

WRRH205
Spring 2010
Digital Storytelling

For this final project of the semester, you will create a digital text using only visual images to tell a story. This project is aimed to display your understanding of how effective visual texts are in structuring a narrative.

Many artists have defined digital storytelling in many ways. The most simplest definition is the most literal: using a digital platform to tell a story to a reader. Your reader, for the purposes of this assignment, will be your viewer. You should plan to construct a story in which your viewer can follow without relying on alphabetic text for understanding the story context.

Like the origin of the Kinetic Typography Project I was hoping to explore, this project will display your understanding of this semester's theory concerning digital texts. You will need to rely on all the things we have discussed this semester concerning how texts use forms of multimodality to reach an audience:

Begin with your story. You should plan to construct a story that you are able to tell using only images. Consider if your story might make an argument or reach a climactic moment. You should also consider other elements of literary style in which to frame your story such as genre, symbolism and metaphor. And because you are constructing your story for a class in rhetoric, consider how rhetorical devices we have discussed this semester might help frame your narrative: *how* will you tell your story? I strongly suggest using the storyboard format or at least an outline as you draft your ideas. You will be working with many images and they will get very confusing to manage if you are not certain where to place them.

Consider the purpose and audience for your story. This is going to affect what type of story you wish to tell and why. You wouldn't produce a horror story and show it to a child, just as much as you wouldn't create a story about how to pirate software and show it to a software developer. Consider your purpose for telling your story.

Revisit your theory on visual rhetoric. Consider rereading Barthes, "Rhetoric of the Image" starting on p. 152 of *Visual Rhetoric in a Digital World* and "Barthes 101" on the course website Media Page.

Some criteria specifics for this project:

- Your project should be uploaded to Flickr. You will need to create an account if you don't already have one. An account is free but will require a Yahoo email (also free) to register. Before you begin building your photostream, you may want to read the FAQ at the bottom of the page or run through the tutorial on the homepage. You can find Flickr online here: <http://www.flickr.com/>
- You should plan to use 35-40 images for this project so structure your story accordingly. These can be pictures you have taken yourself, images you have collected from around the web, paintings or drawings, or any other visual form that can be uploaded to Flickr. (The easiest file format that can be managed for Flickr uploading is .jpg.)

- This project will require a Writer's Memo of at least two pages, double spaced, not only summarizing your digital story but also justifying your reasons for choosing the images that you use. Your Writer's Memo should **aim to be a critical piece**, not a freewrite telling me your story. This document is the chance to provide me with an example of how much you have learned about digital texts this semester.
- Make sure that you include the URL to your project posted to your Flickr account on your Writer's Memo.
- You should also include a Works Cited for the images you use in your project., formatted in MAL format. Unless every single image you use in your project is your own work (which is unlikely), you need to provide credit for the place in which you borrowed your image.

This project is **due during Finals Week**, your Writer's Memo emailed to me no later than 3p on Wednesday, May 12.