Digital Storytelling

James Madison University | DigiComm
Paige Normand, Marissa Scholler, & Becky Chen

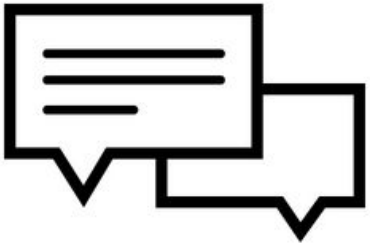
DigiComm

Meet DigiComm.
Small team. Big impact.

Our Services

Media Fellows

81 semester-long partnerships across campus.



Consultations

1,200 one-on-one consultations with students & faculty.

Outreach

200 tailored workshops across campus.

DigiComm

College of Ed
Art
Music
Poli Sci
DigiComm
Psych
CSD
Nursing
Writing
Comm.
English
History
Justice
Engineering
ISAT
Biology
Performing Arts
US 11
Music
Cleveland Hall
Miller Hall
South Mason Street
East Martin Luther King Jr.
Spotswood Hall
Alumnae Drive
Burruss Hall
East Grace Street
Cantrell Avenue Parking Deck
Grace Street Parking Deck
Alumnae
Madison Memorial Library
Carrier Library
Keezell Hall
Philips Hall
Converse Hall
Harrison Hall
James Madison University
Hillcrest House
Gifford Hall
Maury Hall
Roop Hall
Moody Hall
Wayland Hall
Bluestone Drive
Varner Hall
Madison Drive
D-Hall
The Common

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Workshop Overview

- Examples
- Platforms
  - Hands-on workshop
- Content Creation Tools
  - Hands-on workshop
- Embedding Content
- Showcase
- Q&A

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Digital Storytelling

Examples

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Adobe Spark

Atavist

Wix

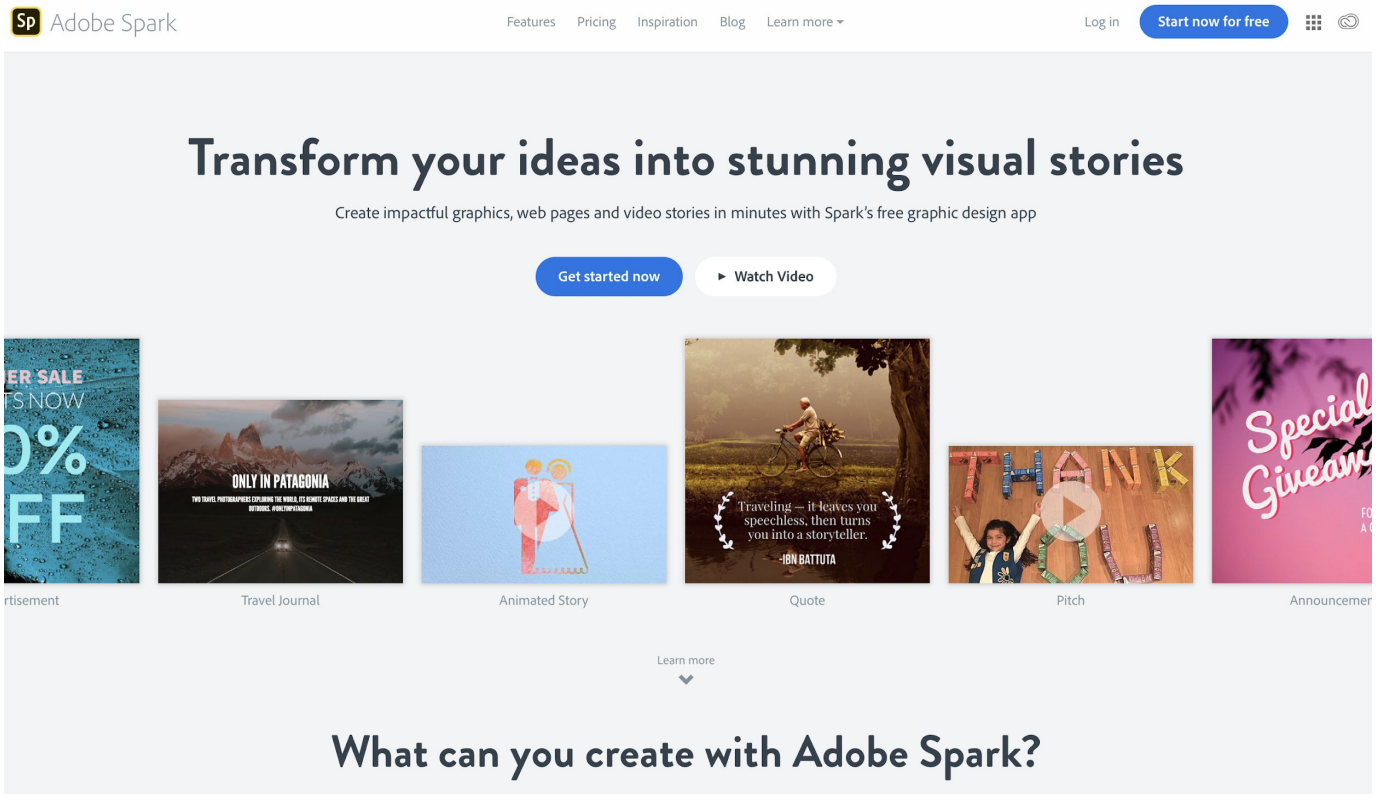
DigiComm

Digital Storytelling

Platforms

DigiComm

Welcome to Spark Pages



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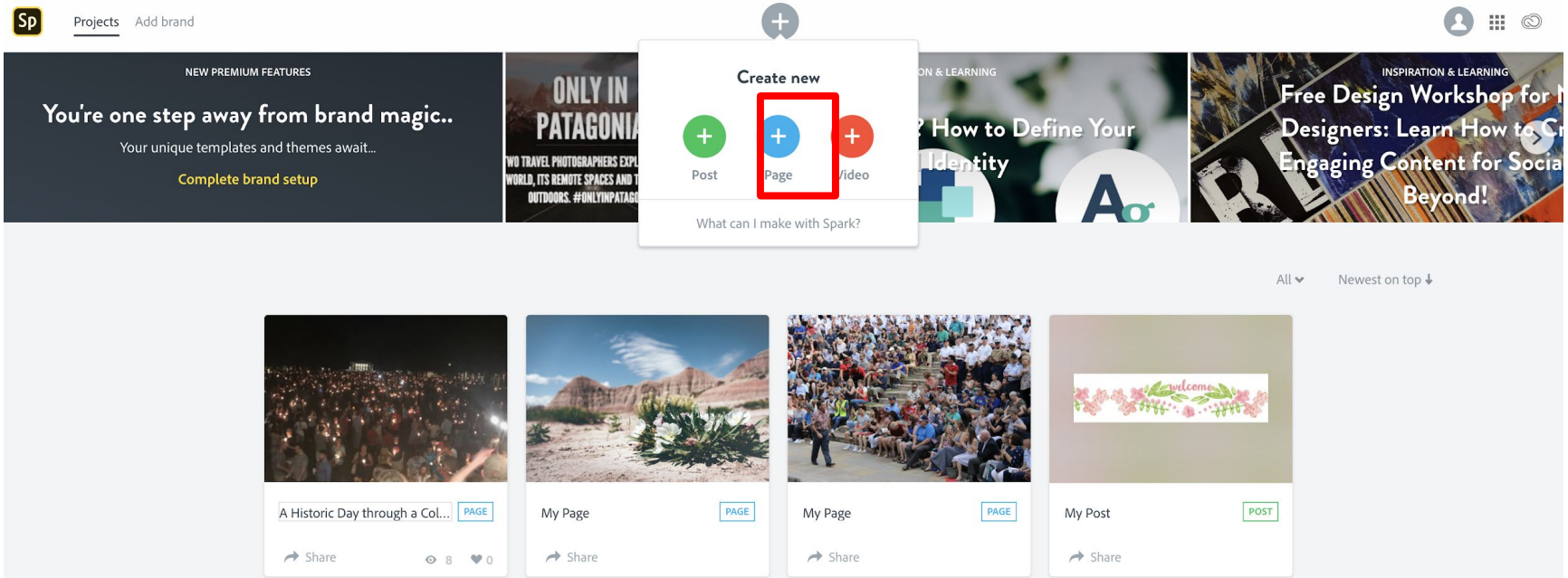
Spark Examples

DigiComm

Spark: Getting Started



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Spark Pros & Cons

Pros

- Clean and organized
- Emphasizes photos
- 10+ theme and design options

Cons

- Limited navigation options
- Multimedia Options:
  - Videos
  - Photos
- Cannot embed content creation tools or social media

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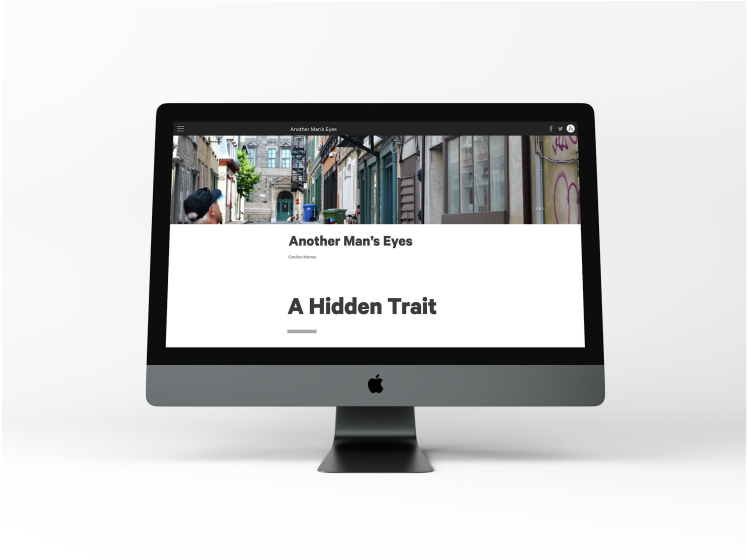
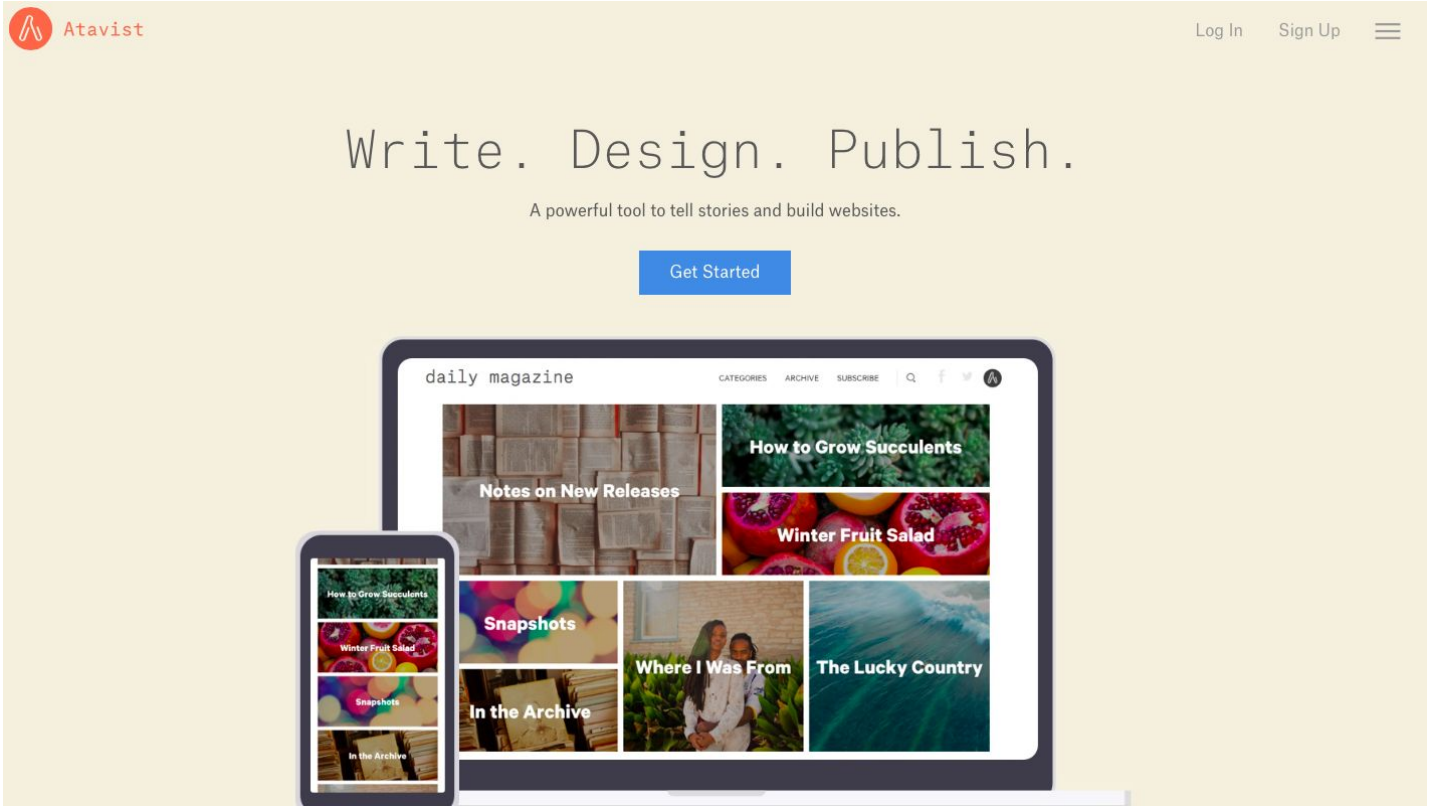
Atavist Examples

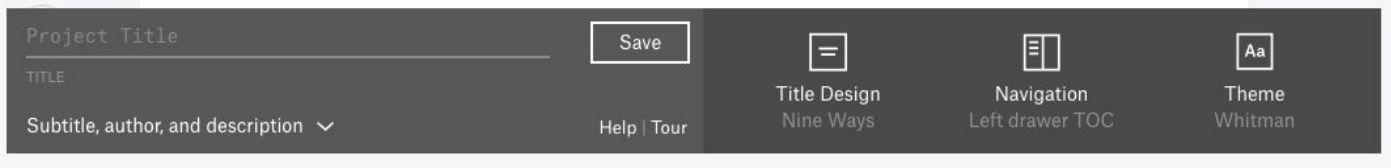


DigiComm

Welcome to Atavist



DigiComm


Project Title
TITLE
Save
Subtitle, author, and description
Help | Tour
Title Design
Nine Ways
Navigation
Left drawer TOC
Aa
Theme
Whitman

DigiComm

Project Title

TITLE

Save

Subtitle, author, and description

Help | Tour

Title Design
Nine Ways

Navigation
Left drawer TOC

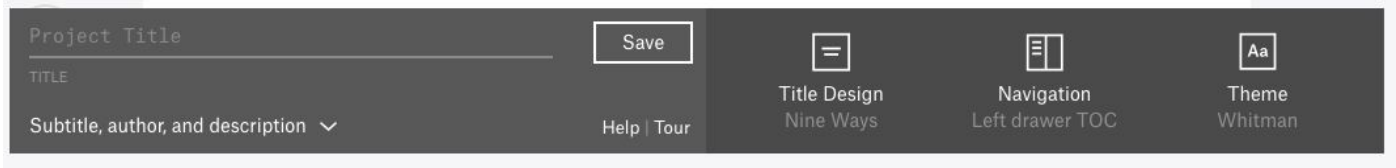
Theme
Whitman

Simple

Bold

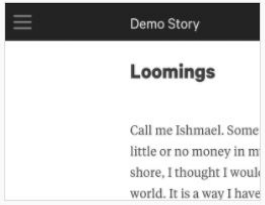
Full-bleed

DigiComm

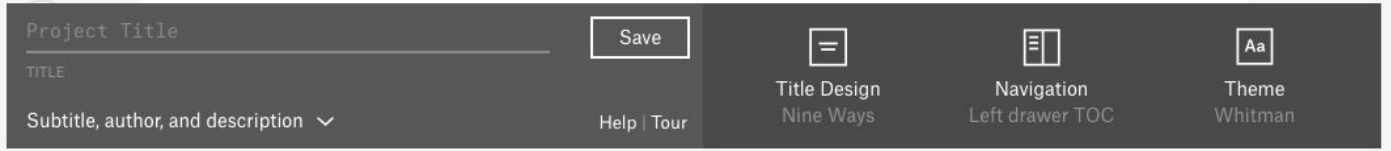


None

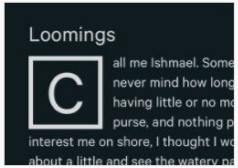
Left drawer TOC



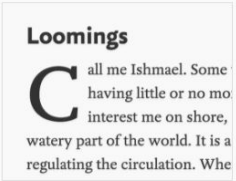
Top navigation TOC



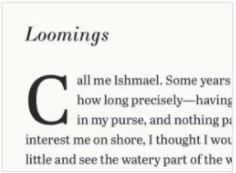
Whitman



Reinhardt



Thurber



Fisher

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Atavist: Editor v. Preview

Editor Mode

Holly Warfield helps students create Digital Stc

Traditionally, the only ways students could share what they had learned were research papers, short presentations, or posters. Unfortunately, these methods did not fully capture the experience and growth of the students. Recently this has changed, with newer resources providing far better ways for students to communicate their work to teachers, future employers, and even themselves.

Taking advantage of this opportunity, engineering capstone students have added a valuable digital content component to their projects through a collaboration with Digital Communication Consulting (DigiComm) and their Media Fellow Program. With the help of Holly Warfield (‘16), a DigiComm media tutor, Dr. Brad Striebig’s ENGR 431 students are creating project websites with the digital storytelling platform Atavist.

In addition to one-on-one consultations for students creating digital content like websites, videos, or portfolios, DigiComm provides a Media Fellow Program where professors can apply to have a DigiComm tutor assist them in incorporating semester-long media projects.

Engineering Workshops

Preview Mode

Holly Warfield helps students create Digital Stories

Engineering 431

Feature Story by Daniel Vieth

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Engineering Workshops

“There are a lot of places on campus where faculty are encouraged to develop digital assignments, so we try to find those faculty at the particular moment where they want to try something new, and we offer support for their students through that process,” explained Paige

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Atavist: Chapter Headers

Editor Mode

Holly Warfield helps students create Digital Stories

Marlena Luciano & Becca Moore Help Students Create eF

SECTION TITLE

READ 366

SECTION SUBTITLE

Feature Story by Daniel Vieth Edit

SECTION AUTHOR

Section Title Design
Full-bleed

When JMU students think of content creators, they may likely think of SMAD majors, graphic designers, or CIS students. More and more professors at JMU, however, are asking students of all majors to create digital content, such as GBIO classes creating WordPress posts, engineering students documenting their research through digital stories, and philosophy students creating videos on ethical questions.

Preview Mode

Marlena Luciano & Becca Moore Help Students Create ePortfolios

READ 366

Feature Story by Daniel Vieth

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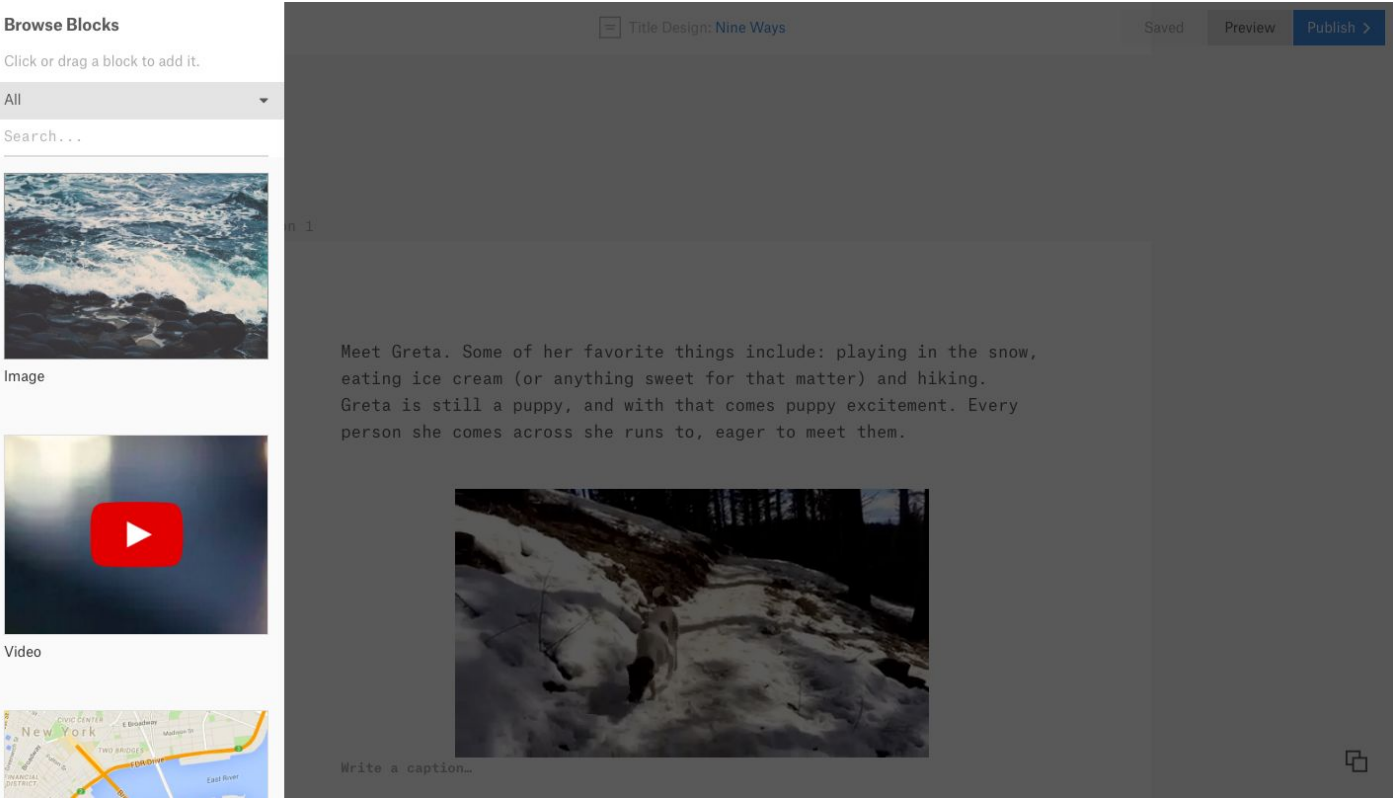
DigiComm

Atavist: Under the Hood



DigiComm

Atavist Pros & Cons

Pros

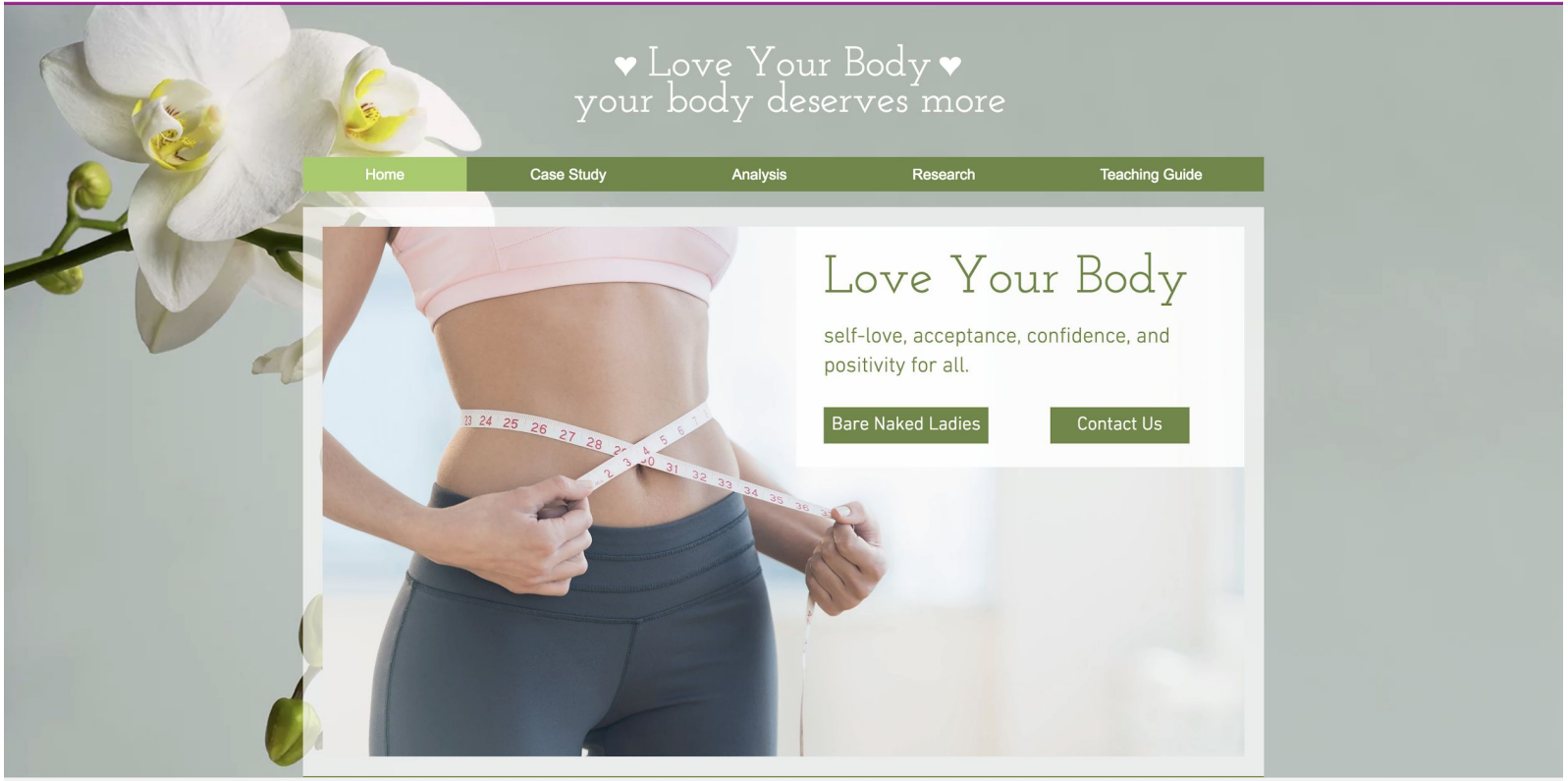
- Clean and organized
- Emphasizes text
- Multimedia Options:
  - Public Social Media posts
  - Music/Audio
  - Videos
  - Photos & gifs
  - Maps

Cons

- Limited design options
- Limited navigation options
- Does not host content reliably
- Does not auto-save
- No collaboration features

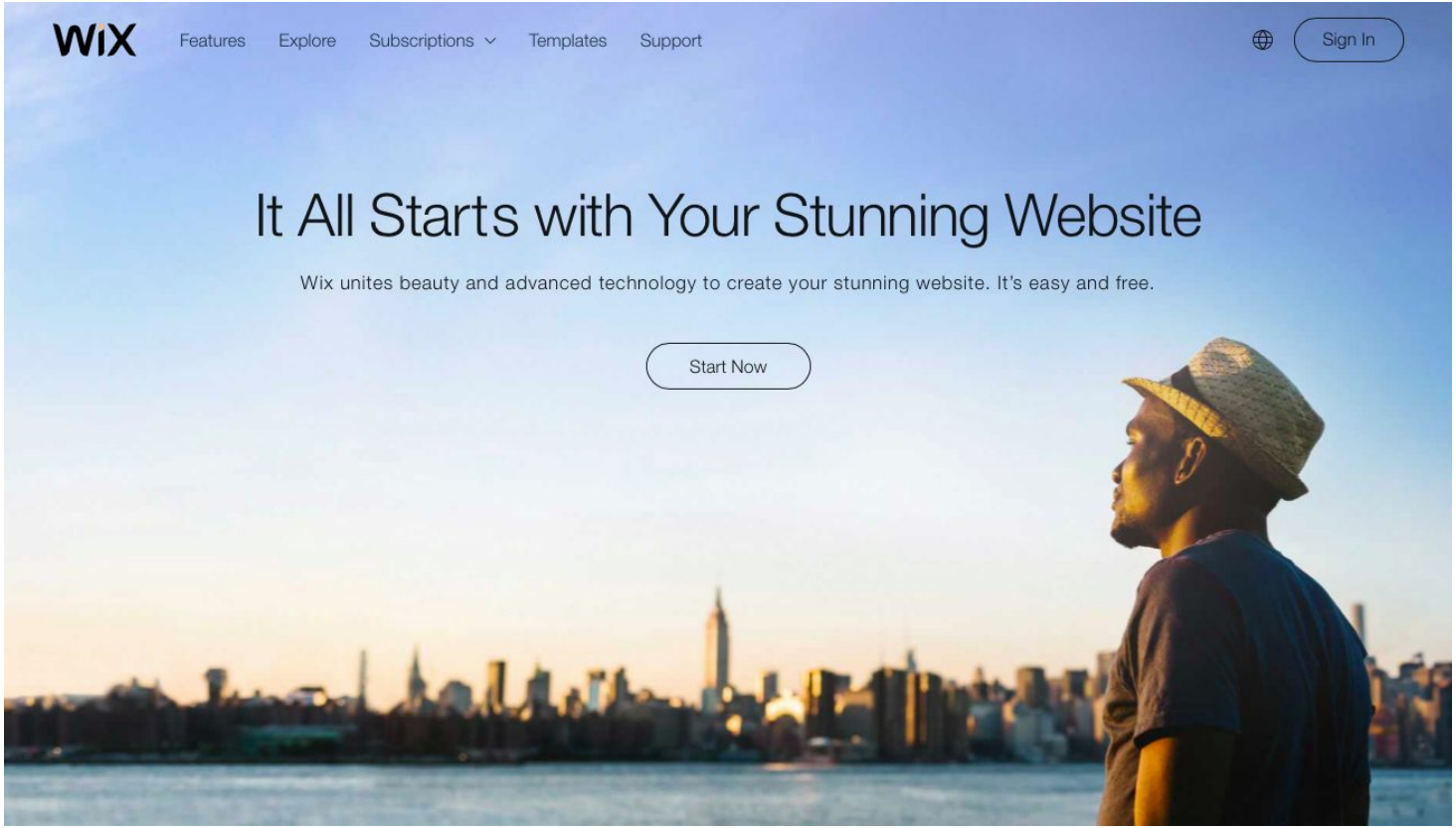
DigiComm

Wix Example



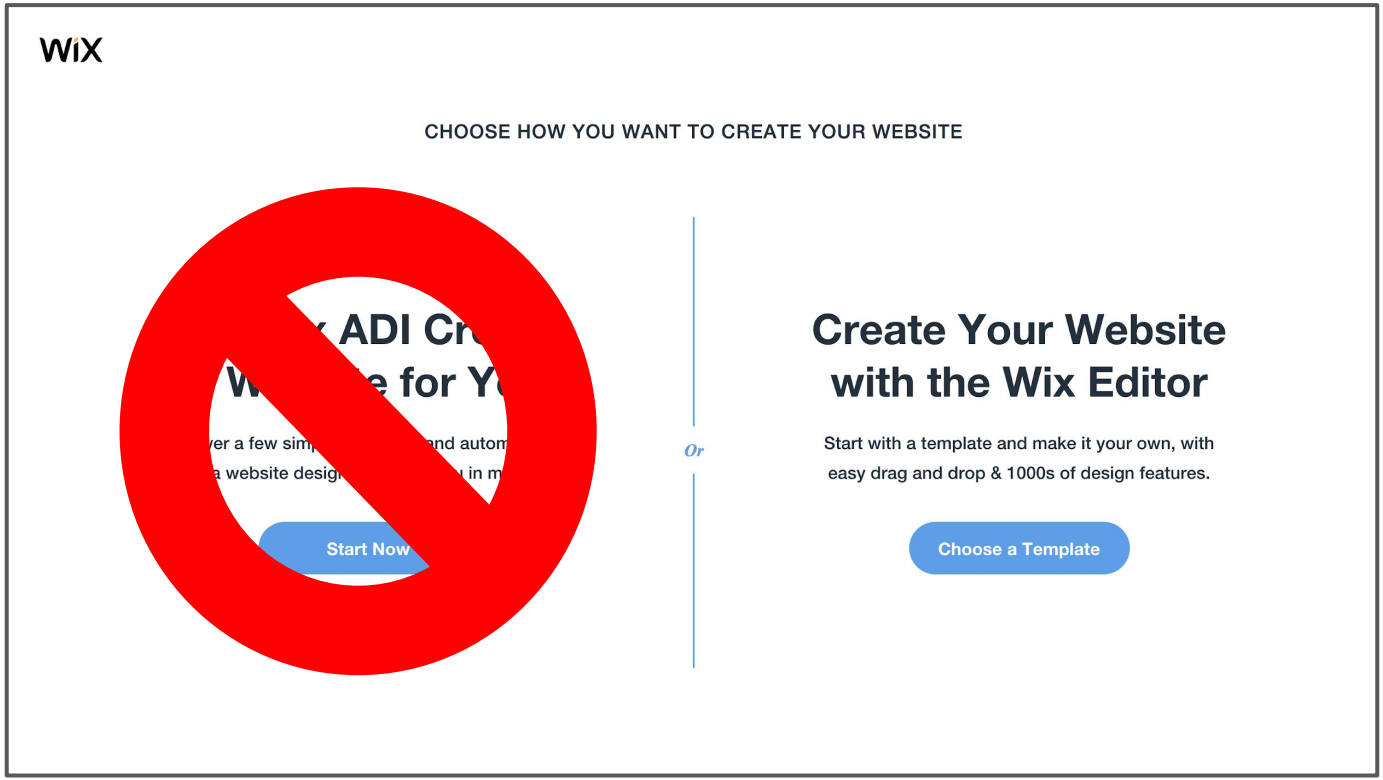
DigiComm

Welcome to Wix



DigiComm

Wix



DigiComm

Wix: Templates

E.g music, photography

View by

NEW!

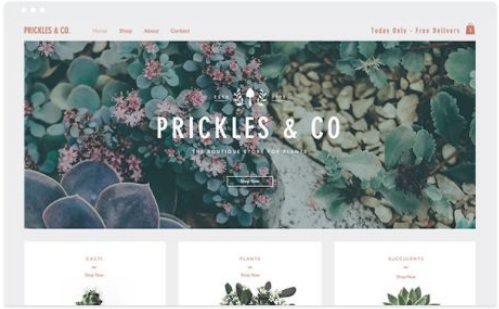
Most Popular

Blank Templates

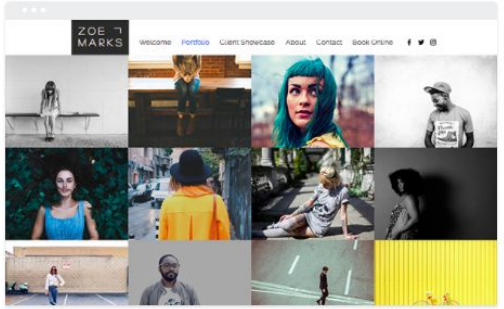
Categories

See All Templates

- Business
- Online Store
- Photography
- Video
- Music
- Design
- Restaurants & Food
- Accommodation

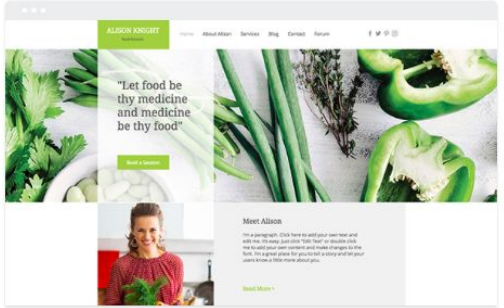


Plant Boutique



Urban Photography

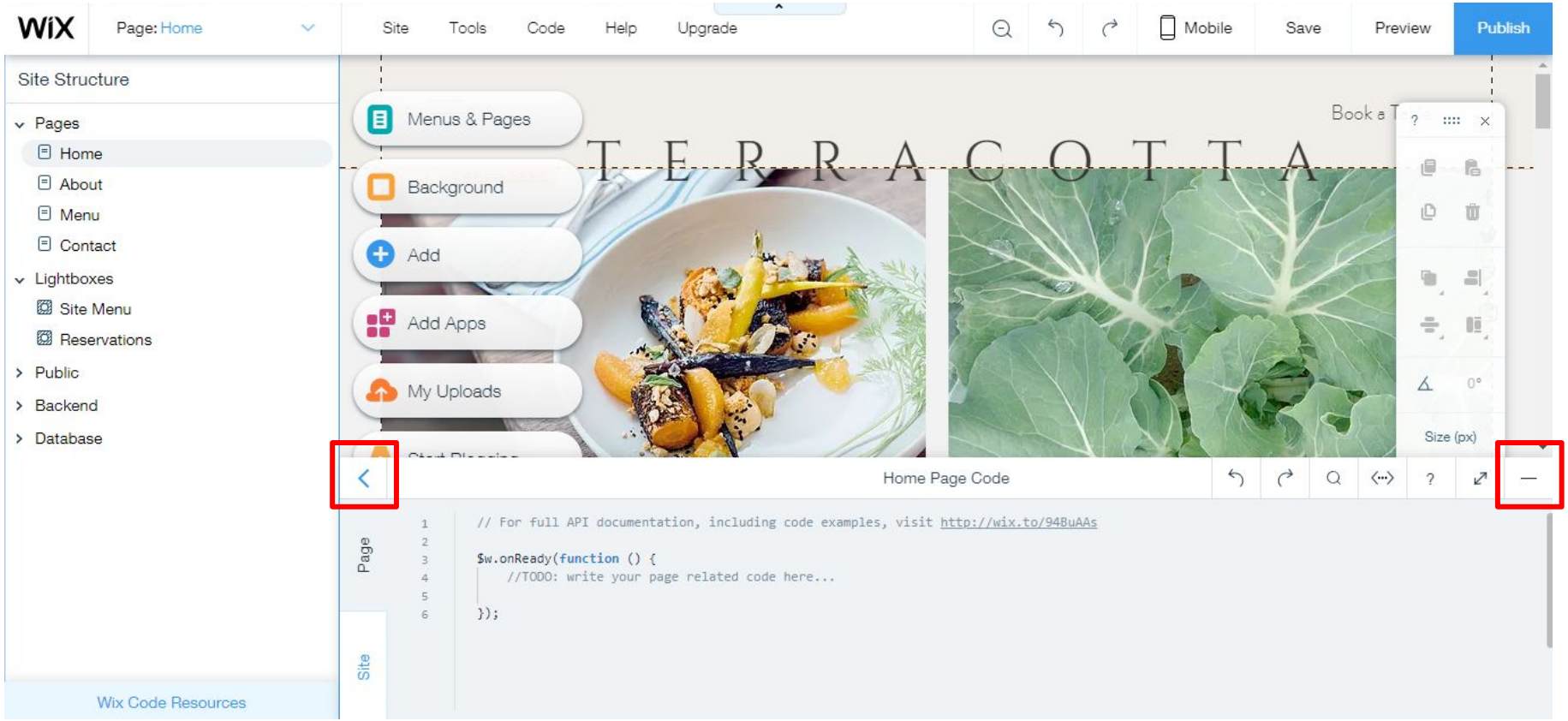
Food Photographer



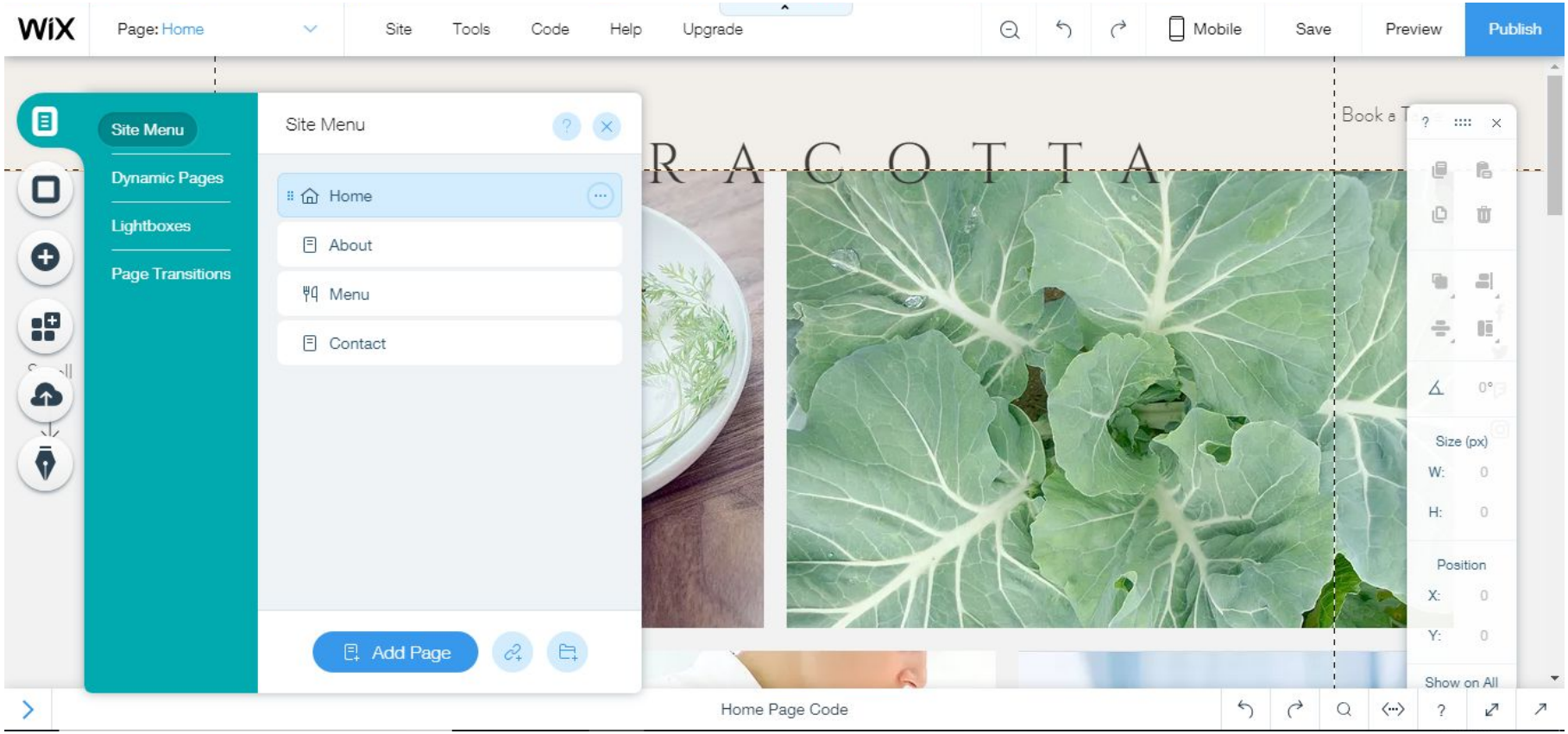
Dietitian

DigiComm

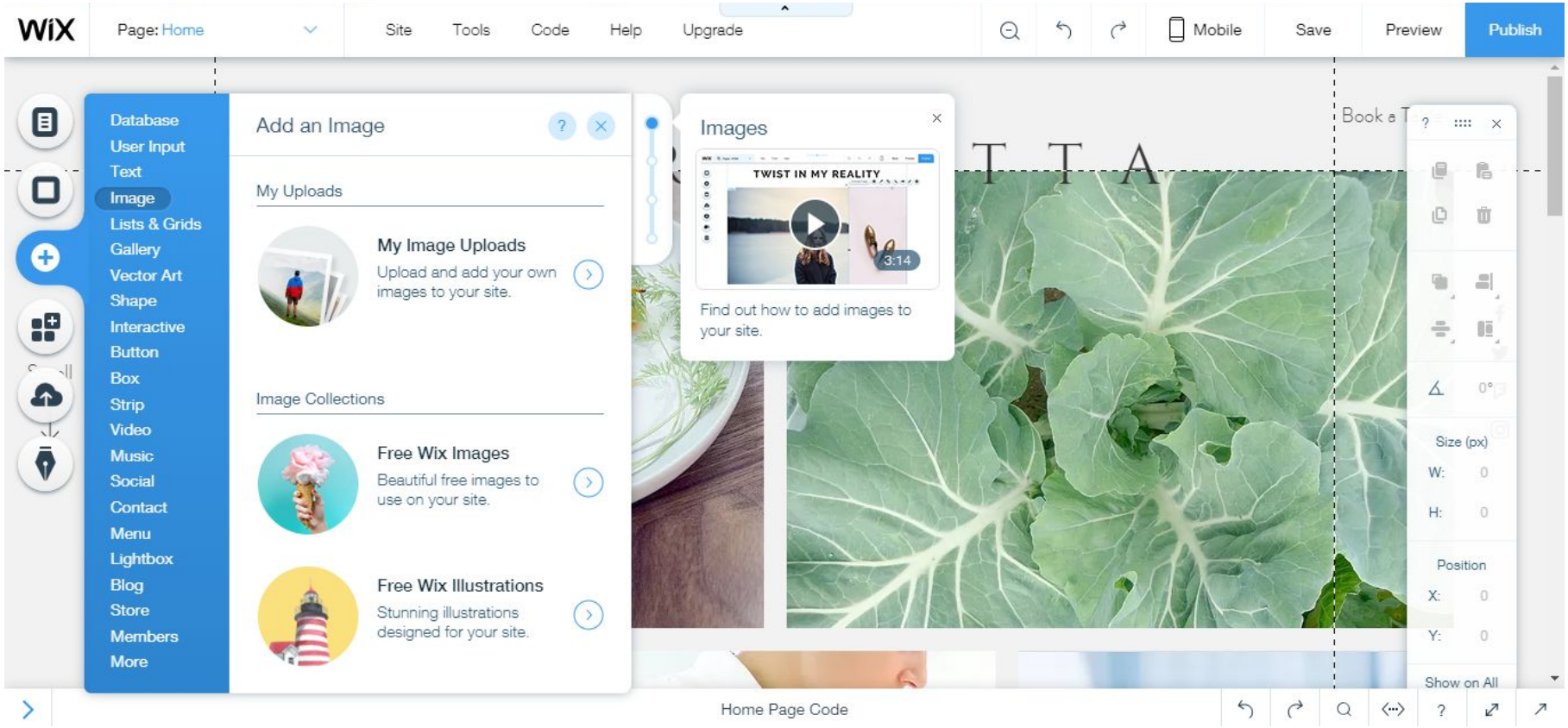
Wix: Editor Mode



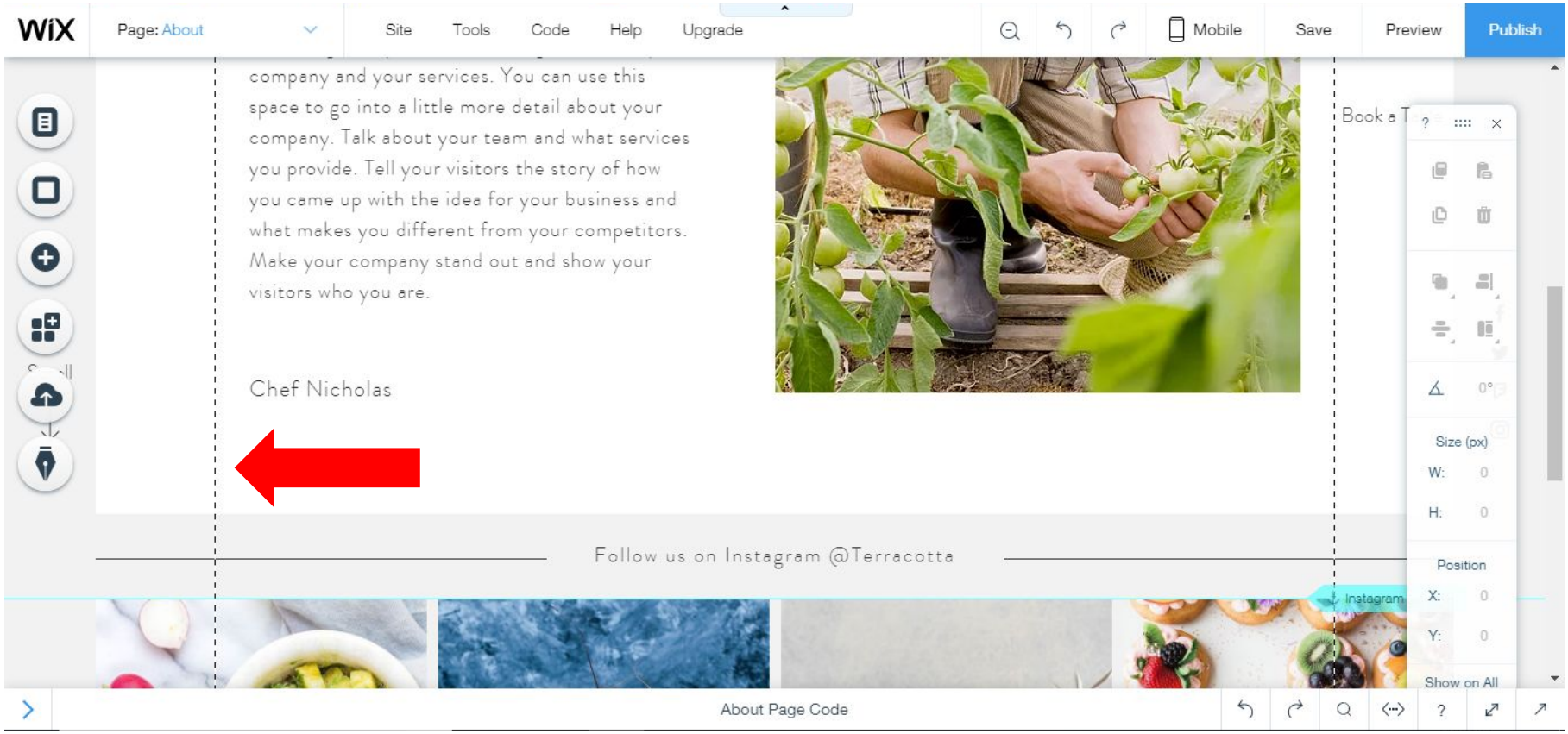
Wix: Editor Mode



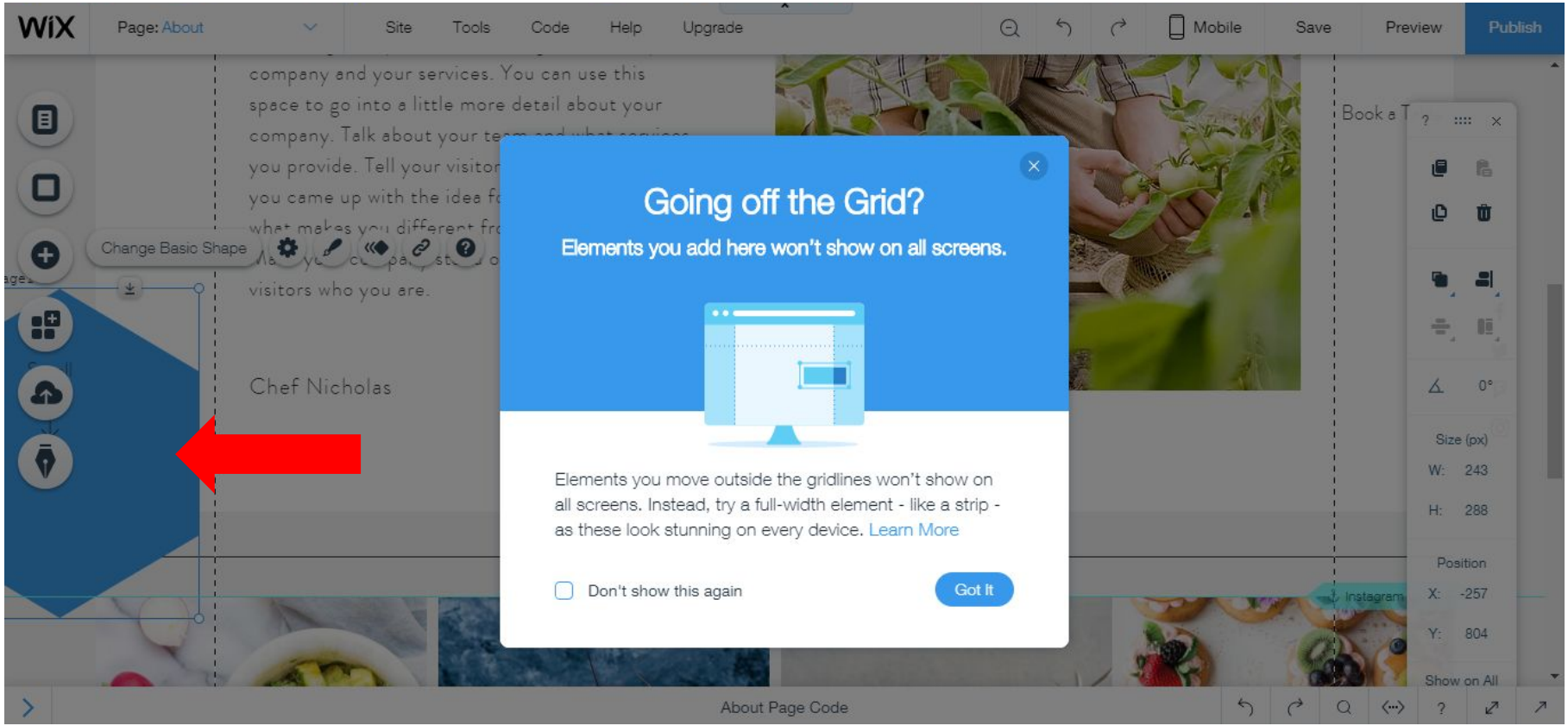
Wix: Editor Mode



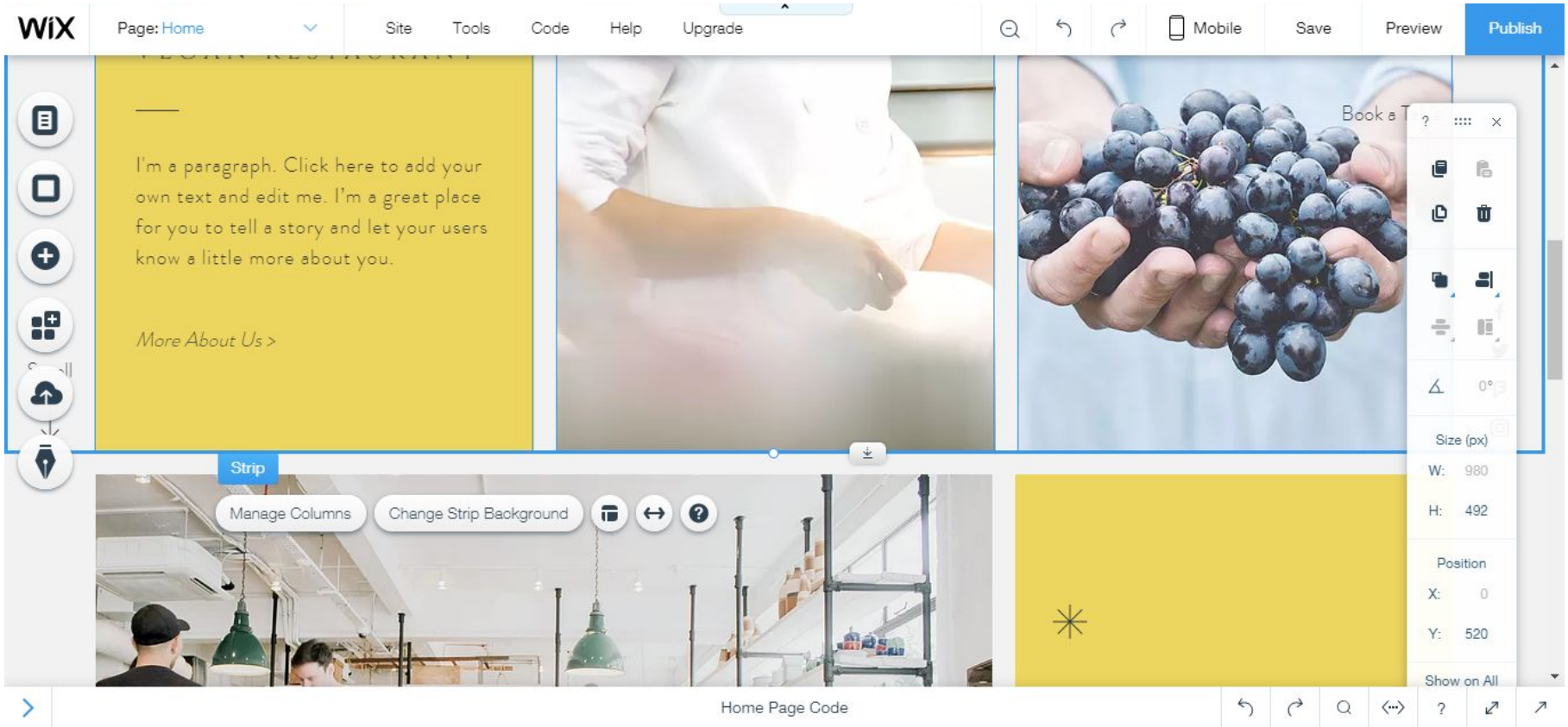
Wix: Gridlines



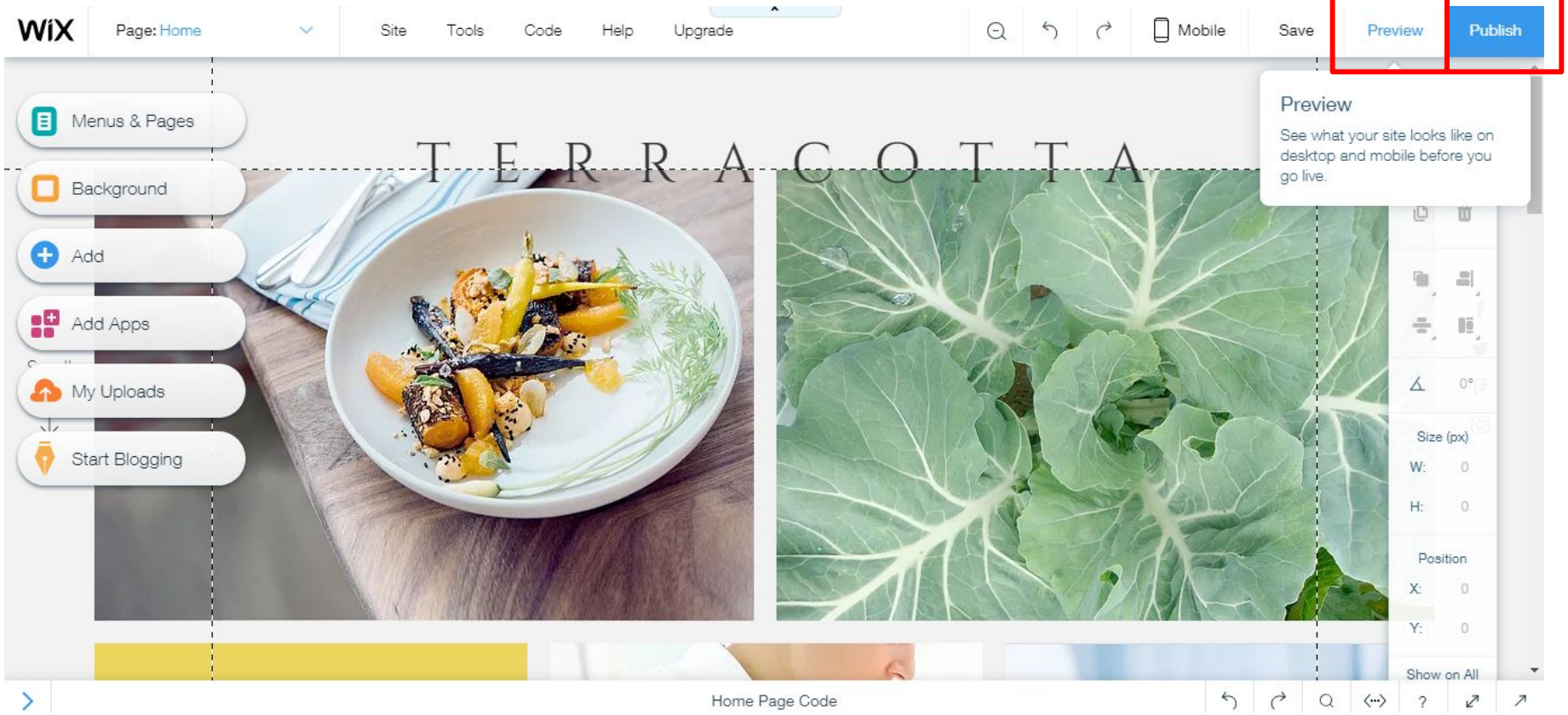
Wix: Gridlines



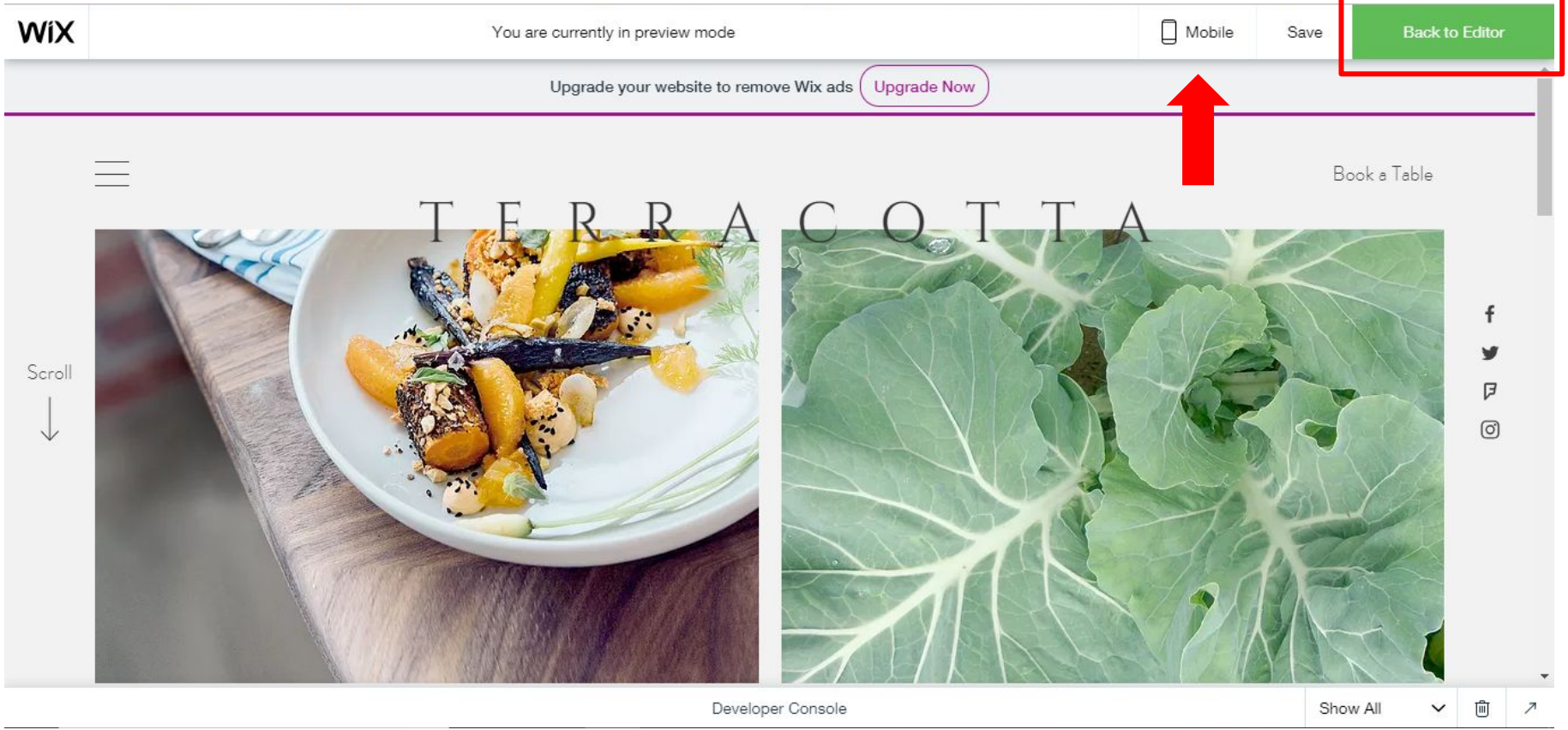
Wix: Strips


WiX
Page: Home
Site
Tools
Code
Help
Upgrade
Mobile
Save
Preview
Publish
I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.
More About Us >
Strip
Manage Columns
Change Strip Background
Size (px)
W: 980
H: 492
Position
X: 0
Y: 520
Show on All
Home Page Code

Wix: Preview Mode



Wix: Preview Mode



Wix Pros & Cons

Pros

- Complete creative control
- Mostly saves automatically
- Can start with blank template
- Wide variety of free content
  - Photos
  - Illustrations
- Unique

Cons

- Can't change template
- More time consuming
- Can be overwhelming
- You can make an ugly Wix

DigiComm

Hands-on

Workshop

(20 min)

DigiComm

bit.ly/story-folder

DigiComm

Post-its

- Loved
- Loathed
- Longed-for

DigiComm

Platform

Retrospective

(10 min)

DigiComm

Content Creation

Interactive Tools

DigiComm

Content Creation Tools

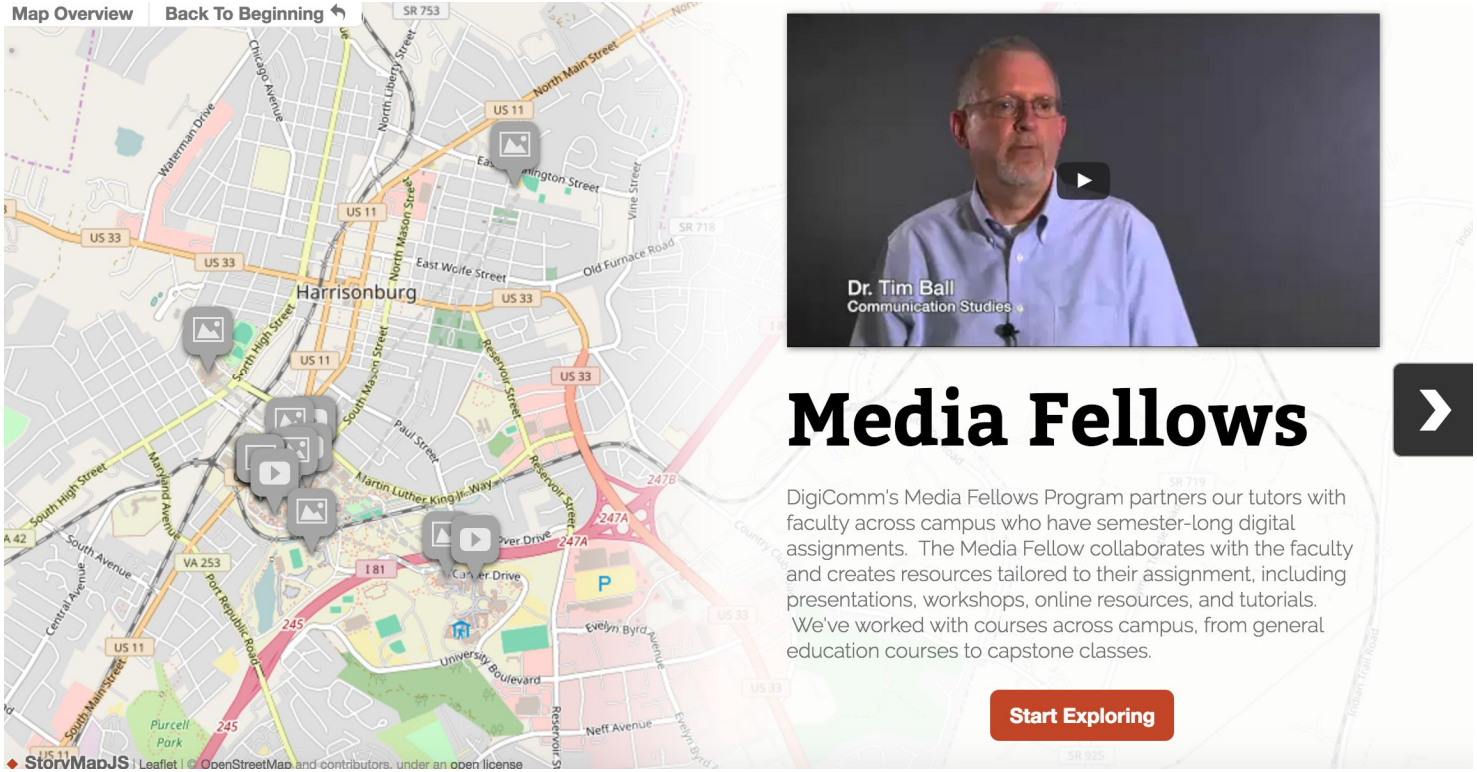
StoryMap JS
Maps that tell stories.

Timeline JS
Easy-to-make, beautiful timelines.

Piktochart
make information beautiful

DigiComm

StoryMap: Example



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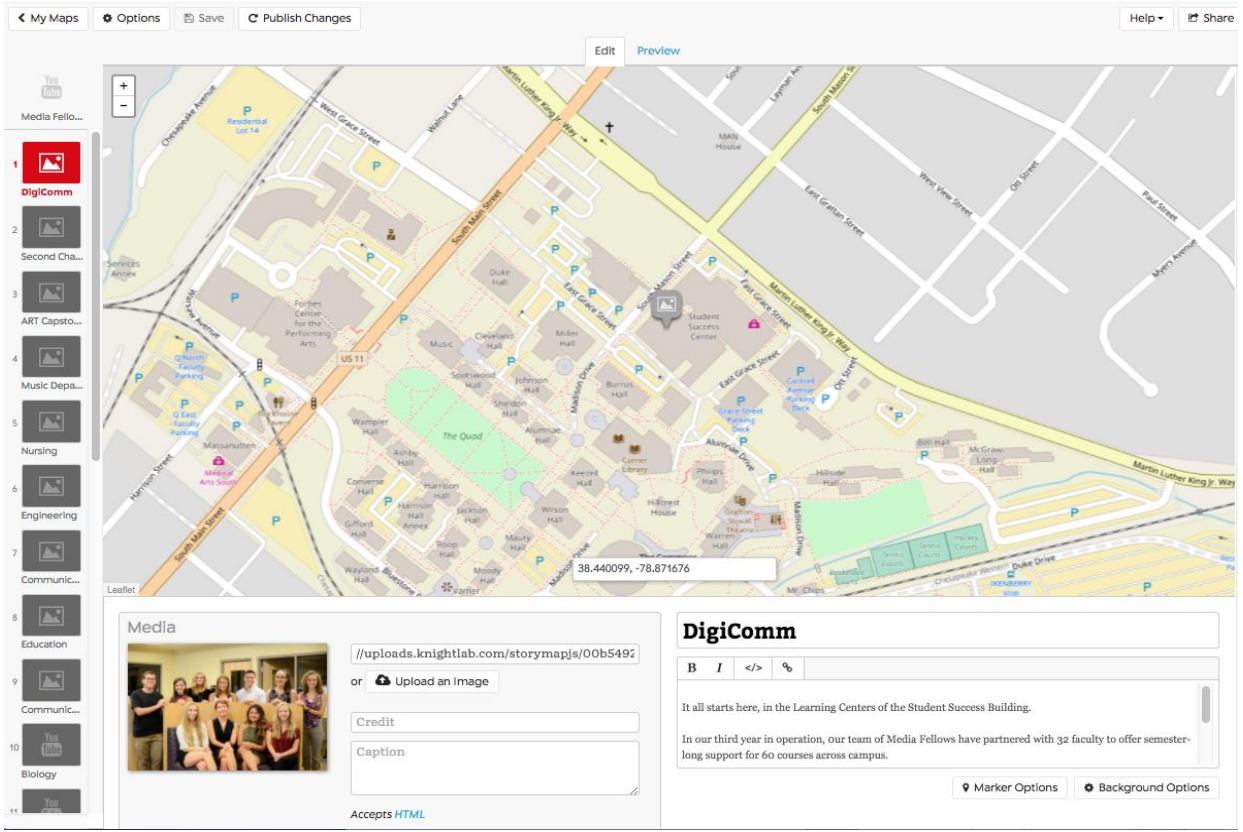
Welcome to StoryMap

DigiComm

StoryMap: Under the Hood



DigiComm

StoryMap Pros & Cons

Pros

- Can upload or link images
- Precision
- Multimedia Options:
  - Public Social Media posts
  - Music/Audio
  - Videos
  - Photos

Cons

- Limited design options
- Must have a gmail address
- Does not auto-save
- No collaboration features

DigiComm

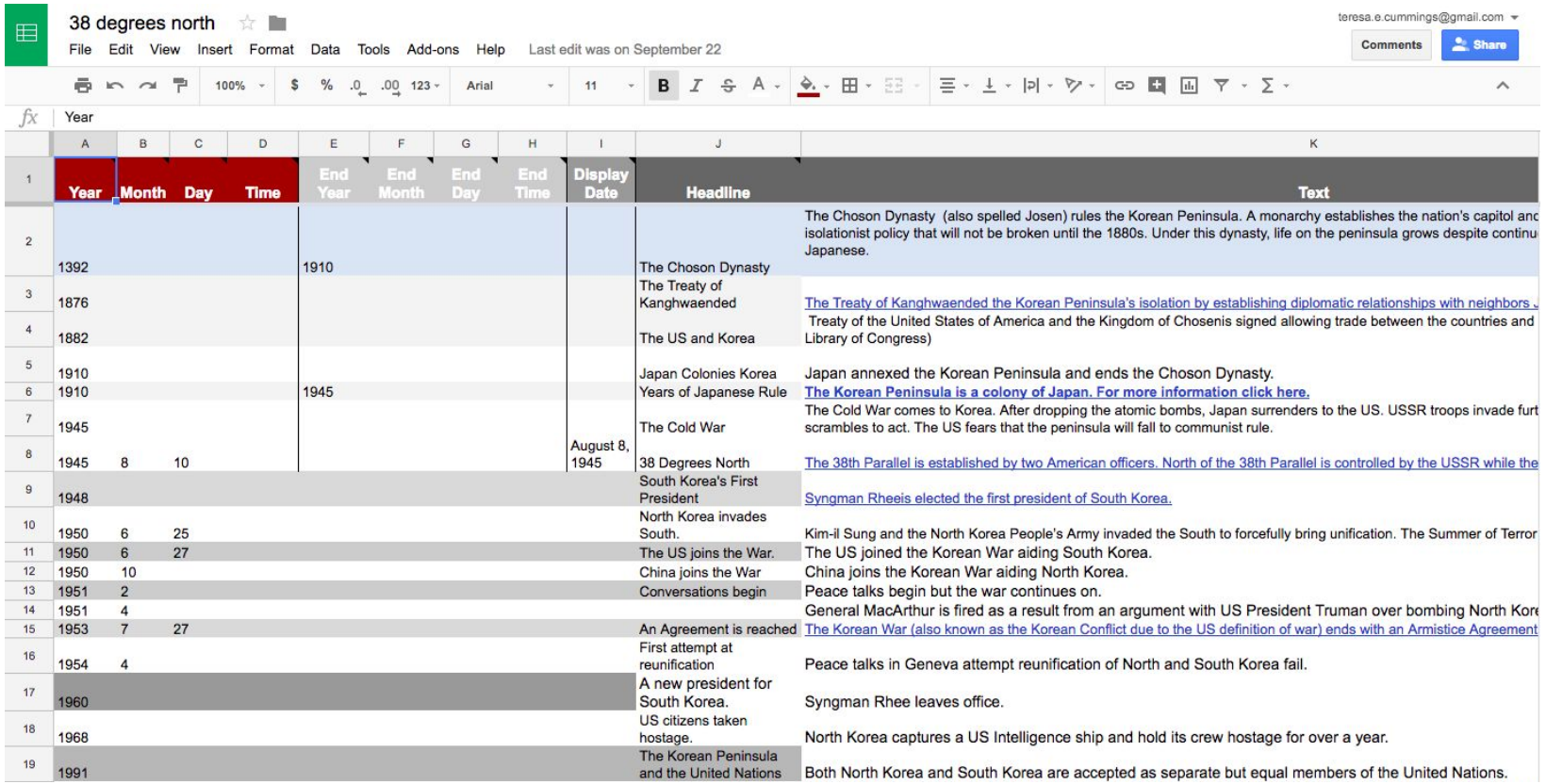
Timeline JS Example

DigiComm

Welcome to Timeline JS

DigiComm

Timeline JS: Editor Mode



38 degrees north

File Edit View Insert Format Data Tools Add-ons Help Last edit was on September 22

teresa.e.cummings@gmail.com

Comments Share

100% $ % .0 .00 123 Arial 11

fx Year

	A	B	C	D	E	F	G	H	I	J	K
1	Year	Month	Day	Time	End Year	End Month	End Day	End Time	Display Date	Headline	Text
2	1392				1910					The Choson Dynasty	The Choson Dynasty (also spelled Josen) rules the Korean Peninsula. A monarchy establishes the nation's capitol and isolationist policy that will not be broken until the 1880s. Under this dynasty, life on the peninsula grows despite continu Japanese.
3	1876									The Treaty of Kanghwaended	The Treaty of Kanghwaended the Korean Peninsula's isolation by establishing diplomatic relationships with neighbors
4	1882									The US and Korea	Treaty of the United States of America and the Kingdom of Chosenis signed allowing trade between the countries and Library of Congress)
5	1910									Japan Colonies Korea	Japan annexed the Korean Peninsula and ends the Choson Dynasty.
6	1910				1945					Years of Japanese Rule	The Korean Peninsula is a colony of Japan. For more information click here.
7	1945									The Cold War	The Cold War comes to Korea. After dropping the atomic bombs, Japan surrenders to the US. USSR troops invade furt scrambles to act. The US fears that the peninsula will fall to communist rule.
8	1945	8	10						August 8, 1945	38 Degrees North	The 38th Parallel is established by two American officers. North of the 38th Parallel is controlled by the USSR while the
9	1948									South Korea's First President	Syngman Rheeis elected the first president of South Korea.
10	1950	6	25							North Korea invades South.	Kim-il Sung and the North Korea People's Army invaded the South to forcefully bring unification. The Summer of Terror
11	1950	6	27							The US joins the War.	The US joined the Korean War aiding South Korea.
12	1950	10								China joins the War	China joins the Korean War aiding North Korea.
13	1951	2								Conversations begin	Peace talks begin but the war continues on.
14	1951	4									General MacArthur is fired as a result from an argument with US President Truman over bombing North Kore
15	1953	7	27							An Agreement is reached	The Korean War (also known as the Korean Conflict due to the US definition of war) ends with an Armistice Agreement
16	1954	4								First attempt at reunification	Peace talks in Geneva attempt reunification of North and South Korea fail.
17	1960									A new president for South Korea.	Syngman Rhee leaves office.
18	1968									US citizens taken hostage.	North Korea captures a US Intelligence ship and hold its crew hostage for over a year.
19	1991									The Korean Peninsula and the United Nations	Both North Korea and South Korea are accepted as separate but equal members of the United Nations.

DigiComm

Timeline JS

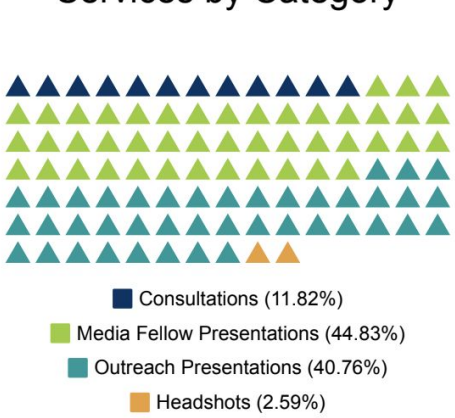
- Similar to Excel
- Can't customize colors & styles
- Content must be online
- Multimedia Options:
  - Public Social Media posts
  - Music/Audio
  - YouTube Videos
  - Photos

DigiComm

Piktochart Graphs

Pictograph

Best for showing composition

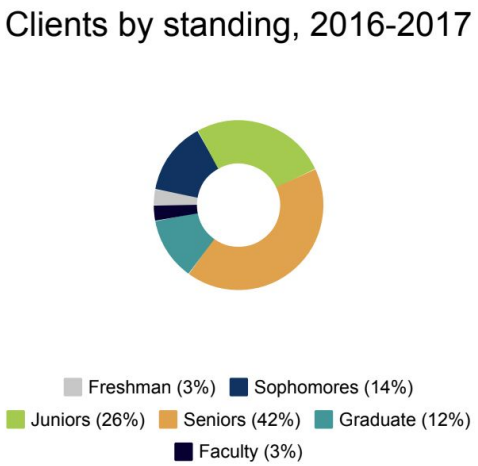


A pictograph is great for showing different data that comprises the whole.

Donut

Best for comparing and showing distribution

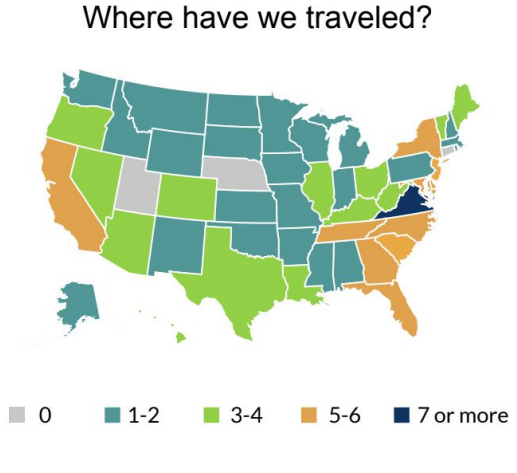
A donut chart combines the function of a bar graph with the visual design of a pie chart. It can be used to compare data or to show distribution.



Map

Best for showing distribution of geographic data

A map shows population distributions across geographic areas.



DigiComm

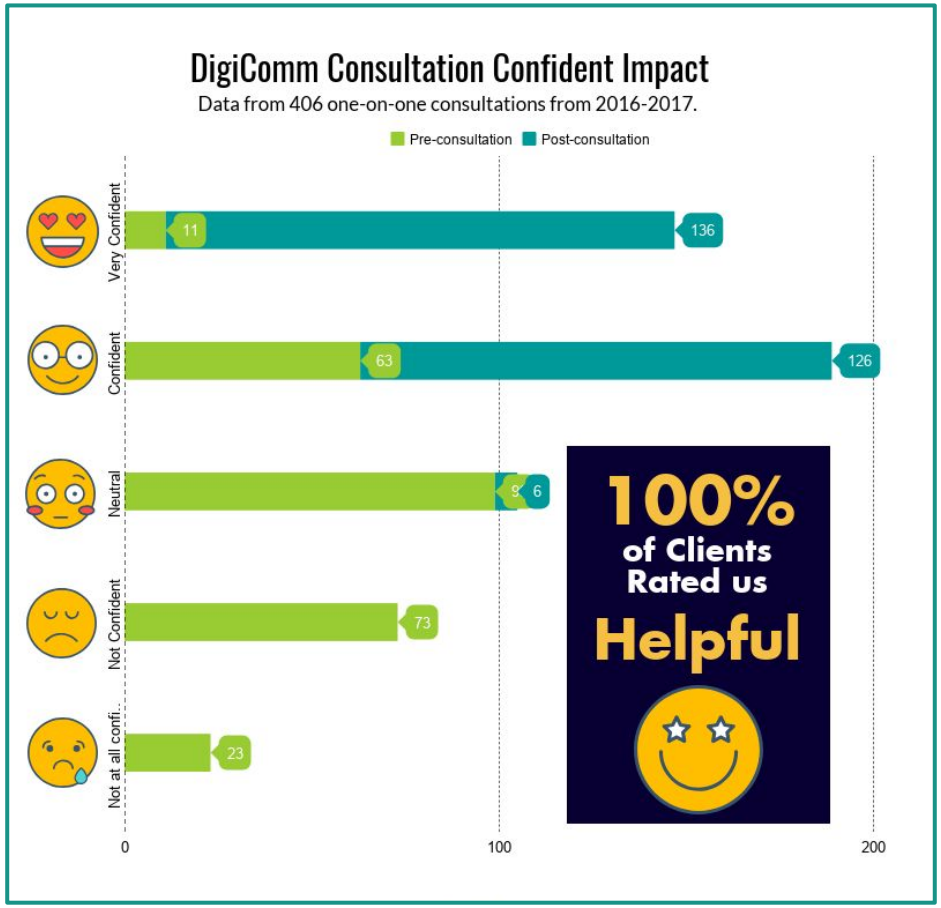
Welcome to Piktochart

DigiComm

Piktochart: Example

Simple colors

Uses Icons



Emphasis on data

Minimal text

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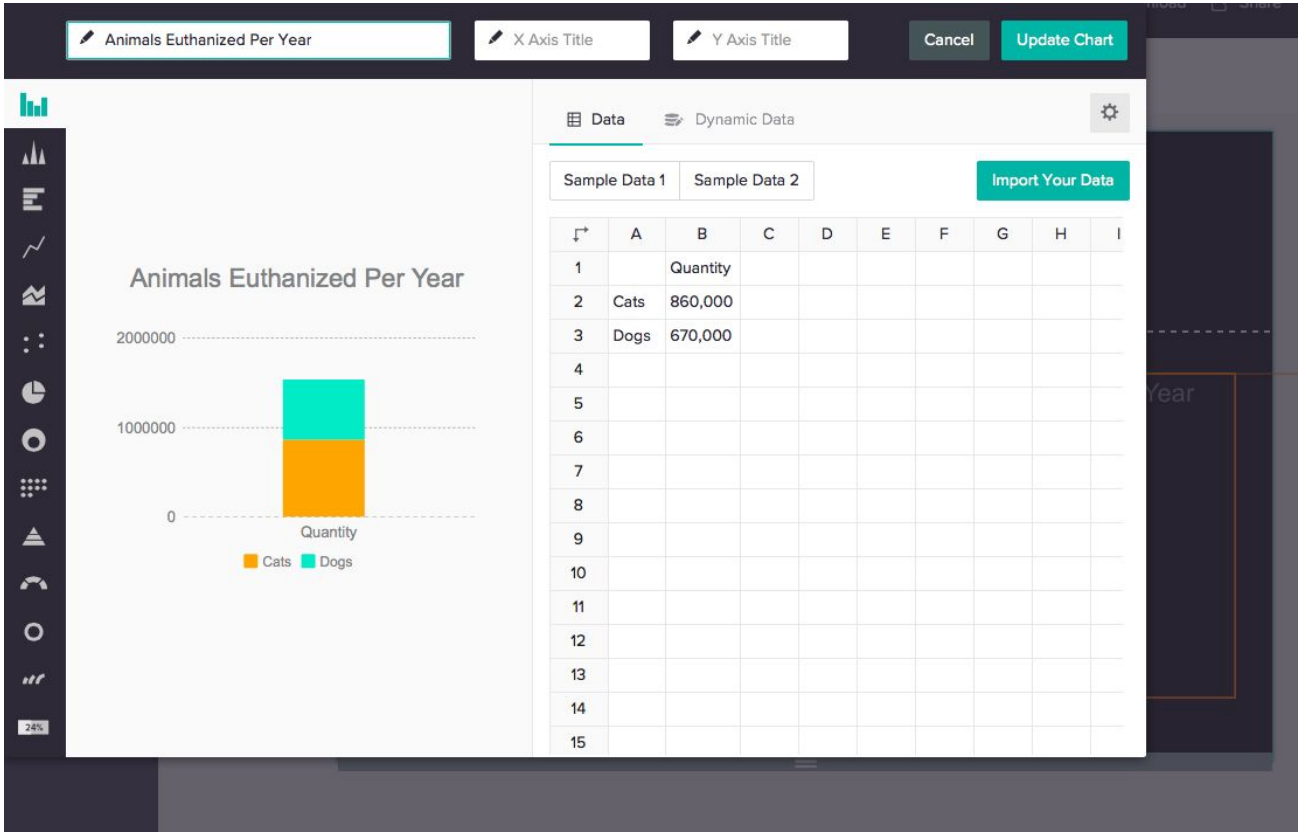
Piktochart: Under the Hood



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Piktochart

- Similar to Excel
- Premade infographic templates
- Fully Customizable:
  - Hyperlink text and image elements
  - Embed videos in your design
  - Reveal data with hover
  - HEX codes

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Summary of Content Creation Tools

StoryMap JS

Maps that tell stories.

- Geographic visualization
- Ppt-ish backend
- Can upload content

Timeline JS

Easy-to-make, beautiful timelines.

- Chronological visualization
- Excel-ish backend
- Content must be online

Piktochart

make information beautiful

- Data visualization
- Excel-ish backend
- Templates for infographics
- Icons and visuals available

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Hands-on

Workshop

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bit.ly/story-folder

StoryMap JS

Maps that tell stories.

- Universities of IWAC presenters

Timeline JS

Easy-to-make, beautiful timelines.

- Your schedule for IWAC Conference

Piktochart

make information beautiful

- Data from your program

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Post-its

- Loved
- Loathed
- Longed-for

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Content Tools

Retrospective

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Content Tools

Embedding

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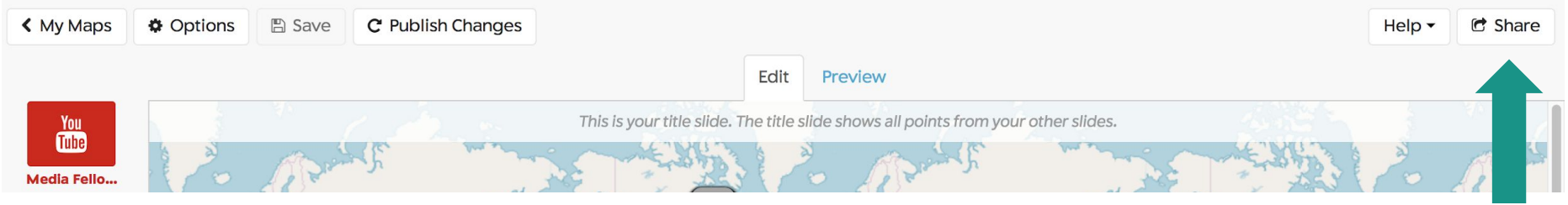
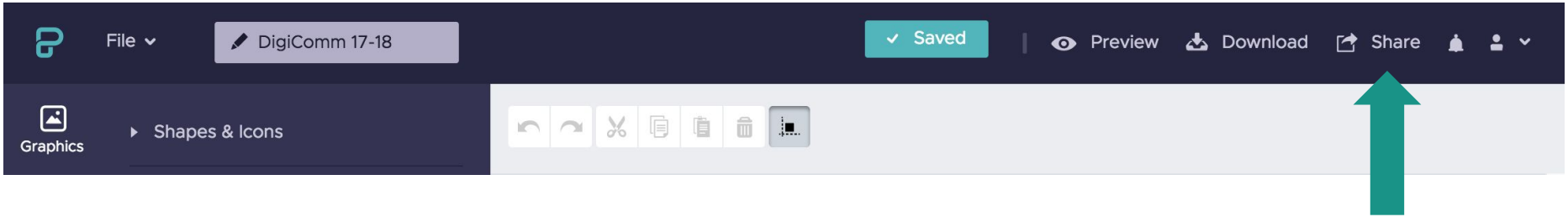
Find the “share” option





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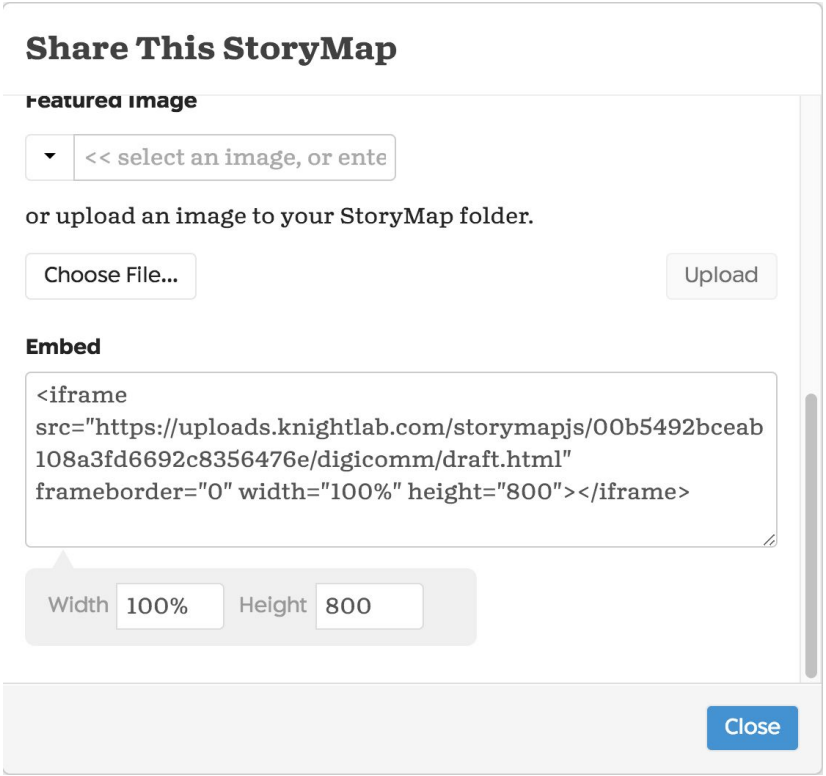
Find & copy the iframe code: StoryMap



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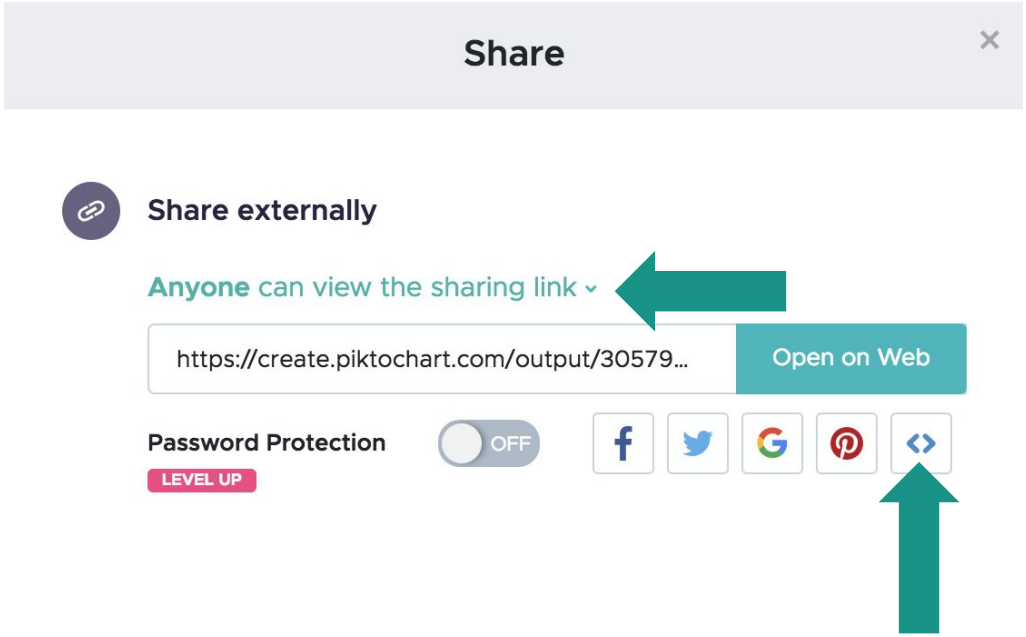

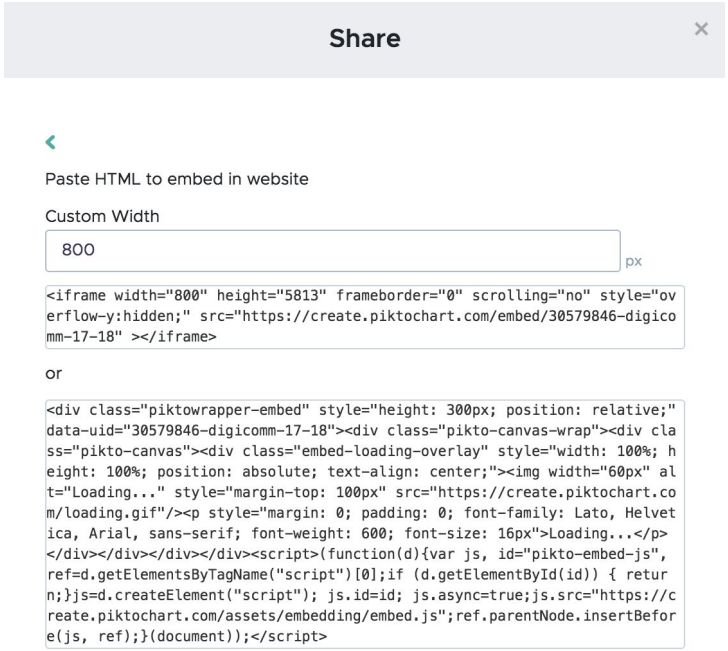

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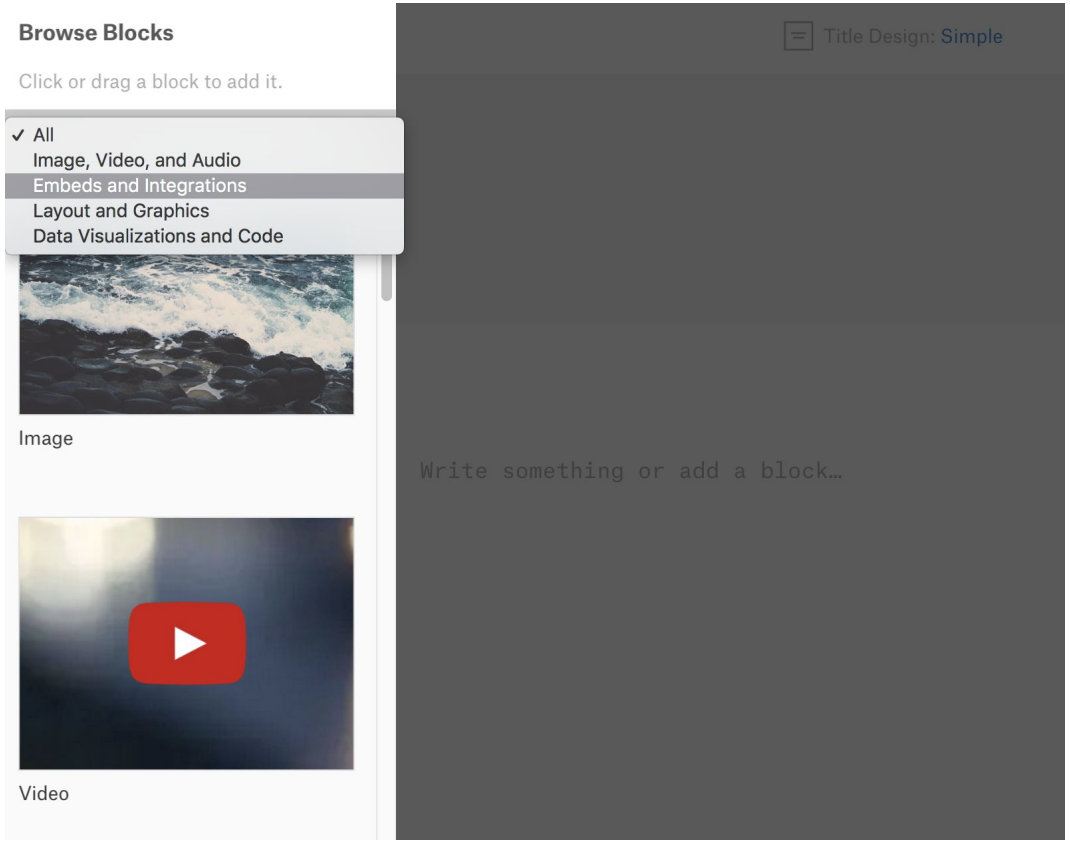
Embedding it in your platform: Atavist



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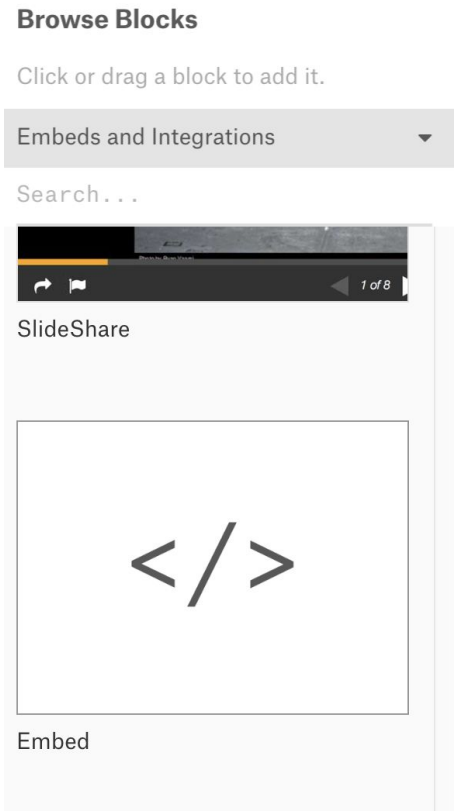

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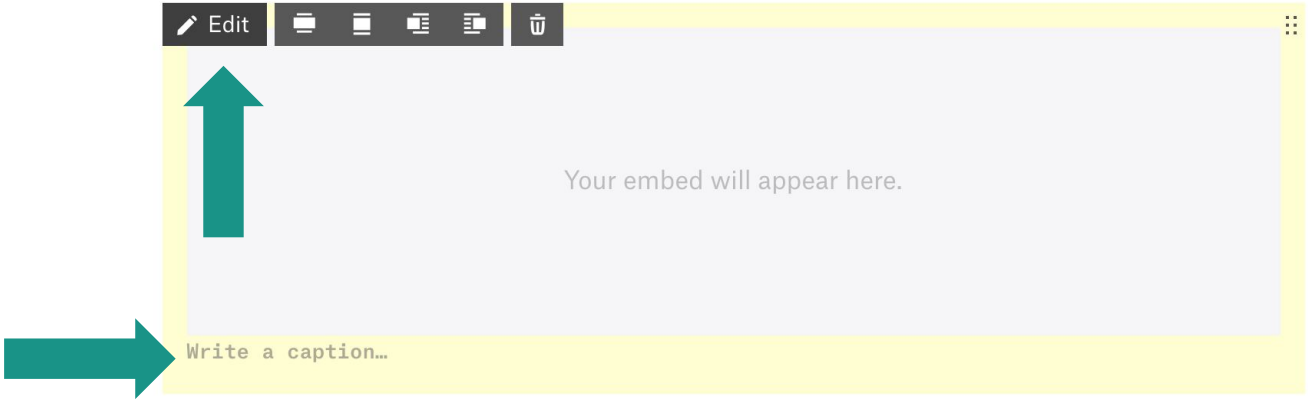
Embedding it in your platform: Atavist



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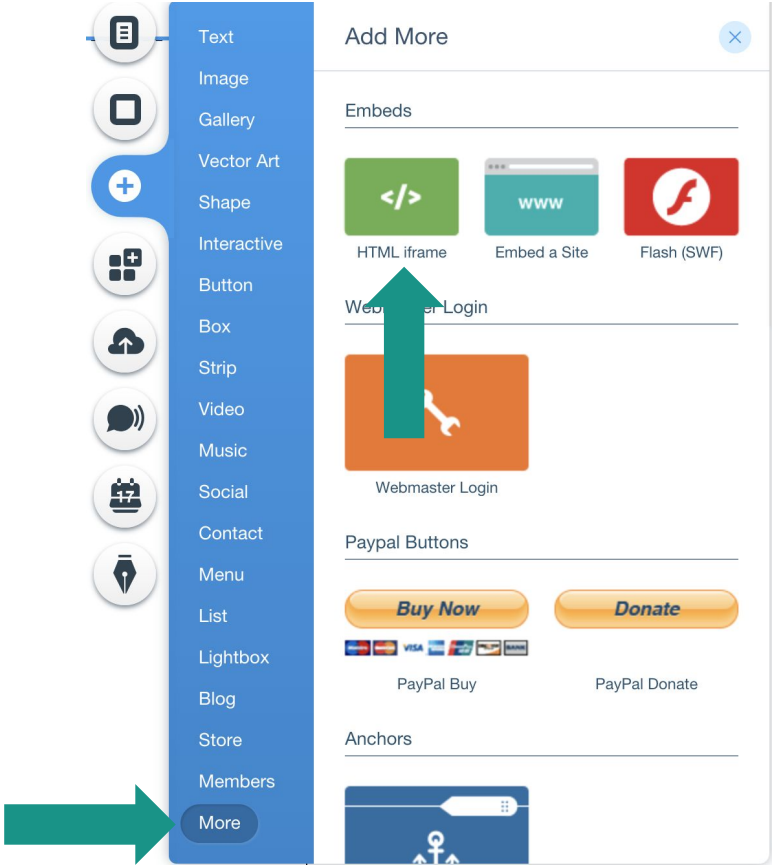
Embedding it in your platform: Wix



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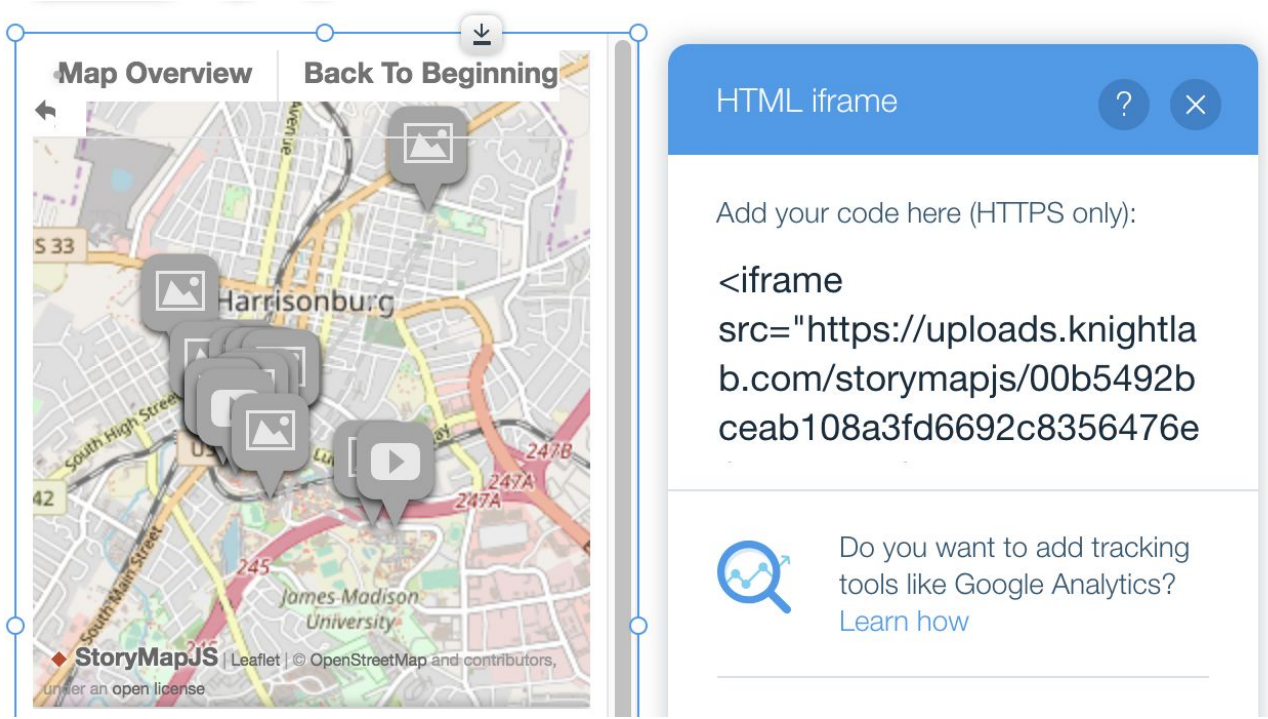
Embedding it in your platform: Wix



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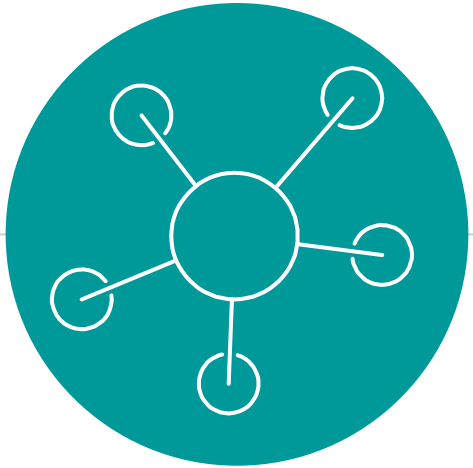

Showcase

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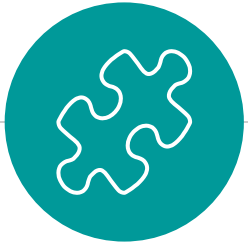

Discussion

How will you utilize these tools?

- Cross-curriculum
- Writing/ Learning Centers
- Faculty consultations

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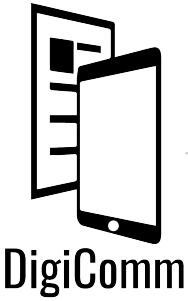

Thanks!

Keep in touch

- Our website: **jmu.edu/digicomm**
- Conference resource: **bit.ly/iwac-storytelling**
- Questions: **normanap@jmu.edu**