



DIGITAL STORYTELLING PROJECT AREA



In this project area, you get to tell your story or the stories of others by learning all about the production process and technology that makes it possible. Zoom in on animation, video production, editing, sound production, image manipulation, and the secrets to telling a story.

Ideas for Project Area Learning

- Develop an understanding of digital storytelling.
- Develop problem-solving and reasoning skills.
- Improve communication and teamwork skills by working the way professionals do in the real world, on production teams.
- Develop responsible attitudes about technology and how it relates to the real world and people's lives.
- Gain experience in problem-solving and decision-making using science process skills.
- Learn about cameras and microphones and their functions.
- Discover light and sound techniques that make quality productions possible.
- Analyze various media forms and evaluate their use in different situations.
- Use digital storytelling tools to create an image video or audio project.
- Play with audio- and video-editing software.
- Discover how audio can enhance the quality of video production.
- Discover how design elements and art principles impact your message.
- Work with the different media styles and evaluate when each would be the most effective at telling a story.
- Use digital storytelling hardware software in communication principles to tell a compelling story.
- Use your skills to create a 4-H story for member recruitment in your county.
- Use your digital storytelling skills to bring awareness to a need in your community.
- Organize a local media event for youth to exhibit and share their storytelling productions.

APPLY WHAT YOU'VE LEARNED

Communication

- Enter a video or film competition for youth.
- Create an exhibit for your county fair or do an educational presentation about the technology or technique you used.

Civic Engagement

- Use video or audio production to inspire community members or your city council to act on a topic relevant to you.
- Use your digital storytelling skills to help a local nonprofit.

Leadership

- Organize a field trip to a local lab, business, or industry to learn how they use digital storytelling.
- Teach a workshop on video production or image editing during a day camp.

Entrepreneurship

- Host a drive-in movie night to display your video or film.
- Create short videos as a freelancer for small businesses.
- Make review or educational videos for online platforms with earning potential.



Goal Setting and Record Keeping

Goal setting is an ongoing process that guides your project area learning. Having goals is like having a road map to show you how to get you to where you want to go. Record keeping is also an ongoing process and another important life skill. In 4-H, you are encouraged to select from a variety of record keeping formats to meet your own personal needs and your preferred learning style. Keeping records of your learning experiences helps you determine how well you met your goals. Goal setting and record keeping improve your skills in organization, communication, planning, and evaluating.

Iowa 4-H Event Opportunities

- Participate in **county and state fair** exhibit classes.
- Check with your local county 4-H youth development staff to see if there are special events or **workshops in your county** that you want to attend to learn more about your project areas.
- Iowa 4-H members in grades 9–12 can apply for **State Project Area Awards** at State Recognition Day. Applications are open December through January.
- Meet young people from around the state who have completed grades 8–12, and share your interests at the **Iowa 4-H Youth Conference** held at Iowa State University in late June.
- Apply to be a part of the **Iowa 4-H Reporters** program through State Recognition Day. Participants will work with industry professionals as a reporting team at the Iowa State Fair.
- Work with your 4-H club or county council to create promotional or event-related videos.

Share Your Learning With an Exhibit

- Develop a presentation or working exhibit that shows a technique in digital storytelling.
- Do a working exhibit on developing a storyboard.
- Make a poster on the different shot angles for videos.
- Determine what impact sound has on video production.
- Learn something new and share your findings in a video.
- Create a timeline with visuals of significant events in the development of media messaging.
- Develop a workshop that shows others how to analyze media for its impact.

CAREER CONNECTIONS

- **Digital campaign strategists** work to develop solutions to meet brand objectives based on consumer data.
- **Video editors** are responsible for editing and assembling footage, sound, and special effects.
- **User interface designers** make sure web pages have interaction opportunities and will conform to the rest of the website.
- **Content creators** promote content on social media by advertising products and writing.
- **Animators** draw and write images that come to life on screen.

EDUCATION CONNECTIONS

- Study **journalism and mass communication** if you enjoy writing, multimedia production, and presenting across a variety of media platforms.
- Students in **marketing** learn more about communications, and personal selling.
- If you enjoy talking with others and finding the best ways to present information, study **communication studies**.
- Students in **design** unleash their creativity through drawing and computer techniques!
- If you explore your creativity through stories and poetry, **creative writing** may be for you!

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