

# WORKSHOP: HOW TO FIND A STORY

## HOW TO TELL A STORY



Workshop objectives:

- to understand how every picture tells a story and how the intervention of the person who takes it creates a particular meaning
- to be able to design a multimodal message intended for a particular target audience

### Exploring Your Process

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

The following exercise helps you to reflect on how an object could be represented differently depending on the audience you wish to target.

### One Object, Different Representations, Different Messages

You are to distinguish the message you saw conveyed in the image you chose as a group:

1. 'The object as we usually see it'
  - a. Look at your image and the message it represents to you. Then, discuss:
    - 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.
  - b. Re-arrange or create a new image that can present the element as an everyday object.
2. 'The object as a dominant element of a social interaction'

Create a second realistic image in which people also take part. You are to reflect upon how the element is used, who may use it and in what social context. Think on how you can show all of these components in one picture.
3. 'The object as a product being advertised'

You are to produce an image which belongs to advertising. Consider the following questions:

  - Who are the prospective buyers that you would like to persuade?
  - What setting could better represent the product? (e.g. where, possible human presence, props, etc.).
  - What will be in the background?