

A low-angle shot of a graduation ceremony. Numerous dark blue graduation caps with gold tassels are captured mid-air, scattered across a clear, bright blue sky. In the lower portion of the frame, several hands are visible, reaching upwards as if having just tossed the caps. The overall atmosphere is one of celebration and achievement.

Storytelling by Design

Digital Creativity and User Engagement

Behind the Designer

Dad | Husband

Director of Communications and Engagement | SVVSD

Videographer | Photographer

Teacher | STEM

Content Designer and Creator

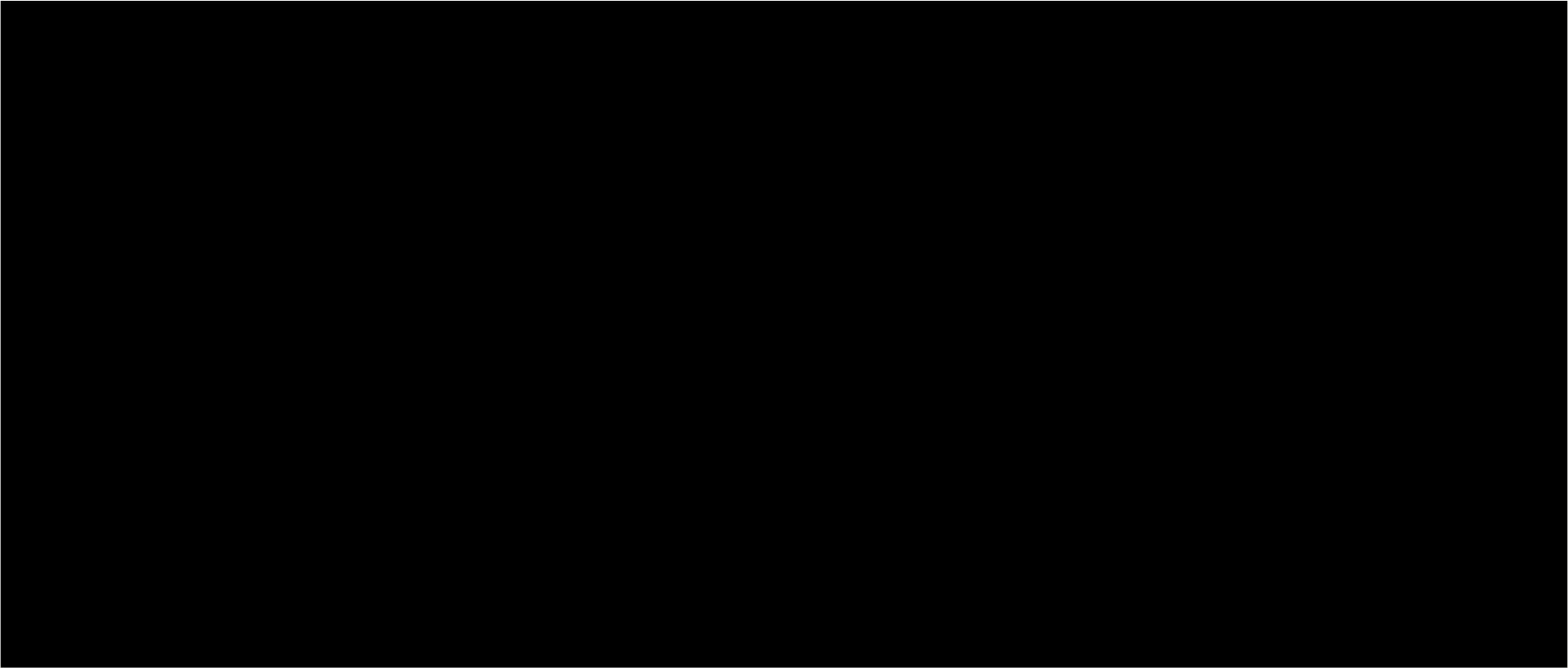
Always Learning

Colin Rickman



AGENDA

- **The Why** | Storytelling and Design
- **Reframing the Message**
- **Video** | Creating Engaging Content
- **Tools to Help** | Canva and AI
- **Q & A** | Q&A | Individualized Help



EDUCATION FOUNDATION | FURTHER TOGETHER

WHAT STORY WAS IT TELLING?

WAS IT ENGAGING? WHY OR WHY NOT?

WHAT ELEMENTS DID I USE TO TRY AND ENGAGE
VIEWERS?

ENGAGEMENT

Share Your Story with Intentionality

- **Audience** | Who is your target audience and what is the point of view that will engage them
- **Dramatic Question** | Key Question that keeps the viewers attention and is answered by the end
- **Emotional Content** | Evoke emotions — give moments for viewers to connect
- **The Gift of Your Voice** | Be authentic and let your voice be heard
- **The Power of the Soundtrack** | Music can change everything
- **Economy** | Use just enough content to tell the story
- **Pacing** | Rhythm matters



DESIGN

INSPIRATION INTO CREATION DOESN'T HAPPEN ON ACCIDENT

EMPATHIZE

IDEATE

DEFINE

PROTOTYPE

TEST

DESIGN

KNOW YOUR
AUDIENCE

IDENTIFY YOUR
MESSAGE

BRAINSTORM
THE HOW

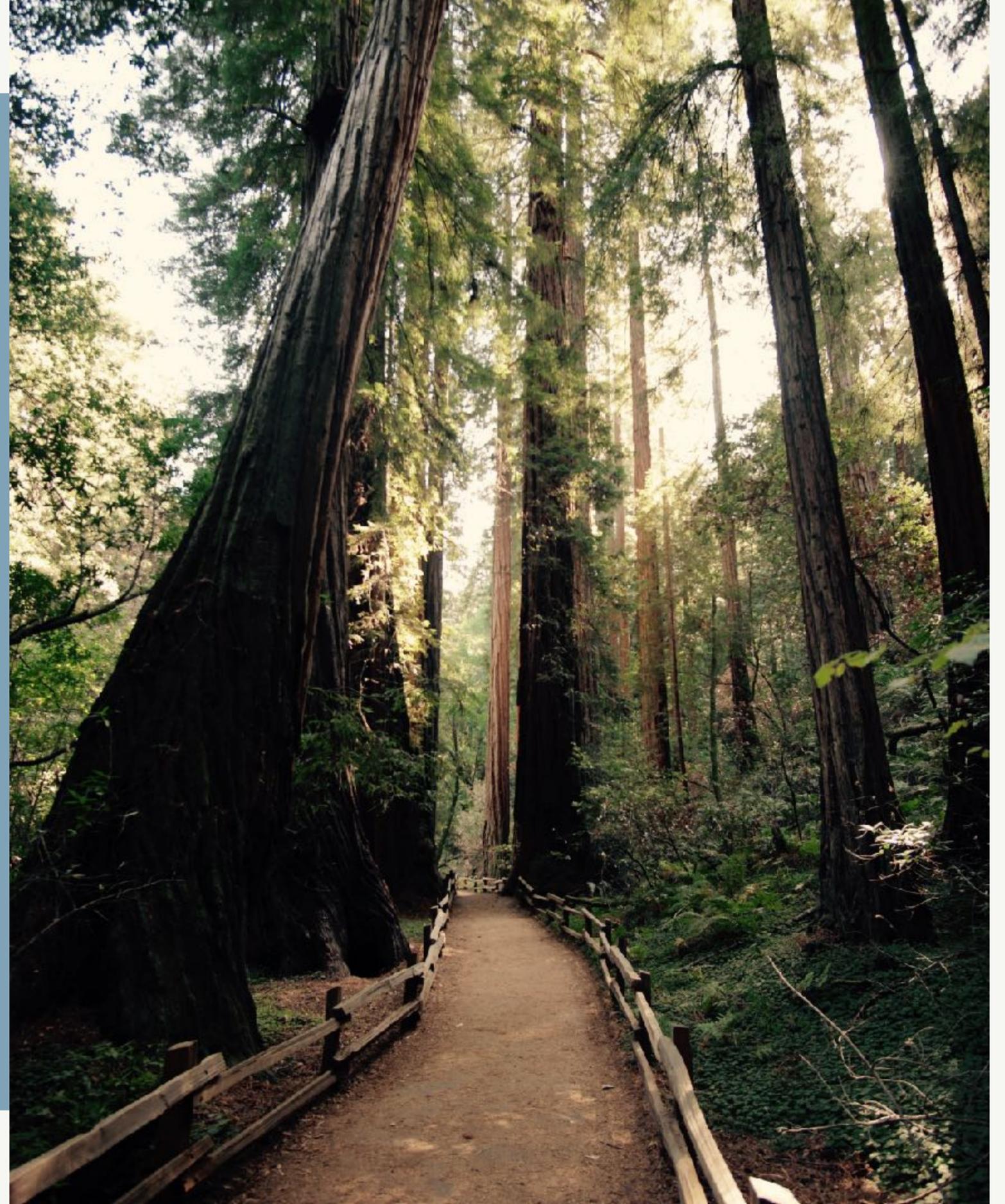
CREATE

GET FEEDBACK
& ITERATE

DESIGN

Tips for the Process

- ▶ **Talk with someone about it** | Our ideas may seem silly or great until they come out of our mouth
- ▶ **Give as many ideas as you can** | The more ideas, the better the end product can be
- ▶ **Be willing to be Vulnerable** | Putting your creation out to the world can be scary and exposing, your ideas have value, believe it and share it
- ▶ **Take calculated risks** | Be creative to be interesting, but don't lose your audience
- ▶ **Have thick skin** | The feedback process is humbling, use it to be better





Re-Framing the Message

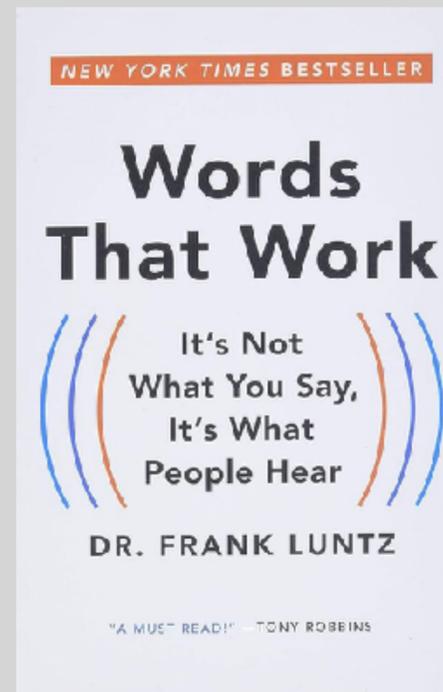


Deficit Messaging

Impact Framing

Highlighting the positive impact so that your audience believes in the purpose of your mission.

“It’s not what you say, it’s what people hear.”



Say: 'Crossing Guards aren't respected.'

Hear: 'Crossing Guards are not important.'

Say: 'Kids aren't biking or walking to school anymore.'

Hear: 'It's dangerous to bike or walk to school.'

'Crossing Guards continue to be an integral part of our school communities.'

'Kids biking and walking to school helps to build independence and promotes healthy activity.'



Video Tips

Video Has Power | Words are optional dependent on the final product you need

Use A Variety Of Clips | It is more interesting to the eye if you can have a multitude of angles, movement, compositions, and perspectives

Let Others Be Your Voice | Testimonials provide an authentic voice beyond your own

The Best Camera is the one you have with you | Phones are powerful devices | Know which way to hold the camera

I Can't Hear You | Bad audio can distract from the message

Capture Everyone's Attention | The first seconds of a video is important to engaging your audience

Enlist Tools to Help



Canva

