



Terminology in storytelling

In this document you will find terminology commonly used in storytelling – when working in digital spaces. It is not a complete list, however it is a starting point.

A

Agency the capacity for a person to do something and/or influence an artificial environment.

Avatar a virtual representation of the user within the virtual world

B

Brainstorming talking openly in a group to produce an idea or a problem solution.

Broadcast model is a closed story, there is a receiver and a sender.

Butterfly effect system is a storytelling structure for handling a complex narrative in which the user can influence the way a narrative plays out.

C

Call To Action (CTA) strategic messaging to urge viewers to take a specific action.

Catalyst is the moment that determines the beginning of the action, an encounter or an action.

E

Emotional design is to create an experience that anticipates and accomodates for the user's feelings, actions and needs.

Emotional presence is a state that evokes an emotional response from the user as in feelings of empathy, fright, joy, wonder, within a virtual reality experience.

Experiencer (also viewer, user or player) is a person that is taking part in a VR experience.

Experience design is the practice of creating meaningful experiences centered around the user. Drawing on the users' needs, feelings and context.

G

Grok, grokked, grokking – to understand thoroughly and intuitively, communicate sympathetically.

Ghost (story) – a virtual reality experience where the user is an observer of the narrative and not capable of interacting with the world or characters.



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H

Hotspot is an interactive spot within the artificial experience that reveals more content.

I

Interactive narrative is a digital interactive experience in which users create or influence a storyline through their actions.

Inciting incident in storytelling is something that takes the audience into the experience.

M

Moodboard is a collection of images, objects and words that are used to express the chosen style, it helps develop the creative idea.

N

Narrative is any account of a series of related events or experiences that are fictional or non-fictional.

Narration 360° The distinctiveness of narration in 360° lies in the fact that the viewer can look wherever they wish. They must be oriented and encouraged to take the desired path for the narrative to make sense and move seamlessly.

Narrative design is a combination of the visual and the verbal. Used to create stories that are well paced. It should draw the viewers in, and also captivate them on their journey through the content.

Non-compliant user is a user who doesn't interact with a responsive narrative.

Non-player characters (NPCs) are computer-controlled characters.

P

Place illusion (PI) the feeling of existing in a place.

Plausibility illusion (Psi) accepting that the depicted scenario is actually happening.

Point of view (PoV) from a camera perspective.

Q

Quantum storytelling is a new, non-linear way of telling a story. In this type of storytelling it's the middle that is important. In it there are multiple possibilities that can unfold.



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R

Responsive narrative see Interactive narrative.

S

Signposts are cues in the environment that are placed there to help the user to interpret the virtual environment.

Social presence when a user chooses to actively engage with others in a VR experience.

Story arc or narrative arc, is the line that follows the story from start to end. The curve can be just a rise, a fall, a fall-to-rise, rise-to-fall, rise-fall-rise, fall-rise-fall. The classic story arc consists of five parts: introduction, rising action, climax, falling action, and resolution.

Story generator is a digital agent that monitors the virtual world.

Storyboard is a document that is used to plan all of the shots that will make up the film, both at the technical level (framing, camera movements, special effects) and the artistic level (built sets, virtual sets). Its layout, with thumbnails, each represents a shot, sometimes described in several drawings. The proposed order is that of the final edit of the film.

W

Why the why is your purpose, belief, and the reason why you do what you do. It is what sets you apart from everyone else.