



50 Web 2.0 Ways To Tell a Story

<http://cogdogroo.wikispaces.com/50+Ways>

Alan Levine, The New Media Consortium (NMC) alan@nmc.org

It was not long ago that producing multimedia digital content required expensive equipment and technical expertise; we are at the point now where we can do very compelling content creation with nothing more complex than a web browser. And imagination...

Following this guide you will:

- Design a basic story concept that can be created in a web 2.0 tool using images, audio, and/or video.
- And then create it quickly using one of 50+ different web tools that are free to use.
- Plus, you will share in this wiki site your example and observations on the value of the tool

Why 50 Ways?

To somewhat mangle the elegant lyrics of Paul Simon:

*The story is all inside your head
She said to me
The answer is easy if you
Go on the web and see
I'd like to help you in your struggle
To be free
There must be fifty Web 2.0 ways
To tell a story*

We are using the word "story" in a general sense; it may be a deeply personal one of the digital storytelling variety, or it may be a tale of a travel trip, or a simple multimedia presentation.

As Easy as 1-2-3!

1. Outline a Story Idea <http://cogdogroo.wikispaces.com/StoryIdeas>
2. Find Some Media <http://cogdogroo.wikispaces.com/StoryMedia>
3. Pick a Tool to Build Your Story <http://cogdogroo.wikispaces.com/StoryTools>

What is a "story" here consists of more than one type of media (images + text, audio + images, etc) that are assembled on the web, and can be presented on the web or embedded into other web sites.

And just to prove it can be done, I am going to try and tell the same story as an example for all 50 tools in the list and use as an example in the workshop materials (see the final list of *50 Stories About Dominoe* <http://cogdogroo.wikispaces.com/Dominoe+50+Ways>). It has the basic components you will use- images, text, and audio.

But It's Not About the Tools...

I can buy all the best tools at Home Depot and still not be able to build anything well; what is more important is the *craft* of creating a powerful message. These tools may just be a way to unlock your creative potential.

Go create a web-based story and share it at <http://cogdogroo.wikispaces.com/50+ways>