



Checklist for storytelling

Storytelling is the key when moving into a digital space. You don't want to be part of the noise that is filling the digital sphere. People quickly need to get what you're about, what to expect, and what the promise is that you're delivering to them.

- Find your why and your core theme. Why do you want to tell your story and what is the theme that you are exploring? Why is it important to you? Once you know that, you have a compass to design around and to check decisions against. Also – ask yourself why it should be a story in the digital realm. Is it better there or is it better as a live performance?
- Define your target audience.
- Make sure you use the digital medium you choose to its fullest.
- Have a clear story arc. What is the context of your story, who (if any) are the characters and what does the scene look like. What moves the story forward, and what emotions do you want the viewer to feel.
- Decide who the viewer is in the story. A “ghost” that can see but not take part of the story, or a character that has an active role in the experience. If the person is a character in your story, they need to understand who, or what they are. This will let them know if they belong there, if they are real, and if they are supposed to do something. This is something you can play around with to create an emotional state in your audience.
- Remember that the environment has a strong effect on people. This is something to keep in mind when writing your story/experience. We behave differently in different places. Think about how you act in a hospital, a library or in a forest at night. We walk, talk and feel in certain ways.
- Look through your story, where it falters, cut, cut, cut. People generally do not have the same patience when watching a digital performance as a live performance. Run your story by someone outside your creative team to see what they think. Do you have their full attention or do their focus start to wander?
- Make the onboarding part of your story/theme. Create a physical space that takes the audience from their everyday life into your world.
- Find your “hook”. The thing that grabs people’s attention and intrigues them to want to stay and see the full piece.
- Decide what lasting emotion you want people to experience in your piece and to leave with. Make sure it is something that is relatable or that moves the audience.
- Make sure the ending is apparent so people understand when they can/ should log out.