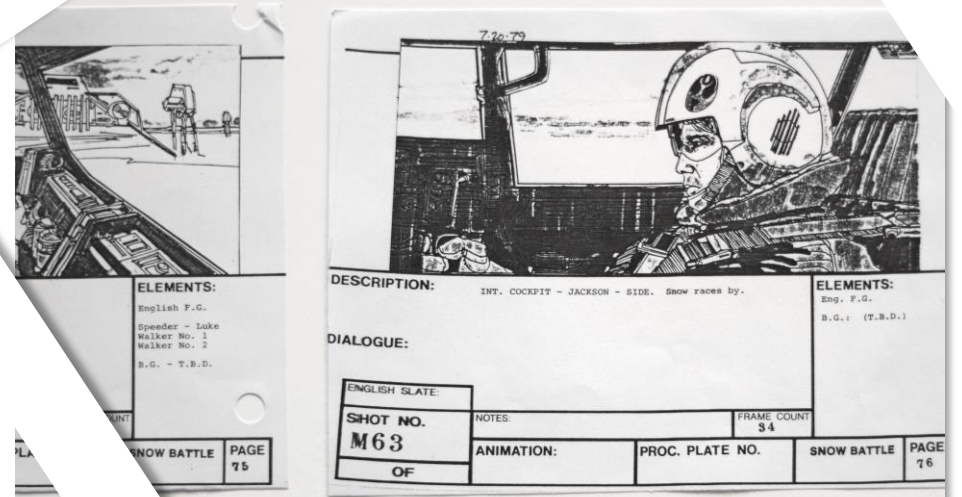
the story, in the case of a literary work, or the screenplay, in the case of an audio-visual work or video game.

# Script techniques

In addition to these documents, in the pre-production phase, it may be useful to use **visual tools** and, in particular, the **storyboard**.

n. of shots in tens	Duration in sec/frames	Possible descriptive title of the shot	Data	Version
	Draw		Instructions on dialogues and sound	
			Instructions on the type of cinematographic shooting, direction notes, photography, special effects, other notes	

# STORYBOARD





# Storyboard

Divide the participants into groups

Place  
Date

**Institution/University:**

**GROUP MEMBERS** *(specify roles)*

- 
- 
- 
- 
- 

*Video Maker*

*A camera operator is a professional operator of a film or video camera.*

*In filmmaking, the person designing the lighting is the cinematographer or director of photography.*

*Screenwriter*

*A screenplay writer (also called screenwriter for short), scriptwriter or scenarist, is a writer of scipts, writing screenplays on which mass media, such as films, television programmes and video games, are based.*

*Producer - Leader*

*A person responsible for the financial and managerial aspects of the making of a film or broadcast or for staging a play, opera, etc. quality control of the final product*

*Actor*

*An actor is a person who portrays a character in a performance*

*Editor*

*A person responsible for the technical development of the short movie*

# Storyboard

Identify the specific area on which to focus the story for educational purposes. e.g. Customer Relationship Management, SEO and SEM, Intercultural communication

**THEME**

Select the words, terms, concepts that have a formative value and cannot not be in your story from the reference OER.  
As regards Customer Relationship Management, the keywords could be: customer experience, customer satisfaction, loyalty

**KEYWORDS |**

# Storyboard

**TITLE:**

**Conflict / Change / Location / Behaviour**

**THE STORY IN SHORT** (200 words - I ACT Presentation/Turning point 1 – II ACT Evolution CLIMAX -  
Turning point 2 - III Resolution)

# Storyboard

Describe the character

**CHARACTERS 1** – Archetype \_\_\_\_\_

**CHARACTERS 2** – Archetype \_\_\_\_\_

# Storyboard

To be completed for each scene

PAGE 1

PICTURE / SCRAP

SCENE

CHARACTERS

DIALOGUES

# Tools

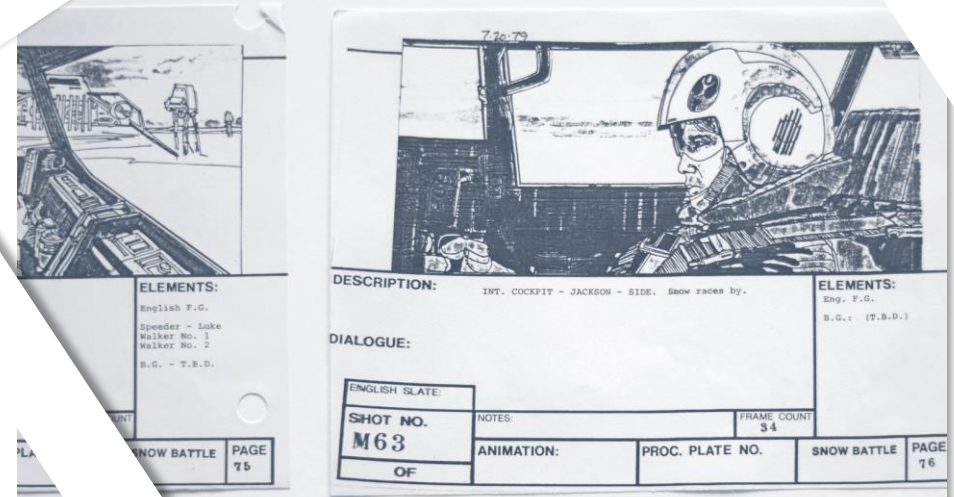


Here follow some tools workers should use to create a STORYBOARD ONLINE

- \* <https://www.storyboardthat.com/it/storyboard-creatore>
- \* [https://www.canva.com/it\\_it/creare/storyboard/](https://www.canva.com/it_it/creare/storyboard/)
- \* <https://theplot.io>



# How do you go from the storyboard to the finished product?



Shooting in national language with  
cameras / mobile phones





# Free tools for video production

## Music:

- ✓ Creative Commons on Youtube
- ✓ Studio Youtube ([studio.youtube.com](https://studio.youtube.com) - «audio library section»  
- you should create an account and your personal channel)
- ✓ Epidemicsound ([epidemicsound.com](https://epidemicsound.com) - you should create an account)
- ✓ Freesound ([freesound.org](https://freesound.org) - you should create an account)



# Free tools for video production




## Images:

- ✓ Unsplash ([unsplash.com](https://unsplash.com))
- ✓ piXa bay ([pixabay.com/](https://pixabay.com/))
- ✓ Wikimedia ([commons.wikimedia.org/](https://commons.wikimedia.org/))
- ✓ Freepik ([freepik.com/](https://freepik.com/))
- ✓ Pexels ([pexels.com/](https://pexels.com/))



# Free tools for video production

## Edit:

-  Apple – Clips
-  Android - Youcut video editor
- ✓ Blender ([www.blender.org](http://www.blender.org))
- ✓ Video suite ([movavi.com/](http://movavi.com/))
-  Headliner (<https://www.headliner.app/>)



# Free tools for video production

## Voice Over:

Audacity: [audacityteam.org/](http://audacityteam.org/)

## Subtitles:

Subtitle Edit ([subtitle-edit.it.uptodown.com/windows](http://subtitle-edit.it.uptodown.com/windows))



Please remember to include the ERASMUS+ disclaimer and logos:



Co-funded by the  
Erasmus+ Programme  
of the European Union

Project developed within the ERASMUS+  
Programme  
KA2 Strategic Partnerships for Vocational And  
Educational Training  
«B.I.G.»

Agreement n. 2019-1-IT01-KA202-007423

*This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

IPR  
check the website  
<https://creativecommons.org/>

- \* When you choose music you should check what kind of creative commons this music has
- \* Share and not modify
- \* Include a reference in the credits
- \* Here you can find an example

[https://commons.wikimedia.org/wiki/File:White\\_Tower\\_of\\_Thessaloniki\\_\(2007-06-15\).jpg#mw-jump-to-license](https://commons.wikimedia.org/wiki/File:White_Tower_of_Thessaloniki_(2007-06-15).jpg#mw-jump-to-license)

# Suggestions for video production

1

## Find a good camera.

An 8 megapixel phone camera or better will get the job done well.

2

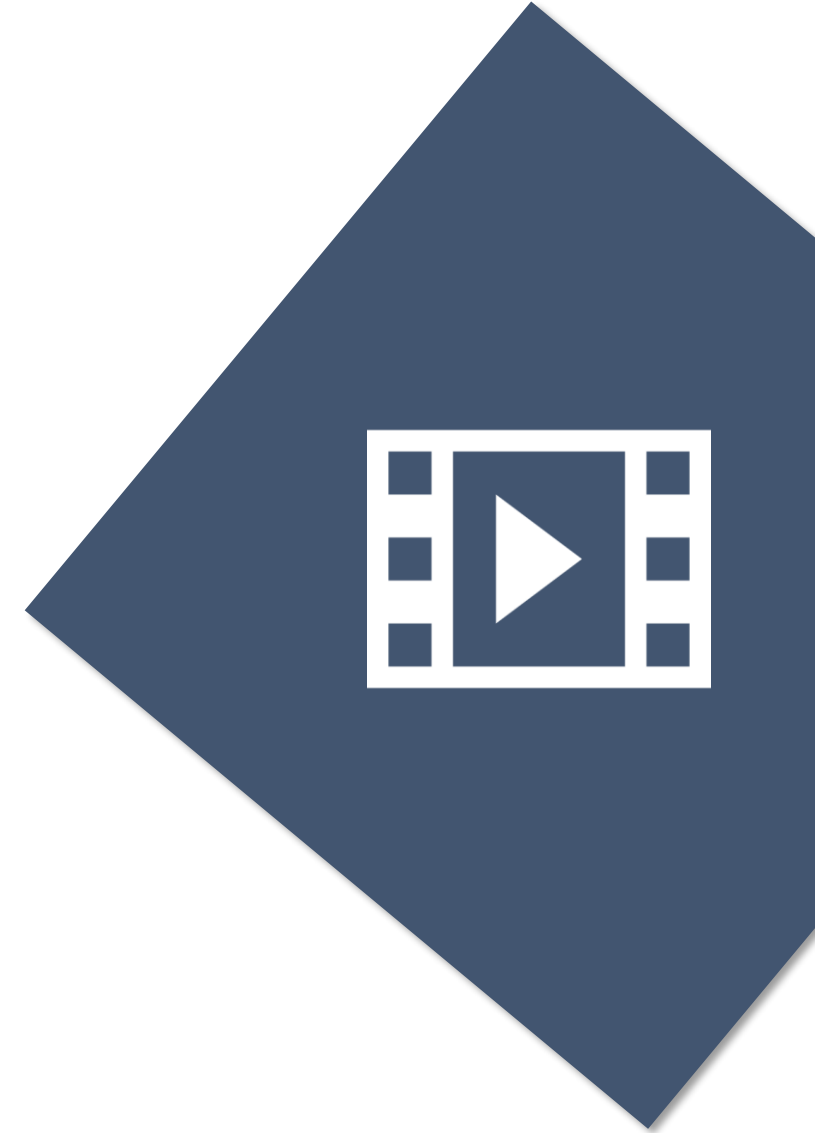
## Pick a good location.

Find a place with good lighting. Somewhere outside, a room with lots of windows, or a room with good lights. Avoid dark rooms or rooms with a single light source.

3

## Get a good angle.

You should probably place the camera at or above shoulder height. If you are filming a stationary video, a good shot typically has the character's shoulders near the middle and their waist or knees at the bottom. ALWAYS do a short test video before recording the content. If you want to get fancy add multiple cameras each recording from different sides.



# Suggestions for video production

4

## Speak clearly.

If you're speaking about a subject know what you're talking about. If it's an actual speech, create a script with bullet points. Practice recording to get the hang of being loud and not stuttering. Unless you're a gifted speaker you're going to mess up.

5

## Be alive! Act like you're talking to someone.

Don't read your script, just cover the main points. Don't stare at the camera, or any individual object. Even if you are facing the camera, shift your weight, use limited hand gestures, speak with more than a monotone, and use your face to reinforce your words. If possible add jokes, even if they are corny.

6

## Transfer for editing.

If it is on a phone, upload it to YouTube. You will need a Google or Gmail account to upload, but it is easy (and free) to sign up. You can make the videos private or public if you want to keep them to yourself or share. If your phone/camera isn't able to, then copy them to your computer and then edit.





# Suggestions for video production

7

## Make short clips.

Unless there is unbroken dialogue, or a scene that must be all one piece, chop it up. Change your shot every 1-10 seconds. This may sound extreme but it's very important. Use this to cut out any errors or content-lacking spots in your video.

8

## Use simple transitions.

Do not use flipping, rotating, spinning, shattering, melting, zooming, or otherwise obnoxious animations. While they may look cool they will not make your video look cool.

9

## Add effects and filters.

Judge if your video needs to be brighter or dimmer, rotated, stabilized, or have muted audio for certain clips



Thank you for your  
attention





