

DIGITAL STORYTELLING CANVAS

By StoryBox

STORY TYPE		
WHAT TYPE OF STORY WILL GET YOUR AUDIENCE TO TAKE THE ACTION YOU WANT THEM TO TAKE.		
SITUATION	COMPLICATION	
HOW IS THE WORLD?	DESPITE THE PROGRESS WHAT DOES NEED TO BE IMPROVED?	
QUESTIONS	AHA MOMENT	ANSWERS
HOW MIGHT WE SOLVE? HOW MIGHT WE CHANGE ...?	ONE SENTENCE TO EXPLAIN SUDDEN COMPREHENSION ON HOW TO SOLVE THE COMPLICATION & REINTERPRET THE SITUATION.	WHAT SOLUTIONS AND ACTIONS ARE NECESSARY TO SOLVE THE COMPLICATION AND GET TO THE GOALS?
TONES AND REGISTER	DIGITAL	
HOW DO YOU TELL YOUR STORY? WHAT REGISTER IS THE BEST TO EXPRESS AND GENERATE SPECIFIC EMOTIONS TO THE AUDIENCE?	HOW DO YOU USE TECHNOLOGY TO BUILD AND DIFFUSE YOUR STORY?	
INTENTION & IMPACT		
WHAT ARE YOUR GOALS TELLING, THIS STORY AND WHAT DOES YOUR AUDIENCE NEED TO REALIZE TO GET TO ACTION?		
HOW DO YOU EMPOWER YOUR AUDIENCE?		