BYOD: Harnessing the Power of the Narrative—Storytelling and Adobe Spark Video

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BASIC STORYTELLING WORKSHEET

Protagonist Background
Start the story with the background of the protagonist where people have the opportunity to find a connection by eliciting emotions. We care about the characters in the story if we understand what brought them to the place where we start the story. It is important not to give too much away early in the story. A good story builds.

Hook
Setting the hook early in a story is a technique that draws us in and usually involves the flaw of the character. The best characters are flawed in some way. Achilles is much more interesting because of his vulnerable heel.

Inciting Incident
All good stories have an action that triggers the events that follow. During the inciting incident, your protagonist ends up in a sticky situation and most stories follow linearly from this point.
_Barrier_
As the protagonist works towards his or her goal, they should encounter conflict. Stories need conflict to keep our attention.

_BARRIER_
The more drama, the more we care about the outcome. A minimum of two barriers should happen in every good story.

_Moment of Truth_
The moment where the lesson is learned. This is best if it is an unpredictable moment. Everyone loves a good twist.

_Closing_
What did the protagonist learn during the story? The closing drives home the point of the story.