



STORYSPRINT – CO-CREATING A TRANSMEDIA STORYWORLD.

(60-minute version)

{PREFACE}

This open design concept has been developed by Ele Jansen (www.learndoshare.net, Sydney) based on designs created with Lance Weiler (www.rebootstories.com, Philadelphia) and Jorgen van der Sloot (www.freedomlab.org, Amsterdam). It is an early beta prototype.

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{A TEMPLATE TO OPENLY DESIGN}

The StorySprint delivers a framework to rapidly prototype a transmedia storyworld in 60-90 minutes. These sessions invite interdisciplinary teams to work together, using methods that fuse storytelling with games elements and design thinking to inspire collaborative action and fast designs.

The StorySprint has three purposes:

1. participants experience what agility & collaboration mean in today's culture industry
2. we R&D a system to build fast designs using collaboration, game mechanics and story
3. we test & refine storytelling as a way to transfer knowledge, create empathy and call to action

Expect to have a ton of fun, try the absurd and learn something valuable.

We encourage you to document your sessions with stories, pictures, videos and insights. Use the provided form to log your prototypes and send your results to collaborate@learndoshare.net. We're looking forward to collecting, sharing and building upon stories from all over the world.

We're all about research and development, so we encourage everyone to try out different designs. We'd be thrilled to see what you come up with. Please credit us by copying the top right image into your footer. You can share your remixes of this template at collaborate@learndoshare.net.

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{KEY PRINCIPLES}

- start absurd and bring it down to earth
- think fast think slow
- ask why
- be active make it kinetic
- make it work for 100% of humanity
- have fun

{GROUPS}

Transmedia Producers

Over the next 60 minutes you create the platforms for the story. Your games and technologies are the way the story is told across different platforms. Keep the design question in mind, which is your theme and determines your target audience. At times you will be visited by the Story Architects.

Storytellers

Over the next 60 minutes you're going to create a story with a beginning, middle and end. It will have a protagonist and an antagonist. There will be conflict and supporting characters. Weave the transmedia platforms that are being developed into your story, as a turning point or solution to the hero's problem. Your protagonist must have an arc, so that we can see how the story changes them.

Story Architects

Over the next 60 minutes you bring story and platforms under one roof. You bear in mind the user and merge what the others do, so that theme, story, platforms and target audiences are a good fit. You are the connective tissue between the groups and transfer information between them. You are also the ones who log everything on a coherent storyboard.



{MATERIALS}

Transmedia Producers

Three handouts

1. Platforms
2. Games
3. Objects

Storytellers

Three handouts

1. Characters
2. Story Arc
3. Resolution

Story Architects

Five handouts

Scribe template

Scribe example

1. Prep
2. Document
3. Converge



{YOUR INTRODUCTORY TALK}

(make 3 important remarks in 3 minutes)

- **participatory culture** as development back to campfire storytelling, getting together to do it, away from cinematic lean back, collaborating with teams to draw on diverse expertise.
- **power of story** evokes **emotional connection and empathy** to the social issue embedded in the wish. The story will carry a complex problem and convey a solution in a simplified way by using archetypes.
- **imperfection**: welcome to an ambitious **experiment** in collaborative design and storytelling, feel free to explore and go net paths.

Need/prepare:

- *a visible countdown clock (e.g. ipad) WE ARE ALWAYS REFERENCING THE TIME*
- *a powerpoint-projection for calls to action (use ppt-template)*

{WALKTHROUGH}

We have less than 60 minutes! (Start countdown now!)

Task for all: Generate 100 wishes in 5 minutes

- prepare 8 sheets of paper (A4 or A3) with each a headline of one of the following categories: urbanization, humanities, economy, government, health, sustainability, culture, education.
- hand out pen and the 8 sheets to 8 random participants, make that person responsible to gather a group around them and lead the task
- ask people to write down the 100 wishes on those sheets.
- after 3 minutes make each group choose their favorite
- after another minute ask them to tell their wish one after the other.
- next, read out wishes again and let the group cheers for their favorite wish.

Task: Turn wish into design question: (1 minute)

- rephrase wish as a design question: IE: *Wish: open access to health care for all.*
→ Design question *"How can we give open access to health care to 100% of the earth's population."*



**The following sections (a, b, c) run in tandem. It helps to have one facilitator per group.*

Create three groups and give each group their handouts. Describe their first task. (3 minutes)

a) Transmedia Producers: Identify producers and form a group of max 7 people. Mix different talents. Ask: who here is a hacker, storyteller, designer, activist, entrepreneur. Bring them over to a table with butcher paper, pens, playdough etc. Handout the first template and ask them to get familiar with it.

b) Storytellers: Identify storytellers and form a group of max 7 people. Bring them over to a table with butcher paper, pens, playdough etc. Hand out the first template, make them think about their antagonist and protagonist and develop questions about the transmedia platforms.

c) Story Architects: The remaining people are the story architects. They are central in guiding, documenting and disrupting the process. They are the communicative link between storytellers and producers. Provide a white board, wall, or butcher paper to log in mix of visuals and writing how story and prototype come together. Hand the scribe template, scribe example and the first prep sheet. Tell them to come up with a target audience that fits the theme. Let them prepare questions around the theme, which they ask storytellers and designers after ten minutes.

(The set-up is finished. We're following a dramatic 4-Act structure.)



Act 1: SET THE TONE (15 minutes)

Transmedia Producers

For the first 15 minutes, choose at least 2 platforms that your storyworld should use.

1. Platforms

Choose from

- . facebook or twitter
- . build an app
- . pinterest
- . RQ, RFID
- . arduino, twine or raspberry pi
- . live performance
- . vimeo and youtube
- . website or blog

Storytellers

For the first 15 minutes, choose characters and set the mission.

1. Characters

Come up with

- . protagonist & antagonist
- (motivations, flaws, why do they clash?)

Can be an individual, animal, group, or situation.

Set the protagonists' mission using the theme/wish.

Story Architects

For the first 15 minutes, choose the target audience and prep questions.

1. Prep

- . choose target audience
- . plan your wall

go to transmedia producers

- . take notes about
- platforms used and share audience



Act 2: BUILD (15 minutes)

Transmedia Producers

For the second 15 minutes, choose at least 1 game for your storyworld.

2. Games

Choose 1.

- . live action role play (LARP)
- . digital scavenger hunt
- . alternate reality game (ARG)
- . board or card game

Describe its

- . purpose for the player
- . purpose for the story

Storytellers

For the next 15 minutes, build the story arc and consider the platforms.

2. Story Arc

integrate platforms into your story.

choose a setting.

build in

- . an obstacle/conflict
- . a turning point/solution to obstacle

Story Architects

For the second 15 minutes, transfer knowledge between groups and start scribing.

2. Document

go to storytellers

- . answer questions with yes-no-maybe
- . get info about the story's characters

start mapping the transmedia experience

design user experience



Act 3: REFINE (15 minutes)

Transmedia Producers

For the next 15 minutes, choose at least 1 game for your storyworld.

3. Objects

Choose 1.

- . connected toy
- . cartoon or book
- . interactive kiosk
- . paper templates

Describe its

- . function for the story and for the user

Storytellers

For the next 15 minutes, bring the story to a close with a character development.

3. Resolution

describe change

- . of protagonist and/or antagonist
- . of the situation

Make sure you cover beginning, middle, and end of the story and character arc.

Story Architects

For the next 15 minutes, get updates, transfer knowledge and finish your wall.

3. Converge

go to transmedia producers

- . get update on platforms
- . ask questions (no answers)

go to storytellers

- . get update on story
- . ask questions (no answers)

finish your wall. prep your pitch.



Act 4: CONVERGE AND PRESENT (10 minutes)

Transmedia Producers

- at minute 45 explain model and Story Architects fire questions (1 minute, no answers)
- producers go back and refine

Producers final presentation starts at minute 52

Storytellers

- at minute 47 explain story and Story Architects fire questions (1 minute, no answers)
- prepare pitch describing the change and how it includes the platforms

Storytellers present at minute 54

Story Architects

- refine storyboard, prepare closing argument

Architects present their work and argument at minute 56

EVALUATION AND RECAP (5-10 minutes)

- START WITH CLEAR OBJECTIVES. We began with an intro to the thinking that led to here.
- SIMULATE COLLABORATION: You went through a collaboration that simulates how creative entrepreneurs work together.
- WHAT IS THE GOAL AND WHY DOES IT REQUIRE EVERYONE? To focus the session, we established a design question for a wicked challenge.
- ENCOURAGE EXPERIMENTATION. We got everyone ready to step into the unknown and set the stage for experimentation.
- FAIL FAST AND LEARN FROM IT. We encouraged people to understand the value of failure through intuitive action.
- START WITH SOMETHING FUN & COLLABORATIVE – THE ABSURD IS WELCOME. In five minutes we attempted to generate a 100 ideas and put you in a future mode.
- SET TIME CONSTRAINTS. We used time pressure & verbal countdowns to stress urgency.
- BREAK PEOPLE INTO GROUPS. LET DIVERSITY OF SKILLS DETERMINE THE GROUP. We asked who's a hacker, storyteller, educator, activist, game designer and entrepreneur. They were mixed within the groups to increase variety of thinking.

EVALUATION

You can ask players what worked, what didn't, what was confusing, what could be more.