ROADMAP

TO

MULTIMEDIA

STORYTELLING

from

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Kushal Bose has a bachelor's degree in Mechanical Engineering from India and Nuclear Engineering in the United States. Kushal also has a Master's degree (MAH) from the department of English from State University of New York with concentration in Film, Theater and Media.

He taught Engineering at SUNY, Buffalo; and taught Media Studies in India; has written, produced and directed many documentaries, plays and short films in India and US. Kushal is a much sought after speaker on various topics including history, technology and stories of civilization, human evolution and eastern religions.

He founded TELEDEC Ltd. in 1987 that has delivered Training and Knowledge Management globally, serving more than 100 Fortune-500 companies on various domains including Engineering, Healthcare, Pharmaceutical and IT.

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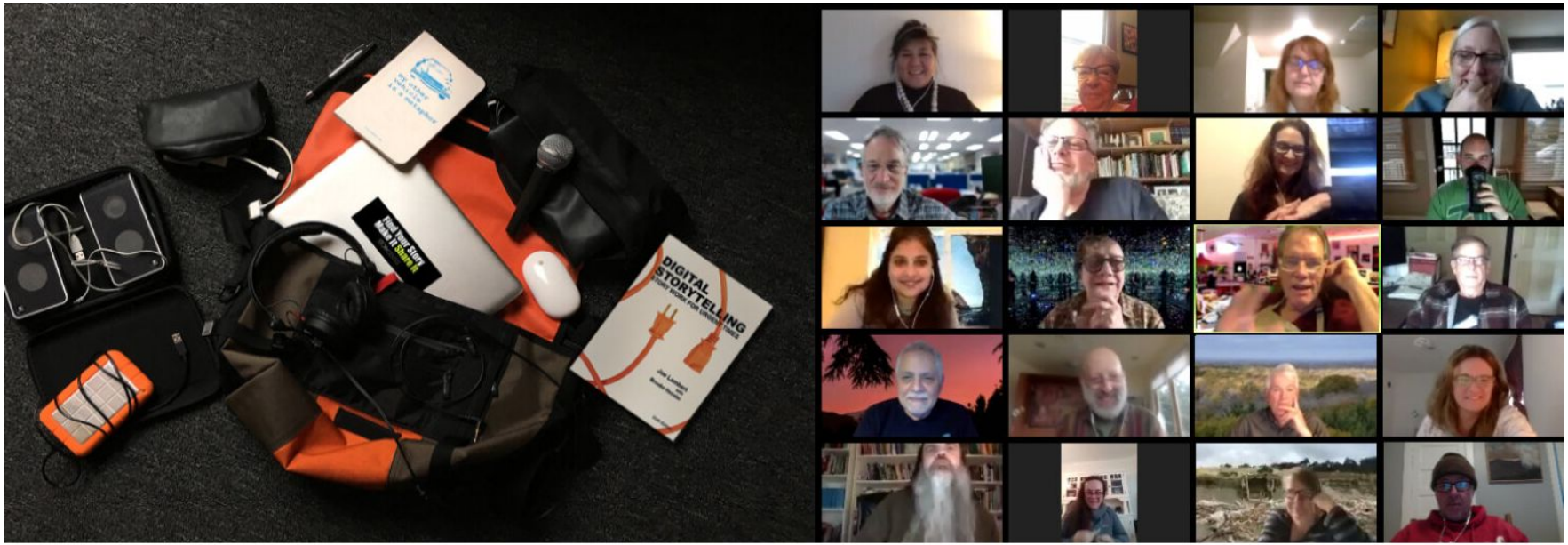
Teledec has been designing and delivering training programs by telling stories about Technology, Equipment, Engineering and business processes for over 30 years in US, Europe and Asia...

What is storytelling?

Storytelling has evolved since the beginning of civilization ….

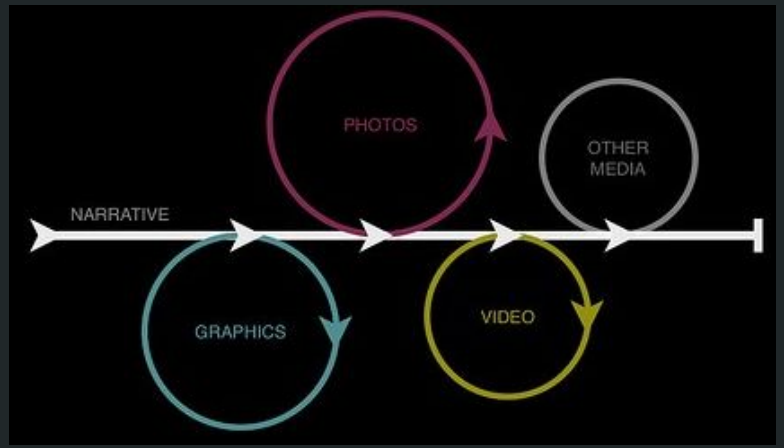
Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

What is Multimedia Storytelling?



A Multimedia story is some combination of text, still photographs, video clips, audio, graphics and interactivity - all presented in a story format in which the information in each medium is complementary, not redundant.

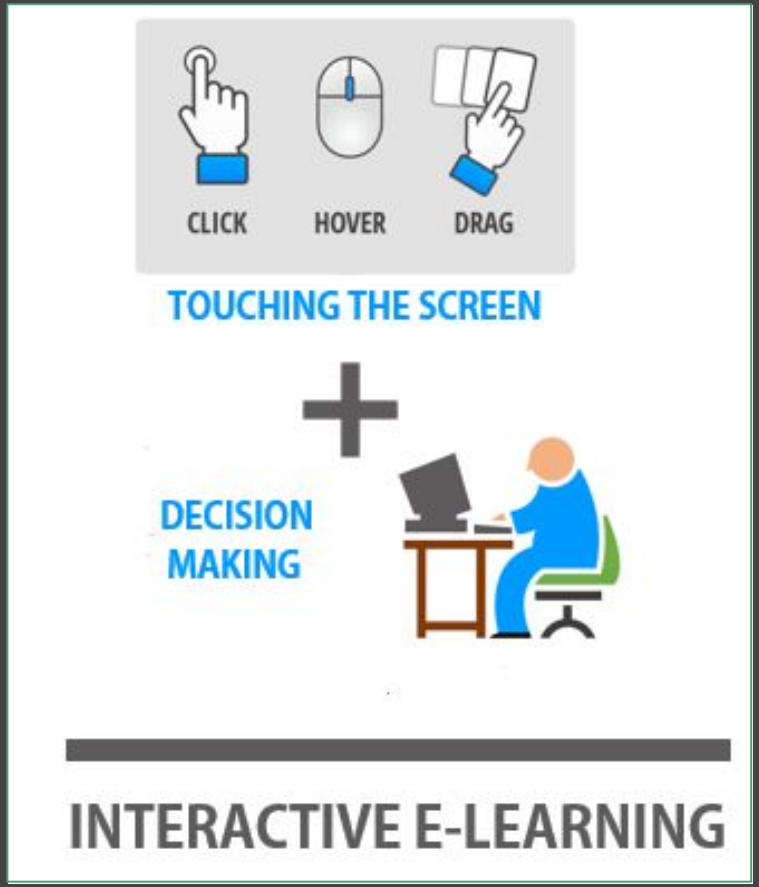
Multimedia Storytelling to deliver a richer learning experience



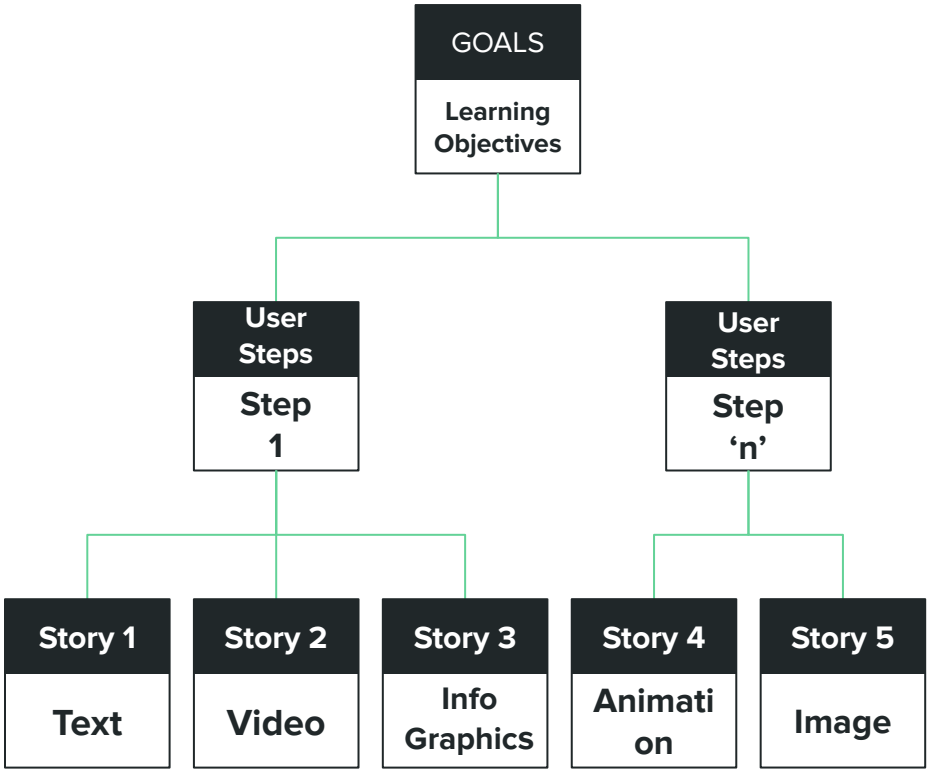
The Multimedia learning experience includes **interactivity**, **visual engagement** encouraging **curiosity** and **connection** with learner's **personal experiences** - all of which are conveyed through different forms of media along the main "**Storyline**"....

In order to have a successful multimedia story, it needs to have **several elements that come together** to play an important role.

The fundamental difference between multimedia storytelling and earlier forms of mass media lies in the potential for delivering interactive engagement with the learners.



So, how do we tell a Multimedia Story?

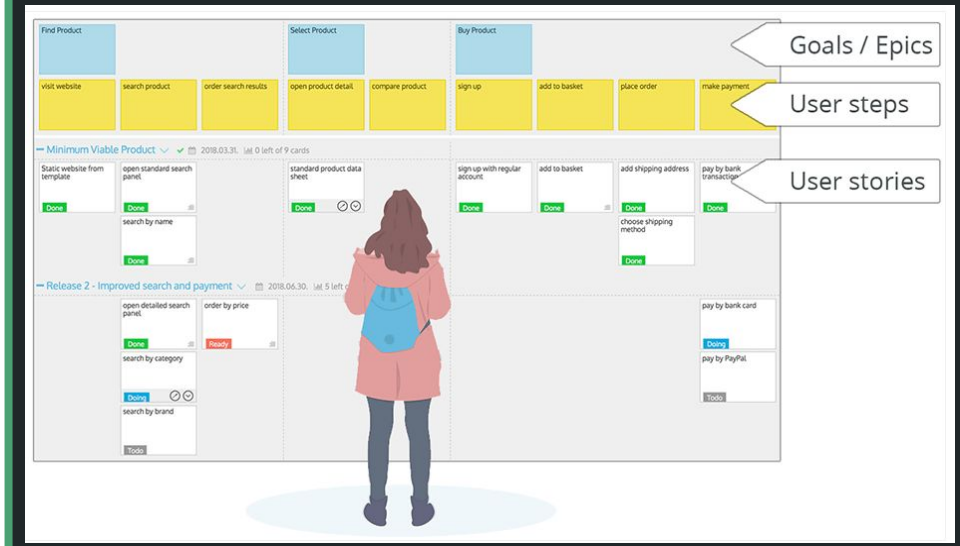


Build the Golden Triangle

Goals / Objectives

User Steps / Actions

Stories / Engagements



FIVE ELEMENTS OF STORY

Let's look at each individually

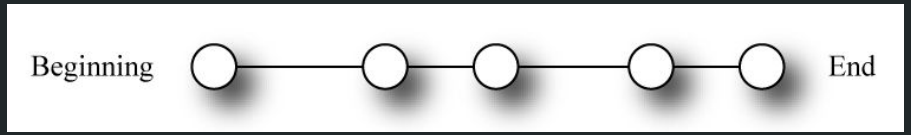
Element #1
STRUCTURE

Linear Storytelling is presentation of a story in a sequential manner. It has a beginning, middle and end. It follows a logical flow from a starting point to a conclusion. ... In this kind of presentation, the program is not controlled by the learner.

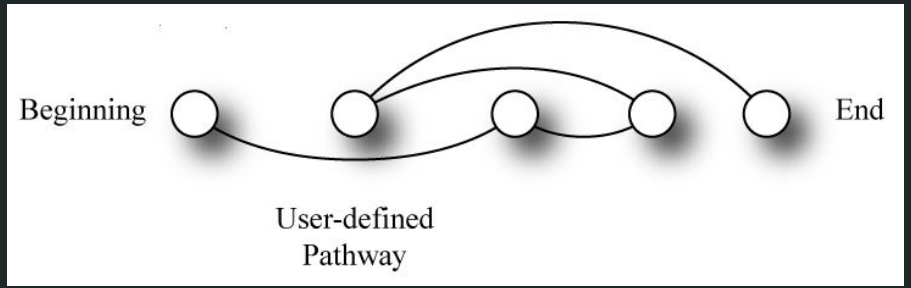
Non-linear storytelling is a presentation where the learner interacts with by the content, such as selecting the order in which the learner consumes the content by clicking from the choices presented in the program.

Two types of structures

Linear storytelling



Nonlinear storytelling

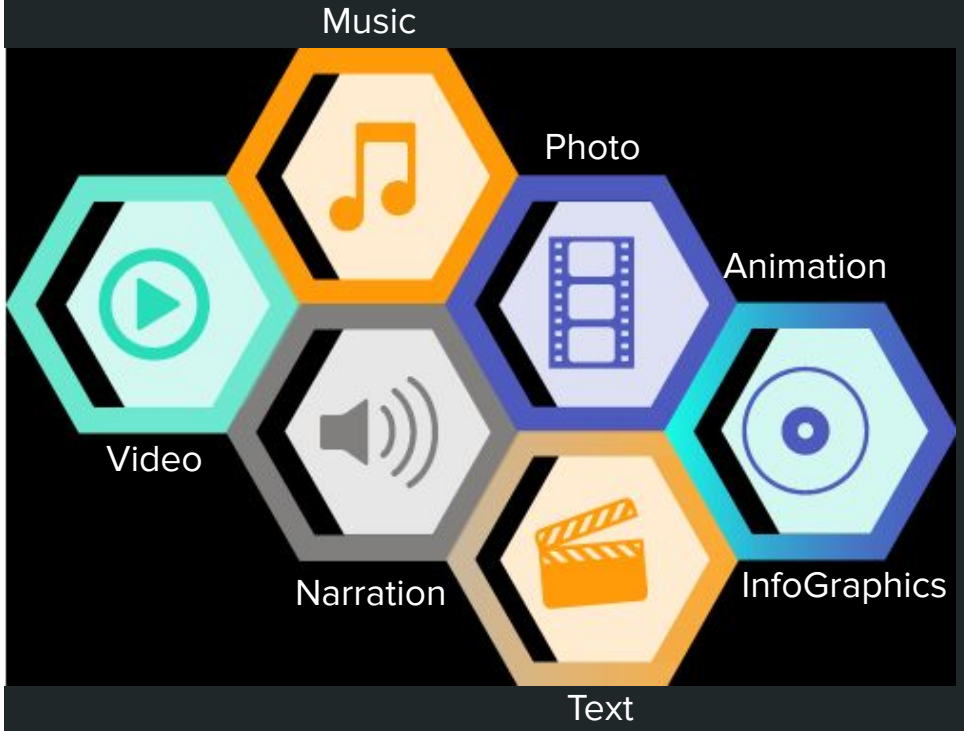


Element #2
MULTIMEDIA ASSETS

A media asset is any piece of visual data that is owned or can be controlled to produce something of value. These can come in a few different forms such as:

- **PHOTOS**
- **VIDEO**
- **AUDIO**
- **TEXT**
- **GRAPHICS**
- **ANIMATIONS**

Typical Multimedia Assets

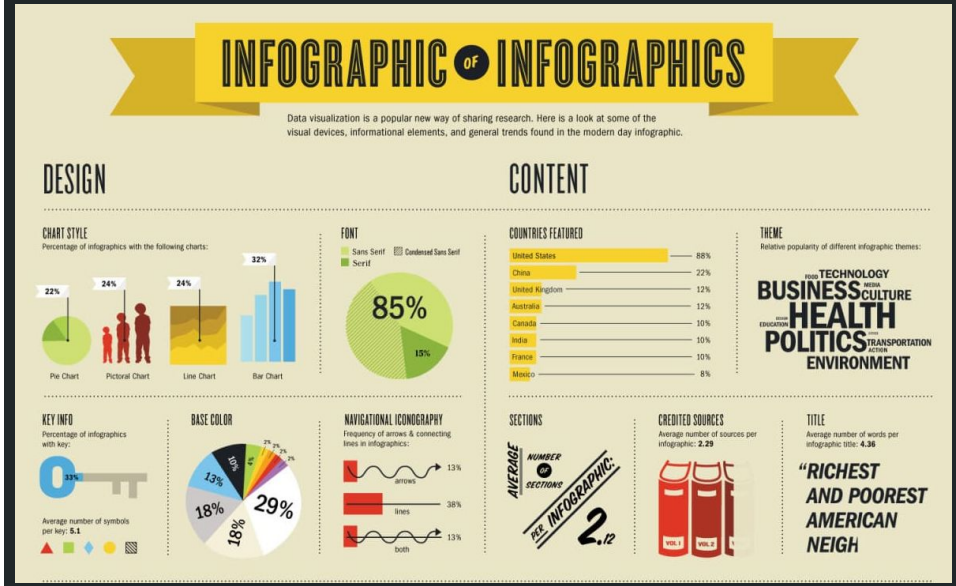


Element#3: INFOGRAPHICS

Infographics have the power to make broad or complex ideas more distilled and simplified. Rather than sifting through large amounts of information, you can get all of the data, stats, and highlights you need in one colorful, creative, and engaging infographic.

- **The Brain Processes Visual Information Faster and More Efficiently.**
- **Engagement = Improved Comprehension.**
- **Size and Color differentiates data.**
- **Offers curiosity and learner engagement.**
- **Simple, Focused Infographics Work Best.**
- **Boosts attention span, ability to recall.**

Infographics



Element # 4:
STORY STRUCTURE DESIGN

Classic story structure contains 3 main parts: 1. **Beginning** - setting and conflict (a problem), 2. **Middle** - rising action (solving a problem), highest point or culmination (core of a problem), 3. **End** - falling action / problem resolution

A **Non-linear story structure** is a narrative technique in which the storyline is told out of straight-line / linear order. This can take many forms: by using "*Learn More*" buttons, "***Reference sections***", "***Download***", "***Fun Facts***", or "***Historical information***", etc. Non-linear plotlines can mimic the recall of human memory, or weave multiple elements of a story - to engage the learner with various assets and/or documents, leveraging interactivity and personal experiences and preferences.

Story Structure Design

Four P's: People, Place, Plot, and Purpose

Classic Story structure

BEGINNING	MIDDLE	END
• Exposition • Conflict	• Rising Action • Climax	• Falling Action • Resolution

Non-linear Story structure

BEGINNING	MIDDLE	END
• Objectives • Introduction	• Interactivity • Engagement	• Lessons Learned • Test

Element #5
TECHNOLOGY

A. Non-linear storytelling has vastly increased

(a) the rise in broadband speeds, and
(b) video to web standards like Flash and HTML 5.
(c) New, Easy Authoring software like -
(1) Articulate, (2) Captivate, (3) Camtasia (4) Lectora, (5) ispring

B. Computer Hardware and Input Devices are cheaper, faster, better, smarter, easier to use

Input devices like graphics tablets, digital cameras, scanners, video card, audio recording, editing, storage, and hi performance chip make it popular

C. The next frontier - HYPERVIDEO

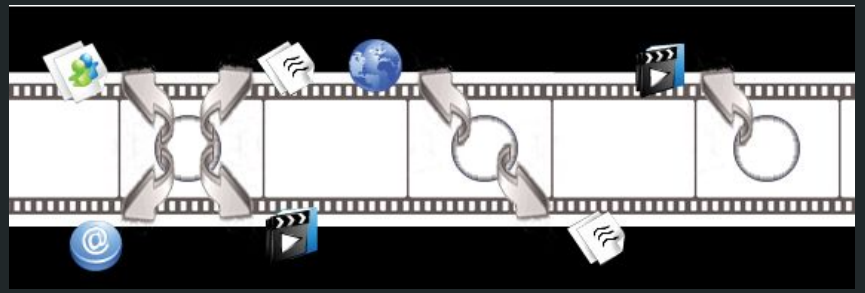
Hypervideo allows for the possibility of creating video where objects link to provide more information about particular 'objects' when the learner clicks on the clickable 'objects' in the video. And since it is the user who has requested the information, the information is customized for each unique user.

Huge Impact of Technology

A

B

C



Linear Storytelling

A **story** can be told in many different ways

Here is an example of the story of

ATMOSPHERIC GASES

told in a **linear fashion** using

Text, **Image** and **Graphics** ….

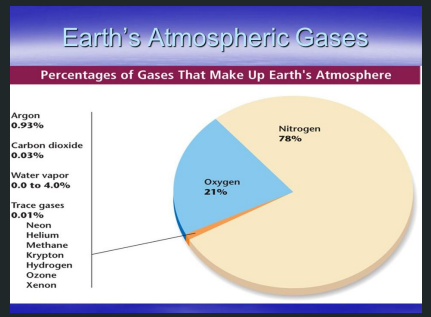
The story flow will look like this (next slide)

TEXT

The atmosphere of Earth is a layer of gases surrounding the planet Earth that is retained by Earth's gravity. The atmosphere protects life on Earth by absorbing ultraviolet solar radiation, warming the surface through heat retention (greenhouse effect), and reducing temperature extremes between day and night (the diurnal temperature variation).

The common name given to the atmospheric gases used in breathing and photosynthesis is air. By volume, dry air contains 78.09% nitrogen, 20.95% oxygen, 0.93% argon, 0.039% carbon dioxide, and small amounts of other gases. Air also contains a variable amount of water vapor, on average around 1%.

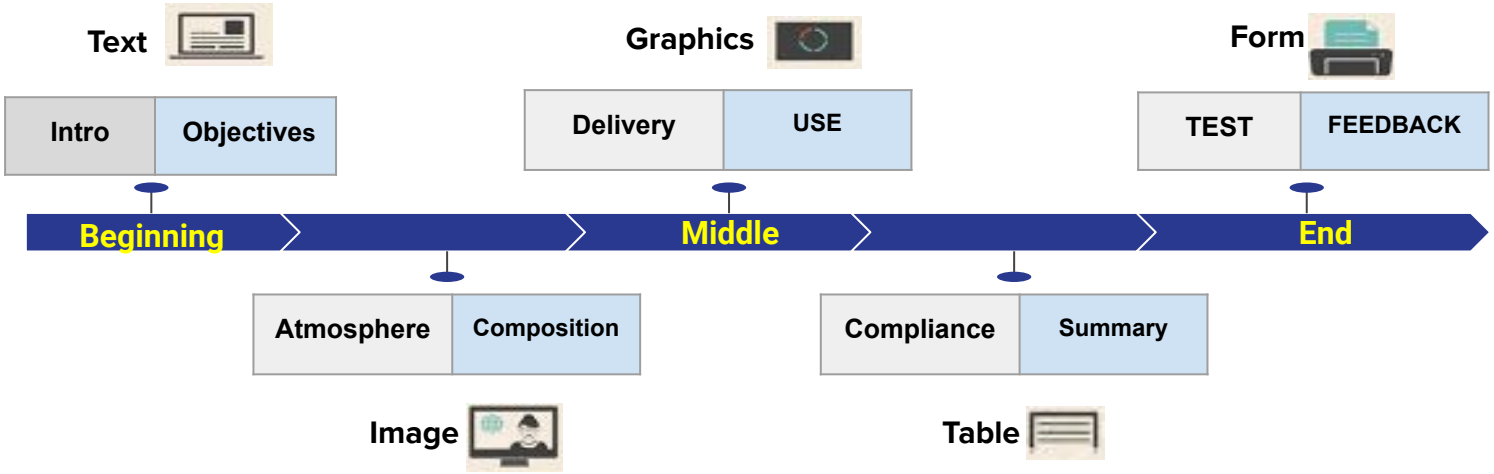
GRAPHICS



IMAGE

An Example of Linear storytelling:

ATMOSPHERIC GASES



Media Assets

- Text
- Image
- Graphics
- Table
- Form

Nonlinear Storytelling

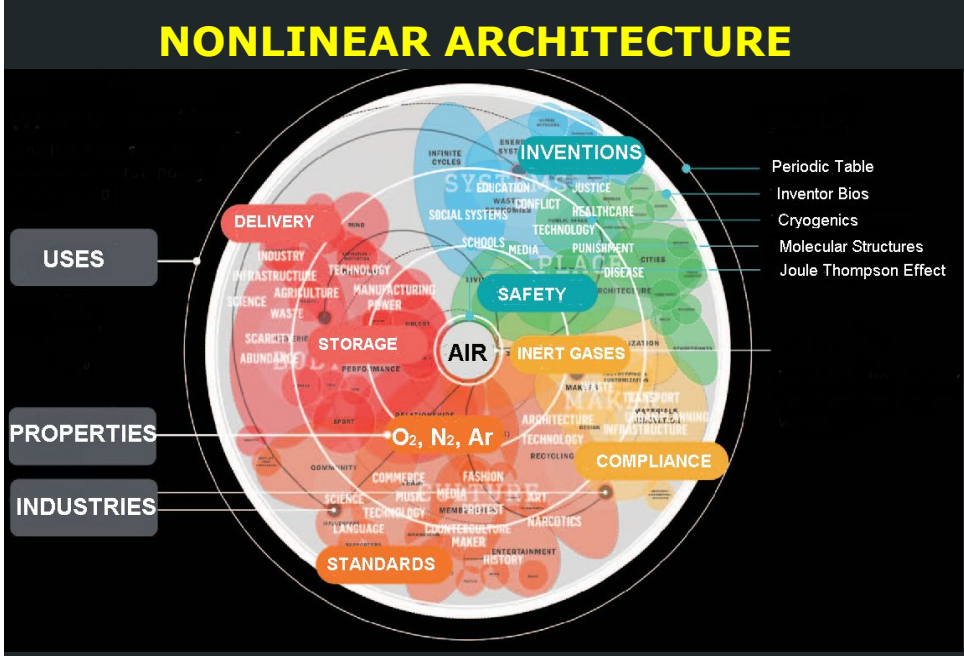
Nonlinear storytelling fuels layers of curiosity, ideas, innovation and interactivity by using a technique called **BRANCHING**.

Interactivity is achieved through the application of a variety of multimedia tools, such as video, audio, animation, graphics, and infographics, etc.

However, at the heart of the non-linear storytelling lies the freedom of the learner to choose particular routes through the story's architecture based on personal preferences, and allow them to investigate and learn more about a particular theme in the story, Here's the same story of

ATMOSPHERIC GASES

told in a nonlinear way ….



Image/Text- Air Separation Industry Standards
Table/Data Air Separation Safety Guidelines
Photograph- Compressed Air Transportation
Watch VIDEO - Cryogenic transportation
Infographics - Environmental Impact
Download - Signage and decal standards
Compliance
Summary
TEST
FEEDBACK
Summary / Quizzes / Test
Evaluation / Grading /
Review meetings (Online / F2F)
Certification (as required)
QUESTIONS?
Learn About- Liquid Gases Delivery
Learn about- HP Gas Cylinder Dely
Watch VIDEO - Gas Pipeline Delivery
Infographics - Cryogenic Storage
Delivery
Use
Atmosphere
Composition
Learn About- Air Separation Industry Standards
Learn about- Air Separation Safety Guidelines
Learn about- Compressed Air Transportation
Watch VIDEO - Cryogenic Liquid Transportation
Infographics - Environmental Impact Air Separan
Download - Signage and decal standards of Oxygen, Nitrogen and Argon - Display Guides
MORE
Learning Objectives
Course Navigation
Non-Linear storytelling:
ATMOSPHERIC GASES

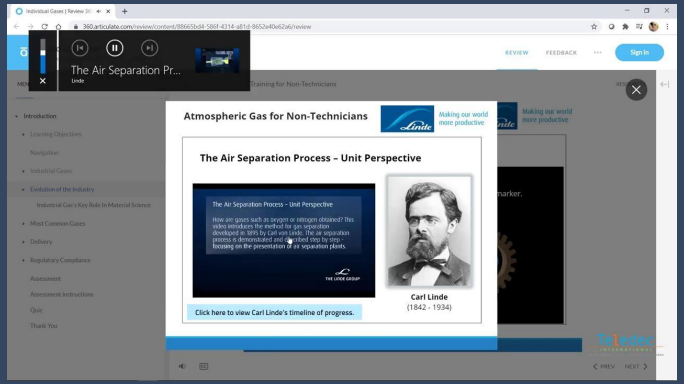
Non-linear Demo Video : ATMOSPHERIC GASES

Welcome to the Demo

Atmospheric Gas Training for Non-Technicians

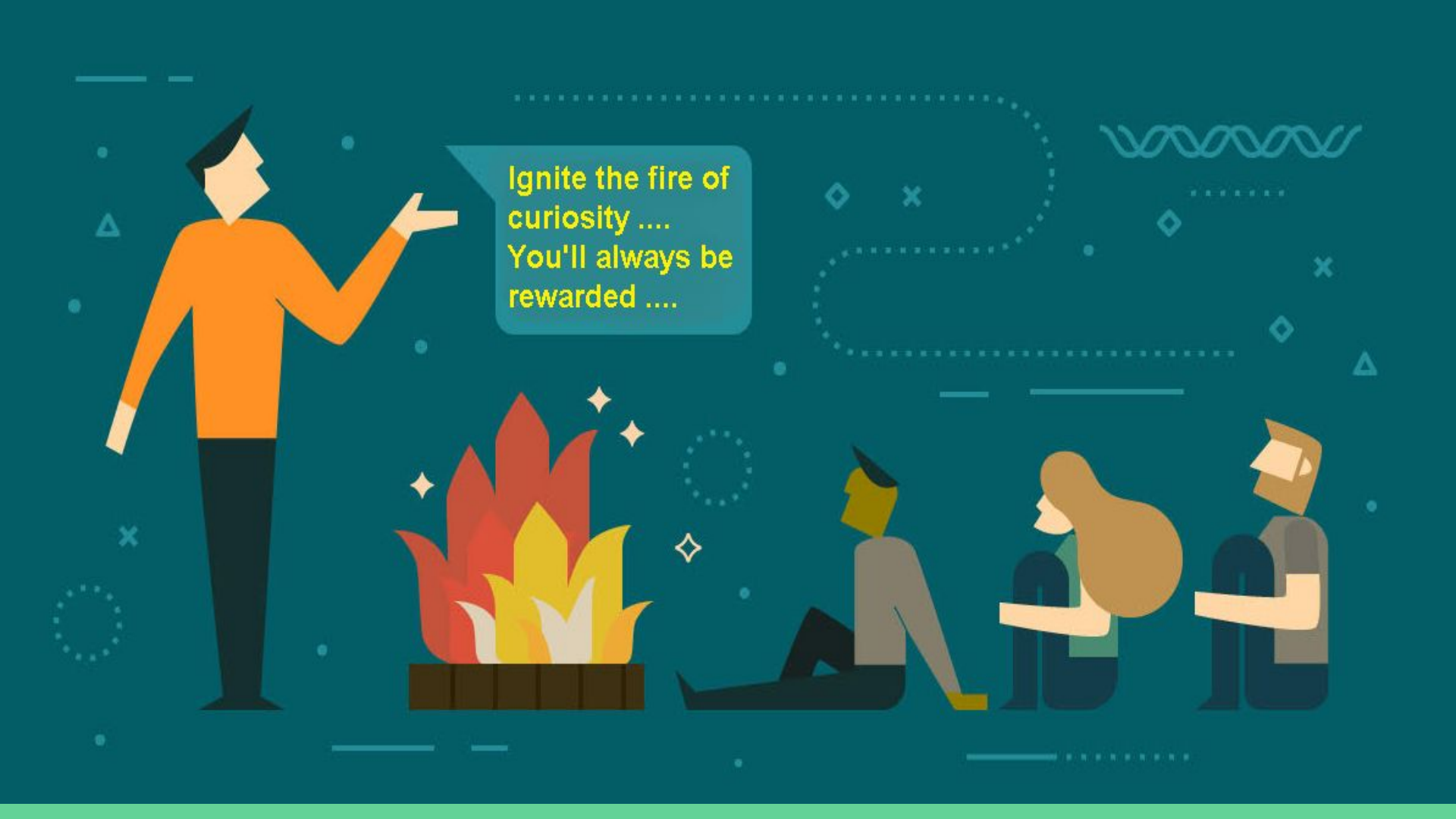
Module 5

Click Here To Play Video -->



At the end of the day ...

Non-linear stories stay with you because they demand careful thinking about all the pieces presented. When you complete that puzzle, you feel a real sense of achievement. ... In today's digital age, a story can be told in so many different ways and can straddle many different platforms.


Ignite the fire of curiosity .... You'll always be rewarded ....

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Thank You