

From September 1

Lambert’s Seven Stages of Digital Storytelling—A starting point...:

1. **Point (of View):** “By point of view, we primarily are addressing [the] issue of defining the specific realization you, as an author, are trying to communicate within your story. [I]t is imperative to define this goal in order to direct the editing process. . . . In thinking about the point of a story, we should also be considering the reason for the story” (pp. 46-47)
2. **Dramatic Question:** “Simply making a point doesn’t necessarily keep people’s attention throughout a story. Well-crafted stories . . . set up a tension from the beginning that holds you until after the story is over” (p. 50).
3. **Emotional Content:** “It is as if the story had reached inside our consciousness and taken hold of us, and we know in that moment that we are in for a tearful or joyous ride” (p. 52).
4. **The GIFT of Your Voice:** “We listen to words spoken in various inflections and go into different modes of listening, which are also different modes of conscious interaction” (p. 54).
5. **The Power of the Soundtrack:** “From earlier and earlier ages we are aware of the trick that music can play on our perception of visual information” (p. 55)
6. **Economy:** “Storytelling with images means consciously economizing language in relationship to the narrative that is provided by the juxtaposition of images” (p. 57).
7. **Pacing:** “Pacing is considered by many to be the true secret of successful storytelling. The rhythm of a story determines much of what sustains an audience’s interest” (p. 59)

For September 6

Phillips use of Jenkins’ definition of Transmedia Storytelling:

Trans media storytelling represents a process where integral elements of a fiction get *dispersed systematically across multiple delivery channels* for the purpose of creating *a unified and coordinated entertainment experience*. Ideally, each medium makes its own *unique contribution* to the unfolding of the story. [Emphasis in original.]

Modes Presented in the Stories (List as we discuss)

Snow Fall	Women Inmates	Beautiful Social
Transmedia Story?	Transmedia Story?	Transmedia Story?