

Day 3

Friday 1 October 2021

12:30-14:00 **Workshop (A) “Digital Storytelling for Cultural Heritage - Online**

Workshop convenor: Dr. Nicole Basaraba, Maastricht University, The Netherlands

Abstract

Speaking directly to the theme for Day 3, this workshop will provide an overview of some of the most popular formats of digital storytelling used for cultural heritage contexts, such as museums, heritage sites, and archaeological sites. Some of these digital storytelling formats are virtual exhibitions, transmedia storytelling, and gamified mobile applications. Creating interactive digital stories for cultural heritage topics involves a series of important considerations, such as how to use digital archives and the impact digital media has on participatory audiences, among many others. In this workshop, attendees will get the opportunity to either (a) map their existing idea or project onto a “Seven-phase Theoretical Creation Framework” (Basaraba, 2018) or (b) to brainstorm the development of a new digital story idea. The Seven-phase Creation Framework involves: determining the audience, narrative goals, the delivery medium (i.e., format), inventing the narrative, selecting a narrative structure, making visual design choices, and considering future revision requirements (Basaraba, 2018). The outcomes of this workshop could assist current workflows or decision-making processes of ongoing projects or initiate the development of a new project idea or funding proposal. It’s time to get inspired, creative, and put your ideas into an actionable plan!