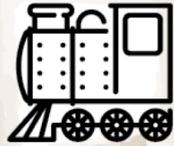


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Storytelling: basis

Module 1, Unit 2 : How to write a story?

Storytelling: what is it exactly?



Introduction

Storytelling is the art of telling stories to get a message across. Brands apply this technique to sell their products; the more the story tells you, the stronger it will send a message and the more it will permeate your memory.

It is used as a marketing technique but also in fictions. Pixar, for instance, is well known to use it in its cartoons.



Inside Out, Pixar (2015)

“

"We all need stories for our minds as we need food for our bodies: we watch television, go to the cinema and theatre, read, and exchange stories with our friends. Stories are particularly important in the lives of our children: stories help children to understand their world and to share it with others. Student's hunger for stories is constant. Every time they enter your classroom they enter with a need for stories."

(Wright, 1995 quoted in Miskiewicz, 2004)

Communicate through emotions

- ▣ All you have to do is find the image you want to convey through storytelling, your values, the emotions you want to evoke in the other. This method applies to a product, or more broadly to a brand or a statement. So you have to determine in advance the target audience you are going to address, you don't talk to a child as you would to an adult.
- ▣ Here is an example of a storytelling: a video made for Peru's international launch campaign, the product here is Peru, will you want to go there after you see it?

<https://www.youtube.com/watch?v=sTUi3JTuRys>

Tips from professionals

Pixar story artist Emma Coats has tweeted a series of “story basics” guidelines that she learned from her more senior colleagues on how to create appealing stories:

Once upon a time there was ____.

Every day, ____.

One day ____.

Because of that, ____.

Because of that, ____.

Until finally ____

Tips from professionals (2)

- *#1: You admire a character for trying more than for their successes.*
- *#2: Come up with your ending before you figure out your middle.*
- *#3: When you're stuck, make a list of what WOULDN'T happen next.*
- *#4: Give your characters opinions.*
- *#5: Putting it on paper lets you start fixing it.*

The story spine

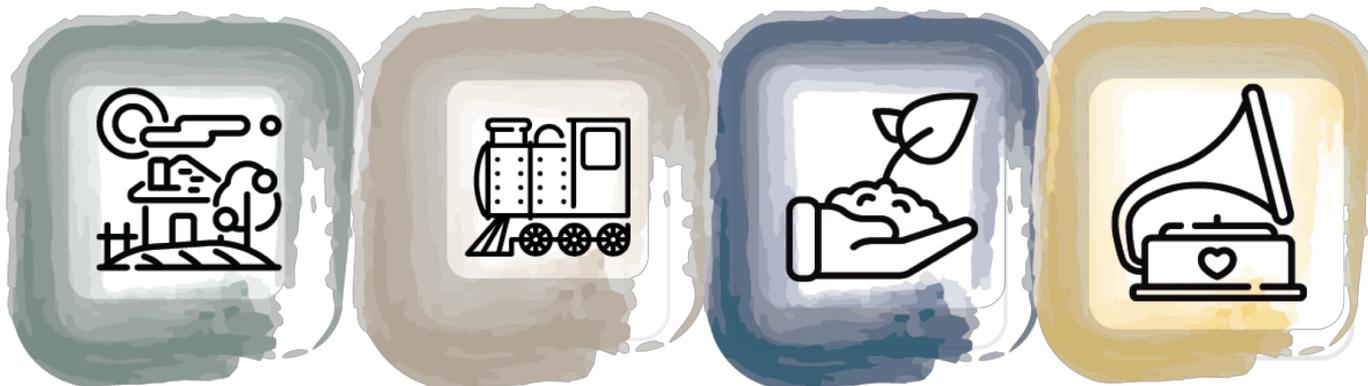
THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.

Thank you for your attention, you
are now ready to write your first
story!

Any question?



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F S E A ■



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