How to Find a Story, How to Tell a Story

1.

Introduction

- Who we are
- Tapestry

2.

How to Find a Story, How to tell a Story
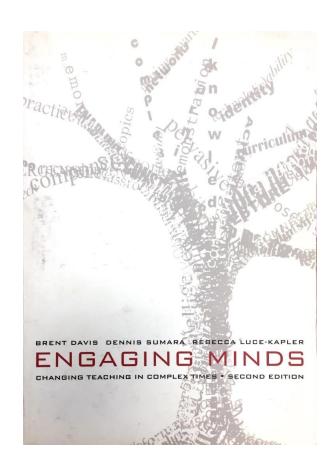
Exploring Your Process

As a group, explore your partner's organization website, choose an image that strikes you, and discuss with your team why.

Targeting Your Audience

The following exercise attempts to help you reflect on how an object could be represented different ways depending on the audience you are targeting for your message.

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ENGAGING MINDS

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- Which is the main element in the picture?

- How do you usually see this element?

- What does the element mean to the majority of people?

- How these implicit meanings can be translated into an image? (Are they implicit in the image you have? Or, do you have to make some changes in order to present the element as the object as how people see it.

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Targeting Your Audience

- 'The object as we usually see it'

- 'The object as a dominant element of a social interaction'

- 'The object as a product being advertised'

Presentation

In three columns

Divide your screen into three parts and randomly organize your representations in columns A, B, and C.

A   B   C

Classification

Identify each image, marking the letter of the image next to the suitable theme as listed below

Group Project:	Teams' Marking							
	1	2	3	4	5	6	7	8
The object as we usually see it								
As an element of social interaction								
The object as a product being advertised								

3.

Archive

How to create an archive that helps you understand your experiential learning process.

4.

Thinking of Your Final Report, Experiential Learning Video

Thanks!

Any questions?