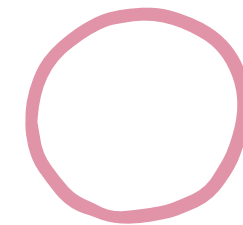# STORYTELLING

IMPACT STORIES MOVE

HORIZONT 3000

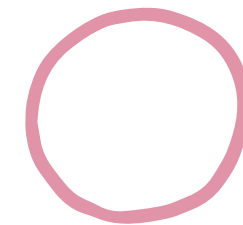# VISIBILITY PROJECT: THE STREAM OF KNOWLEDGE
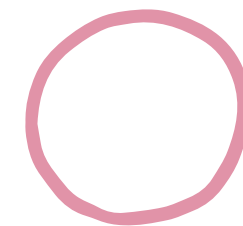
WHY?

PROJECT GOALS:

VISIBILITY FOR IMPACT

WE WANT TO SHOW THE IMPACT OF OUR PARTNER ORGANISATIONS' PROJECTS TO A BROAD AUDIENCE.

CREATE STORIES WITH CONCEPT

WE WANT TO MAKE SURE THAT THE HORIZONT3000 TEAM AND OUR PARTNER ORGANISATIONS HAVE A PROCESS TO CREATE CONTENT WITH THE STORYTELLING METHOD.

DIGITAL PORTFOLIO

WE WANT TO PUBLISH THE PROJECT STORIES CREATED WITH THE STORYTELLING METHOD IN A DESIGNATED AREA ON THE KNOW-HOW3000 PLATFORM.

WHY STORYTELLING?

The more complex a story is, the simpler you have to tell it.

Brain and instinct

Our brain processes aproximately 11 millions of sensorial impressions per second. Only 40 reach our consciousness. We use a filter for important information so that our brain does not have to work too hard - we call it our instinct. Our instinct is led by our emotional center. Science has proven that stories reach our emotional center way easier than numbers or facts for instance.

Stories and emotions

Stories present complex issues in an easy way. They create structure and enable us to grasp the bigger picture. They help us to think outside the box, outside of our own bubble and to get a feeling for what the people have to deal with in real life.

HOW TO CREATE

THE STORIES
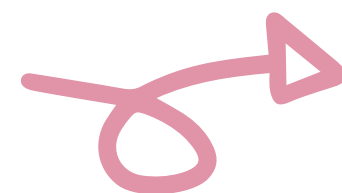
in order to give you an orientation and to make sure that all of the stories we collect follow a common thread - linguistically and visually - we have created a content guide.

GOOD STORIES

What does your story need to be successful?

GOOD STORIES

What does your story need to be successful?

Clarity: if you confuse, you lose

Context: what does the target group need in the exact moment that they consume the content

Consistency: in the internal and external communication

Recognition: without a style guide it won't work

Creativity: let's highlight authentic and grapping stories

Emotions: stories need joy, rage, disgust, fear, sadness, surprise etc. to speak to the audience's emotions

Story method: Story Canvas (move on to know more)

TEXT IN STORYTELLING

Use the right words to create images in people's minds that trigger emotions.

Paint with words

Say it with color, play with words and make it fun.

Clear and short

Express yourself as clear as possible. Use short sentences and paragraphs. Structure the text well. Say as little as possible and as much as necessary.

Take control

Whenever adequate use the active mode and speak directly to the audience.

Magic words

Don't make the audience get bored. Keep it exciting and dynamic.

Be meaningful

What you have to say is meaningful. Let people know.

Be positive

Who will tell it, if not you? Have confidence and a positive spirit. People will feel it.

Storytelling with photography

- pay attention to the **interaction** - "humaneness" should show in the picture
- capture the **emotion** (important: facial expression)
- do it **your way**: do not shy back from surprising, being funny or using paradoxes
- **do not** use "**stock photos**" (they are not meaningful, clear or interesting)

- Adapt the form to the subject (horizontal or vertical)
- Use the rule of thirds (composition): the subject is located in the right or left third, leaving the other two thirds more open
- Guide the viewers eye with lines (horizon, path, corners etc.)
- Avoid "amputations": do not crop the image right where joints of the body are

- Focus on the most important thing
- Use simplicity, continuity, parallels, proximity, uniformity
- Less is more - always
- Lighting is very important! (If possible, make use of daylight)
- Create a certain atmosphere

Storytelling with images and text

Your Experiences.
Your Stories.
Your Impact.

Learn for Change
Your Story Matters

What is really important to show and say?

VIDEO TIPS: BASIC CRITERIA

Most Important

Attract your audiences' attention within the first three seconds (pay attention to thumbnail and title)

Keep up Suspense

Create suspense with a question or a riddle that will only be revealed in the end.

Conflict vs. Resistance

The stronger the antagonist, the more powerful the protagonist has to be.

Rule of 3

Introdution (presentation), middle (confrontation), end (resolution)

Non-linear storyline

Action - reaction! Stories are better and more exciting when they are not linear.

Background music

Music in the video will make the experience more intense and supports the story with its associative and captivating character.

VIDEO TIPS:
BASIC CRITERIA

Audio

The audio has to be of very high quality, otherwise it distracts. That is why it might be a better choice to use background music and subtitles instead of the recorded sound of the actual situation.

Atmosphere

Video is a great medium to communicate a certain atmosphere and therefore provoke emotions. Capture the atmosphere focusing on the characteristic details of the space, the person, the situation etc.

Lighting

Just as with photography - lighting is very important. Use it consciously.

Focus

The lense should focus on the most important aspect of the frame.

Preparation

Preparation is everything for the video turning out well. Make a storyboad and make sure the video team is well organized.

CODE OF CONDUCT

There is no code police!

01 Right or wrong?

It's not about the "right" or "wrong" image. Rather it is about reflecting about whether the images reproduce stereotypes or not.

02 What do I want to say?

The code provides guidance when choosing images and messages for communication.

PRINCIPLES

to choose images and messages

01

Respect the represented people's dignity.

02

Equality for all.

03

Keep in mind the need of promoting justice and solidarity.

HOW TO

Base of Values

Choose images and messages based on values like respect, equality, solidarity and justice.

Real Context

Provide a wider context and an idea of living conditions so that your audience better understands the reality and complexity of development cooperation.

No Discrimination

Do not use images or messages that represent persons, living conditions or places in an exaggerated or discriminatory way. Don't reproduce stereotypes.

HOW TO

Authorization

Only use images, messages or case studies, if the people shown or cited have authorized the use. Put a consent process in place.

Self-Representation

Always make sure that the represented persons have the opportunity to tell their own stories.

Visibility

Always ask whether the people shown would like to be mentioned with their (full) name or appear fully recognizable in the images.

HOW TO

Rights & Protection

Comply with the highest standards of Human Rights and the protection of marginalized people.

Children Rights

We do not want images of children. Instead we can work with children's drawings for instance.

Reminder:

!!!

How an image gets interpreted depends very much on the framing. The interpretation will always be a subjective one.
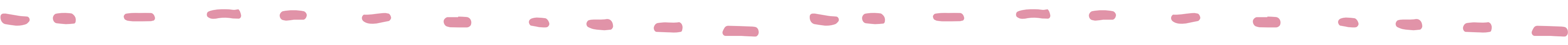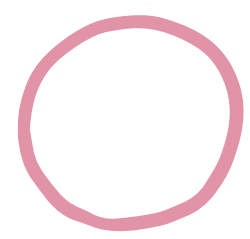
VIDEO INSPIRATION

WHAT DO WE NOTICE?

https://www.charitywater.org/stories/waiting-for-clean-water

https://www.charitywater.org/stories/between-heaven-and-earth
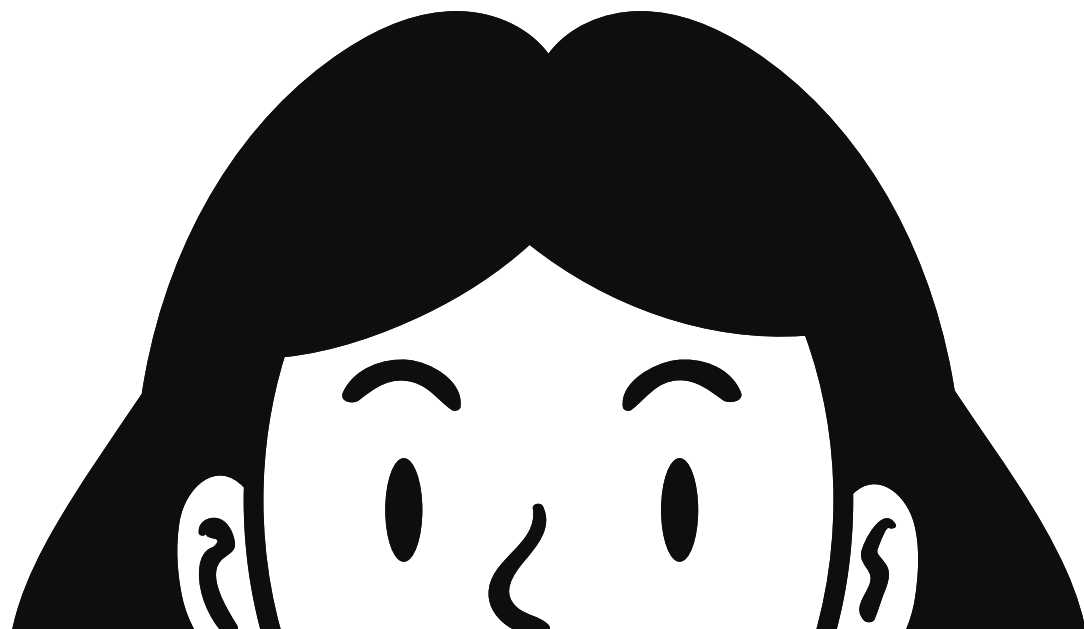
Seva Foundation: https://www.youtube.com/watch?v=vEvGX0Cvm0U

Greenpeace: https://www.youtube.com/watch?v=qhbliUq0_r4

HORIZONT 3000
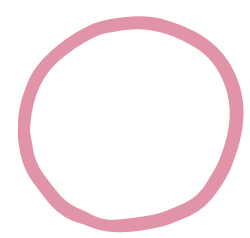
STORIES ABOUT ... (PO)?

IDEA 1

DESCRIPTION

IDEAS

WHAT DO YOU THINK OF:

IDEA 2

DESCRIPTION

STORYTELLING-CANVAS

OBJECTIVE

Description

MESSAGE

Description

CHANNEL(S)

Description

TARGET GROUP

Description

PROTAGONIST

Description

PROBLEM
(CHALLENGE THE PROTAGONIST FACES)

....

MENTOR

HORIZONT3000

SOLUTION

Description

STORYTELLING-CANVAS

OBJECTIVE
Description

MESSAGE
Description

CHANNEL(S)
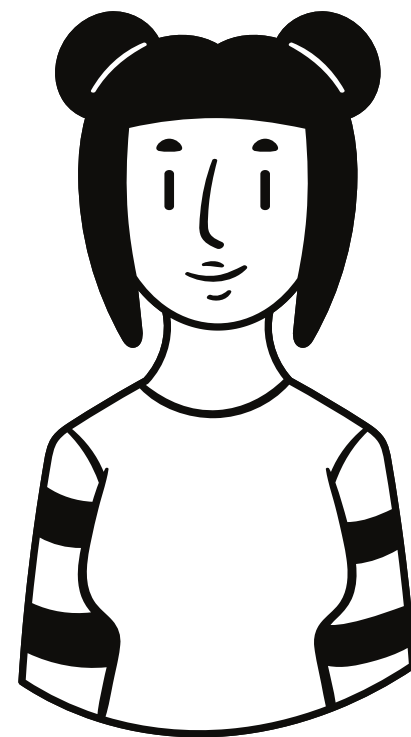Description

TARGET GROUP
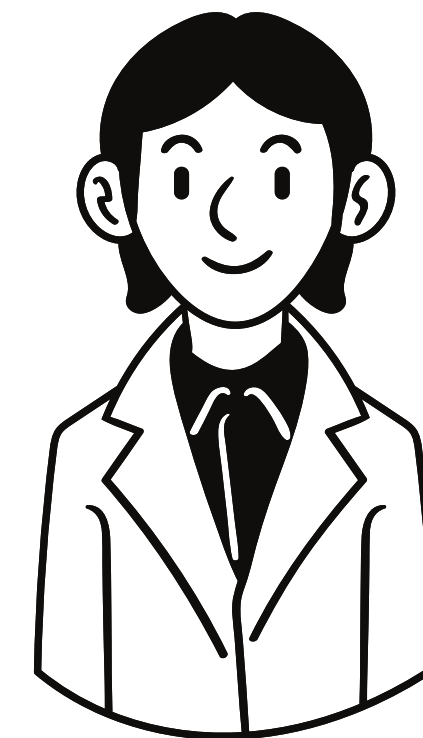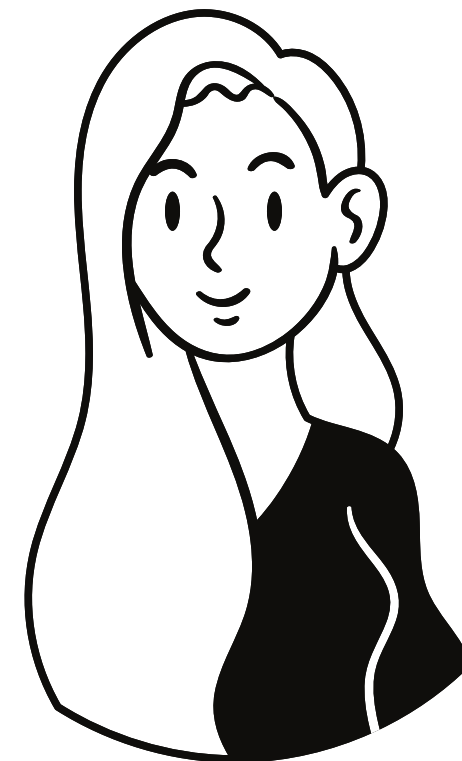Description
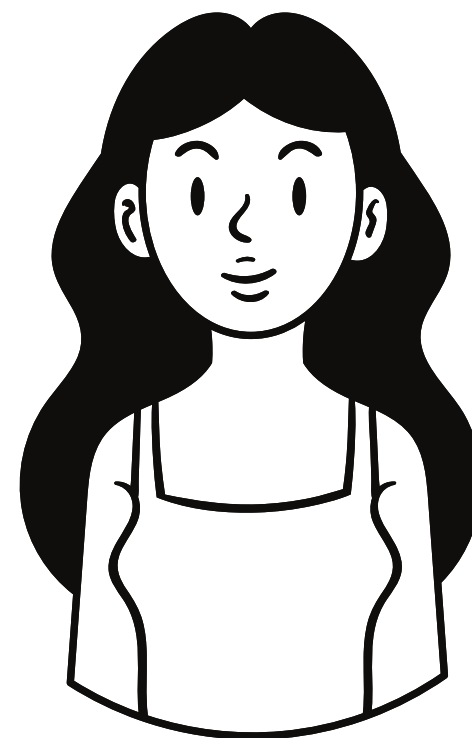
PROTAGONIST
Description

PROBLEM
(CHALLENGE THE PROTAGONIST FACES)
....

MENTOR
HORIZONT3000

SOLUTION
Description

Possible Collaboration

between ... and HORIZONT3000

for the visibility project

WHO DOES WHAT

HORIZONT3000

- We are in charge of editing the visual material so that it corresponds to our style guide for the impact stories and our CI: color adaptation, typography, graphic elements, etc.
- We are in charge of reviewing whether the material corresponds to our code of conduct and of giving feedback.
- We are in charge of uploading the final versions of the content to our website and promote it via different channels.

Partner Organisation (PO) or Coworker

- ... is in charge of collecting the content (with or without our help).
- ... provides us with the necessary infos in written and visual form so that we can create the story with the storytelling method - text and visual material do not have to be in a final state for publishing yet.

Optional

- Concept: we can collaborate for concept creation, the organisation and planning
- Content: we can hire professionals (photographer(s) etc.) via HORIZONT3000 for collecting the material.
- You can also work independently and only send us the final version (adaptation to style guide will be done by us).

IDEAS...

...

Title

Topic: ....

Duration: ... minutes

Description...

Type of shoot: ...	Type of shoot: ...	Type of shoot: ...
Persons xy, Places xy	Persons xy, Places xy	Persons xy, Places xy
Scene Title	**Scene Title**	**Scene Title**

Description:	Description:	Description:

How do the scenes relate to each other: _____

_____

Title

Notes:

Description...

Topic: ....

Duration: ... minutes

Type of shoot: ... Persons xy, Places xy	Type of shoot: ... Persons xy, Places xy	Type of shoot: ... Persons xy, Places xy
Scene Title	Scene Title	Scene Title
Description:	Description:	Description:

How do the scenes relate to each other: _____

MOODBOARD PORTRAITS

MOODBOARD DETAILS

MOODBOARD CONTEXT

MOODBOARD CONTEXT