

Aggressive Driver
High Crash Area

NEXT
7¼ MI

NEW MEDIA NARRATIVE
crash course

Photo by clay good

Tuesday, July 28, 2009

first, some resources...

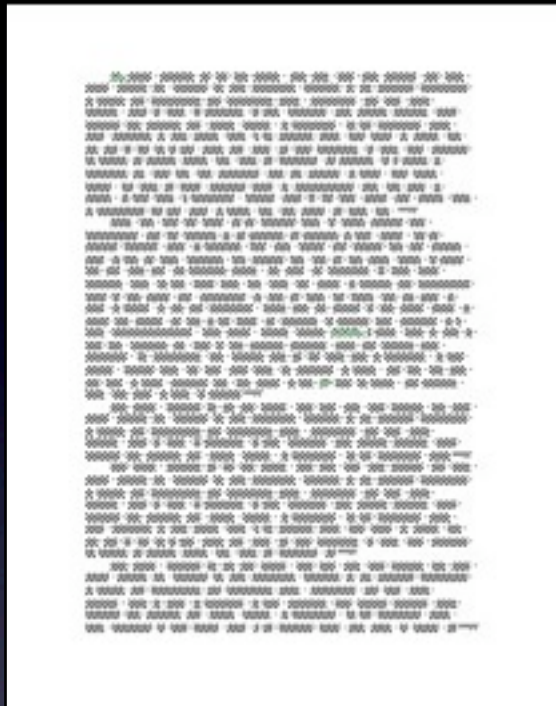
- /storytelling
 - literacy
 - art of storytelling
 - technology, techniques
 - * power of music
 - assessment
- /nome
- /beyondessays

Literacy...

Consuming **and**
producing the media
forms of the day,
whatever they are.

Literacy...

Therefore, kids need to
be able to write
whatever they read.



Words

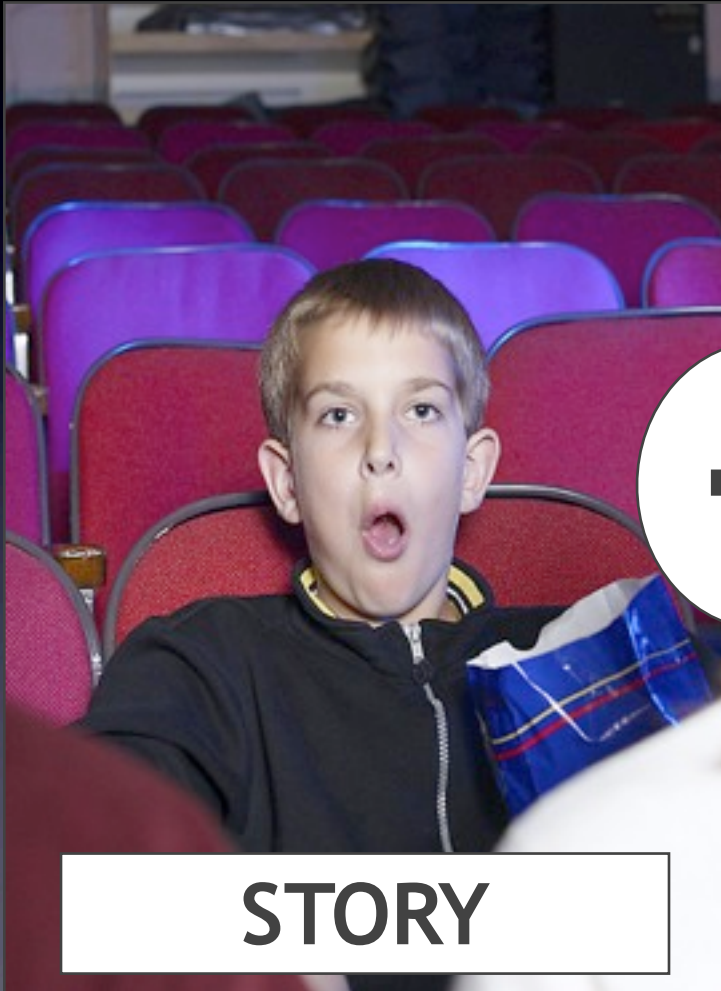
Collage

jasonohler.com/beyondwords



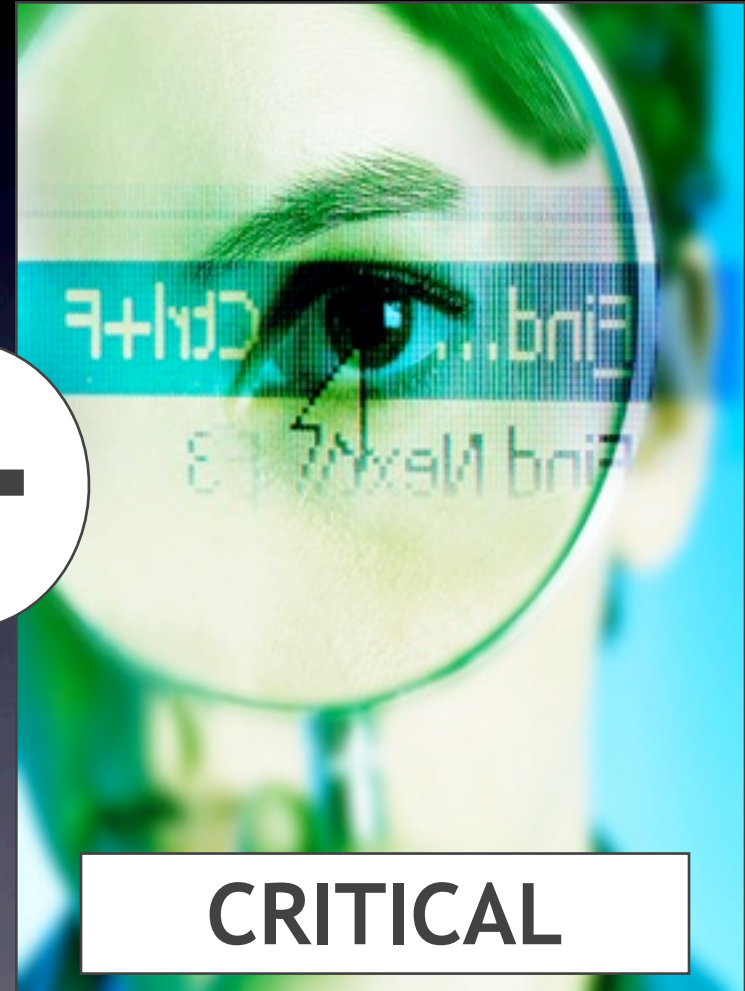
NEW MEDIA
narrative

Two kinds of thinking...



STORY

+



CRITICAL

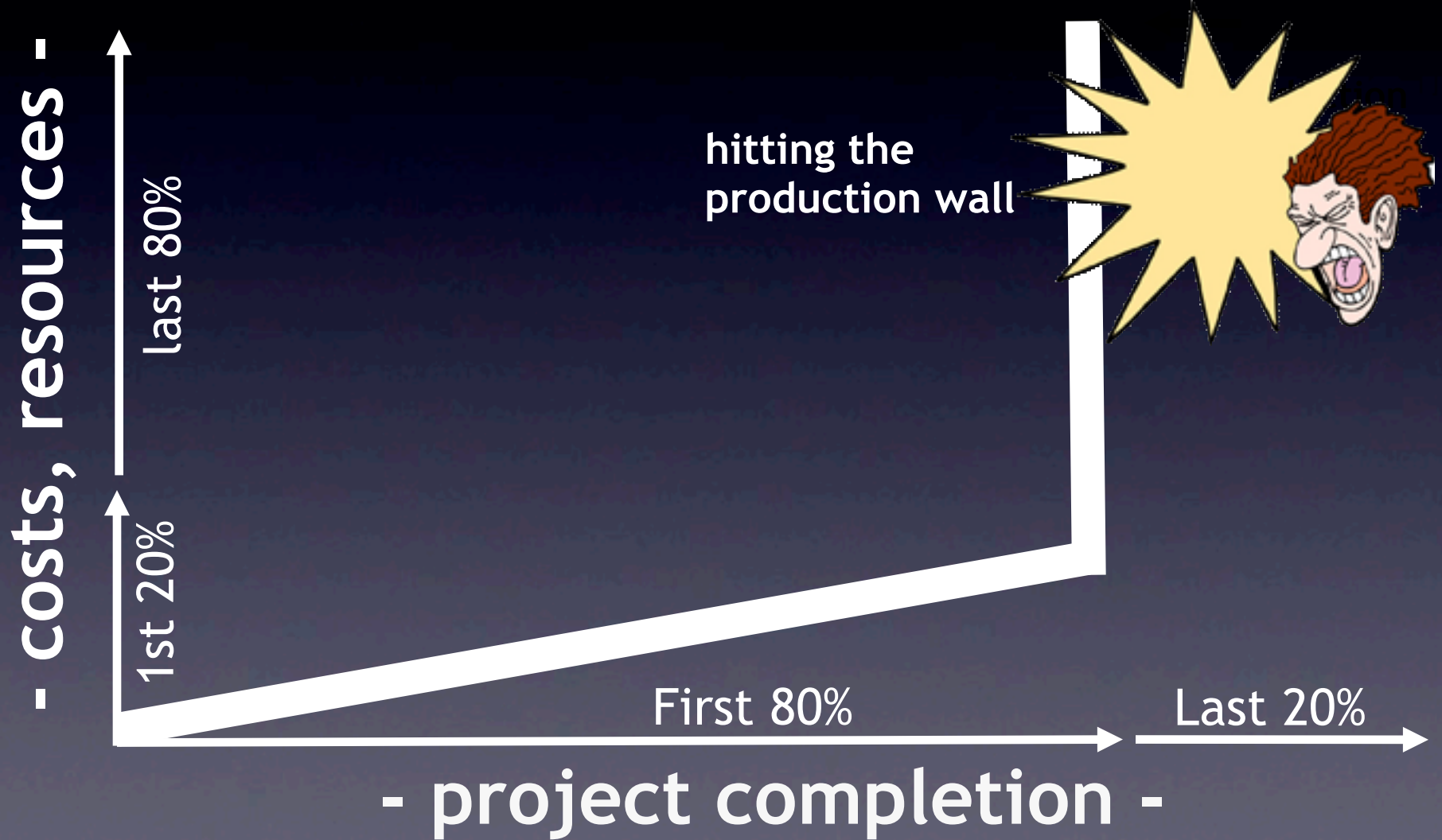
STOP!



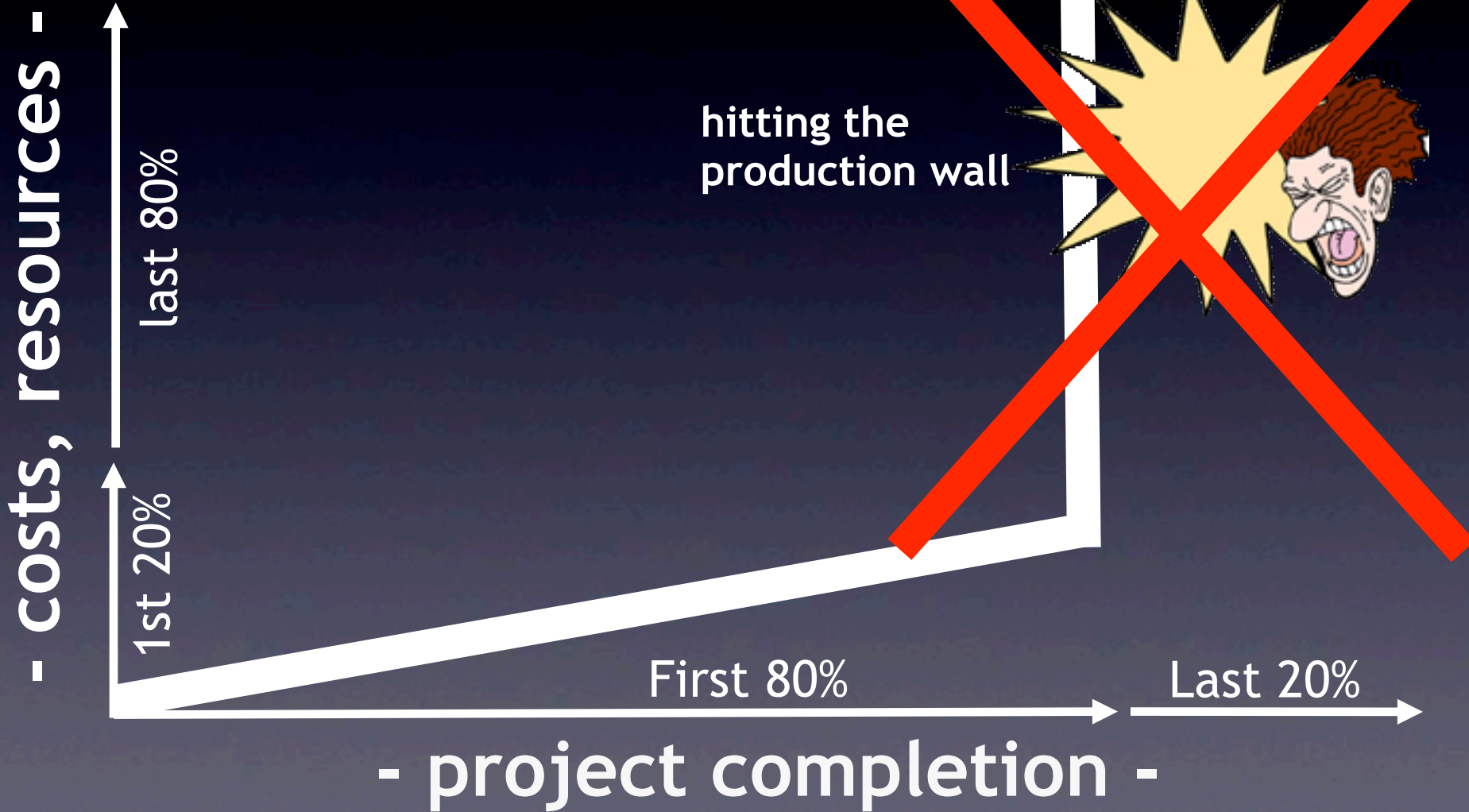
...work with
what you have

NEW MEDIA
narrative

rule of 80/20...

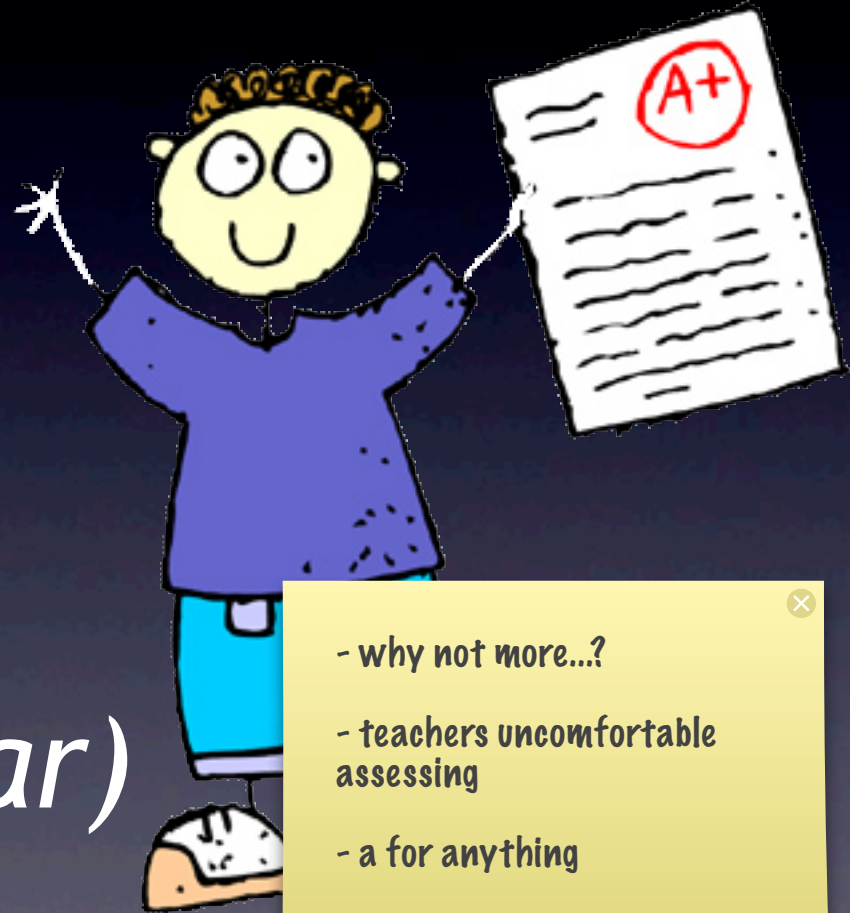


rule of 80/20...



assessment...

The “A for
anything that
moves”
syndrome...
(*media grammar*)



- why not more...?
- teachers uncomfortable assessing
- a for anything
- media grammar



**innotivity,
critique**

research

**media
fluency**

**literacy
blending**

writing

planning

**Portfolio unto
itself...
collect, assess
everything**



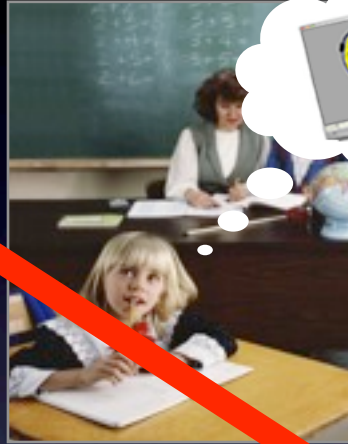
- Bad guitar player a bigger amp
- Tech serving story
- Transformation 1st, events 2nd...

...story first,
tech second

NEW MEDIA
narrative

Traditionally...

1. Story idea



2. Storyboard, outlining



New approach...

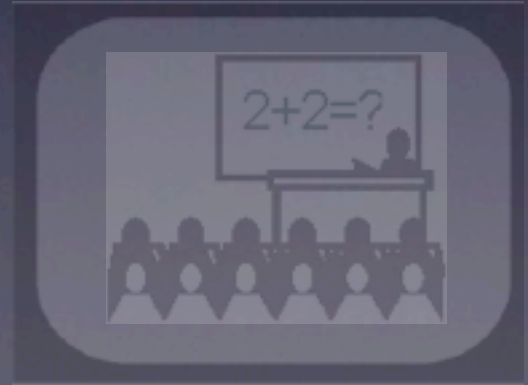
- new
- old
- under u

1. Story idea

2. Story map



3. Storyboard, outline...*maybe*

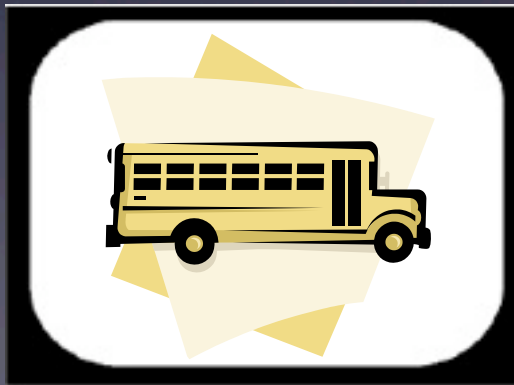


Mapping vs. boarding...

Emotional flow...

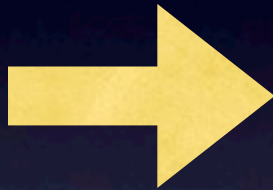
vs.

Flow of motion...



story core in education

*Inquiry
(tension)*



*Discovery
(resolution)*

*Transformation
(learning)*

story core illustrated...

new you...



old you...



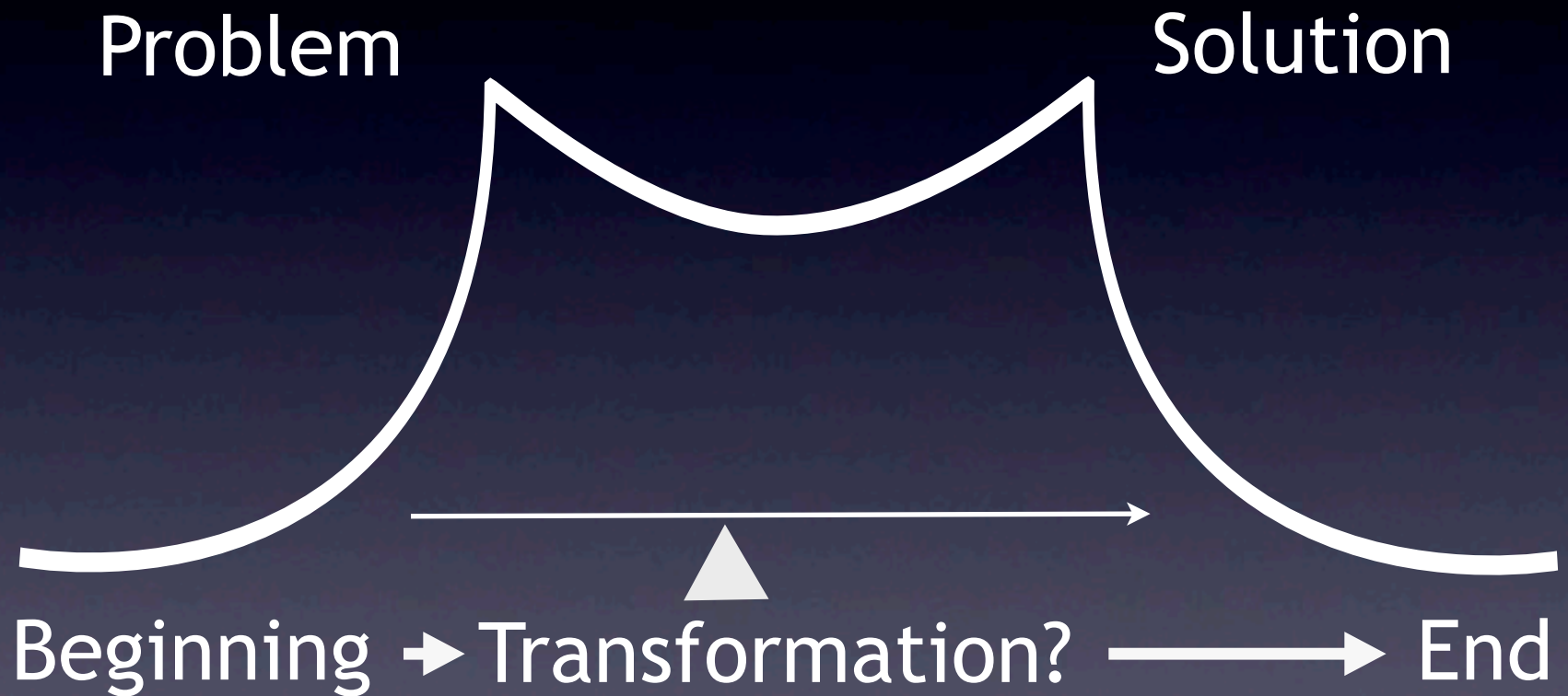
*Transformation
(emergence, rebalancing)*

McKee... in balance,
out of balance, back
in balance

8 levels...

1. Physical/kinesthetic - strength, dexterity, **realizing** potential
2. Inner strength - courage, **realizing** potential
3. Emotional - maturity **realized**
4. Moral - conscience, **realizing** “right”
5. Psychological - insight, self-awareness, **realization, revelation**
6. Social - **realizing** responsibility
7. Intellectual/creative - learning, problem solving, critical thinking, **realizing** new understandings
8. Spiritual - awakening, **revelation**

VPS, basic...



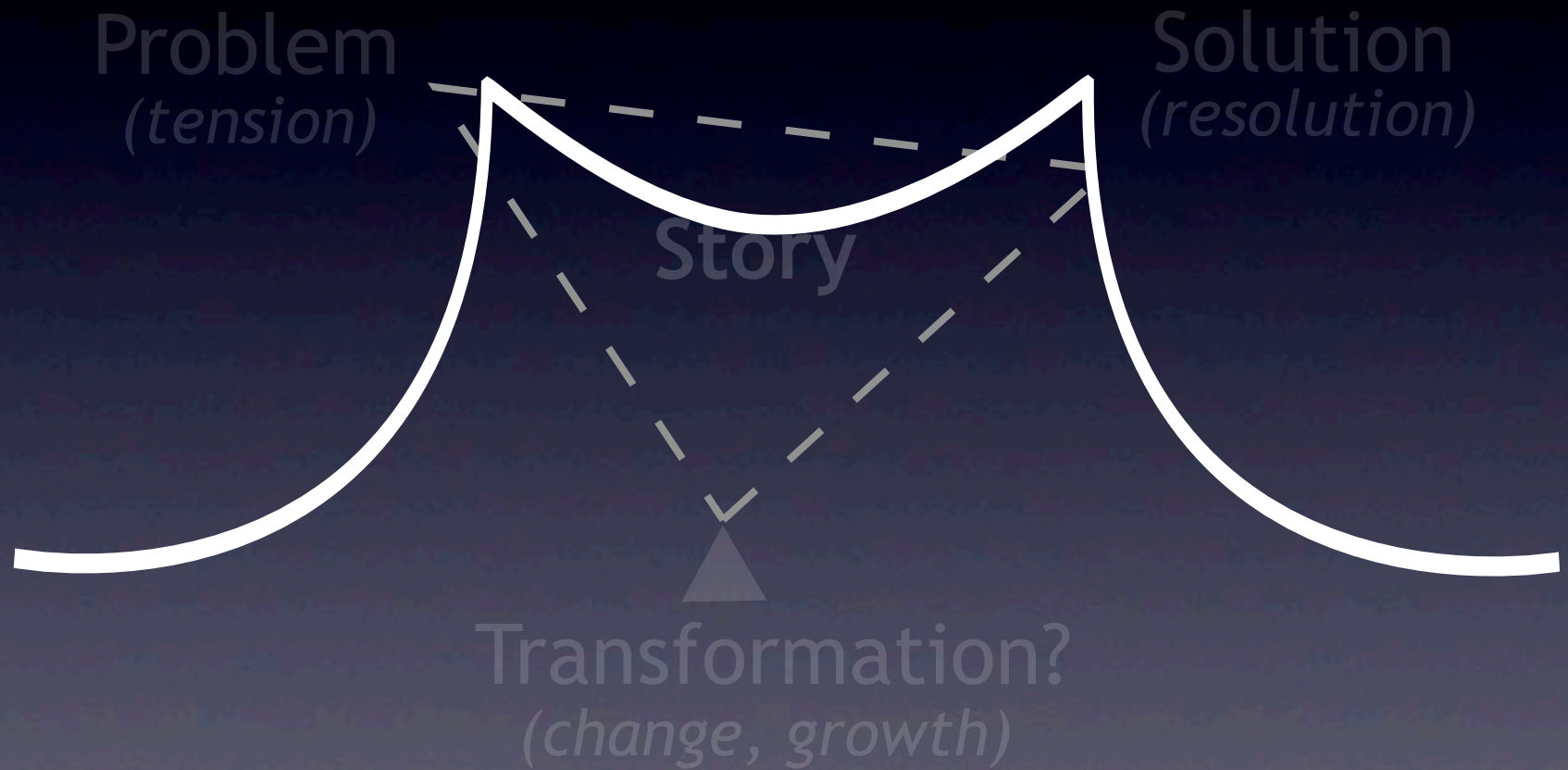
Dillingham, 2003, modified Ohler, 2005

On one sheet of paper...



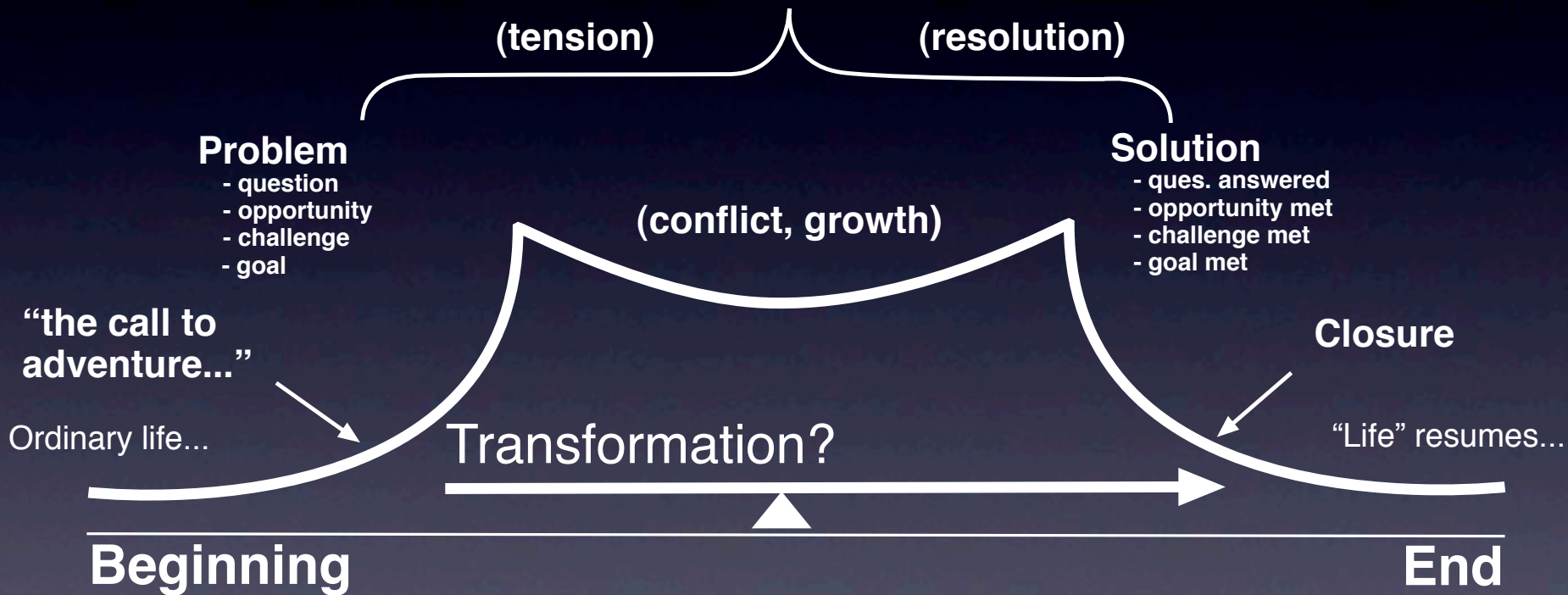
Dillingham, 2003, modified Ohler, 2005

On one sheet of paper...



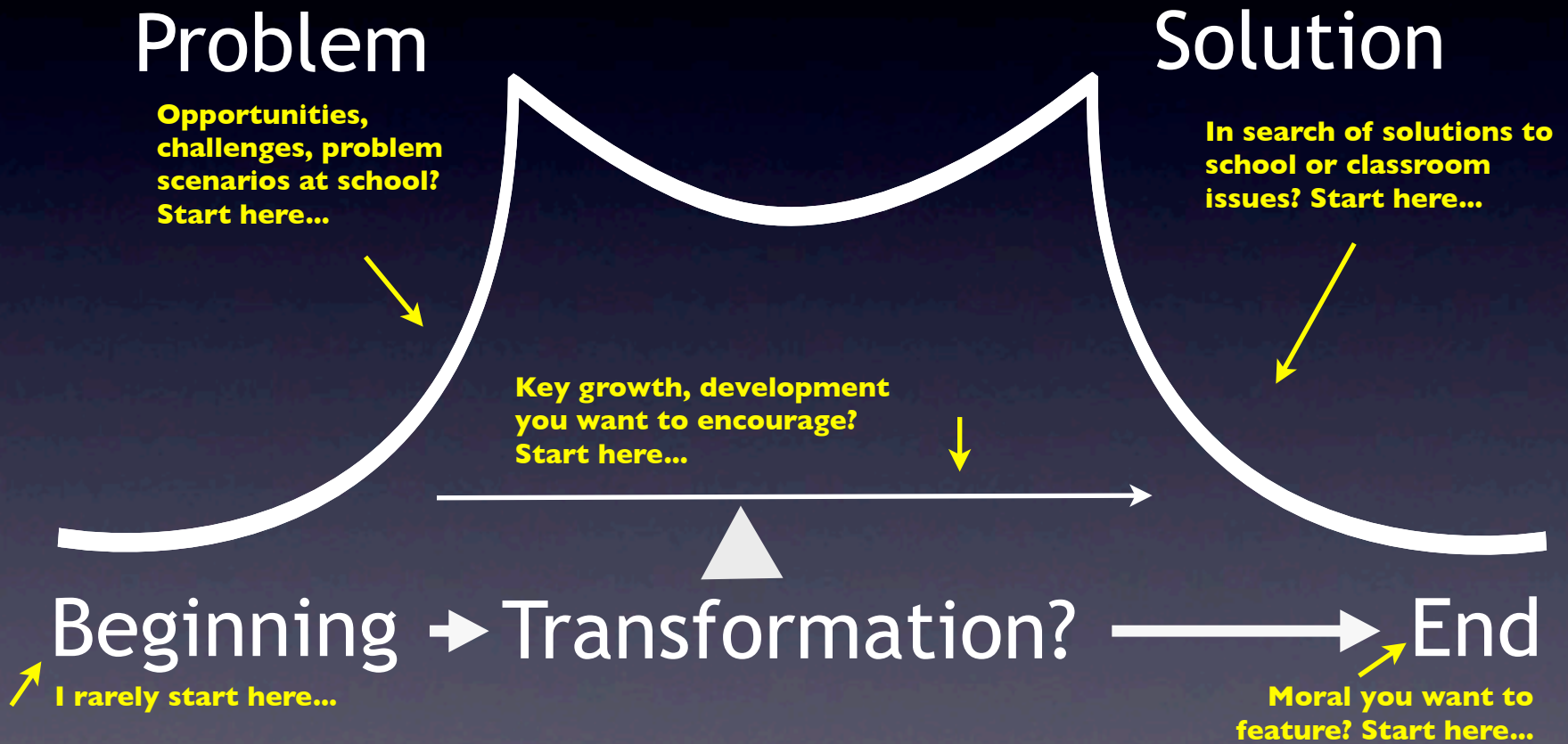
VPS, detailed...

Middle

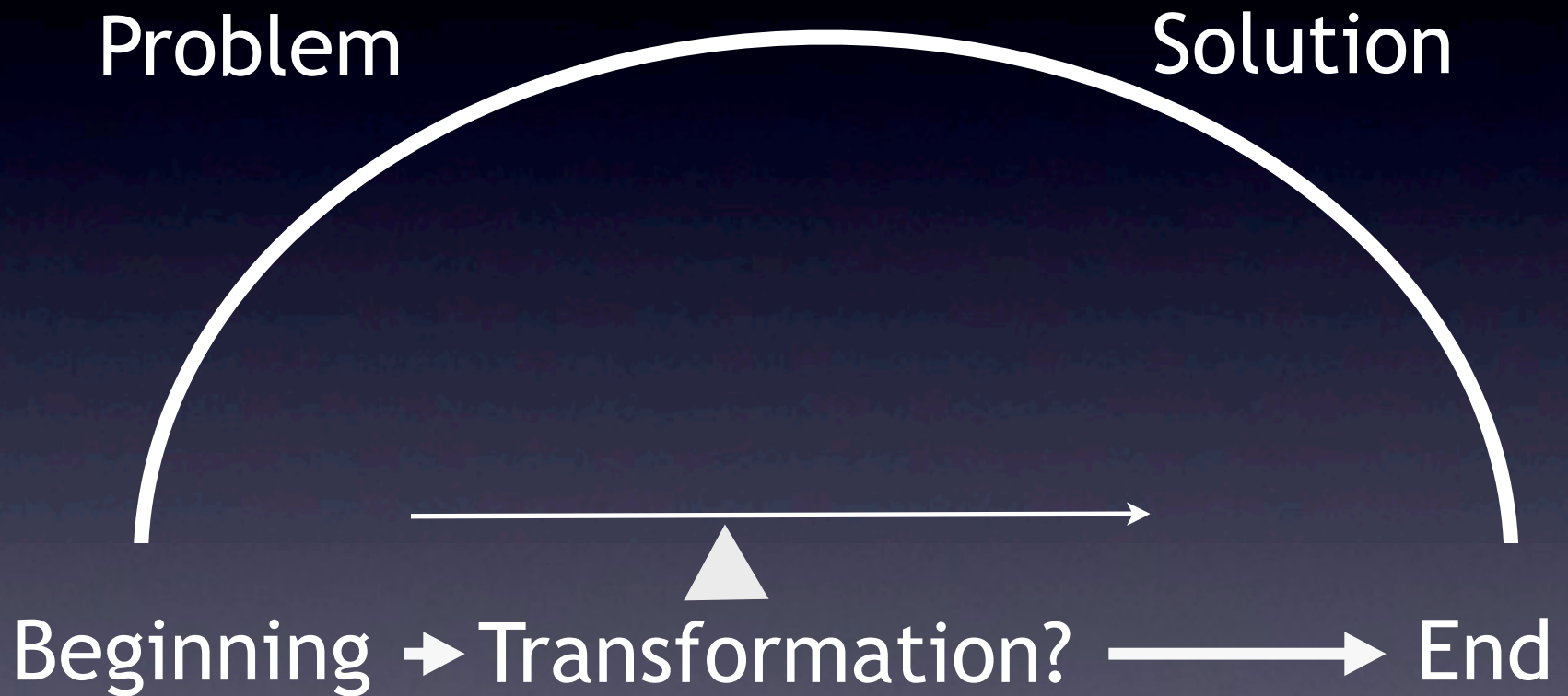


Dillingham, 2003, modified Ohler, 2005

start anywhere...

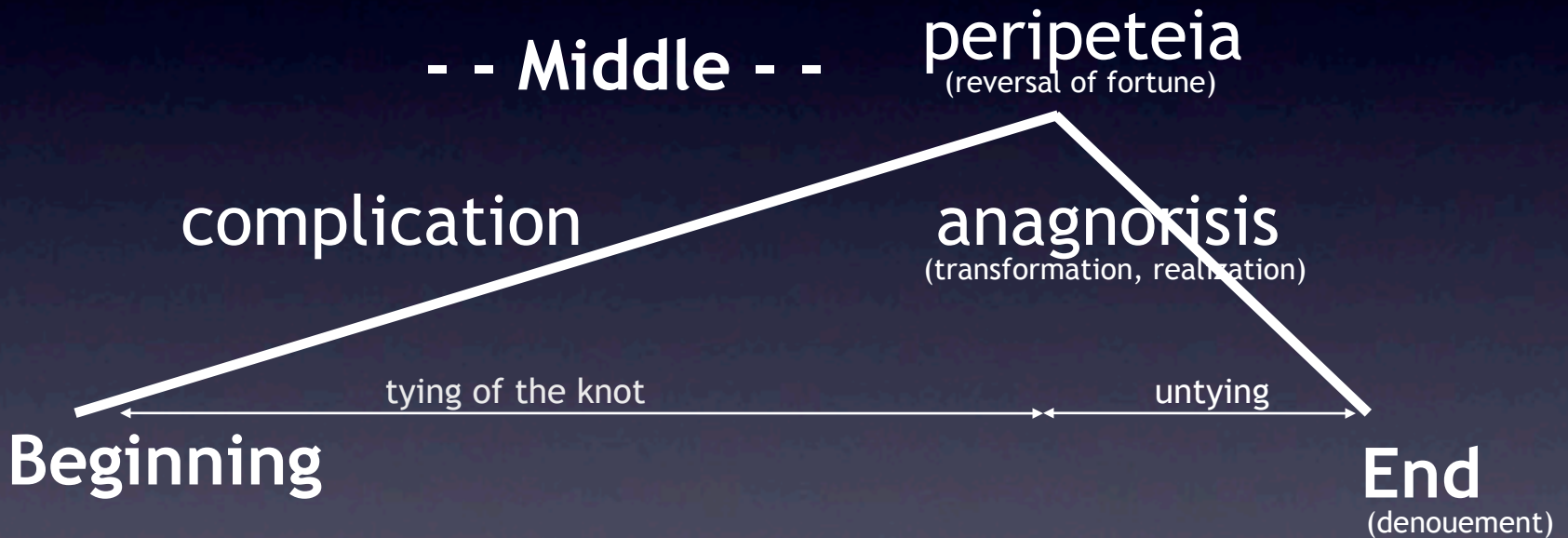


arc, basic...



More maps...

Aristotle



Aristotle - Story Map/Diagram

From THE POETICS by Aristotle

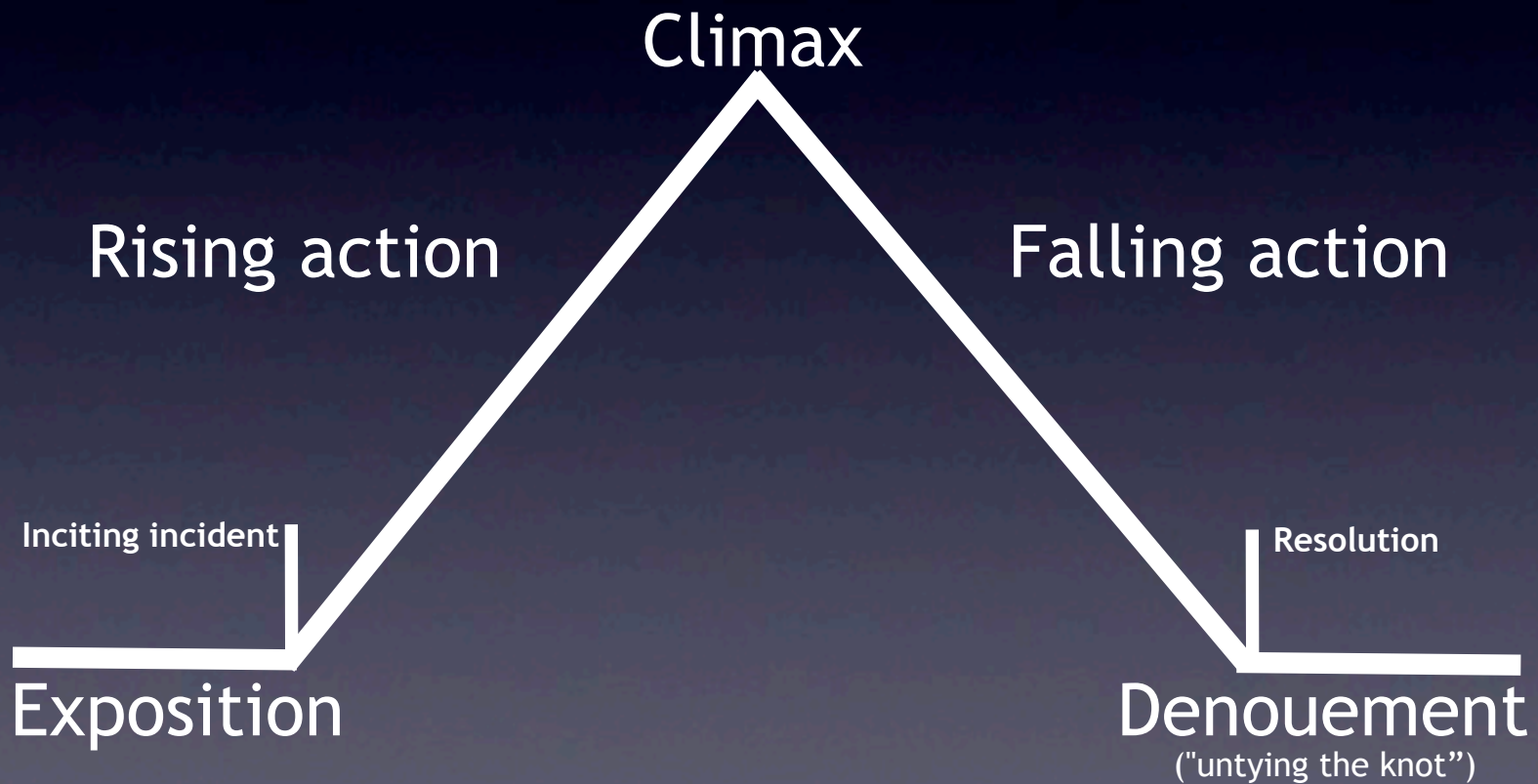
More maps...

Aristotle simplified



More maps...

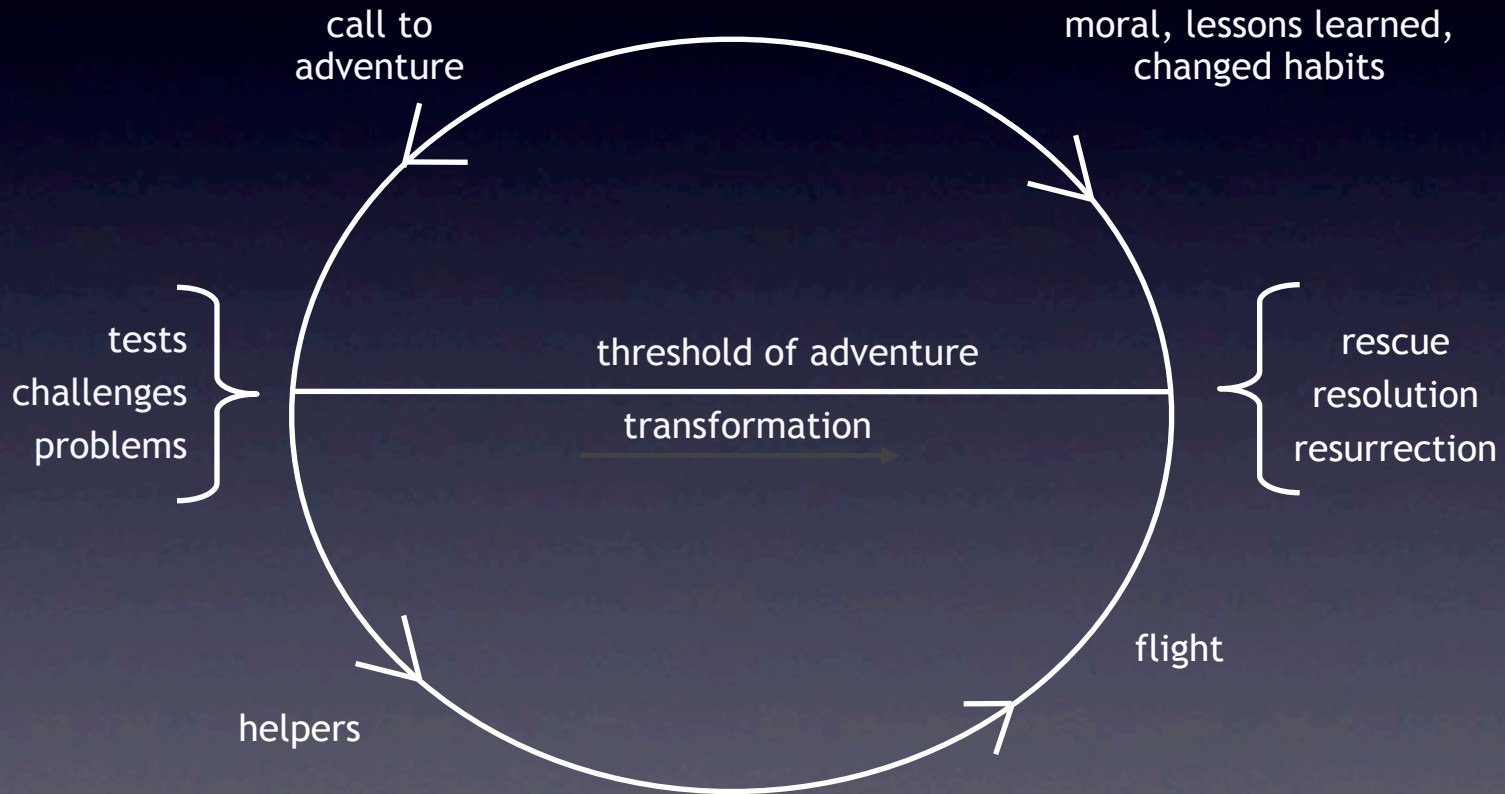
Freytag's story pyramid



From DIE TECHNIK DES DRAMAS by Freytag, 1863

More maps...

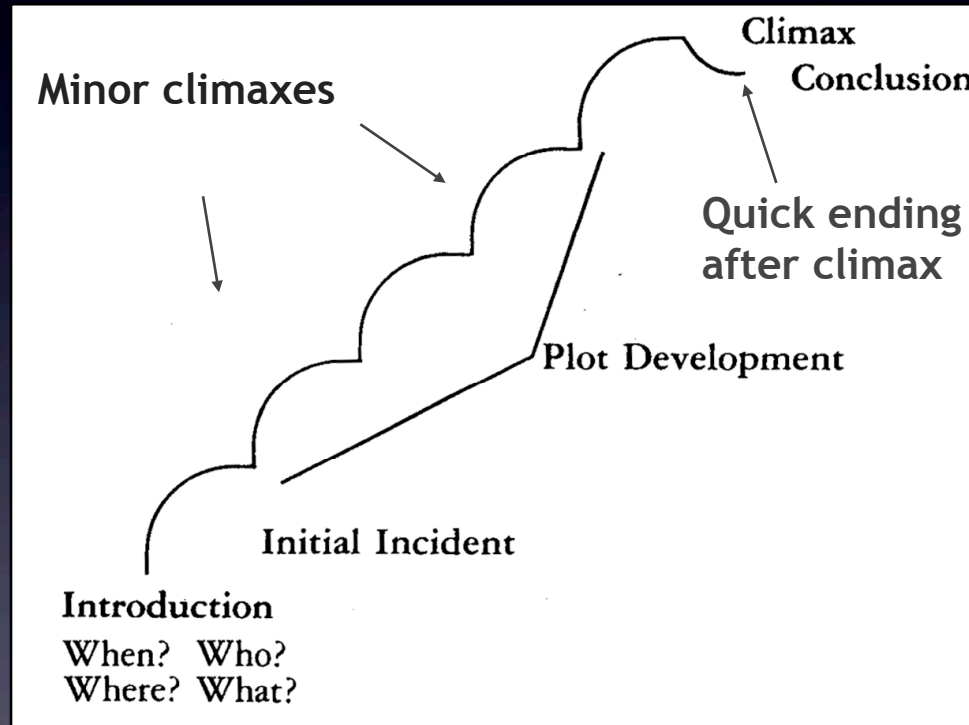
Joseph Campbell



From HERO HAS A THOUSAND FACES by Campbell

More maps...

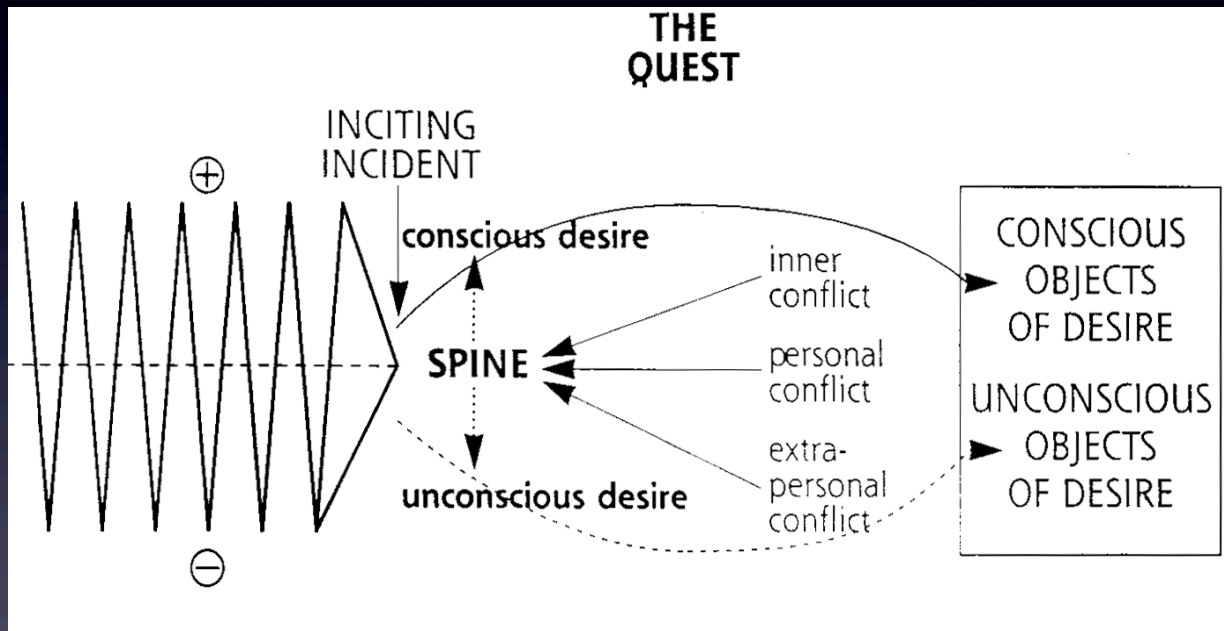
Breneman



From **ONCE UPON A TIME - A STORYTELLING BOOK** by Breneman and Breneman

More maps...

McKee

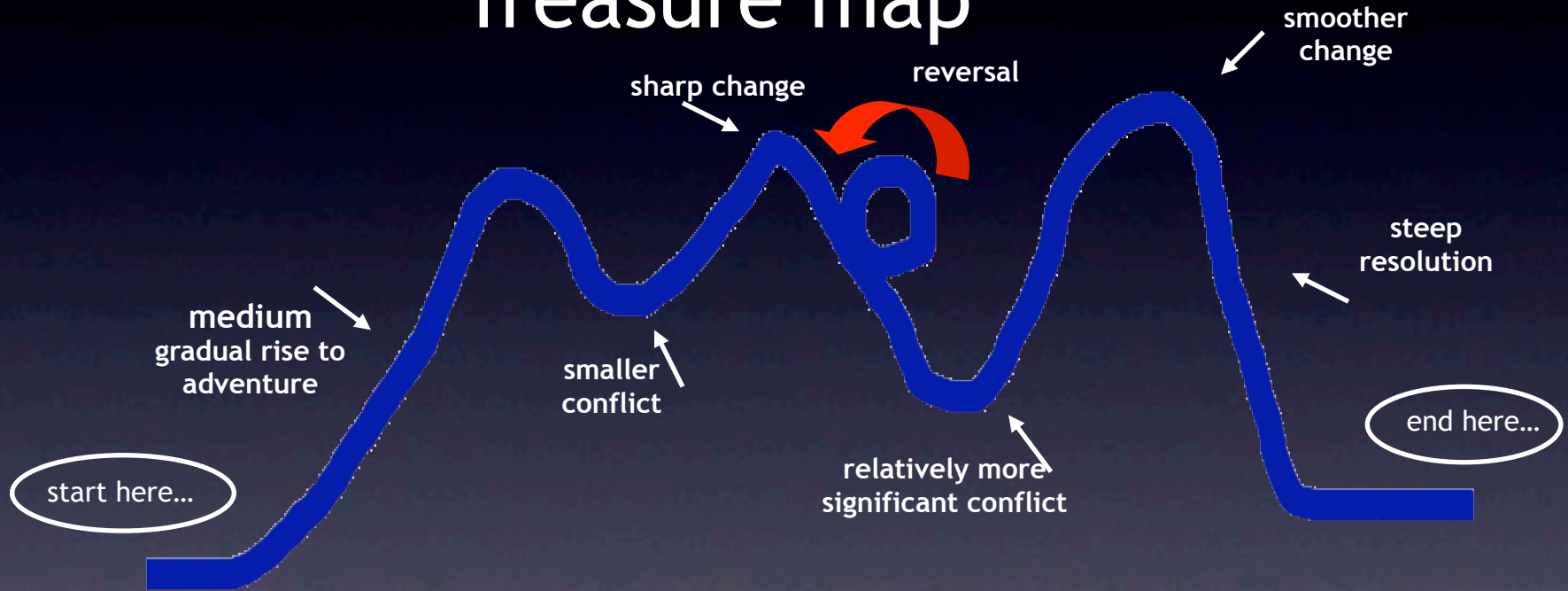


Bringing life back into balance...
watch "Adaptation"...

From **STORY** by McKee

More maps...

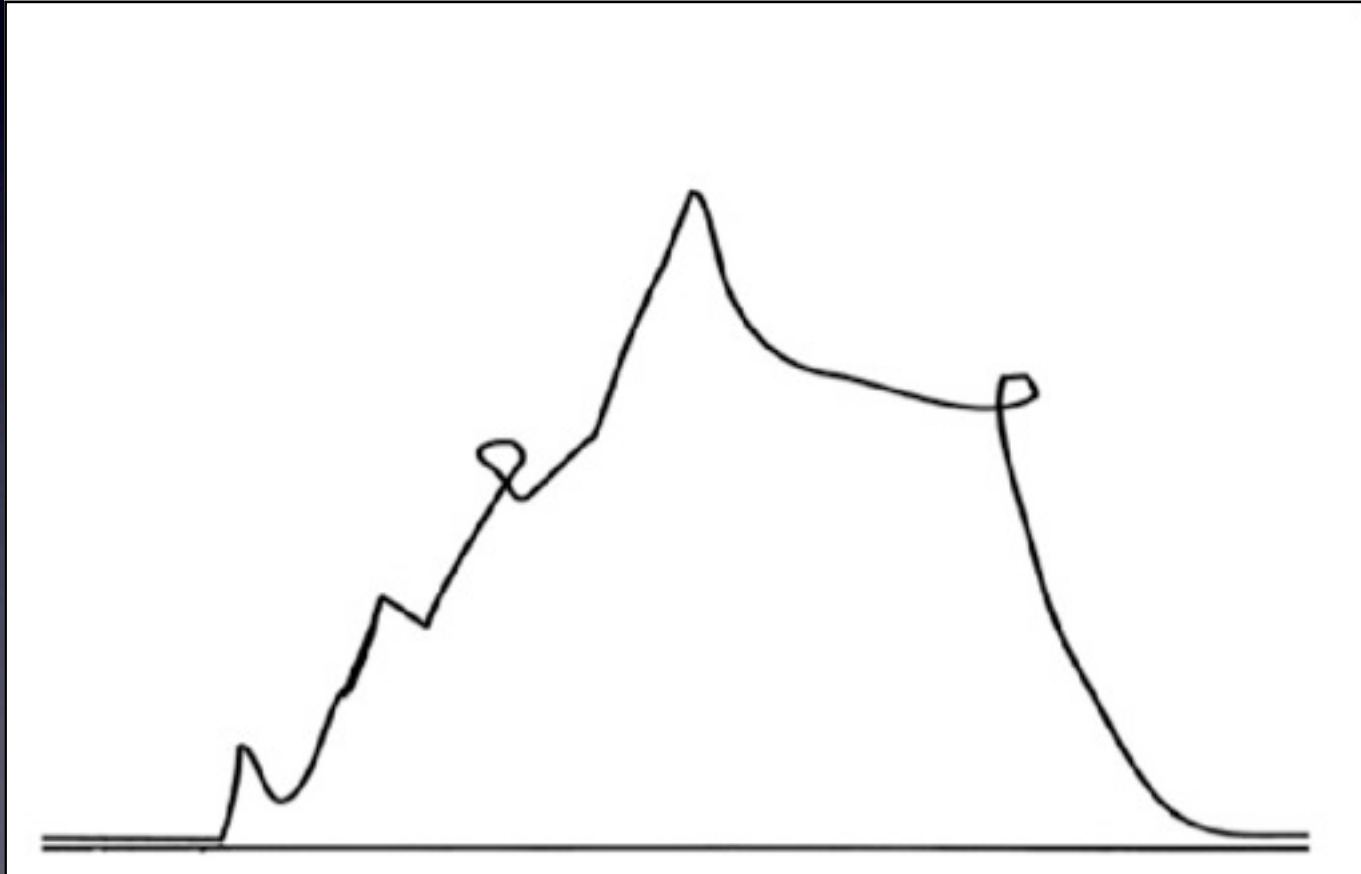
Treasure map



Less structure, more adaptable..
begin here or evolve into this
approach...?

More maps...

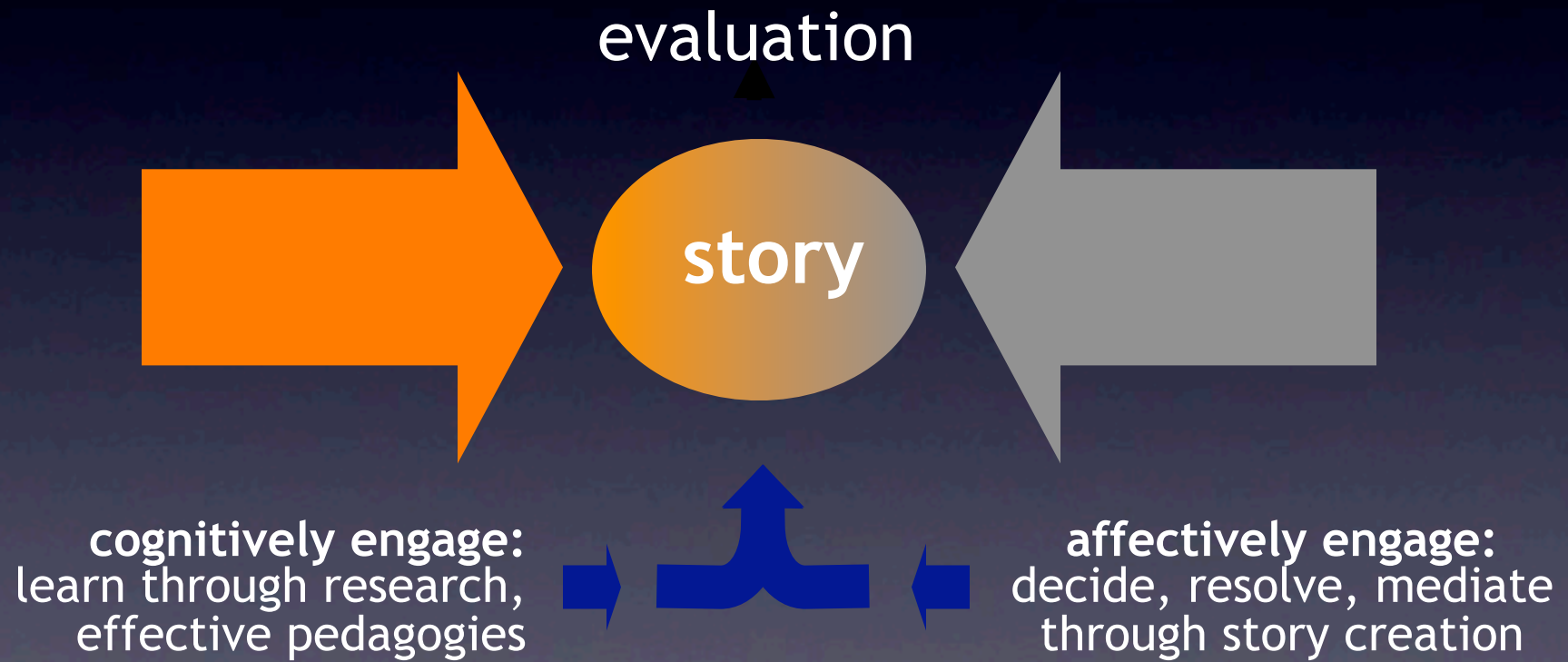
Adapt-a-map



by Michael Christenson, Media Literacy class, 2005

More maps...

Kieran Egan's Binary Opposites



‘...kids understand story...’

From TEACHING AS STORYTELLING by Egan

More maps...

Kieran Egan's Binary Opposites

1. Identifying importance:

- What is most important about this topic? Why should it matter to children?
- What is affectively engaging about it?

2. Finding binary opposites:

- What powerful binary opposites best catch the importance of the topic?

3. Organizing Content into story form:

- What content most dramatically embodies access to the topic?
- What content best articulates the topic into a developing story form?

4. Conclusion:

- What's best way of resolving dramatic conflict inherent in the binary opposites?
- What degree of mediation of those opposites is appropriate to ask?

5. Evaluation:

- How can one know whether the topic has been understood, its importance grasped, content learned?
- What's best way of resolving dramatic conflict inherent in the binary opposites?

From **TEACHING AS STORYTELLING** by Egan

More maps...

Story spine by Kenn Adams

The platform	Once upon a time...
	Every day...
The catalyst:	But one day...
The consequences:	Because of that...
	Because of that...
	Because of that...
The climax:	Until finally...
The resolution:	Ever since then...
	The moral of this story is...

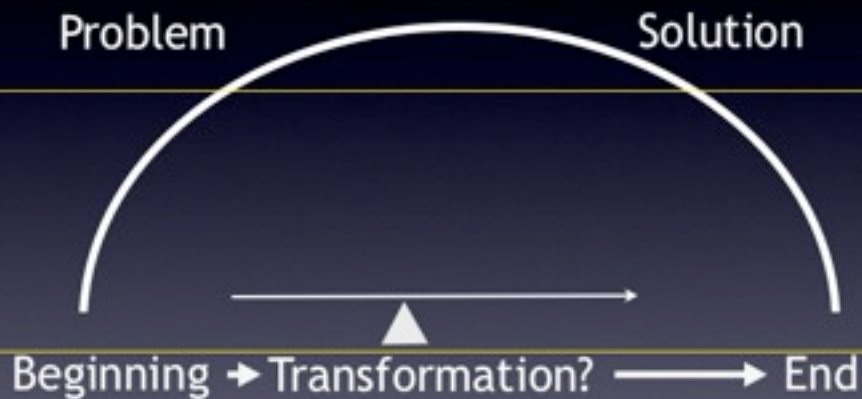
by Adams

Aristotle simplified

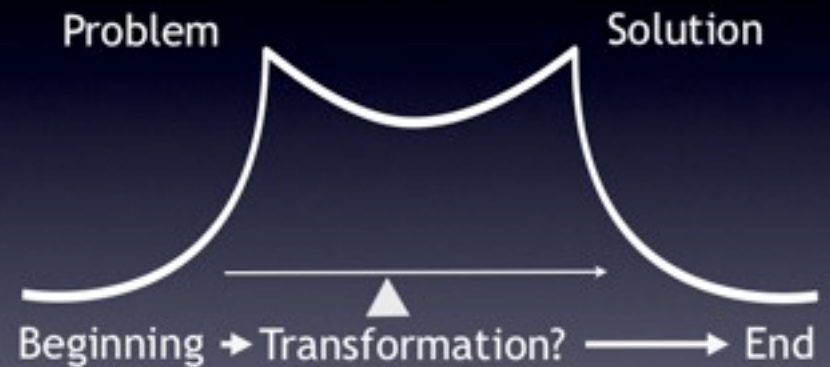


Three story maps

arc, basic...



VPS, basic...



Dillingham, 2003, modified Oler, 2005

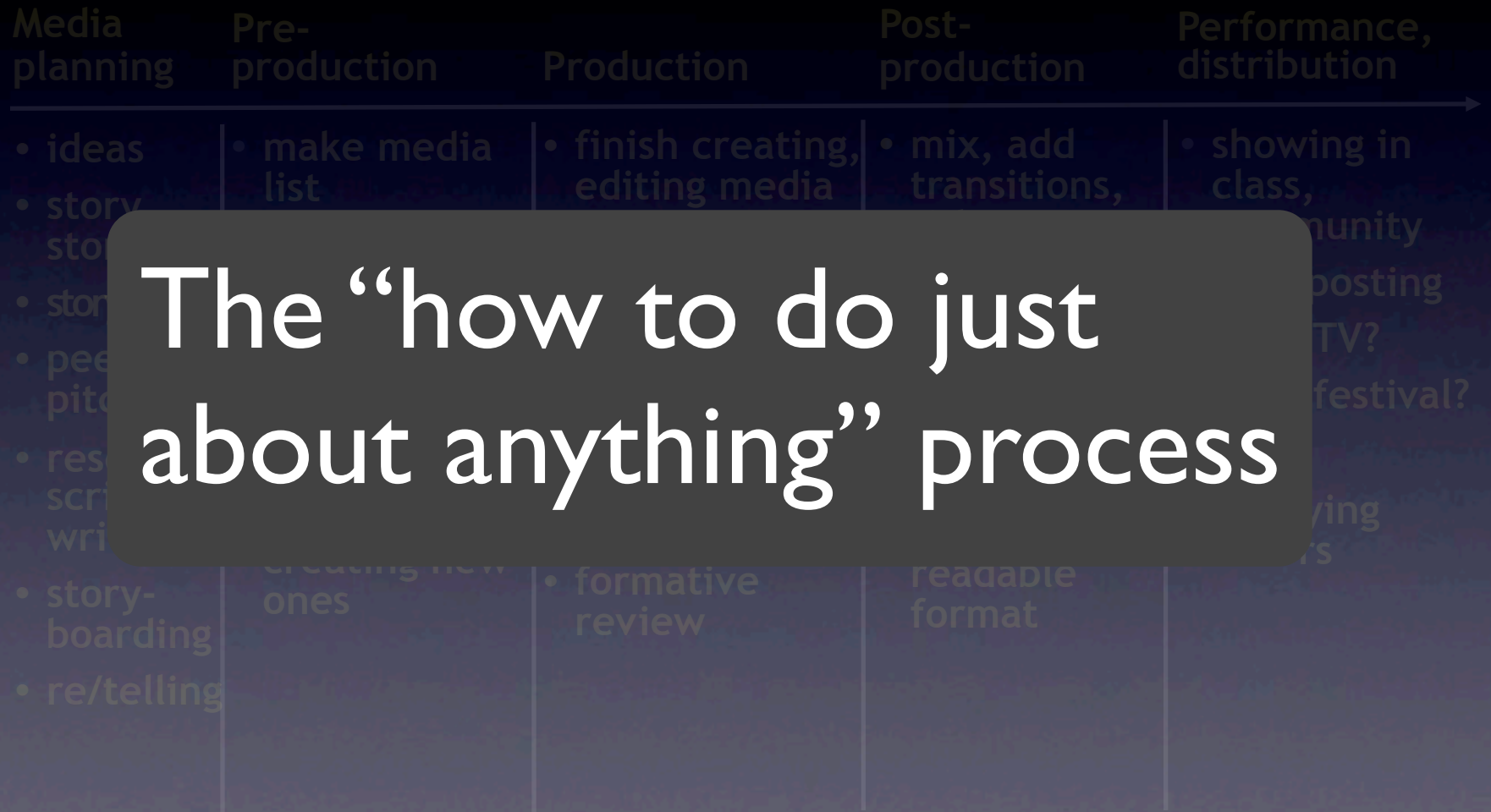
media dev process...

Media planning	Pre-production	Production	Post-production	Performance, distribution
<ul style="list-style-type: none">• ideas• story storming• story map• peer pitching• research scripting writing• story-boarding• re/telling	<ul style="list-style-type: none">• make media list• gather raw media components• begin editing raw media components• begin creating new ones	<ul style="list-style-type: none">• finish creating, editing media components (voice-over, music, pics, video, scans, etc.)• assemble media into final product• formative review	<ul style="list-style-type: none">• mix, add transitions, titles• add credits & citations• final review• final editing• export final product to readable format	<ul style="list-style-type: none">• showing in class, community• Web posting• local TV?• local festival?• DVD?• notifying others

cake dev process...

Cake planning	Pre-production	Production	Post-production	Performance, distribution
<ul style="list-style-type: none">• ideas• brain storming• research• peer pitching• get recipe, advice	<ul style="list-style-type: none">• make ingredients list• gather, buy ingredients• begin preparing ingredients (dough, frosting, etc.)	<ul style="list-style-type: none">• finish ingredients• taste test• assemble cake• bake, let cool	<ul style="list-style-type: none">• frost• decorate• add candles• give credits to who all helped	<ul style="list-style-type: none">• cut back• notifying others• share, distribute• seconds anyone?• take leftovers to work• share recipe

media dev process...



The “how to do just about anything” process

media dev process...

Media planning	Pre-production	Production	Post-production	Performance, distribution
<ul style="list-style-type: none">• ideas• story storming• story map• peer pitching• research scripting writing• story-boarding• re/telling	<ul style="list-style-type: none">• make media list• gather raw media components• begin editing raw media components• begin creating new ones	<ul style="list-style-type: none">• finish creating, editing media components (voice-over, music, pics, video, scans, etc.)• assemble media into final product• formative review	<ul style="list-style-type: none">• mix, add transitions, titles• add credits & citations• final review• final editing• export final product to readable format	<ul style="list-style-type: none">• showing in class, community• Web posting• local TV?• local festival?• DVD?• notifying others

media dev process...





Monday

assignment metaphor...

▼ where?

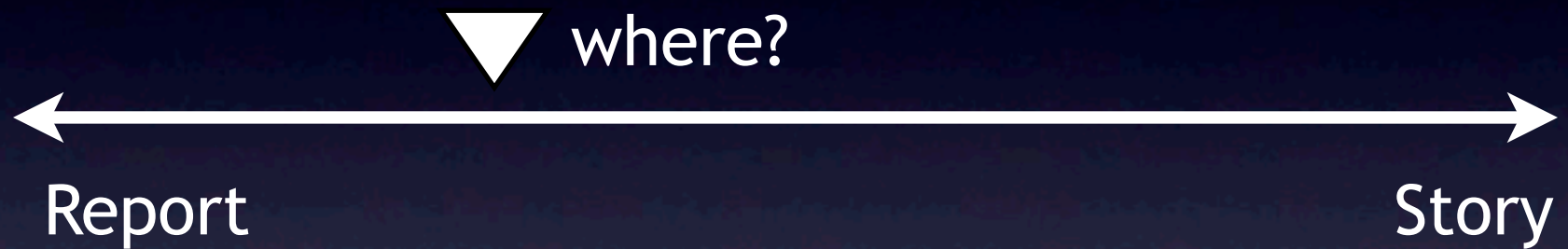


Clear, like
an essay

Challenging,
like a poem

**Most
important
question**

content metaphor...



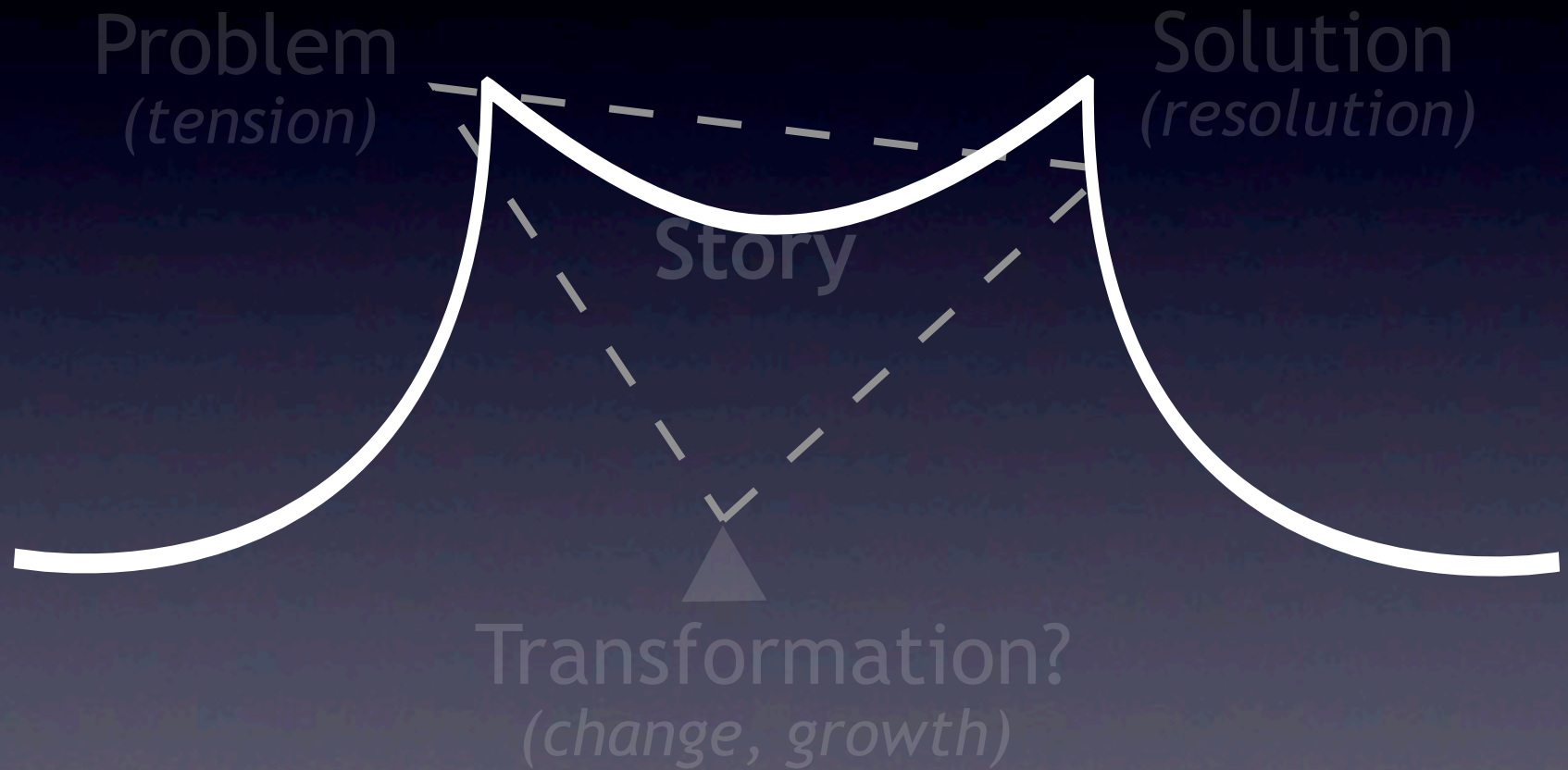
**Most
important
question**

On one sheet of paper...



Dillingham, 2003, modified Ohler, 2005

On one sheet of paper...



story creation process...

1. Plan, map, pitch storyboard story

2. Write 1-2 pages

3. Speak/Record


4. Add/reserve title page

5. Add pics


6. Add citations

7. Add music

8. Add transitions



Create media list, get media



Collect citations as you go

story dev process...

1. What's your question?
2. Who is your main character?
3. What is your journey- Where will you go?
Who will you talk to?
4. Gather evidence- pics, drawings, images
5. What did you discover? What facts will you include?
6. What do you realize about climate change?

From "Stories of Culture and Place"

story, research box...

Any, all brain-
stormed ideas...



Essentials:

- time
- events
- characters
- details
- tran-
formation

story storming...

Problem/ Question	Solution/ Answer	Learning/ Transformation
Don't like school		

story requirements...

1. Length? ... 2-3 minutes
2. Role of music... play “3 scenes”
3. Writing process... length?
4. Where on “report-story continuum”?
5. Media grammar...
6. Content... all original?
7. ...what else?



Personal museum

Tuesday, July 28, 2009



“My Room” by
Lady Orlando, on Flickr

Personal museum

documentary options...

1. 3rd person narrator
2. 1st person protagonist (Moore)
3. 1st person included (Burns)
4. 1st immersive (King John)
5. We

story creation process...

1. Plan, map, pitch storyboard story

2. Write 1-2 pages

3. Speak/Record


4. Add/reserve title page

5. Add pics


6. Add citations

7. Add music

8. Add transitions



Create media list, get media



Collect citations as you go

Your turn - 5 steps

1. Create map



2. Peer pitch your story- groups of 3, 4

3. Finalize your map

4. Develop media list

5. Write 1 script - 1 page = 2 minutes

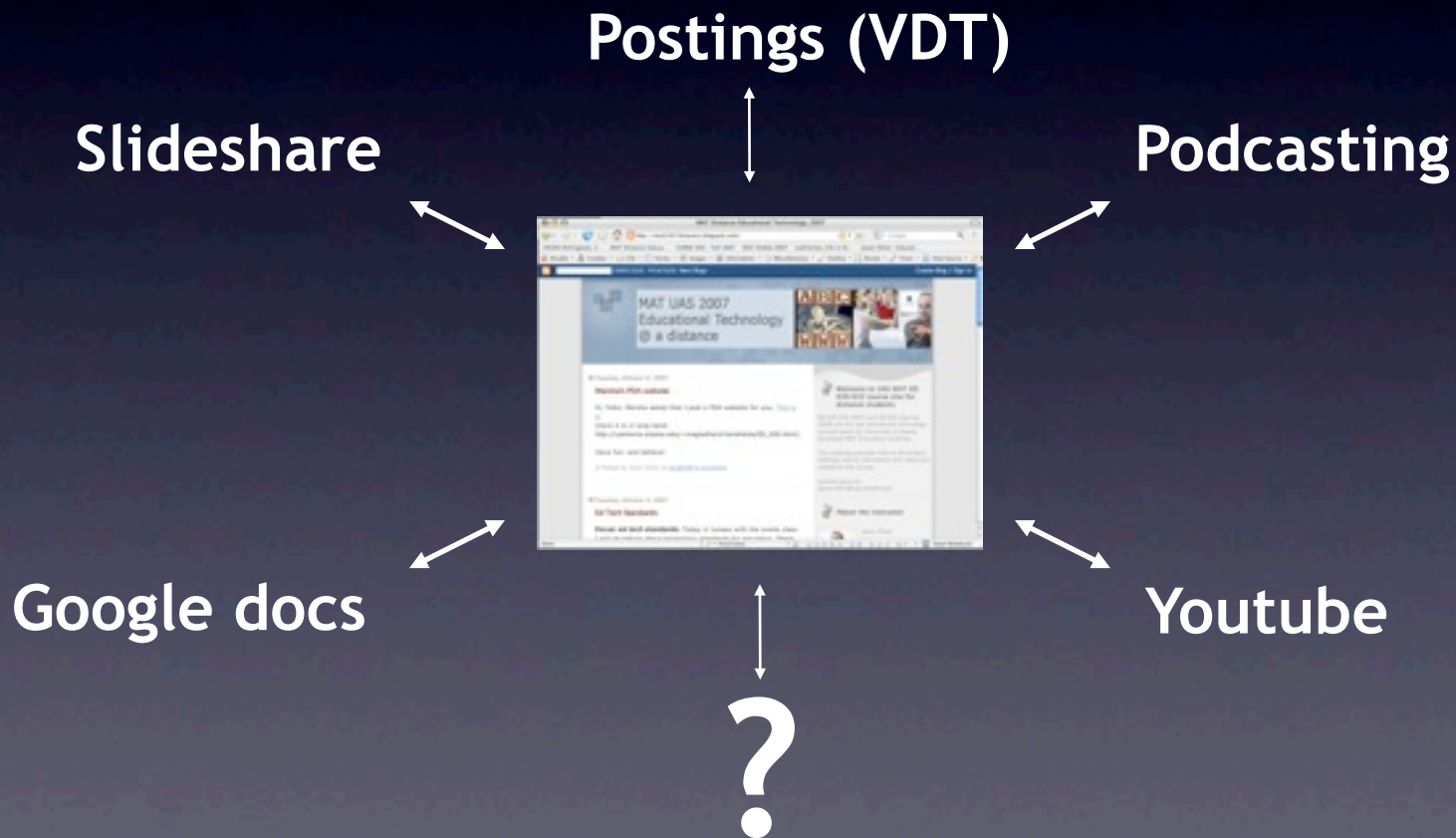
6. Tell, create, show?

wrap up...

1. Assessment
2. Media grammar
3. Power of music
4. Copyright follow up- need for original material
5. Story outlives technology
6. Kids mysteriously “write” stories
7. Take aways

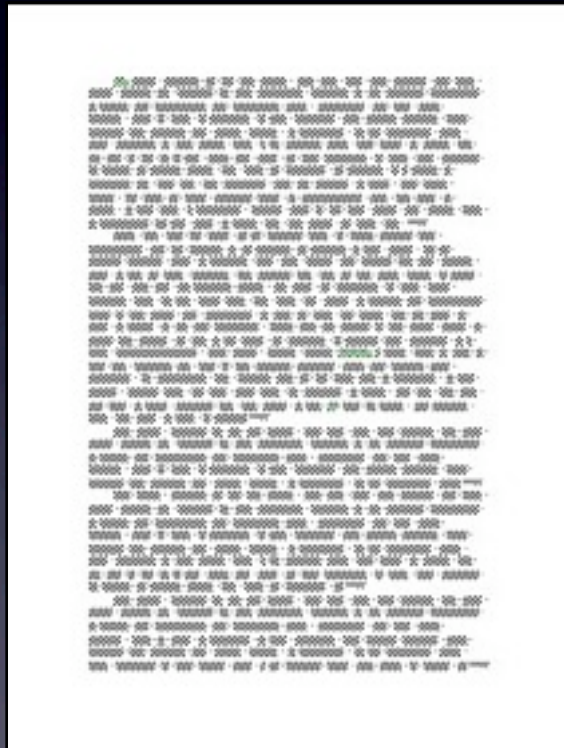
forms, grammar...

Other ways of publishing...

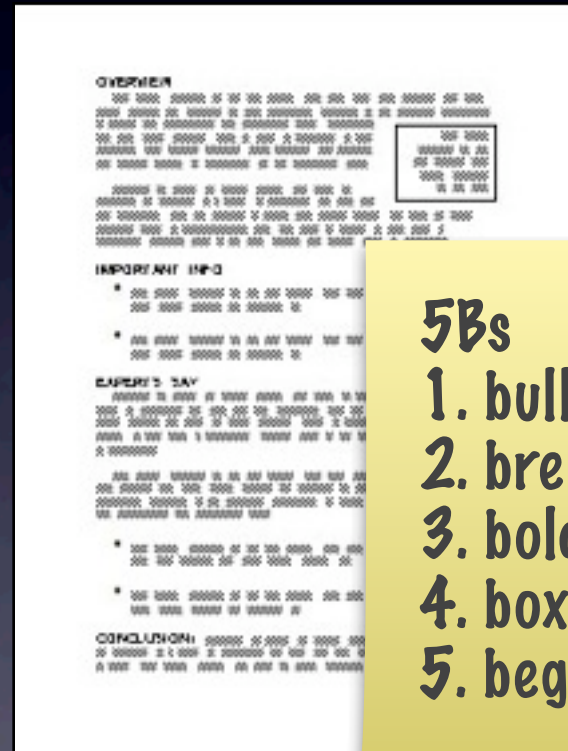


forms, grammar...

Visually differentiated text (VDT)



...essay form

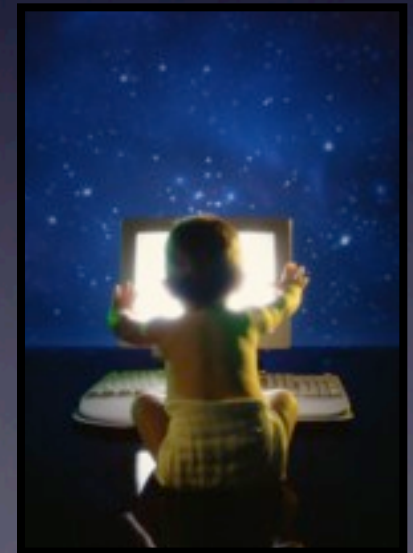


VDT form- 5Bs

- 5Bs
- 1. bullets
- 2. breaks
- 3. boldface
- 4. boxes
- 5. beginnings

Directions...

- gaming, machinima...
- more free software, free venues
- Second life, virtual galaxies
- virtual, immersive, multisensory
- social green rooms
- story, across content, generations



Go tell your
story!

Thank you...



www.jasonOhler.com

00:00:00



Go tell your
story!

Thank you...



www.jasonOhler.com

00:00:00





Tuesday, July 28, 2009