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Dr Daniela Gachago
Centre for Innovative Education Technology
Cape Peninsula University of Technology

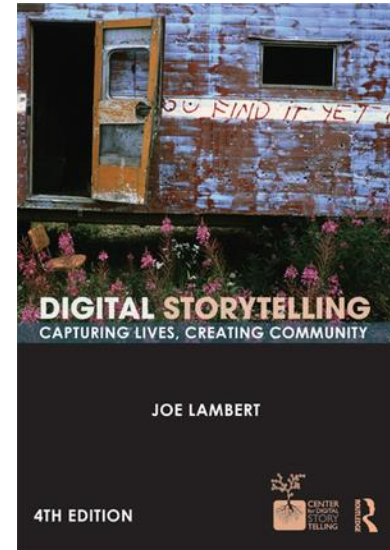
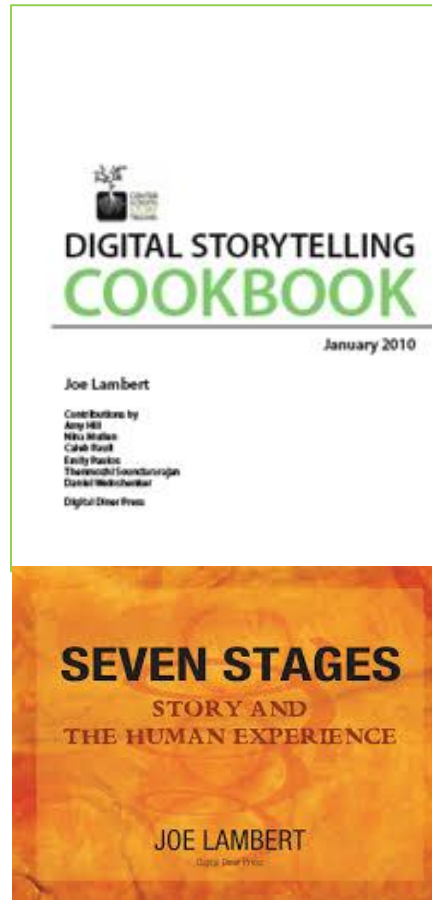
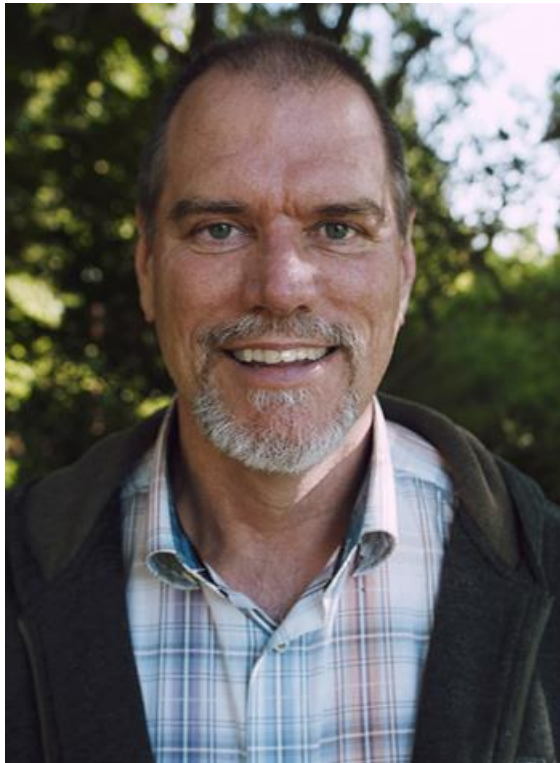
Digital storytelling and
the Most Significant Change Technique

What is
Digital
Storytelling?

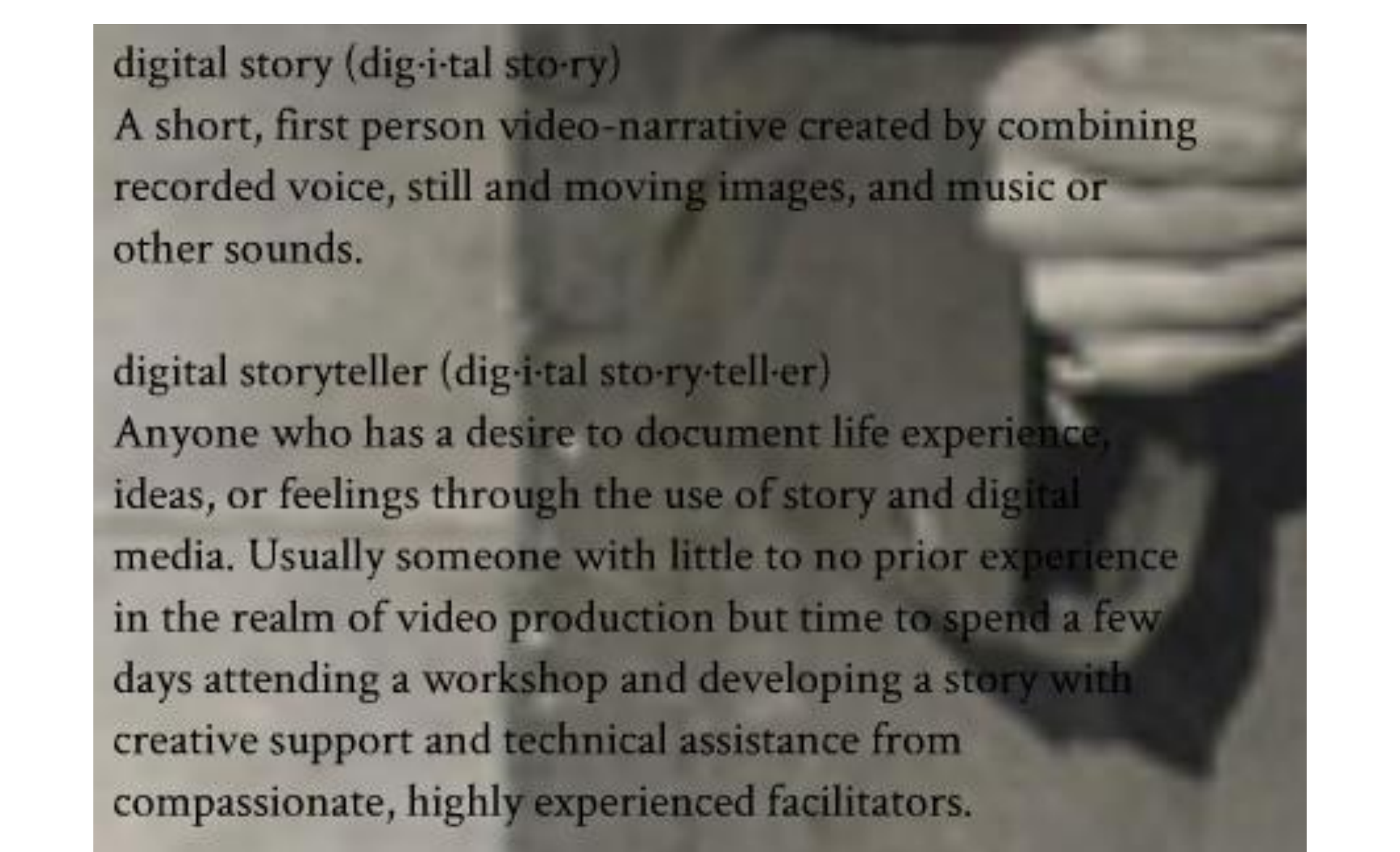


Digital Storytelling

<http://storycenter.org/shop>



Joe Lambert – Founder of the StoryCenter



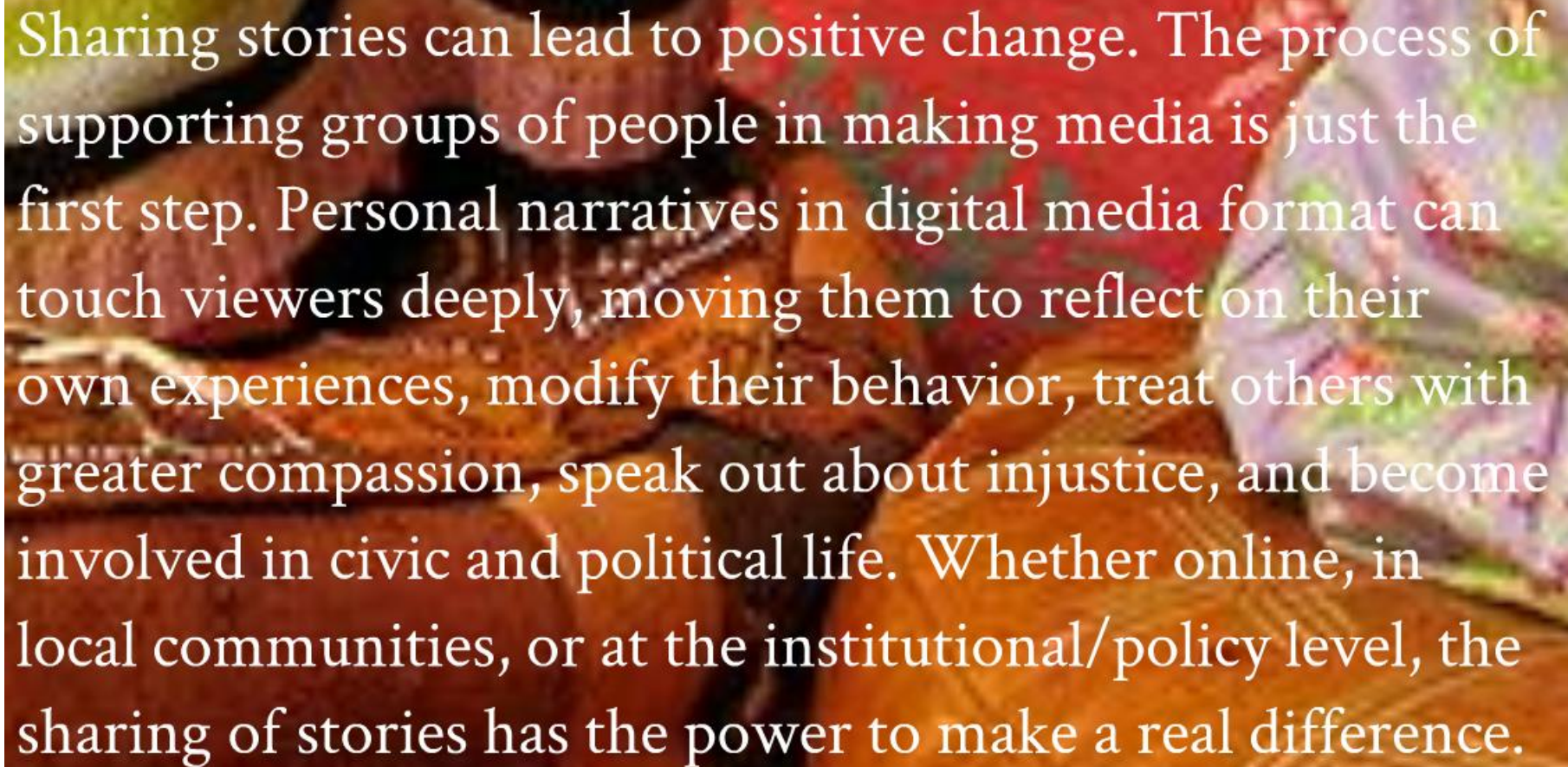
digital story (dig-i-tal sto-ry)

A short, first person video-narrative created by combining recorded voice, still and moving images, and music or other sounds.

digital storyteller (dig-i-tal sto-ry-tell-er)

Anyone who has a desire to document life experience, ideas, or feelings through the use of story and digital media. Usually someone with little to no prior experience in the realm of video production but time to spend a few days attending a workshop and developing a story with creative support and technical assistance from compassionate, highly experienced facilitators.

Digital storytelling



Sharing stories can lead to positive change. The process of supporting groups of people in making media is just the first step. Personal narratives in digital media format can touch viewers deeply, moving them to reflect on their own experiences, modify their behavior, treat others with greater compassion, speak out about injustice, and become involved in civic and political life. Whether online, in local communities, or at the institutional/policy level, the sharing of stories has the power to make a real difference.

Storytelling and social change

What has
storytelling
to do with
M&E?



Data satisfy the analytical
part of our brains.
But stories touch our hearts.



Davies and Dart 2005

Most Significant Change (MSC) technique

- Form of participatory monitoring and evaluation
- Collection of significant change (SC) stories from communities
- Systematic selection of the most significant of these stories by panels of designated stakeholders or staff
- Repeated discussion of stories



Davies and Dart 2005

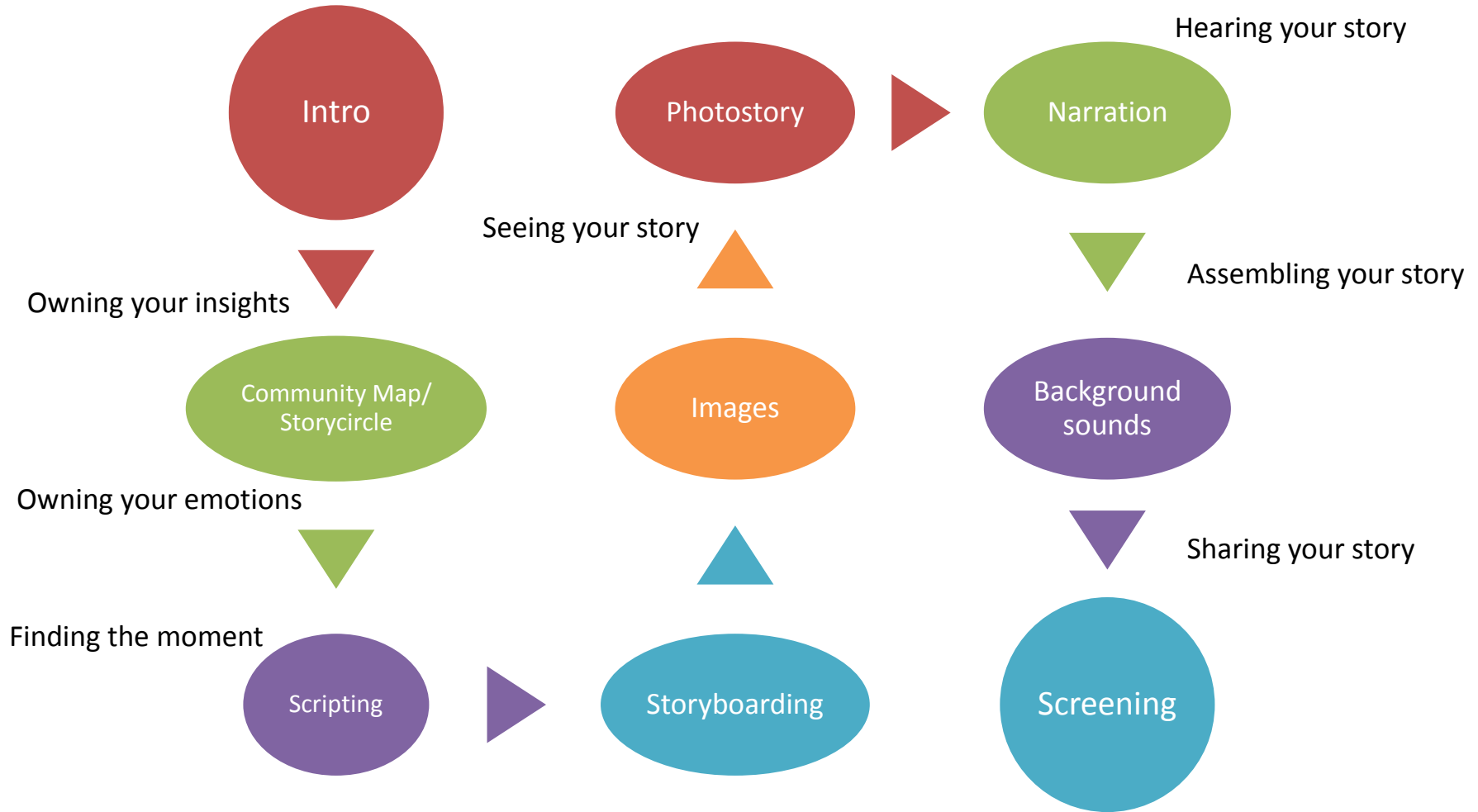
Most Significant Change (MSC) process

- Identifying unexpected changes
- Identifying values of communities
- Participatory method, no special skills required
- Easy to communicate across cultures
- Encourages data collection and analysis
- Emergence of rich picture / rich data
- M&E bottom up initiatives without set outcomes



Davies and Dart 2005

Benefits of MSC



Planning of DST projects (7 steps of DST)

FACULTY OF INFORMATICS & DESIGN
Cape Peninsula University of Technology
Department of Architectural Technology

- **First year students:**
Fulltime Extended Curriculum NDip Architectural Technology



Case Study: ECP Architectural Technology

First year students: Extended Curriculum Programme

Brief: Reflect on own role and responsibility in terms of sustainability and the environment, as a future architectural/design professional.

Software: Photostory (3 weeks)

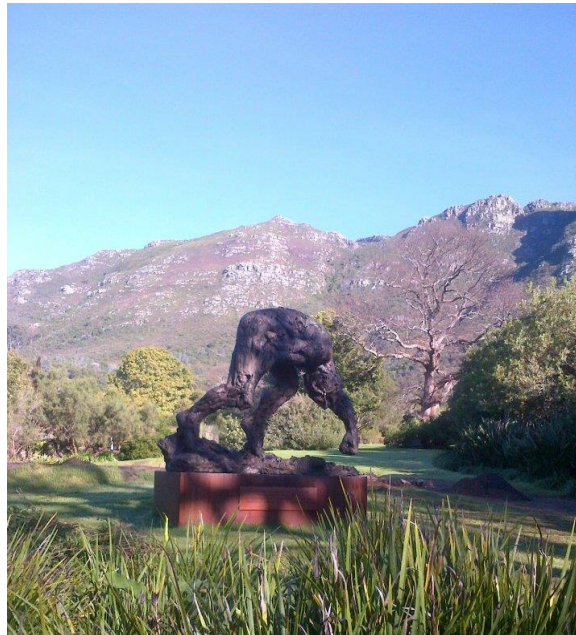
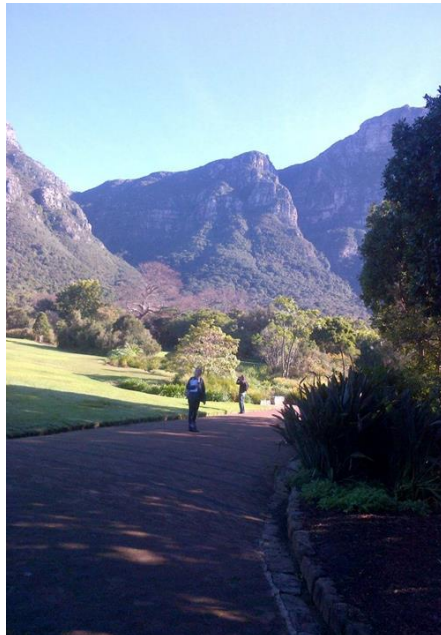


Brief

PROJECT OUTCOMES/ ASSESSMENT CRITERIA

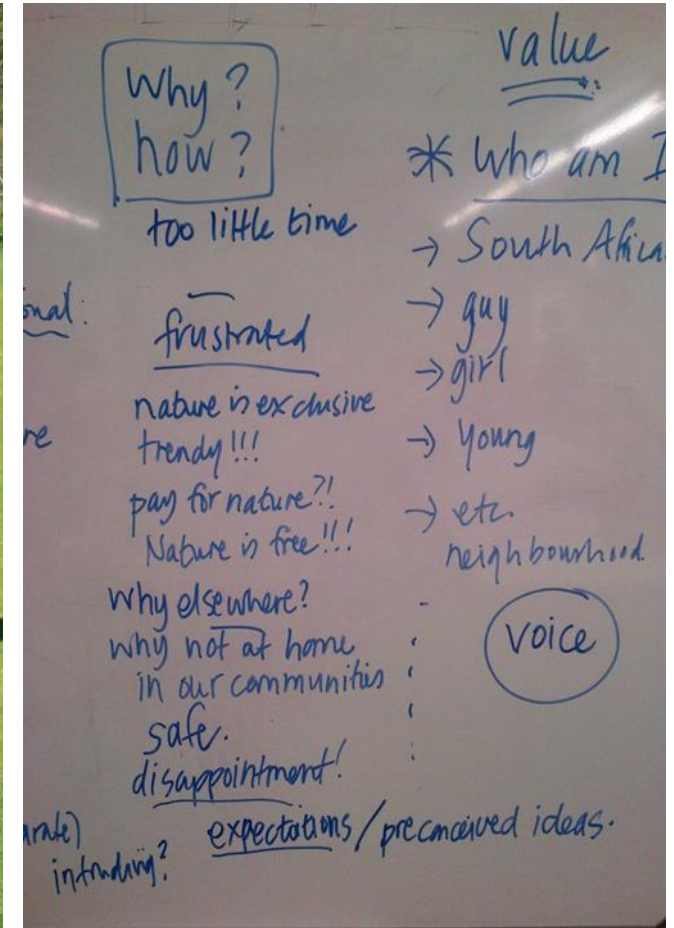
stw10sx/ctd10sx/dsn11sx/def11sx

1. Clarity of your message
2. Quality of graphic, verbal and written communication
3. Overall composition
4. Good use of the technology employed
5. Basic understanding of the principles of sustainability



Project Outcome

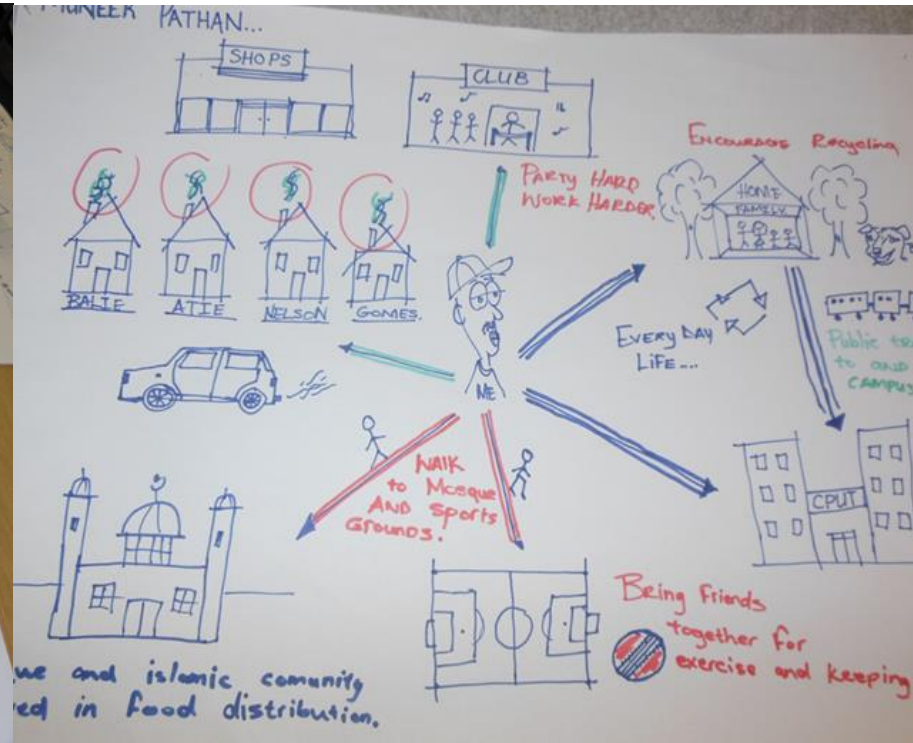
Briefing, visit to Kirstenbosch, reflection

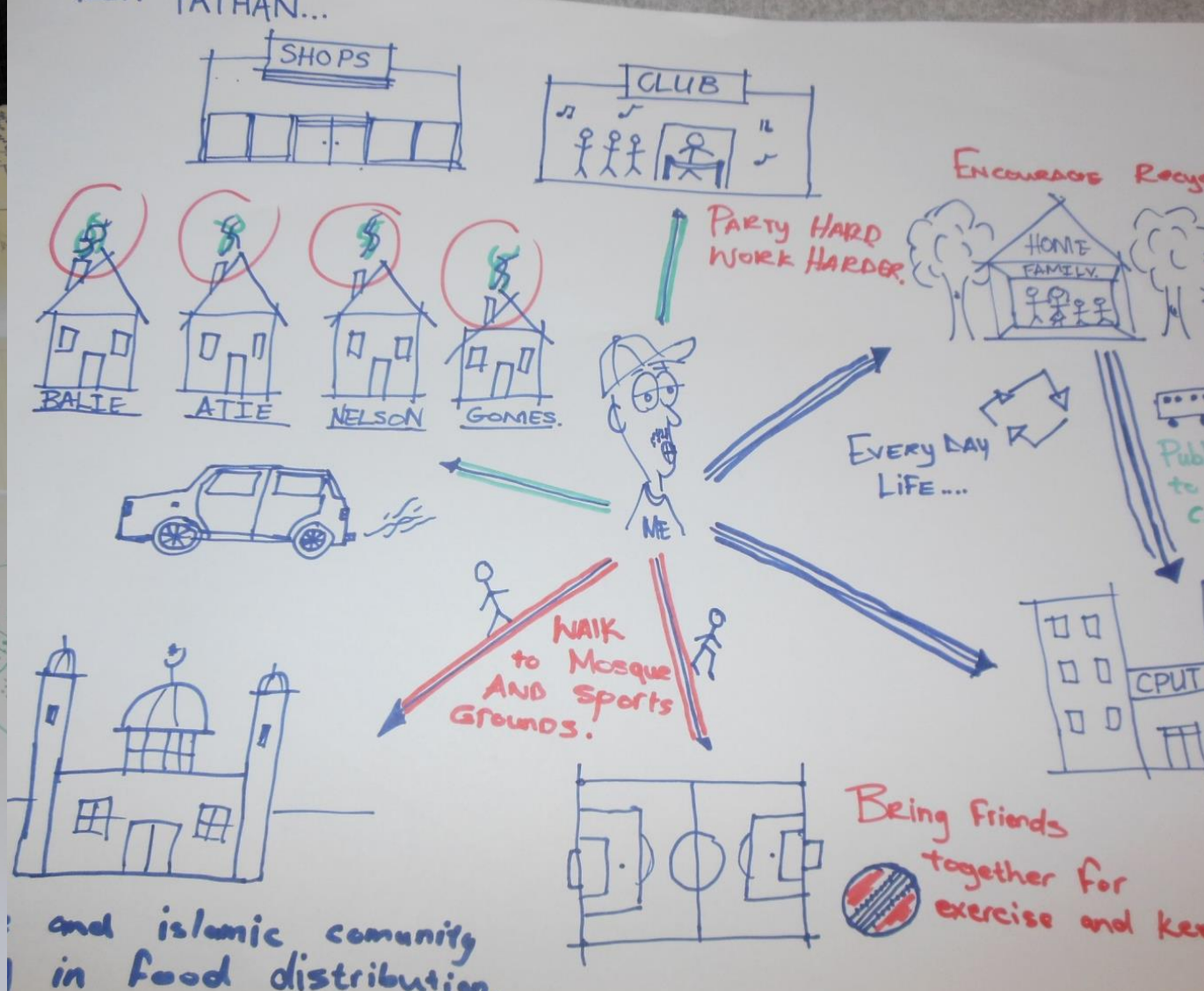


Experience / trigger: Visit to Kirstenbosch

DST Workshop 1

DST introduction, community map, title and start statement of intent





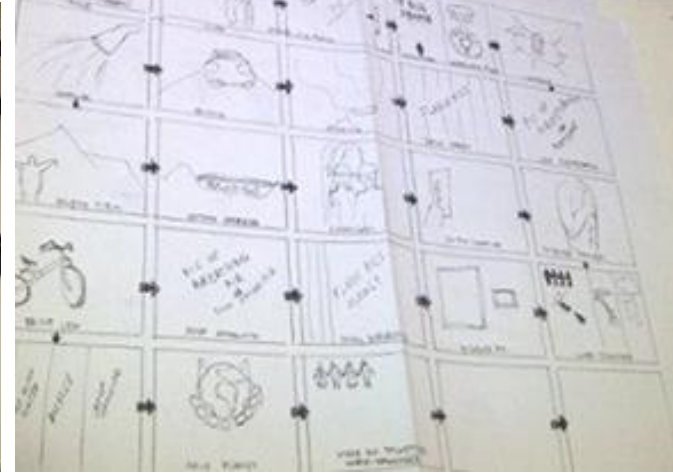
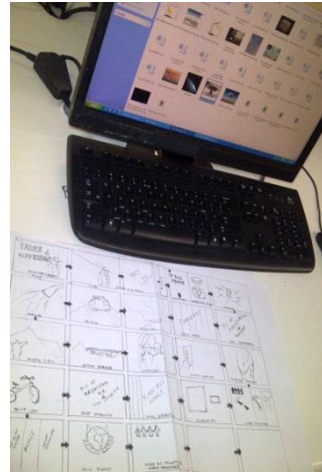
Community mapping - urban



Community map - rural

DST Workshop 2

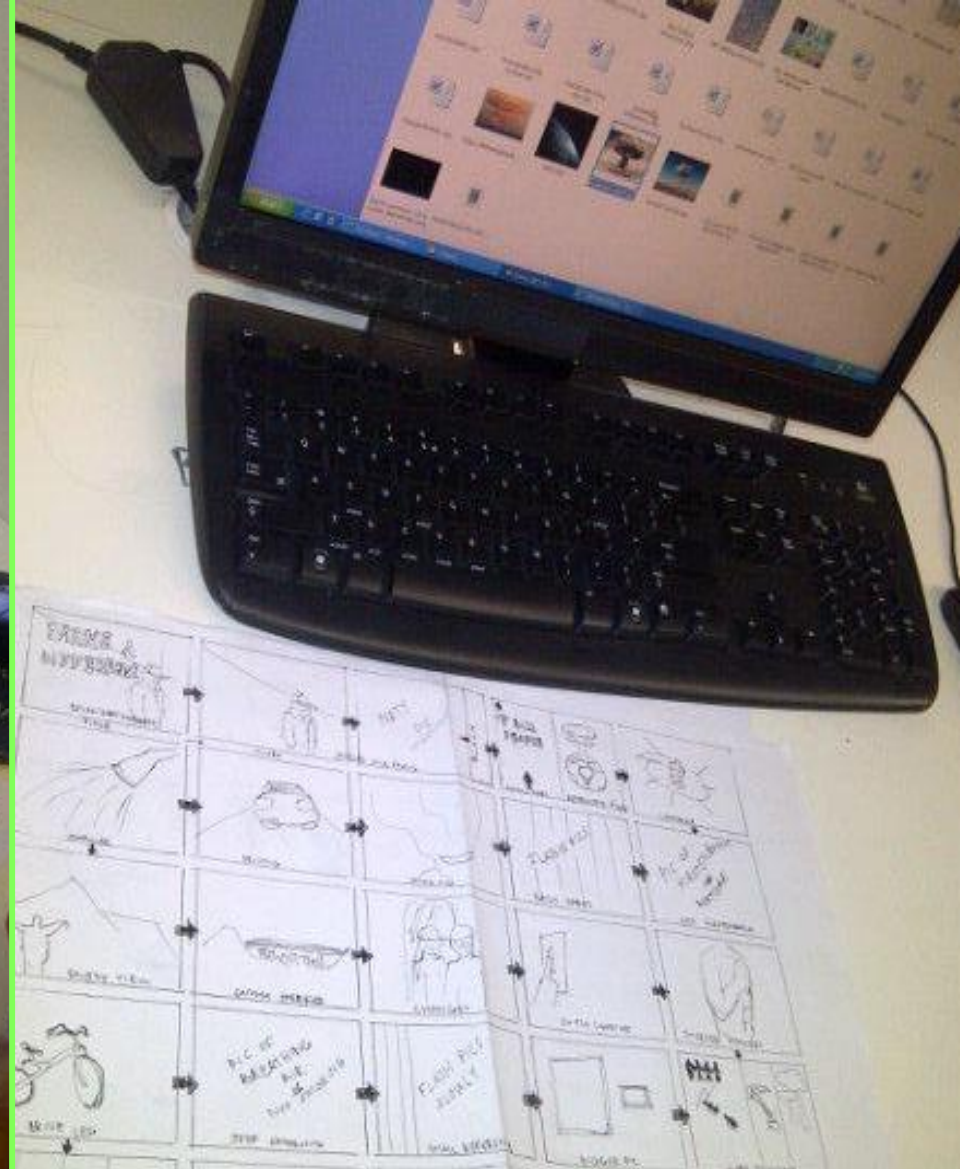
Statement of intent, concept and start of storyboard, start on script



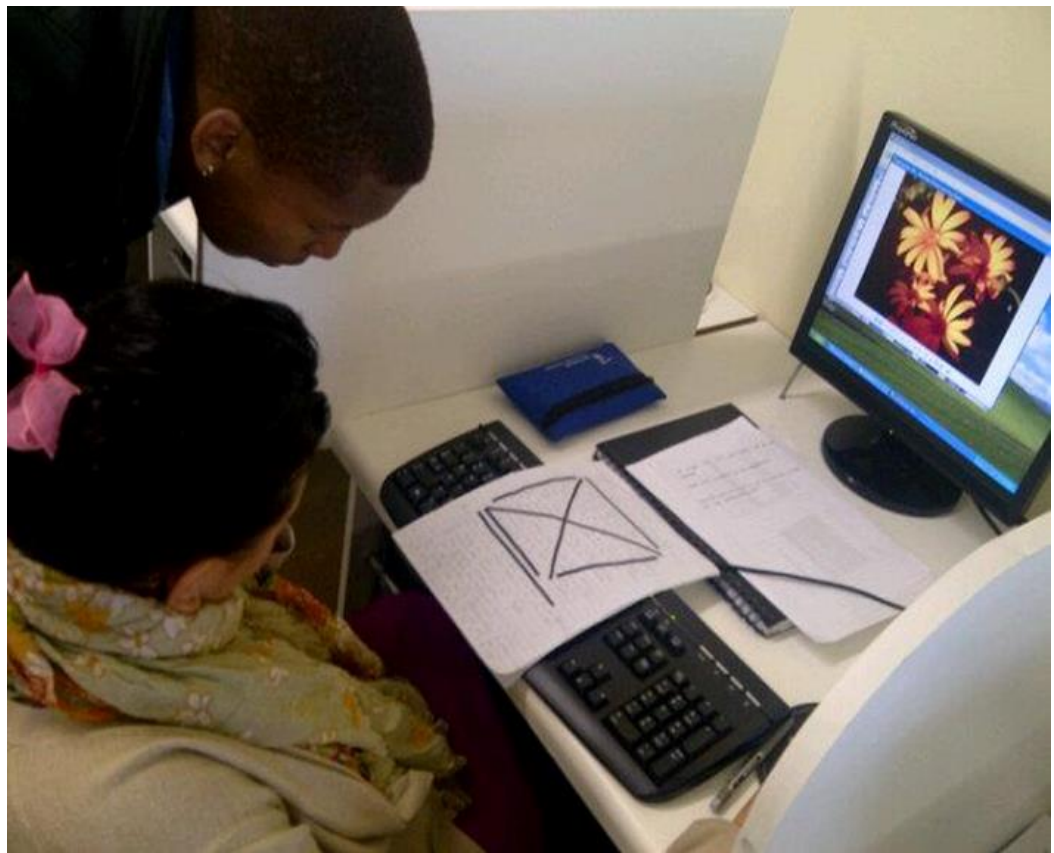
DST Workshop 3

Photostory introduction, finalising script, start on photostory





Work in progress - Storyboarding



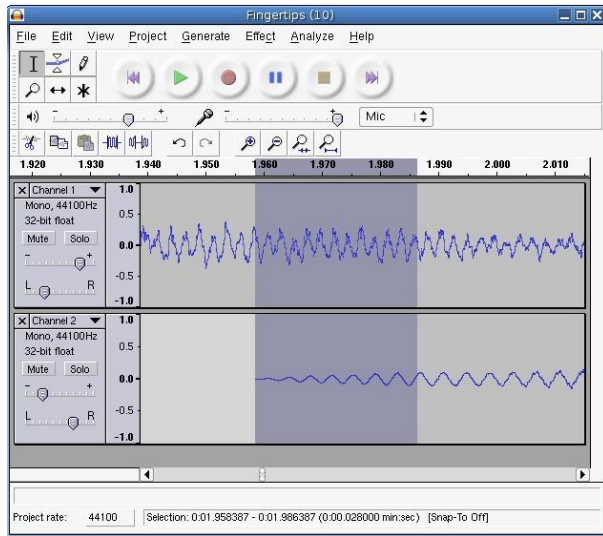
DST Workshop 4

Recording and editing in photostory

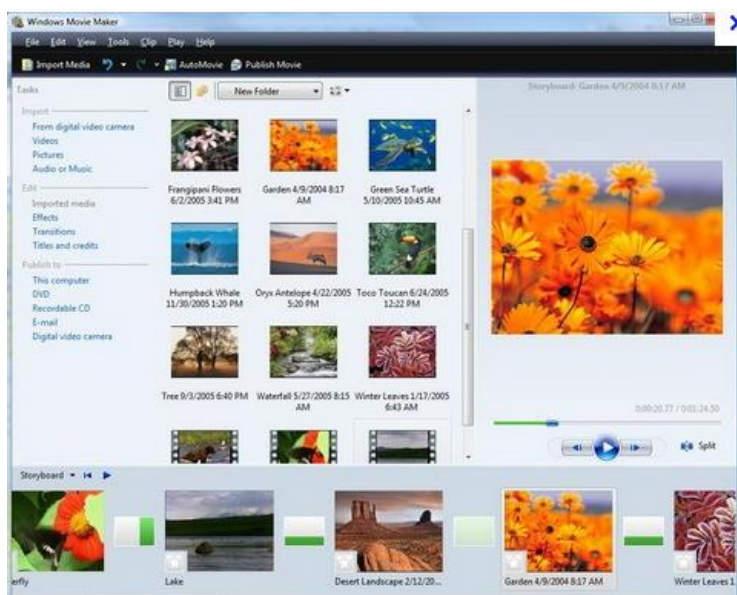
DST Workshop 5

Presentation and assessment of movies

Experience based stories



- Focus on open source / **freely available** software on the web
- Audacity & MovieMaker
- Photostory



Software & media used



Find content you can share, use and remix

I want something that I can... ☐ use for *commercial* purposes;
☒ *modify, adapt, or build upon.*

Search using:

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English



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Creative commons

- [Buhle's story](#)
- [There was once a time by Nichol Petersen](#)
- [Sun by Angela Biko](#)
- [Playlist of all stories](#)

Student Stories

What is
your story?

Activity: 'Looking back over the last few days, what do you think was the most significant change for you in terms of how you think about your profession?'

- From your point of view, describe a story that epitomises the most significant change that has resulted from your participation in this workshop
 - Why was this story significant for you?
 - How, (if at all) has the work of the Facilitators and/or Coordinators contributed to this?
-
- > Max 300-500 words
 - > DST format: PowerPoint, Photostory, MovieMaker, iMovie....

Any questions?

- ETU blog:
 - www.cput.ac.za/blogs/edutech
 - <http://www.cput.ac.za/blogs/edutech/digital-storytelling-resources/>
- YouTube channel:
 - <http://www.youtube.com/user/CPUTstories>
- Contact: gachagod@cput.ac.za or gachagod@gmail.com,
021 – 464 7246

Contact us

- Davies, Rick, and Jess Dart. 2005. "The 'Most Significant Change' (MSC) Technique." Report funded by CARE international, Oxfam, Learning to Learn, Ibis & Lutheran World Relief. doi:10.1104/pp.110.159269. Available at <http://www.mande.co.uk/docs/MSCGuide.pdf>
- Lambert, Joe. 2010. Digital Storytelling Cookbook. Elements. Berkeley, CA: Center for Digital Storytelling. Available at https://www.storycenter.org/s/cookbook_sample.pdf
- Reed, Amber, and Amy Hill. 2012. "'Don't Keep It to Yourself!': Digital Storytelling with South African Youth." International Journal for Media, Technology and Lifelong Learning 8 (2).
<http://seminar.net/index.php/component/content/article/75-current-issue/146-dont-keep-it-to-yourself-digital-storytelling-with-south-african-youth>

Resources