

Story Telling

Training Duration- 8 Hours

1. 4 types of stories

- Linear
- Non-linear
- Quest
- Viewpoint

2. Building Stories

- Traditional Storytelling
- Four P's: People, Place, Plot, and Purpose
- 5 C's of Storytelling: Circumstances, Conflict, Crisis, Climax, and Conclusion
- Show/Speak from the heart
- Build Credibility through stories

3. Trends and Principles if visual/graphic storytelling

- Humans love good visuals
- Processed 60,000times faster than text
- Power of non-verbal communication
- SHOW instead of Telling
- Impactful First Impression
- Animate your story
- Focus of nurtured leads
- Let the STATS speak

4. Human Elements, Empathy & Emotions

5. Interactive Designs and User Experience

- Two-way flow of information
- The user becomes co-creator of the story
- Scenario generation
- Storyboarding
- Symbolism
- Story through text

