



MASTERING THE ART OF STORYTELLING

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DISCUSSION POINTS

TODAY'S TOPICS

What is Video Storytelling?

Video Storytelling basics

How to make a Storytelling video?

Video Storytelling techniques

Video Storytelling tips

Power of Storytelling

5 Ideas for Videos that Tell a Story

BRIEF INTRODUCTION

I AM SUPARNA,
A COMMUNICATIONS COORDINATOR AND
DIGITAL MARKETER

Everyone loves to hear a good story. Whether it is a story in a book, movie, TV show, or conversation, a good story can intrigue and captivate almost anyone. So it should come as no surprise that storytelling is becoming a trend in video production as well.

Just as the brain detects patterns in the visual forms of nature – a face, a figure, a flower – and in sound, so too it detects patterns in information. Stories are recognizable patterns, and in those patterns we find meaning. We use stories to make sense of our world and to share that understanding with others. They are the signal within the noise.

For starters, storytelling forges connections among people, and between people and ideas. Stories convey the culture, history, and values that unite people. When it comes to our countries, our communities, and our families, we understand intuitively that the stories we hold in common are an important part of the ties that bind.

WHAT IS STORYTELLING?

STORYTELLING IS ABOUT TELLING STORIES. IT IS ABOUT USING STORIES TO ENGAGE YOUR AUDIENCE, OR TO MAKE SOMETHING MORE CLEAR.



Everyone has a story.

WHY USE STORYTELLING?

WHAT IS IT ABOUT STORIES, ANYWAY?

Stories increase the attention of your audience. If you use stories the right way, stories will help you to communicate your message clearer. Stories can help you to provide proof for your argumentation. They can add clarity. Most importantly, people will remember your story, and with that, they'll remember the message you want to convey. And, if you use stories in a good way, you could even inspire people to take action.



VIDEO STORYTELLING BASICS

DURING THE EARLY STAGES OF PRODUCING A STORY THROUGH VIDEO, IT'S ESSENTIAL TO ANSWER SOME QUESTIONS THAT WILL GUIDE THE REST OF THE PROCESS:

Plot

What story do you want to tell? What is its structure? (Powerful stories typically consist of an introduction, conflict or complication, and resolution.)

Purpose

Why do you want to convey this story to viewers, and what do you want them to do afterward?

People

Who are the main characters in your video story? How do they relate to your audience?

THINK ABOUT HOW YOU CAN CONNECT TO YOUR AUDIENCE, WHAT TECHNIQUES WOULD MAKE THE VIDEO ESPECIALLY MEMORABLE TO VIEWERS, AND WHAT COULD MAKE IT SHAREABLE, PERHAPS EVEN WITH THE POTENTIAL TO GO VIRAL !

Place

What's the main location for the video, and how does that place shape the video narrative?

Audience

Who will primarily see this video?

Distribution method

How will you share the video story with others, and where will it be hosted ?



Your story

HOW TO MAKE A STORYTELLING VIDEO ?

STORYTELLING IS BECOMING A TREND IN
VIDEO PRODUCTION.

Excelling at the art of video storytelling requires first understanding how to tell a good story. Remember that people have short attention spans, and you want to tell a story that keeps them hooked from beginning to end. Use techniques to arouse emotions. Also, remember the key principle of “show, don’t tell”. Edit the video smartly, so you’re not spelling out every single idea to the audience, but only those elements that are necessary to weave a compelling tale that leaves them asking for more.

4 steps to make a storytelling video:

1

IDENTIFY YOUR GOAL AND TARGET AUDIENCE.

Once you know what you want to achieve with your video story and which viewers you want to target, it'll be easier to move forward with confidence.

2

CREATE A NARRATIVE.

It's crucial that the plot of the video is clear, that characters are well defined and memorable, especially since most viewers will probably only see it once.

3

DECIDE ON A VIDEO FORMAT (ANIMATED, LIVE ACTORS, SPECIAL EFFECTS).

Your overall timeframe and other deadlines will play a role in determining the video format, too.

4

CREATE A STRATEGY

Make sure you have the promotional game plan in place before the video goes live because you'll need to start spreading the word immediately.

VIDEO STORYTELLING TECHNIQUES

Create a stronger arc

This makes it easy for audiences to follow along with the story, become immersed with the twists and turns, and keep them watching through to the end.

Make your characters lovable and relatable.

People should ideally see parts of themselves in the video's stars. Avoid using polarizing characters because that may turn off certain audiences and prevent them from appreciating the message.

Edit the video for maximum storytelling effect.

If there are aspects of the video that don't do anything to push the story forward, cut them out. It may be useful to have an outside party, ideally someone who matches your target audience, provide feedback about whether there are any parts that take away from the story rather than adding to it.

Make it visually beautiful or appealing.

Think about how camera angles, scenery, and eye-catching fonts could help your video stick in the mind of a viewer and make them want to watch it again.

VIDEO STORYTELLING TIPS

IT CAN BE DIFFICULT TO KNOW WHERE TO BEGIN WITH DEVELOPING A VIDEO STORY.

Choose a proven plotline format:

If you look closely at different types of stories, they tend to follow certain plotlines. One type is called Overcoming the Monster, and it often involves the underdog eventually conquering their most significant challenge. Many sports films take this approach. Selecting a narrative where a hero embarks on a quest is another popular option that can work well.

Mind your audience's attention span:

No matter what kind of narrative you go with, keep attention spans in mind. People often want to know the best length for a storytelling video, and the answer varies depending on platform.

Use emotional triggers:

Filmmakers use a variety of tactics to capture emotions visually and communicate the character's feelings to the audience via the screen. For example, slow motion can emphasize the significance of a feeling or exaggerated facial expressions and can help the audience internalize the emotion of the scene.

BEFORE YOU GET STARTED, CONSIDER THESE VIDEO STORYTELLING TIPS TO MAXIMIZE THE VIDEO'S PLOT AND MOOD, AND TO GRAB AUDIENCE ATTENTION AND KEEP IT.

Harness the power of music:

The right music can take video storytelling efforts to greater heights by complementing what's happening on the screen. Music creates powerful emotional associations that people link to events in their own lives. The music you choose will depend on the mood you are trying to create in your video story.

Be relatable.

Tell a story that shares a common human experience so more people can relate to it.

Be economic.

Ensure that each part of the video drives the story forward. Consider POV.

Use a natural, informal tone.

This helps audiences better understand and connect to your message.

Take design and visual factors into account.

These include lighting, wardrobe and color palette. When done right, these will better support your video storytelling goals and message.

POWER OF STORYTELLING

VIDEO STORYTELLING WORKS SO WELL BECAUSE IT
DRAWS PEOPLE IN, HOLDING THEIR ATTENTION SPANS
AND MAKING THEM FEEL INVESTED IN WHAT'S
HAPPENING. VIDEO STORIES CAN BE EDUCATIONAL, AS
WITH EXPLAINER VIDEOS. OTHER VIDEO STORIES
DON'T HAVE A LOT OF DIALOGUE BUT SPEAK VOLUMES
VISUALLY AND WITH THE HELP OF THE RIGHT MUSIC.IT
WILL TAKE TIME AND EFFORT TO MAKE VIDEO
STORYTELLING WORK FOR YOU, BUT SUCCESS CAN
PAY OFF IN FORM.

A close-up photograph of a book page. The word "Story" is printed in a large, bold, black serif font and is highlighted with a bright pink, torn-edge paper strip. The surrounding text is blurred, showing words like "to be be", "point of", "event o", "true or", and "facts o".

to be be
point of
Story
event o
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5 Ideas for Videos that Tell a Story



Idea #1: Showcase your expertise



Idea #2: Explain a trend



Idea #3: Show a process



Idea #4: Inspire



Idea #5: Get personal

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**THANK YOU FOR
PARTICIPATING!**

Questions?