

VAN STORYTELLING NAAR STORYFINDING

Pieter Blomme

RELAAS





RELAS





RELA
RAS









RELAS
AS



Inne Haine







"IN DE VERTE
ZIE IK PLOTS
EEN LICHTJE
AAN GAAN"



jouwrelaas
REC.

Volgend

26 vind-ik-leuks

64 w.

jouwrelaas Trotse troep. #nieuwehuisstijl
#logo #relaas

♡ Een reactie toevoegen...





Timon van Relaa...

Lieve

Laura van Relaa...

Guy

patrice

Alex Muïs

Kitty

Pieter

Christa en Urbai...

Christiaan

Egwin Gonthier

sarahlatre

Marilyn Michels

Nathalie Van Ra...

Pieter

Nora

tedereblote

ejehaes

Benjamin Provo...

Galaxy S10e

Jaap Scheele

kelly

Stefanie Deyger...

linda

Anouk's

1 Keizerpand
Skatepark Keizerpark

2 Press shop
Brusselsesteenweg
220a, 9050 Ledeberg

3 Bib Ledeberg
Driesstraat 99,
9050 Ledeberg

Standaertsite
Standaertsite 1,
9050 Ledeberg

4 Ramazan Nalli
Ledbergplein 24,
9050 Ledeberg

5 Bakker Actief
Hoveniersstraat 19,
9050 Ledeberg

6 Achturenhuis
Ledebergplein 39,
9050 Ledeberg

**7 First Choice
African shop**

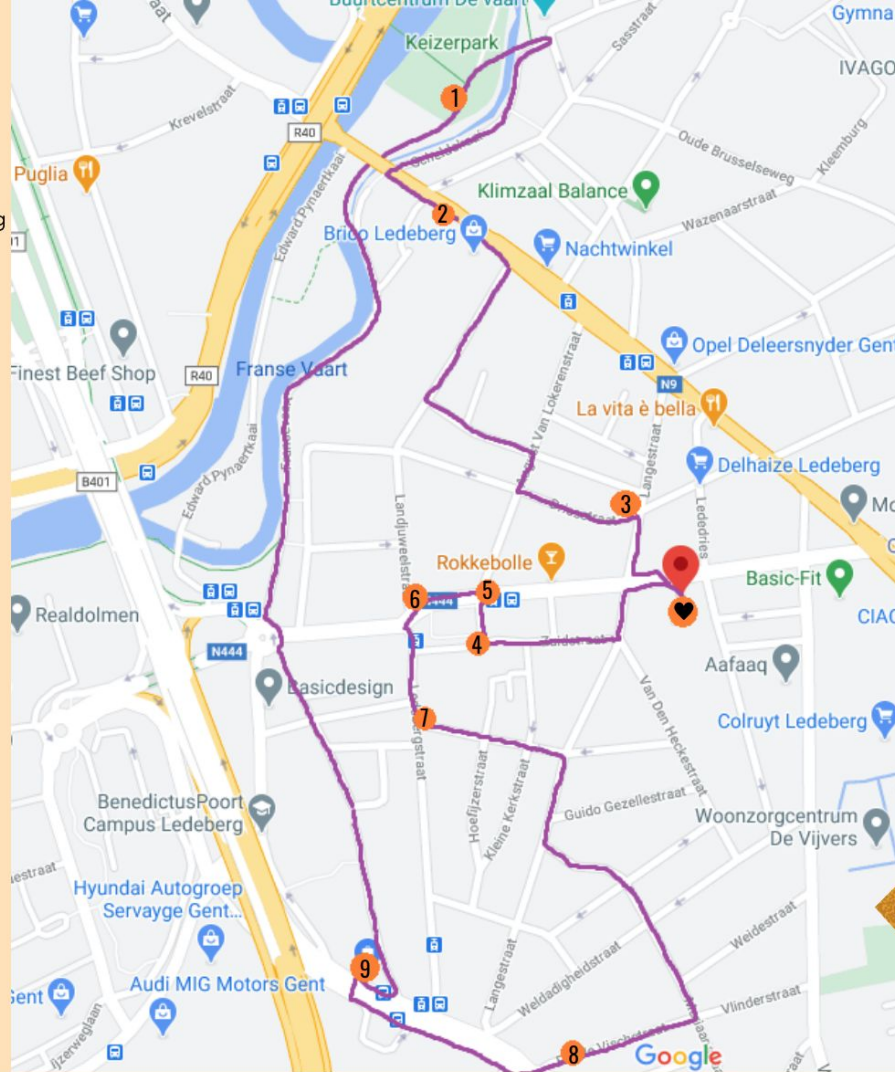
Ledebergstraat 27,
9050, Ledeberg

**8 Kunstenaar
Lieven**

Pol de Vischstraat 8,
9050, Ledeberg

**9 WGC
botermarkt**

Hundelgemsesteenweg 145,
9050, Ledeberg



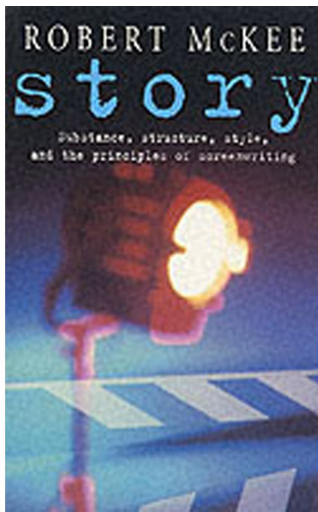
DE KRACHT VAN STORYTELLING

Storytelling
is **NIET** hetzelfde
als communicatie.

Storytelling is
verhaalelementen toevoegen
aan communicatie.

Waarom?

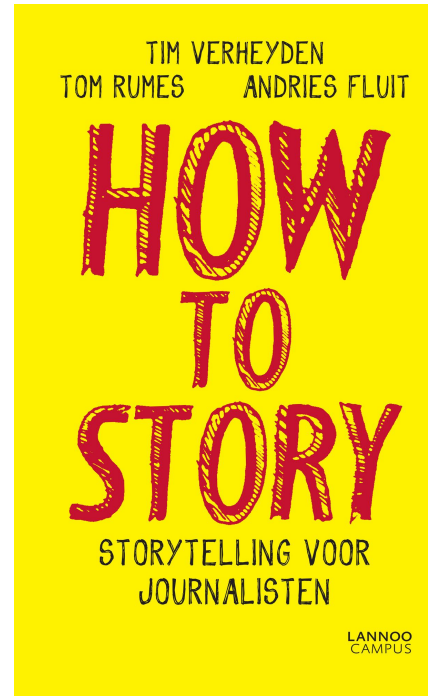
- Omdat verhalen **blijven plakken**.
- Omdat verhalen **menselijk** zijn.
- Omdat - in tijden van overinformatie - verhalen **afbakenen**.
- Omdat verhalen **universeel** en **herkenbaar** zijn.
- Omdat verhalen **inspireren** en **engageren**.
- Omdat verhalen **emotie** dragen.



“Storytelling is the most powerful way to put **ideas** into the **world.**”
(Robert McKee)



“The world is getting more **complex**,
and journalists **fail** in their duty to
explain. Stories are a way to **grasp**
complexity. It **enables** people to
understand and **experience** what is
happening in the world.”
(Adam Westbrook)



“Marketing is no longer about
the products you sell, but about
the stories you tell. “
(Seth Godin)



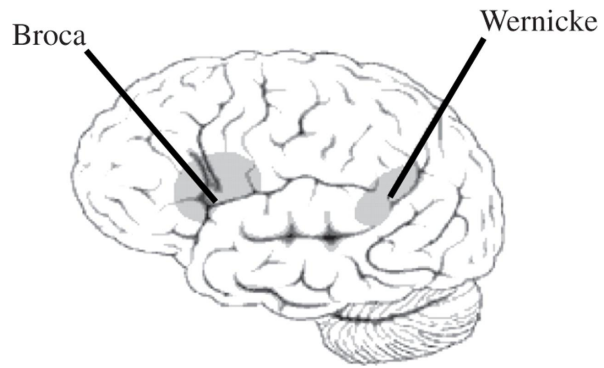
“That is what we storytellers do.
We **restore order** and **imagination**.
We instill **hope**, again and again.”
(Walt Disney)



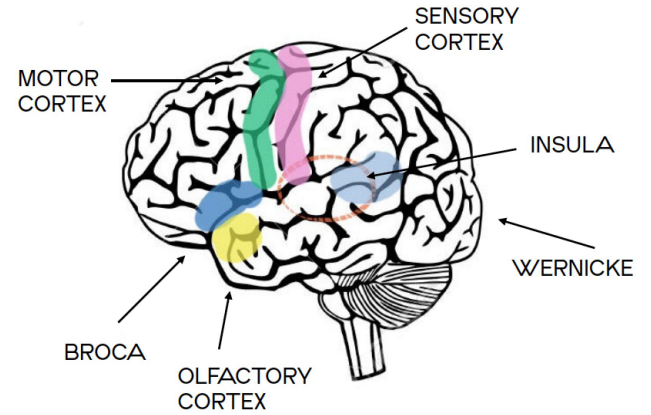
“The best way to **teach**
is to tell a story.”
(Kenneth Blanchard)



information / speech



story



Verhalen maken ons **mens**.

Verhalen voelen **universeel**.

Verhalen baseren zich op **archetypes**,
en overstijgen **culturele verschillen**.

Ze voelen **herkenbaar** en **menselijk** in ons
onderbewustzijn.

STORYTELLING BIJ RELAAS

inzicht

>>>

anekdote



binnenwereld



VIDEO: Transition as doctor enters consulting room.
VO: "Whatever is needed."

VIDEO: Doctor exits lift into walkway of housing acc.
VO: "Expertise is flexibility."

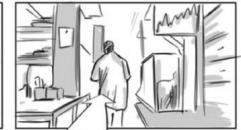
VIDEO: Walks towards a front door.
VO: Music overlay.



VIDEO: Doctor with patient inside.
VO: "Growing from each new experience."



VIDEO: Doctor goes to leave patients house.
VO: "Expertise is adapting and changing."

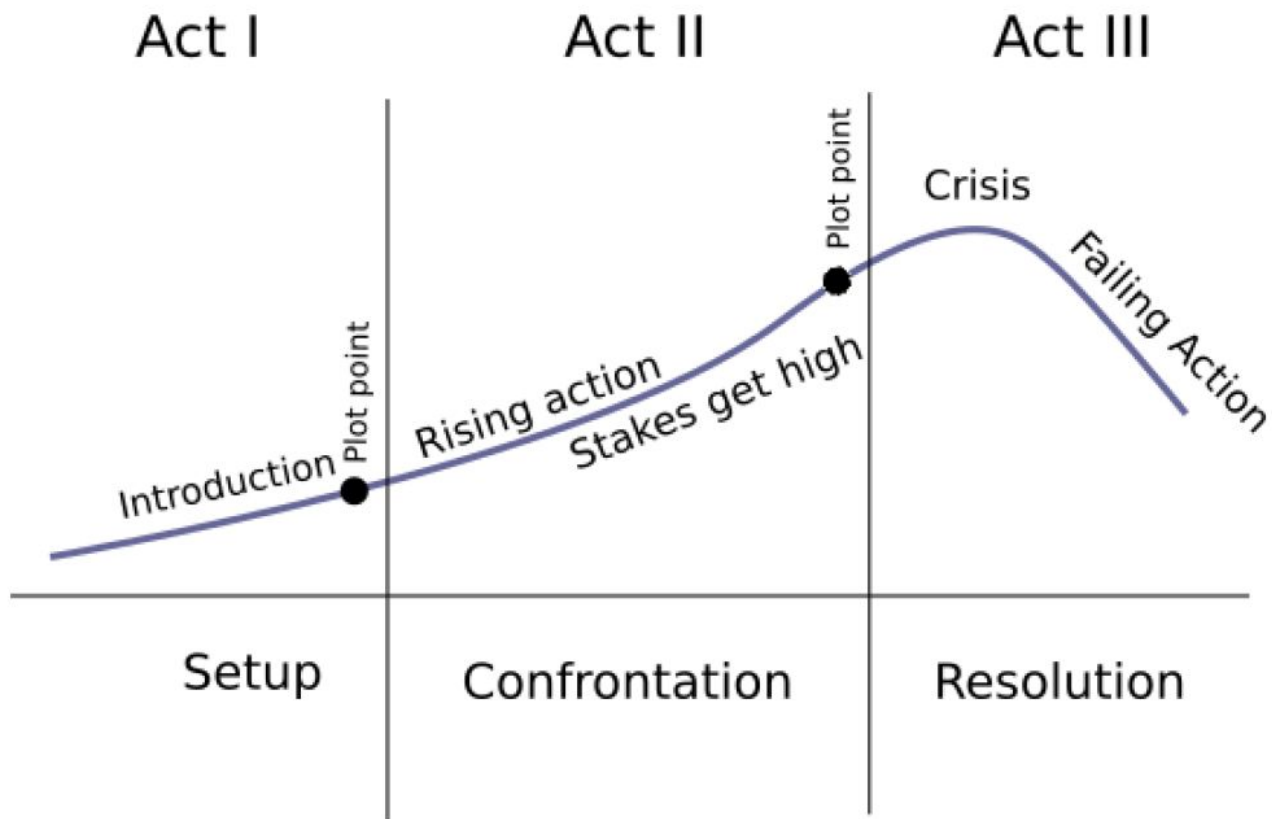


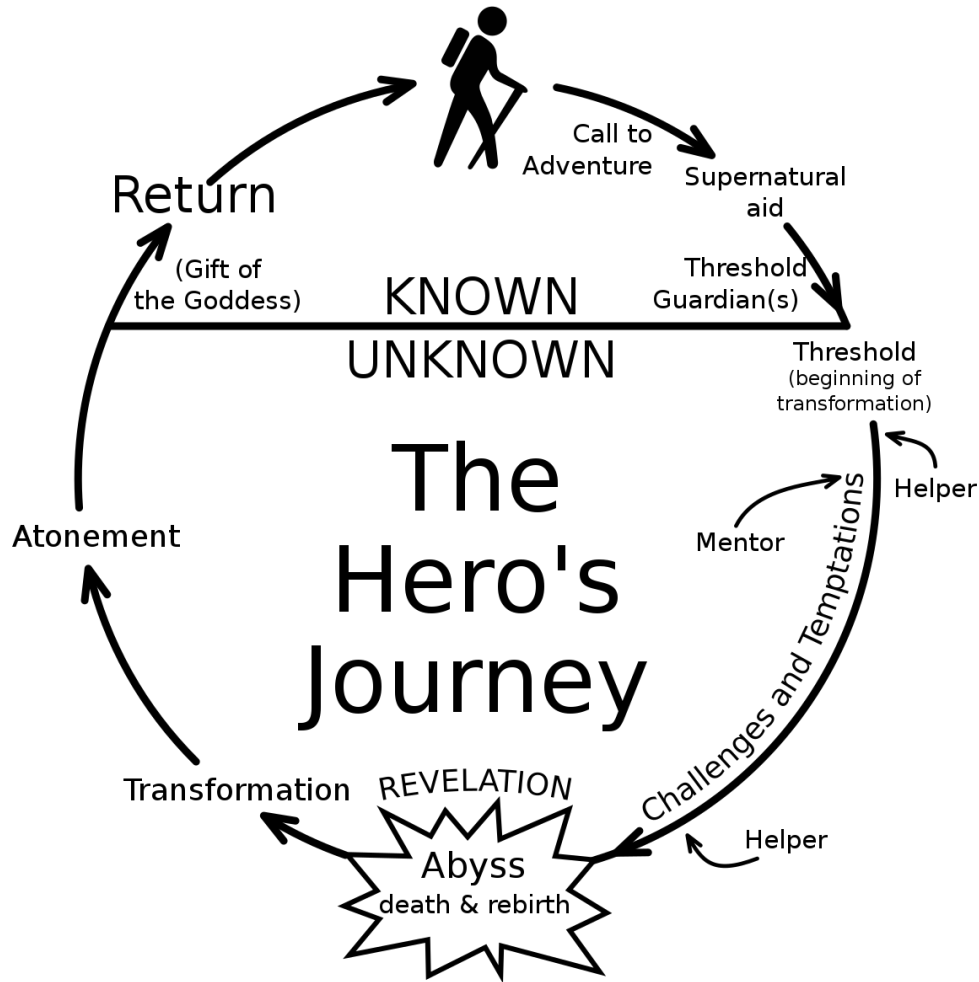
VIDEO: Door opens to doctor in academic setting.
VO: "Expertise is always learning."



buitenwereld

The Three Act Structure





Typische verhaalelementen

- **premissie** / belofte / inzicht > liefde overwint alles, zelfs de dood
- **universum** > waar speelt het zich af?
- **personages** > protagonist vs antagonist
- met **verlangens** > wat wil die, wat heeft die nodig?
- maar ook met **obstakels** > wie of wat houdt het personage tegen?
- in een bepaalde **structuur** > evolutie, spanning, verrassing, climax
- in een typische **stijl** en **emotie** > grappig, droevig, spannend, vrolijk

DIGITAL STORYTELLING









JOSH

Eomquat#993c

Posita#7a6e

MakeWayforWilly

juxton

xeta

Lippi#8957

akeplisken#ab5b

CryptoMoonBags#925a

green#1349

LFG

ElonMusk4skin

Niz#e

NicoleNixon

d1a0

Petri Rajahalme



Dave Haynes



Ryxn



Jamie Burke





- Digitale verhalen stellen de **gebruiker** centraal.
- Storytelling wordt “**story finding**”
gefragmenteerd over verschillende platformen en media van het **story universe** heen.
- Digitale verhalen zijn **interactief**.
- De **archetypische verhaalelementen** blijven, maar de gebruiker navigeert er **niet lineair** door.
- De verhalen beleef je **individueel** via (ai-gedreven) **algoritmes**.
- Storytellers worden meer **story architecten**.
- De **online** wereld en de **offline** wereld connecteren.

CASES





lifestyle

playfulness

fashion

vulnerability

genderfluid

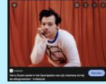
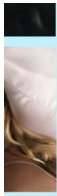
mental health

treat people with kindness
#tpwk

inclusion & tolerance

HARRY STYLES
STORYWORLD

hashtag: #tpwk



"X Factor" deelt volledige eerste aflevering van Harry Styles, om de gung met te vieren!



Harry Styles heeft 4.880.000.000 keer gevolgd op YouTube



Harry Styles nu 27 jaar. Het zijn nu 4 jaar dat hij de wereld aan zijn gevoel geeft.



Harry Styles heeft een uit de kast te komen tijdens zijn concert



Harry Styles is nog steeds een van de meest populaire artiesten ter wereld



Harry Styles is nog steeds een van de meest populaire artiesten ter wereld



Harry Styles is een van de meest populaire artiesten ter wereld



Harry Styles is een van de meest populaire artiesten ter wereld



NK

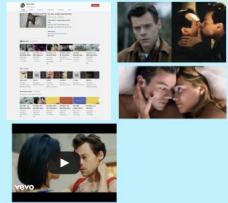
KNOW #TPWK

Facebook - Wikipedia - IMDB



WATCH #TPWK

YouTUBE - Cinemas



LISTEN #TPWK

Spotify - YouTube

Lyrics: Treat People With Kindness
Song: Watersugar Melon



lifestyle

playfulness

fashion

OWN / WEAR #TPWK

vulnerability

genderfluid

mental health

inclusion & tolerance

EXPERIENCE #TPWK

Live



SHARE/ CONNECT #TPWK





Sally: He's waiting for us.
I'll see you inside.

Tuchthuis^{AR}

Applicatie openen



Welcome to Good Neighbours

An award-winning immersive storytelling project about neighbourhood surveillance weaving together performance, technology and placemaking.







Karen Palmer – The Future of Immersive Filmmaking

Future Of StoryTelling



OEFENING

- Digitale verhalen stellen de **gebruiker** centraal.
- Storytelling wordt “**story finding**”
gefragmenteerd over verschillende platformen en media van het **story universe** heen.
- Digitale verhalen zijn **interactief**.
- De **archetypische verhaalelementen** blijven, maar de gebruiker navigeert er **niet lineair** door.
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adapteer een traditioneel lineair verhaal tot een digitaal verhaal

1. Vorm groepjes van 3-4
2. Kies samen een traditioneel lineair verhaal dat de hele groep zal kennen.
3. Detecteer de typische verhaalelementen:
premissie / universum / personages / frictie / stijl / structuur / emotie
4. Adapteer tot een typisch digitaal verhaal naar keuze:
social media, augmented reality, virtual reality, game,...
5. Maak een snelle pitch in google presentations
Wie is de gebruiker? Wat kan de gebruiker? Waarin komt de gebruiker terecht?
Welke verhaalelementen zijn er en hoe navigeer je als gebruiker erdoor?
Welke interacties zijn er mogelijk?
Hoe rijgt de gebruiker het verhaal aan elkaar?
Welke technologie / platform / techniek gebruik je en waarom?
6. Presenteer aan de rest van de groep



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> **[Linked.in](#)**

> **0486/26 88 84**

VERHAALELEMENTEN

verhaalelement

BOODSCHAP / PREMISSE

wat wil je vertellen?









universal themes in stories

1. Love
2. Death
3. Good versus evil
4. Coming of age
5. Power and corruption
6. Survival
7. Courage and heroism
8. Prejudices
9. Individual versus society
10. War / Conflict

Advice:

*Try to bring up **universal themes**,
connected to the specific **topics** you talk about.*



story element

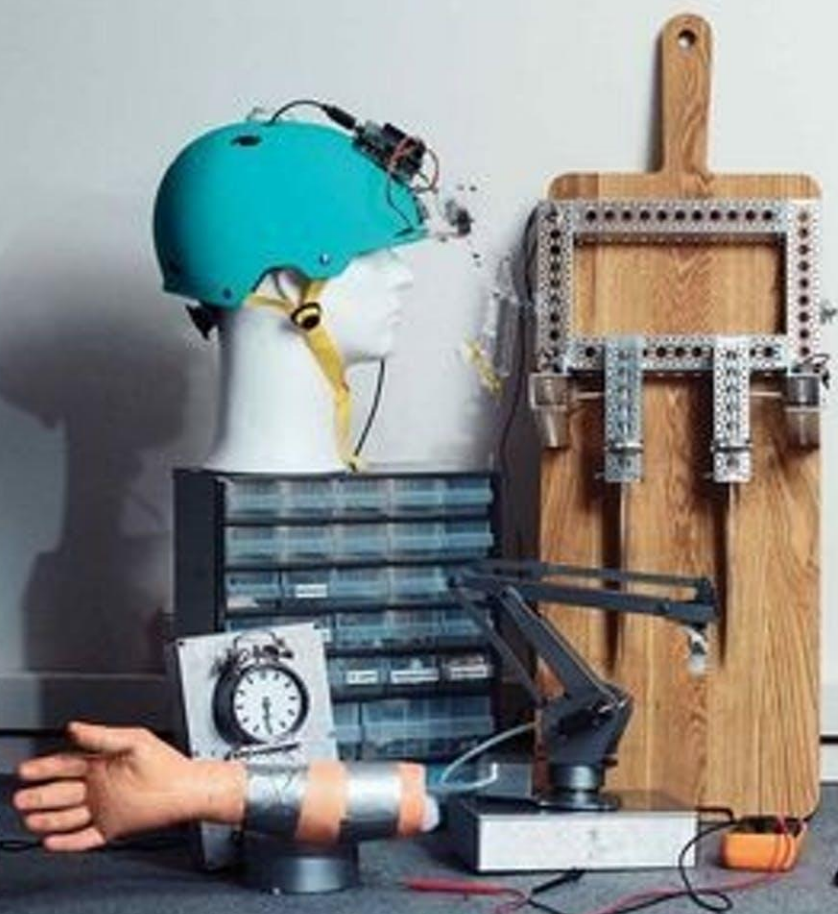
WORLD / SETTING





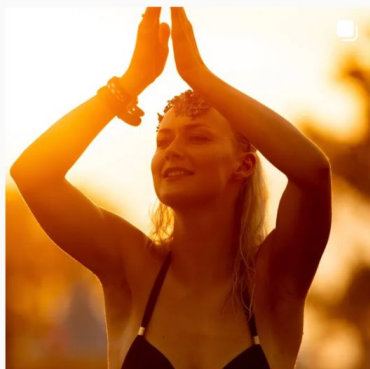
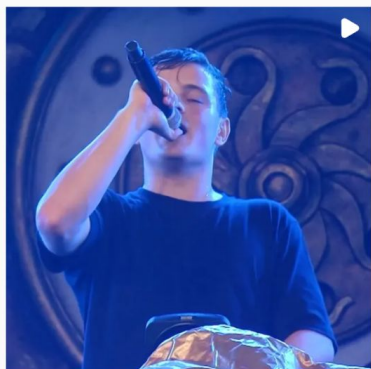
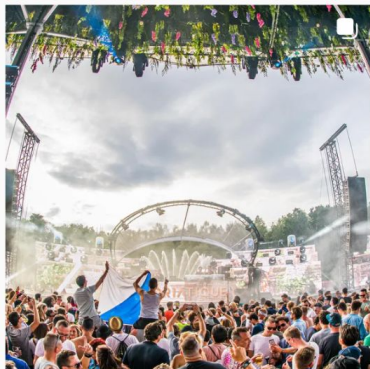
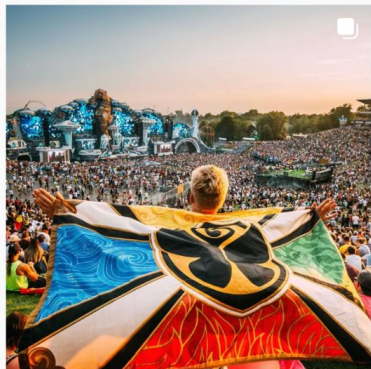
WHITE STAR





Instagram

Zoeken





WELCOME TO NIGHT VALE

Advice:

*Create **coherent, unique but recognizable** worlds with clear structure and rules.*

*Often, the **symbols** you use will create **universality**.*







story element
CHARACTERS





Driver Characters

Action	
Protagonist (pursue)	Contagonist (hinder)
Guardian (help)	Antagonist (prevent)

Decision

Protagonist (consideration)	Contagonist (temptation)
Guardian (conscience)	Antagonist (reconsideration)

Passenger Characters

Skeptic (oppose)	Reason (control)
Emotion (uncontrolled)	Sidekick (support)

Skeptic (disbelief)	Reason (logic)
Emotion (feeling)	Sidekick (faith)











Zoeker



scoutsgidsenvl • [Volgen](#)

scoutsgidsenvl Wij wandelden mee met de #klimaatmars omdat we de eerste generatie zijn die zich bewust is van de nood aan een klimaatbeleid en omdat we de laatste kunnen zijn om er iets aan te doen!

[Alle 7 reacties bekijken](#)

sustainablefamily Super dat jullie erbij waren 🙌🌍💚 ! Daar moeten de ministers toch wel even van opkijken denk ik.

vanautrevematthias @jovialehippo 🤔❤️

chantalherremy @elsvanhove

br1dr @vanautrevematthias beste hemd ooit



kristofdhanens en 1.023 anderen vinden dit leuk

3 DECEMBER 2018

Een reactie toevoegen...





MOVE
TEGEN
PESTEN

LITERARY ARCHETYPES

Father

Shadow

Caretaker

Child

Mother

Mentor

Stranger

Good mother

Anima

Magician

Ally (allies)

Terrible mother

Animus



Ordinary man

Shape-shifter

Mystic

Self

Guardian

Innocent

Queen

The wise

Herald

Adventurer

Hunter



Hero

Amazon

Lover

...

Rebel

Crone

Creator

Trickster

Maiden

Ruler



CHARACTER ARCHETYPES

THE HERO



THE SHADOW



THE MENTOR



THE ALLY

THE SHAPESHIFTER



THE THRESHOLD
GUARDIANS



THE TRICKSTER



THE HERALD



THE HERO'S
JOURNEY
AND CHARACTER
ARCHETYPES

Advice:

Create **believable** and **recognizable** characters
and give them characteristics and actions that feel
logical for your target audience / users / readers.
(=everyman)

Advice:

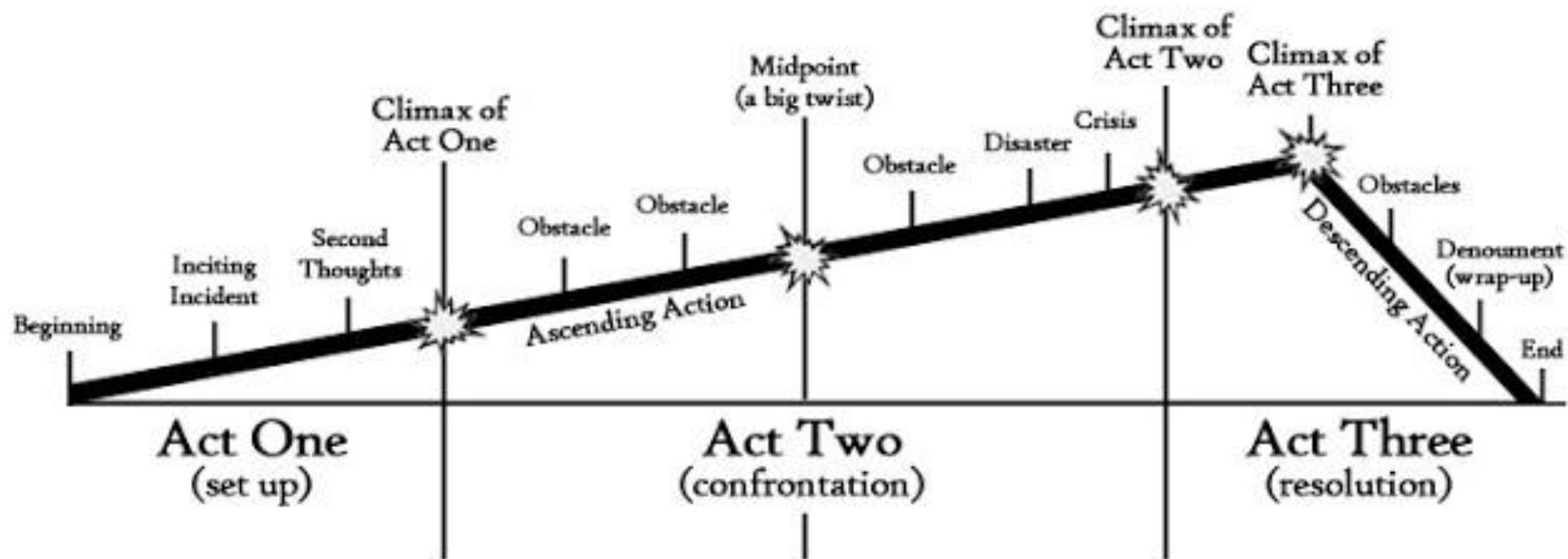
*Be the **mentor** in the story in which your user is
the hero.*



story element

STRUCTURE / BUILDUP

Three-Act Structure

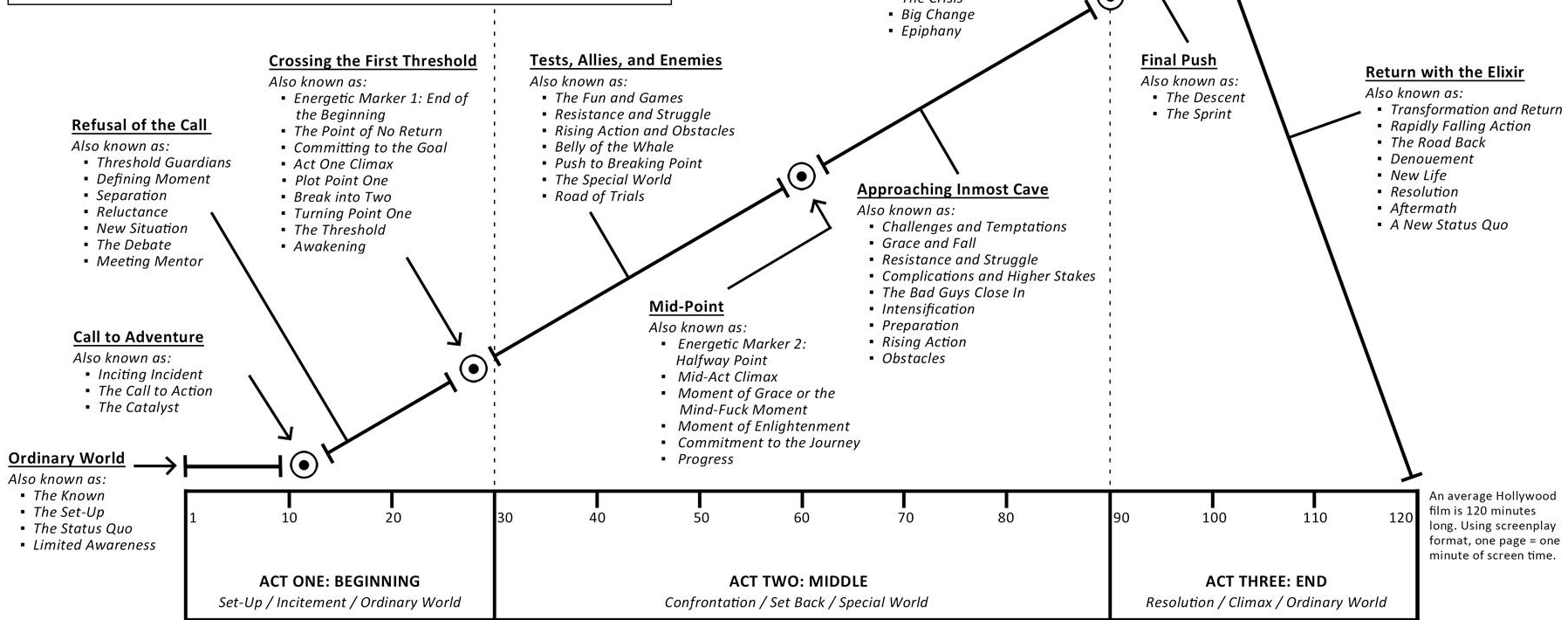


ARCHPLOT STRUCTURE

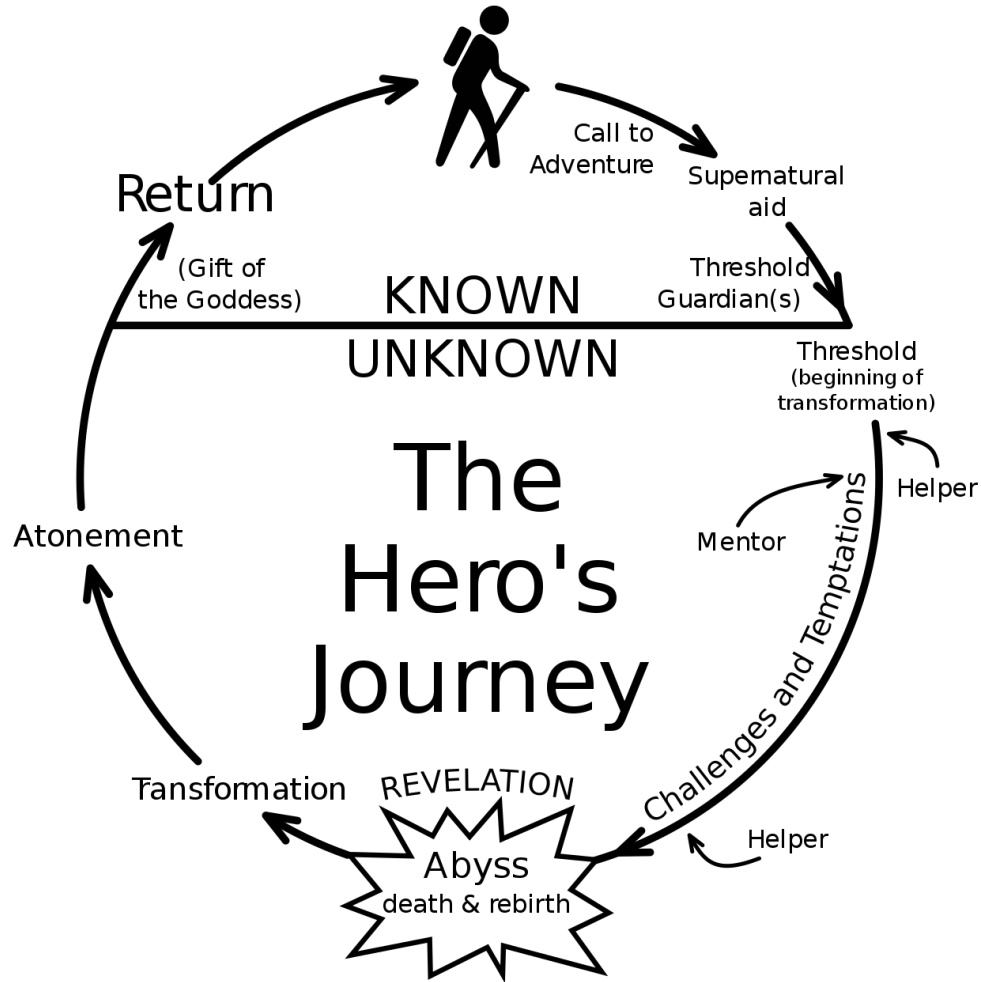
(AKA: *Classic plot, the hero's journey, goal-oriented plot, Aristotelian story shape, energieia plot, and Hollywood screenwriting structure*)

Archplot is a goal-oriented plot where, "for better or worse, an event throws a character's life out of balance, arousing in him the conscious and/or unconscious desire for that which he feels will restore balance, launching him on a Quest for his Object of Desire against forces of antagonism (inner, personal, extra-personal). He may or may not achieve it" (McKee, 196). **Film Examples:** *Toy Story, The Godfather, Back to the Future, Star Wars*, Etc. (Most American Hollywood films use arch plot). **Book Examples:** *Harry Potter* (Rowling), *Hunger Games* (Collins), *Speak* (Anderson), *Pride & Prejudice* (Austen), *Hamlet* (Shakespeare), *The Odyssey* (Homer), etc.

"I took a master class with Billy Wilder once and he said that in the first act of a story you put your character up in a tree and the second act you set the tree on fire and then in the third you get him down." - Gary Kurtz (Film Producer)



Information on this handout comes from the following sources: *The Plot Whisperer* (Alderson), *The Hero with a Thousand Faces* (Campbell), *Novel Writing Help* (Chapman), *Screenplay (Field)*, *The Sequence Approach* (Guilino), *Writing Screenplays that Sell* (Hauge), *Inside Story* (Marks), *Story* (McKee), *Tools for Analyzing Prose Fiction* (McManus), *Save the Cat* (Snyder), *Three Act Structure* (TV Tropes), *The Writer's Journey* (Vogler), and *The Moral Premise* (Williams).









until_the_day_we...

Chatbericht sturen, User icon, Dropdown arrow, More options icon

111 berichten 66 volgers 223 volgend

She

Digitale maker

She creates poetry out of daily news and articles he sends her until the day they meet ...

Gevoeld door thestorytellersproject, ladies_imadeaselfie, themindofyours + nog 5



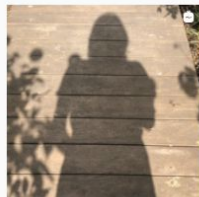
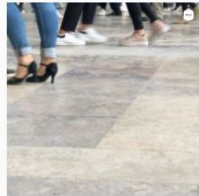
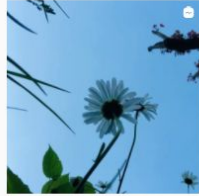
About

BERICHTEN

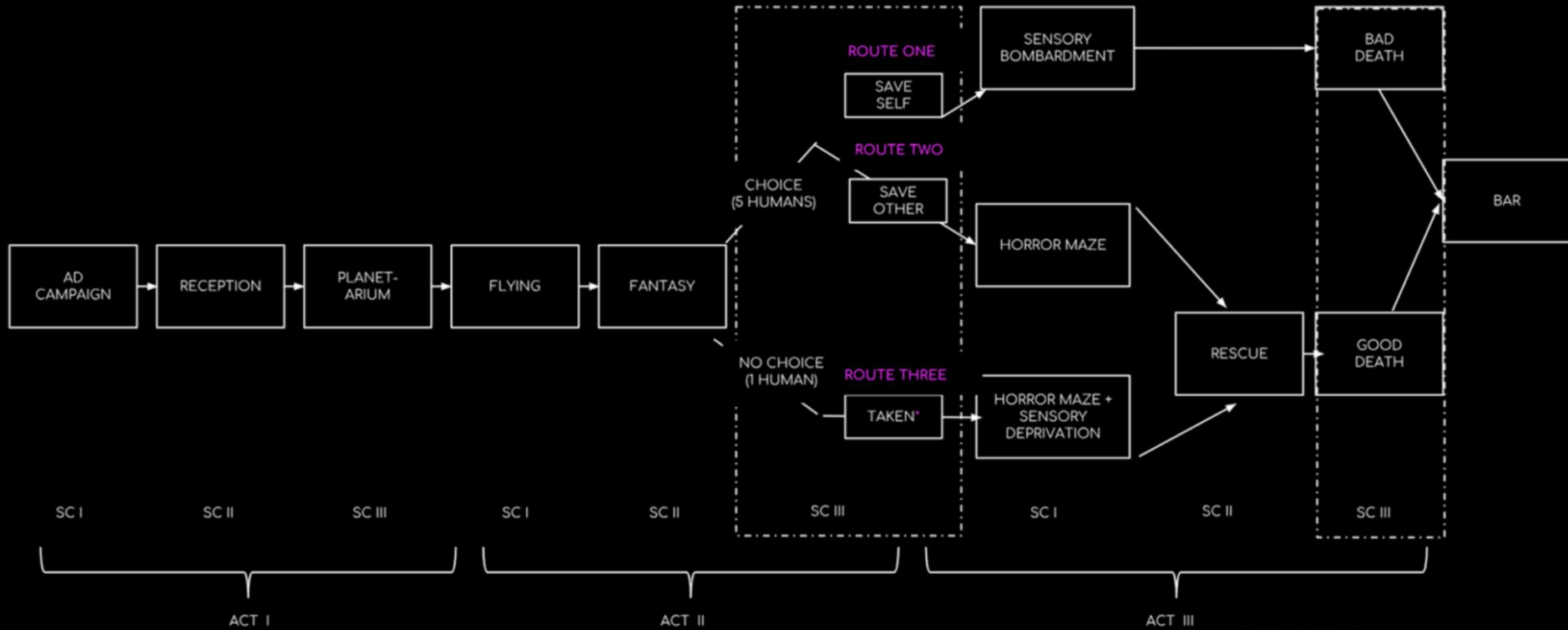
REELS

IGTV

GETAGD



AUDIENCE JOURNEY MAP



***ROUTE FOUR**
*IF YOU WAIT AND ARE NOT SAVED, THE AI DREAM GUIDE, LIKE A PARENT RESCUING A CHILD, SAVES YOU. YOU EXPERIENCE THE GOOD DEATH DREAM



STORY



story element

INTENTION (WANT/NEED)



knal-drang
(de; m; znw.)

1 Het intense verlangen
naar uitgaan, naar knallen,
naar feesten, naar dansen.



“Nike doesn’t want to make products for everyone, they want to make products for **champions**. Champions are not the ones who always win races, champions are the ones who get out there and try. And try harder the next time. And even harder the next time. Champion is a state of mind. They are devoted. They **compete to best themselves** as much if not more than they compete to best others. Champions are not just athletes. Champions are entrepreneurs, politicians, nurses, soldiers, students and Hall of Famers. Nike wants to make products for all champions. “







story element
OBSTACLE





nike • Volgen



nike "The process can either make or break you and I think it's really figuring out not why it happened, but what you're going to do to become better after it. It's really just being as positive as can be and really manifesting what I want to become." - @sabrina_j

The common denominator among all athletes? Injury. For WNBA guard @sabrina_i, it's been two years of coming back from a rookie season-ending ankle sprain that involved surgery and a grueling rehab. Despite the setback, Sabrina is now approaching the game with a refreshed mindset that involves a lot more gratitude for her body. "Sometimes I wonder what it would have been like if I didn't get hurt. But, ultimately, I'm thankful for the injury. It has put a lot of things in perspective."

5 d.



8ktododia Hello #NikeLovers 🇺🇸❤️



5 d. 38 vind-ik-leuks Reageren

— Antwoorden weergeven (1)



veganvixen12 #kangaroosarenotshoes



5 d. 43 vind-ik-leuks Reageren



annavnikova Best photo! ❤️❤️❤️❤️👏👏



5 d. 255 vind-ik-leuks Reageren



264.830 vind-ik-leuks

5 DAGEN GELEDEN



Een opmerking toevoegen...

Plaatsen

 **#SAMENTEGEN
#CORONA**



MOVE
TEGEN
PESTEN

story element
STYLE





זה שבע וחצי בבוקר

It's seven thirty in the morning.

15 8 2002

story element
EMOTION



