

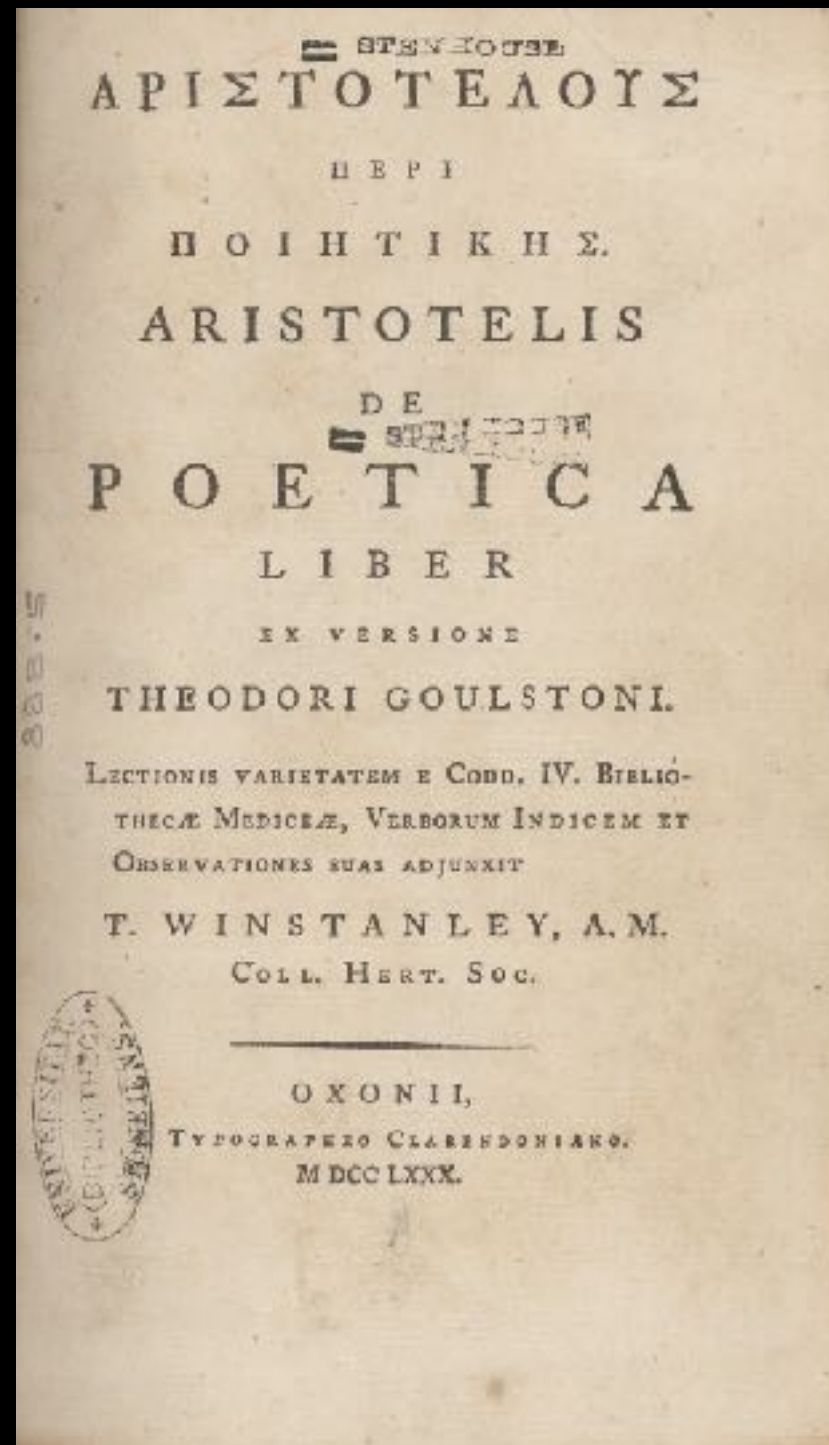
Storytelling Fundamentals

Prof. Craig Protzel
Explorable Stories
NYUAD J-Term 2018

What Is A Good Story?

What Is A ~~Good~~ Story?

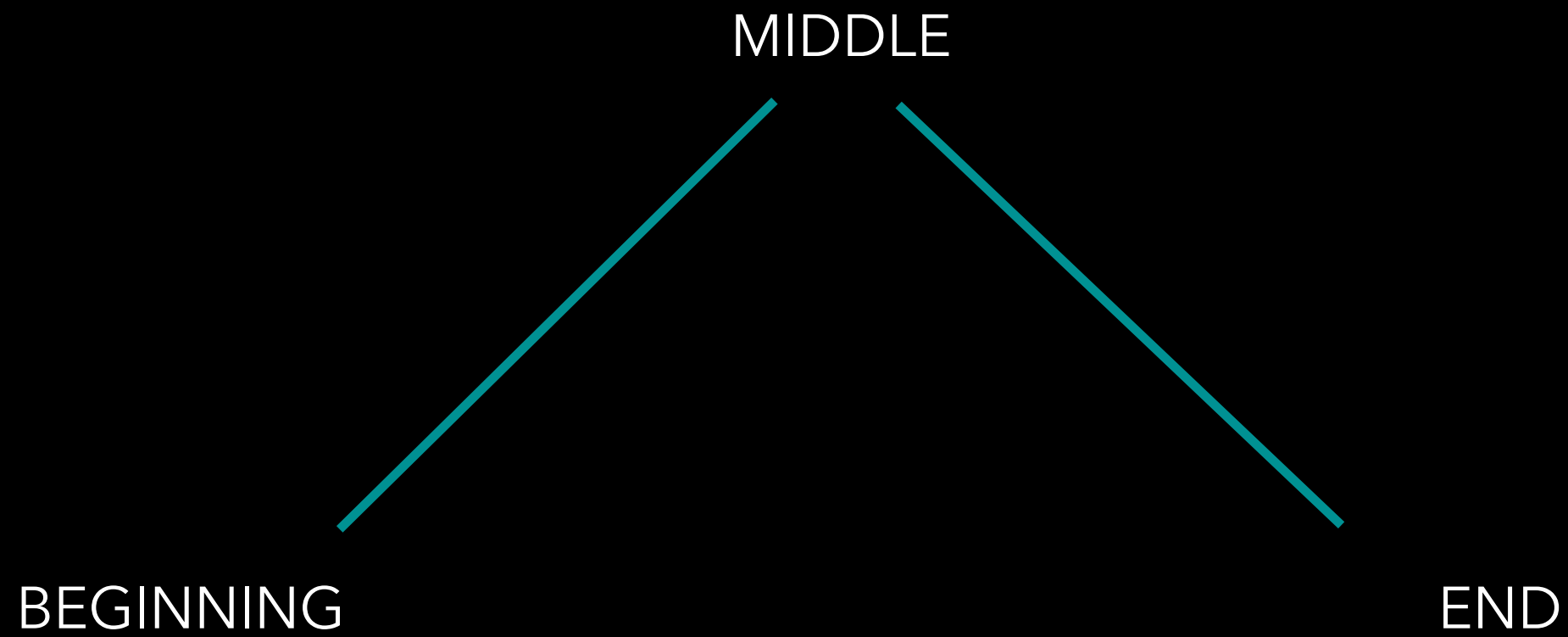
IN THE BEGINNING



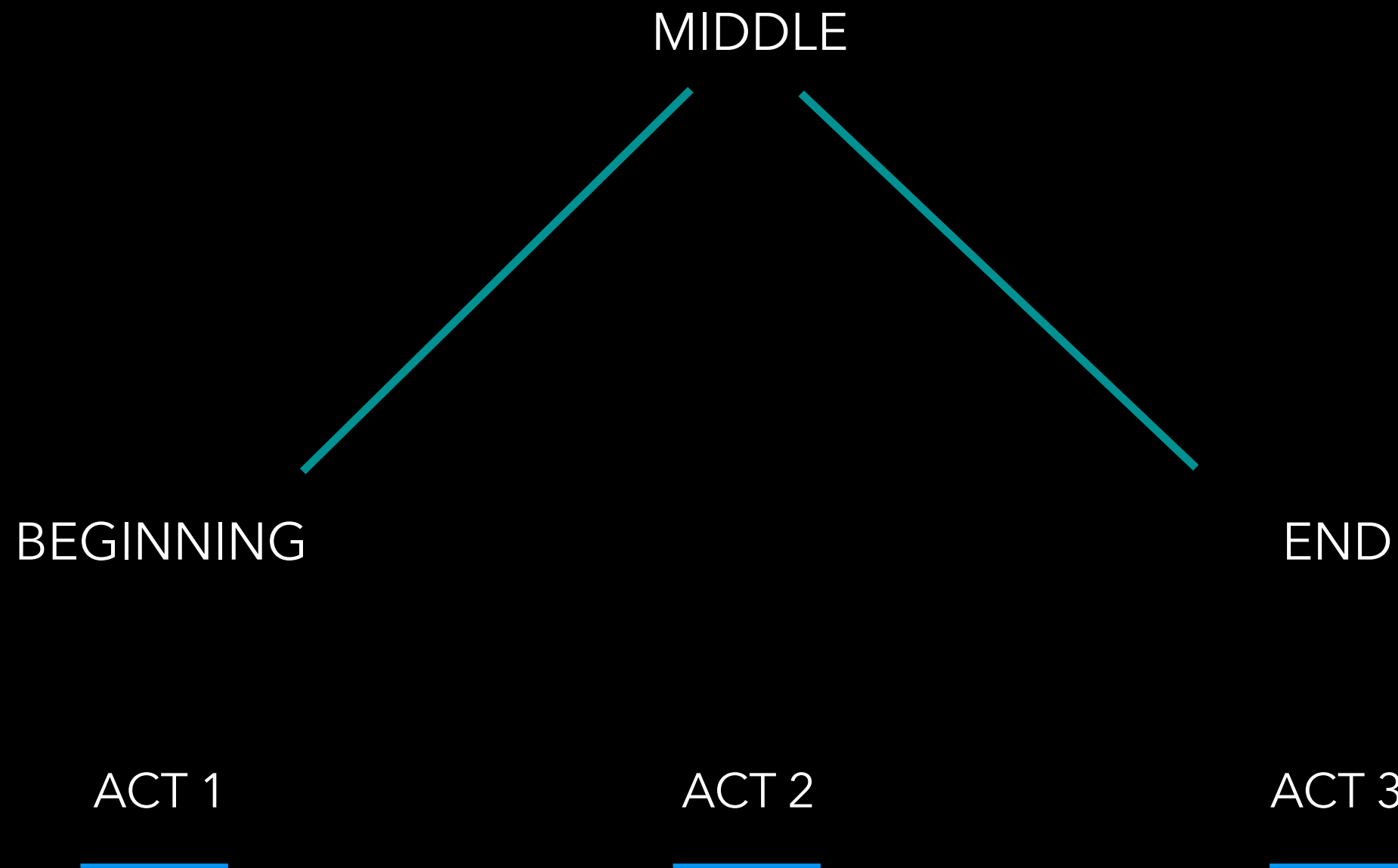
ARISTOTLE

"A whole is what has a beginning and middle and end"

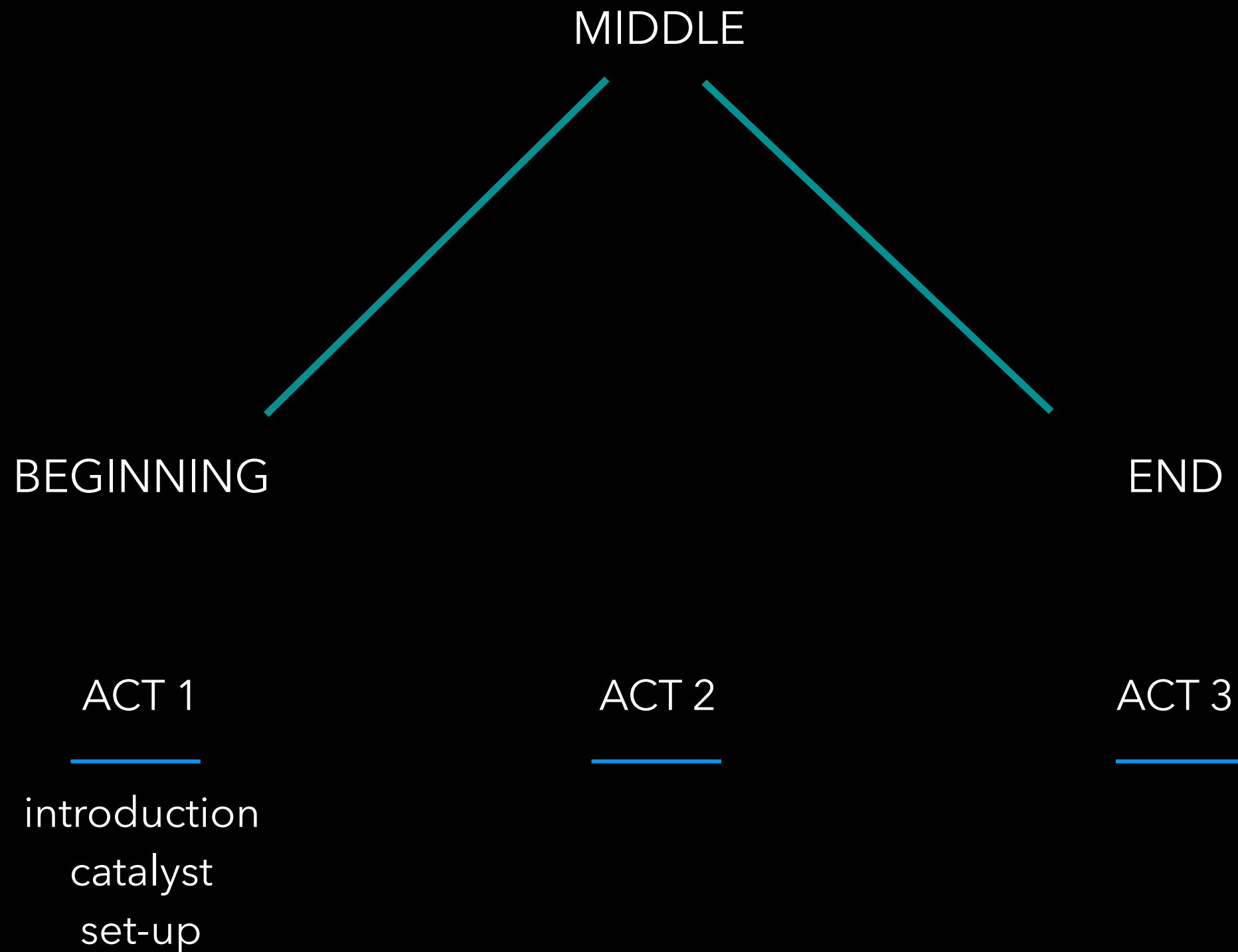
3-ACT STRUCTURE



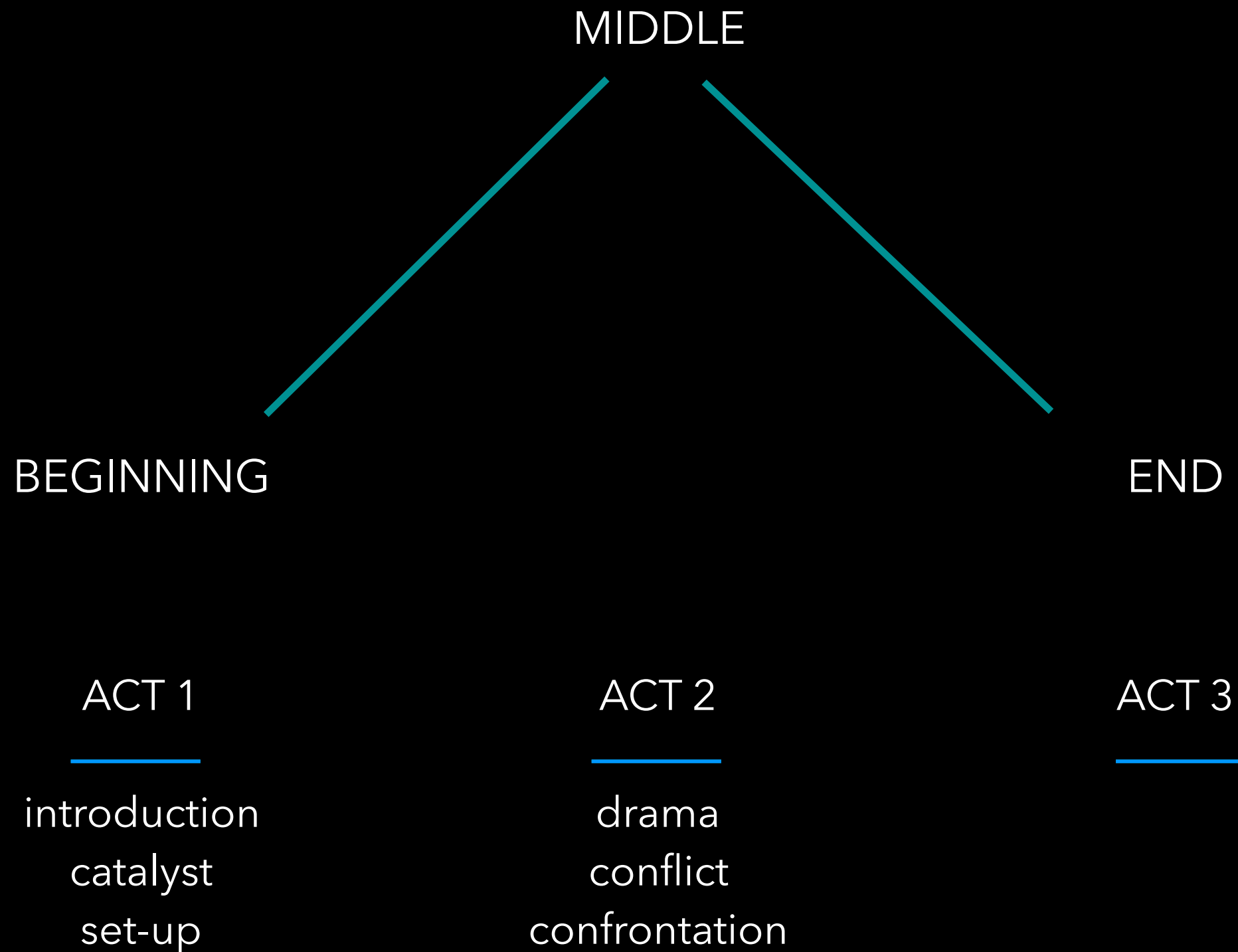
3-ACT STRUCTURE



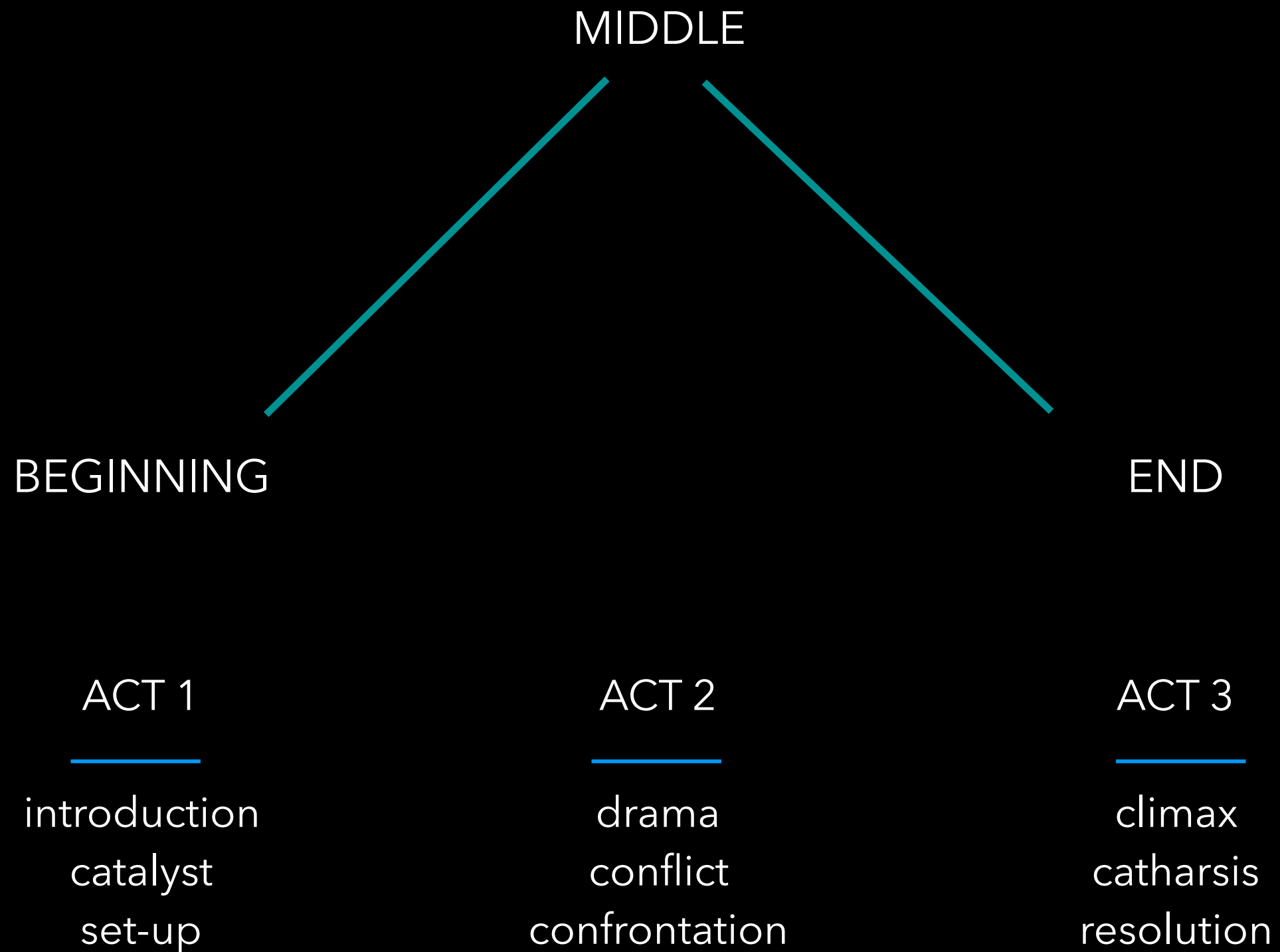
3-ACT STRUCTURE



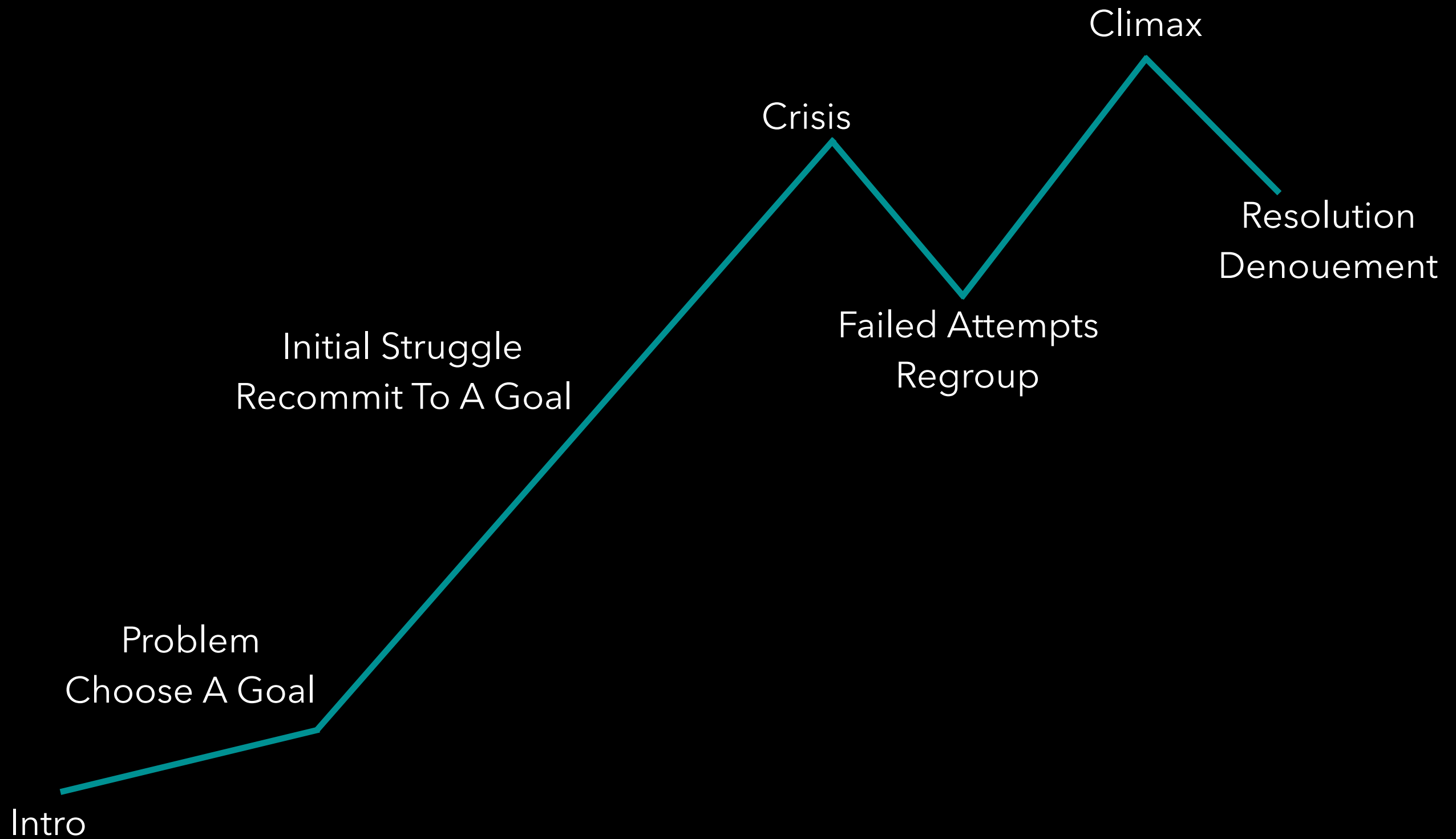
3-ACT STRUCTURE



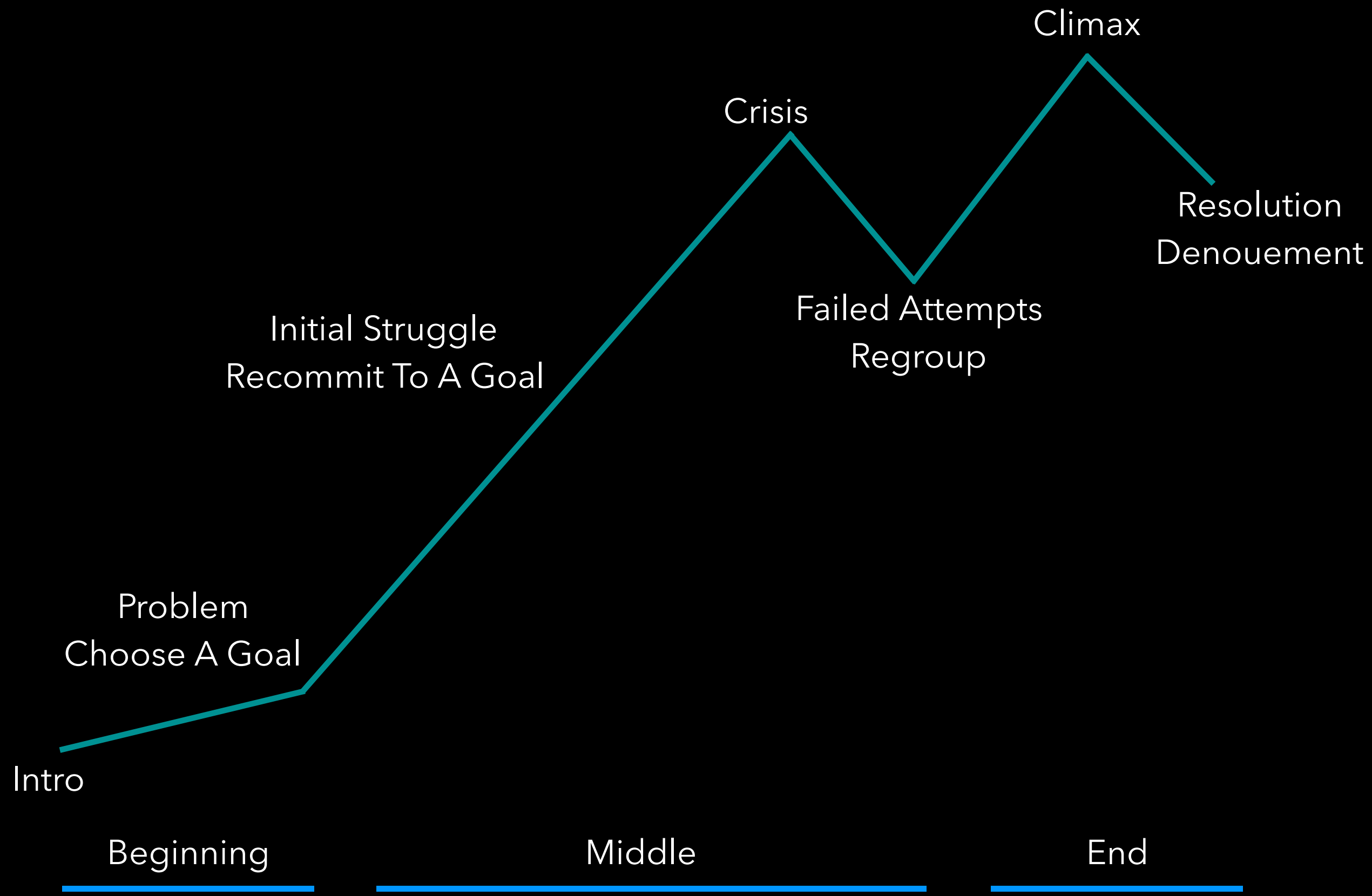
3-ACT STRUCTURE



DRAMATIC ARC



DRAMATIC ARC



THE WIZARD OF OZ



What Is A Good Story?

IRA GLASS



IRA GLASS

A Good Story

A Good Story

A Sequence of Events

A Good Story

A Sequence of Events

+

Raises Questions

A Good Story

A Sequence of Events

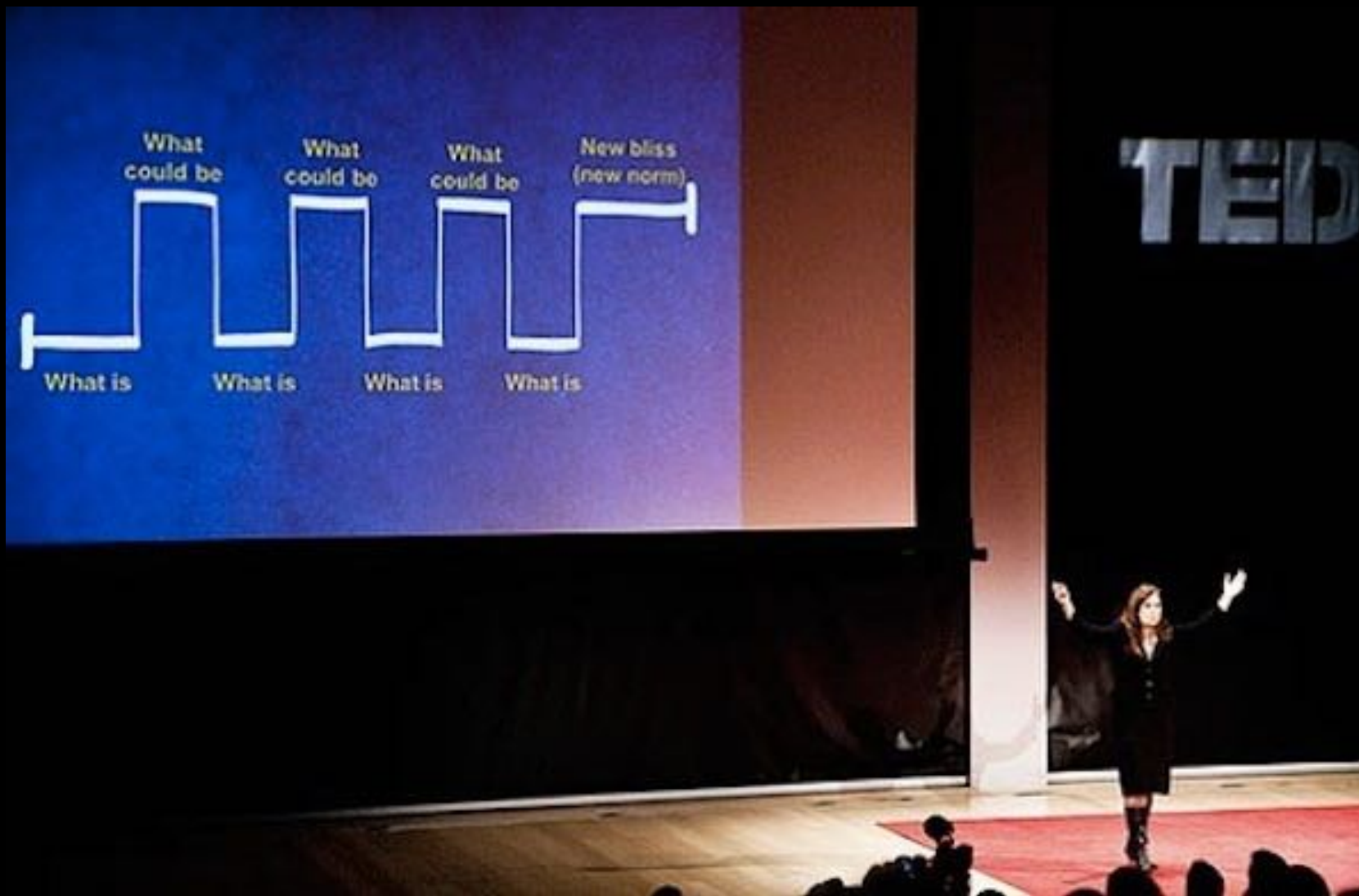
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Raises Questions

+

A Moment of Reflection

NANCY DUARTE



WHAT IS & WHAT COULD BE

Craft the Beginning

establish what is, then introduce what could be
establish the gap, use rest of presentation to bridge it

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Develop the Middle

where the action, insights, movement, and lessons occur

WHAT IS & WHAT COULD BE

Craft the Beginning

establish what is, then introduce what could be
establish the gap, use rest of presentation to bridge it

Develop the Middle

where the action, insights, movement, and lessons occur

Make the Ending Powerful

a clear sense of what could be

WEAVE & RESOLVE CONFLICT

"All good presentations - like all good stories - convey and resolve some kind of **conflict or imbalance**. The sense of discord is what makes audiences care enough to get on board."

NANCY DUARTE

A Good Story

NANCY DUARTE

A Good Story

Beginning, Middle, & End

A Good Story

Beginning, Middle, & End

+

What Is & What Could Be

A Good Story

Beginning, Middle, & End

+

What Is & What Could Be

+

Resolve A Conflict

YOUR STORY

- A Beginning, A Middle, & An End
- Causal Relationships
- What Is and What Could Be
- Questions & Conflicts
- Moments of Reflection
- Transformation

Why Is Storytelling Relevant?

CONSTANT COMMUNICATION

?!?!?

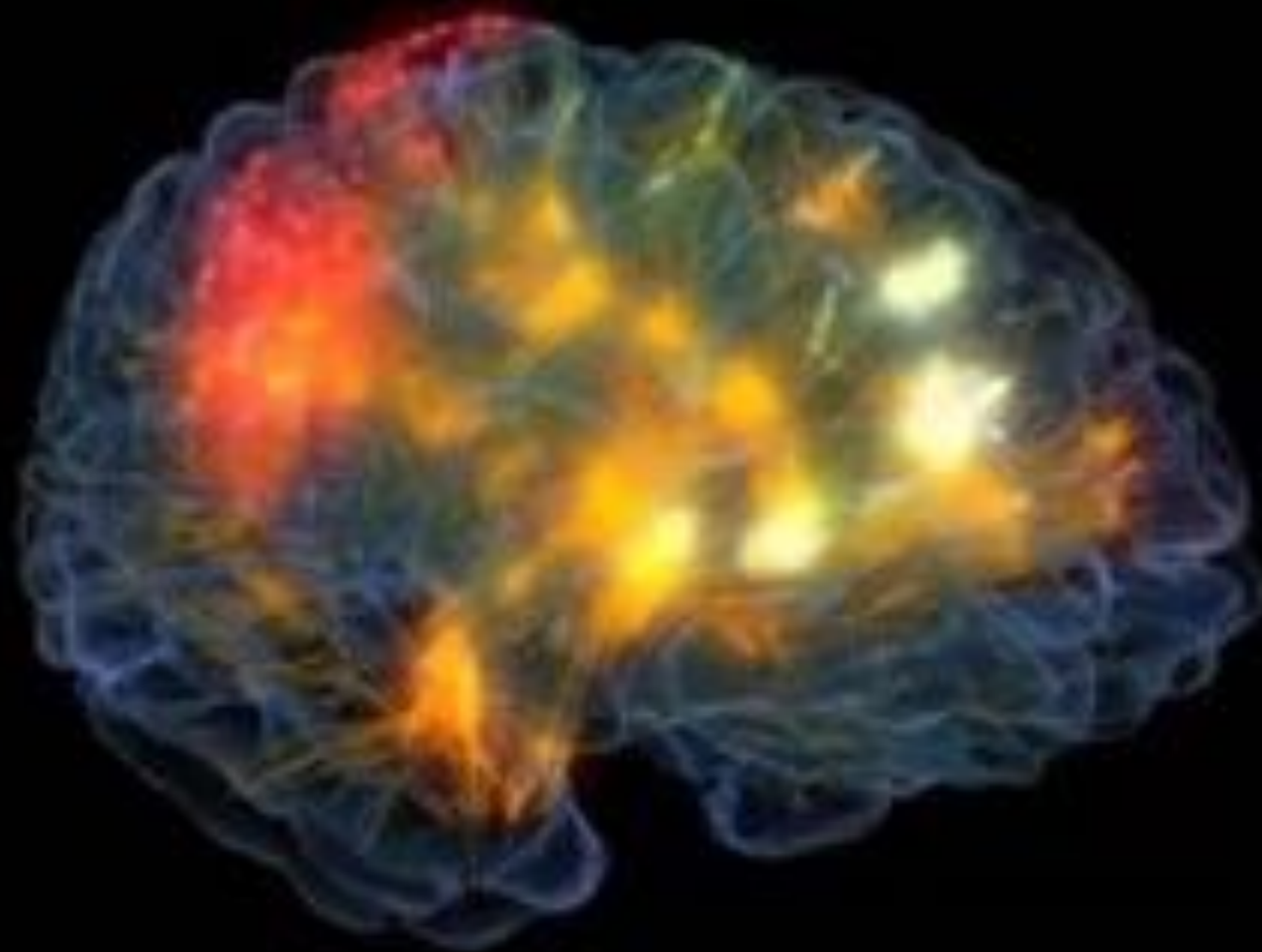
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[URGENT]

HERE COMES EVERYBODY

CONSUMER + PRODUCER = PROSUMER

INTERNAL WIRING



Why should I invest in you?

A TOOL

Storytelling can serve as an effective tool to
ENGAGE, EXPRESS, & ENDEAR
yourself to other people and to the world.

ADVERTISING



Tropicana

[facebook.com / tropicanacanada](https://facebook.com/tropicanacanada)

THREE E'S

ENGAGE

Capture Attention

EXPRESS

Communicate A Message

ENDEAR

Create A Connection

How Do We Bring A
Story To Life?

HOLLYWOOD

“Stories are written three times”

HOLLYWOOD

“Stories are written three times”

- 1) Pre-Production - Writing
- 2) Production - Shooting
- 3) Post-Production - Editing

Ask yourself the following...

FIVE QUESTIONS

SUBJECT?
AUDIENCE?
GOAL?
MEDIUM?
EMOTION?

THE SUBJECT

WHAT is this about?

THE SUBJECT

WHAT is this about?

Moment

Product

Person

Event

Place

Idea

THE AUDIENCE

WHO is this for?

THE AUDIENCE

WHO is this for?

Customers

Engineers

Designers

Investors

Partners

Peers

THE GOAL

WHAT is the goal?

THE GOAL

WHAT is the goal?

Introduce

Convince

Influence

Recruit

Teach

Sell

THE MEDIUM

HOW is this expressed?

HOW is this expressed?

Presentation

Live Stream

Conference

Website

Office

Q & A

THE EMOTION

HOW should it feel?

THE EMOTION

HOW should it feel?

Empowering

Thoughtful

Refreshing

Inspiring

Calming

Exciting

Write down **ALL** the things

Write down **ALL** the things

Ideas

Moments

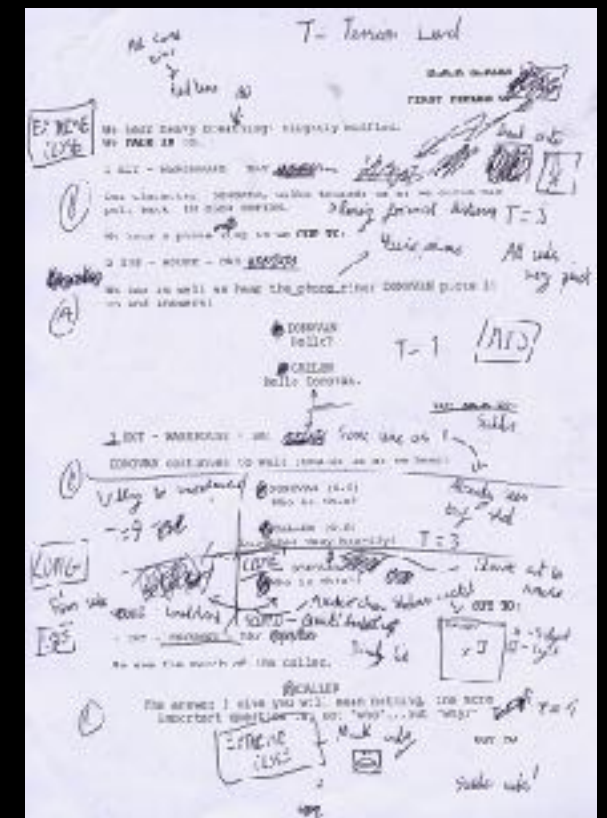
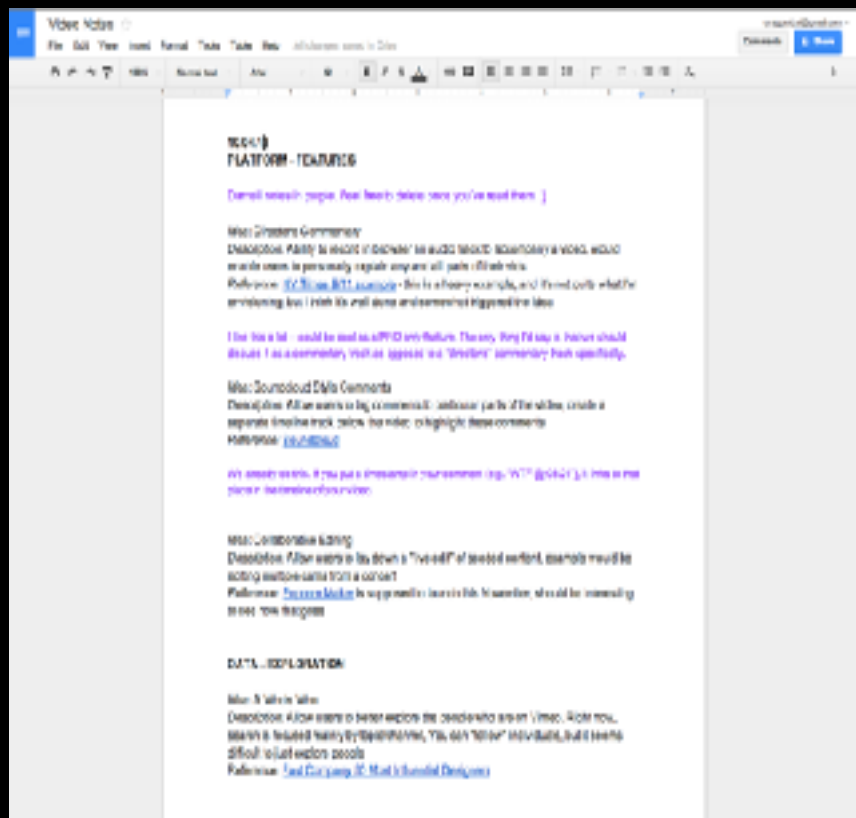
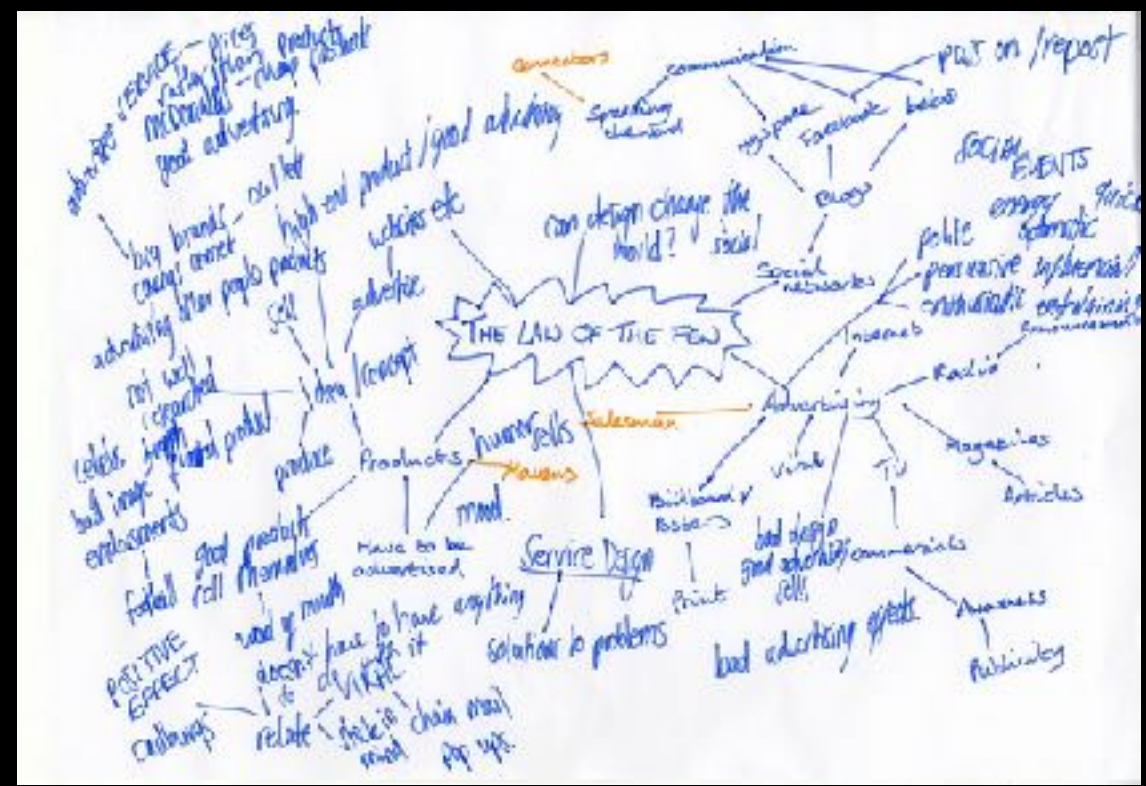
Experiences

Expectations

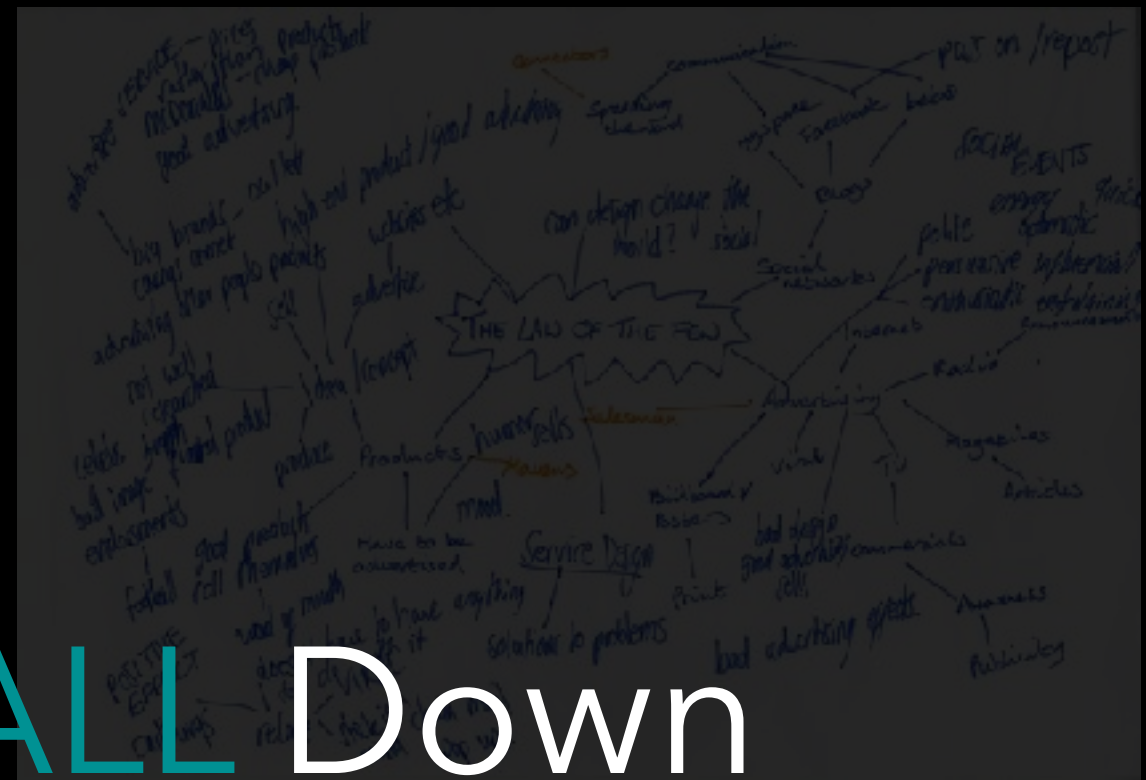
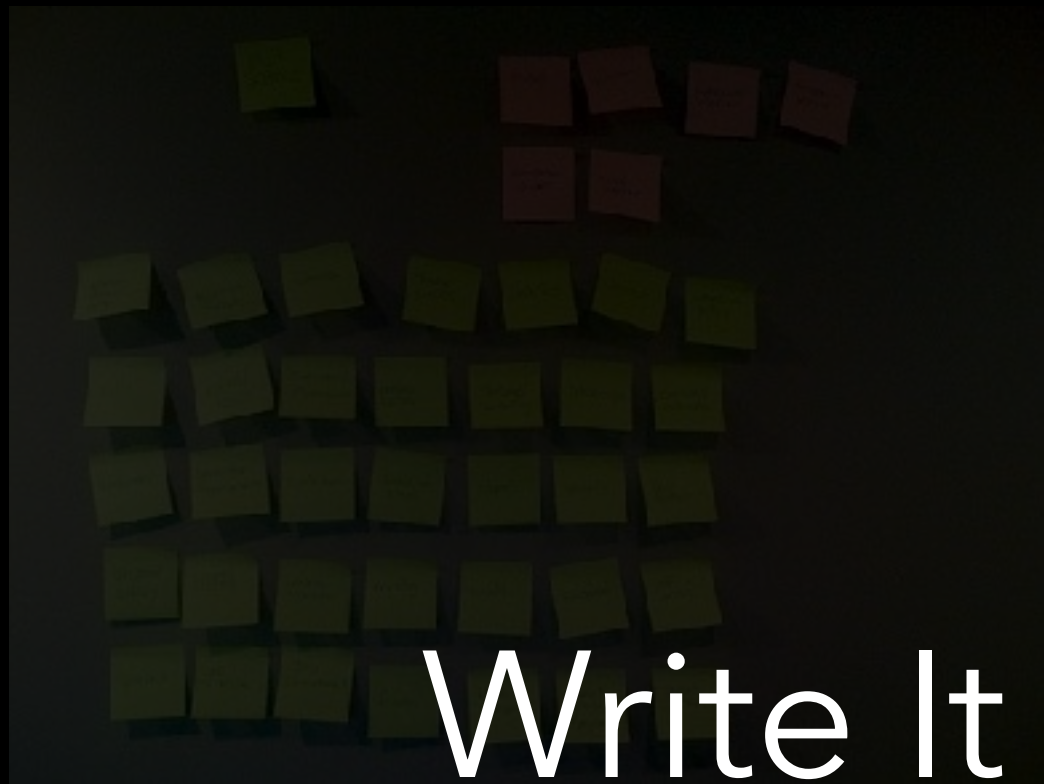
Lessons

Hopes

IDEATE



IDEATE



Write It ALL Down

MOTIVATED CHOICES

FIVE QUESTIONS + IDEATION + ALL THE THINGS

MOTIVATED CHOICES

FIVE QUESTIONS + IDEATION + ALL THE THINGS



FILTER

MOTIVATED CHOICES

FIVE QUESTIONS + IDEATION + ALL THE THINGS



FILTER

YOUR STORY

MOTIVATED CHOICES

FIVE QUESTIONS + IDEATION + ALL THE THINGS



FILTER

YOUR STORY



Events?



Questions?



Meaning?

MOTIVATED CHOICES

FIVE QUESTIONS + IDEATION + ALL THE THINGS




FILTER


YOUR STORY



Events?
People?
Length?



Questions?
Locations?
Pace?



Meaning?
Music?
Images?

TAKEAWAY

Storytelling can serve as an effective tool to
ENGAGE, EXPRESS, & ENDEAR
yourself to other people and to the world.