

StoryLab: Why Digital Storytelling?

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Presentation

What is Digital Storytelling?

- Combines multimedia (text, image, video, audio) to tell stories
- Enables personal, emotional, and educational narratives

Why Stories Matter

- Stories are universal and emotionally engaging
- Used throughout history to teach values and concepts

Benefits for Students

- Boosts creativity, confidence, and collaboration
- Enhances digital literacy and communication skills

Educational Impact

- Improves understanding, retention, and engagement
- Applicable across subjects: language, history, science, etc.

Digital Storytelling in Practice

- Used in project-based learning, presentations, and reflection
- Supports personalized and culturally relevant education

Tools We Use at StoryLab

- Book Creator, WeVideo, Storyboard That, Adobe Express
- Storybird, Anchor, FlexClip, and more

21st Century Literacies

- Visual, media, information, and technological literacies
- Key for modern education and global competencies

Global Relevance

- Successfully implemented in schools across the world
- Supports inclusion, accessibility, and cultural awareness

Emotional Engagement

- Stories activate both the brain and the heart
- Empowers students to express personal narratives

Lifelong Learning

- Valuable for adult education and professional growth
- Promotes reflective thinking and storytelling as a skill

Elements of an Effective Digital Story

- Point of view, dramatic question, emotional content
- Voice, economy, pacing, and soundtrack

Beyond the Classroom

- Used in public health, business, and social campaigns
- Digital stories build empathy and influence change

Challenges to Consider

- Digital access, technical skills, time for production
- Professional development is key

Measuring Impact

- Assess engagement, learning outcomes, and feedback
- Use pre/post assessments and storytelling rubrics

StoryLab's Vision

- Empower teachers and students through storytelling
- Make learning meaningful, inclusive, and innovative

Digital Storytelling Tools by Category

- **Book & Comic Creation**

- • Book Creator
- • Storybird
- • Storyboard That

- **Video & Animation**

- • WeVideo
- • FlexClip
- • Powtoon
- • Animoto

- **Audio & Podcasts**

- • Anchor