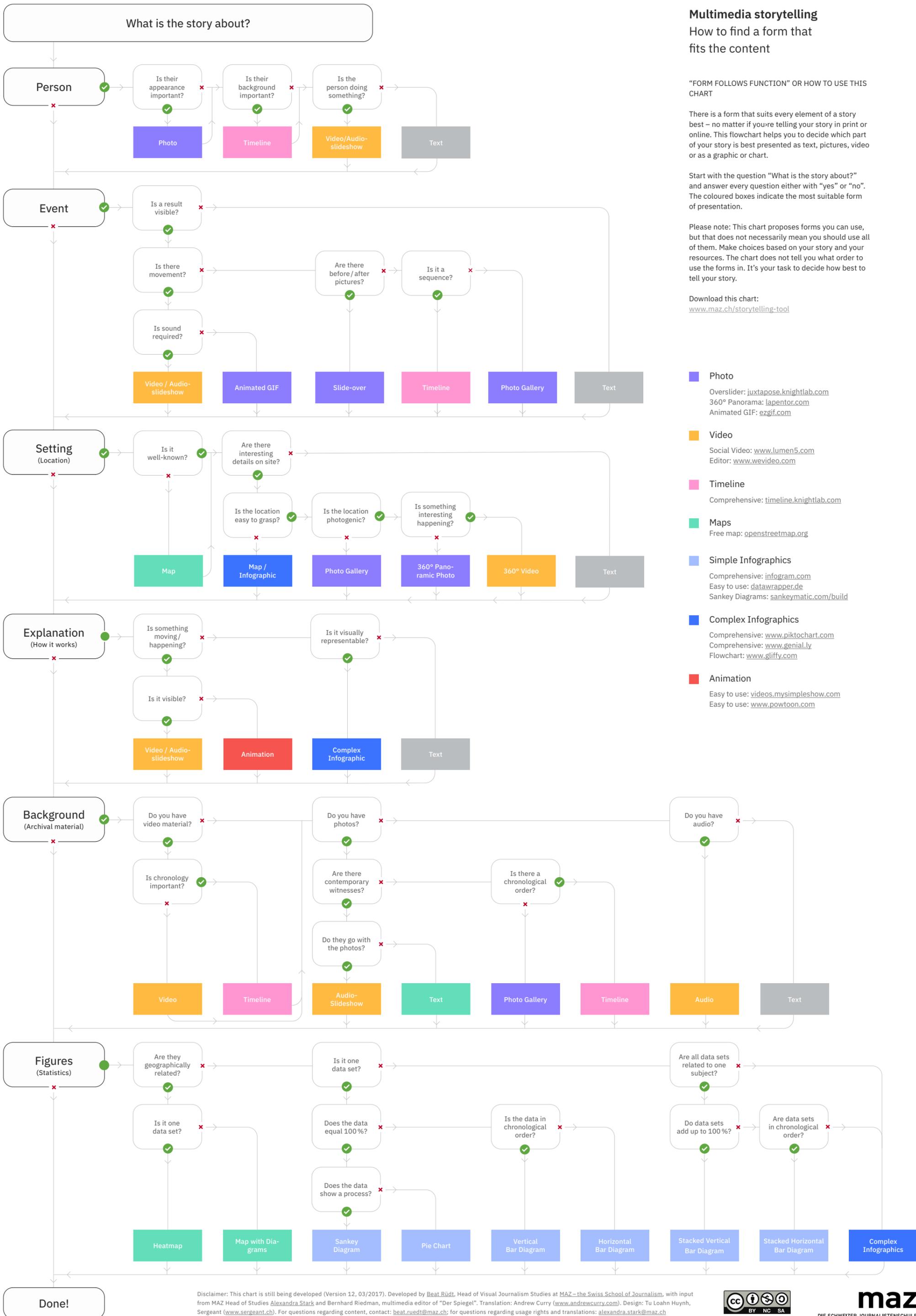**What is the story about?**

Multimedia storytelling
How to find a form that fits the content

"FORM FOLLOWS FUNCTION" OR HOW TO USE THIS CHART

There is a form that suits every element of a story best – no matter if you're telling your story in print or online. This flowchart helps you to decide which part of your story is best presented as text, pictures, video or as a graphic or chart.

Start with the question "What is the story about?" and answer every question either with "yes" or "no". The coloured boxes indicate the most suitable form of presentation.

Please note: This chart proposes forms you can use, but that does not necessarily mean you should use all of them. Make choices based on your story and your resources. The chart does not tell you what order to use the forms in. It's your task to decide how best to tell your story.

Download this chart:
www.maz.ch/storytelling-tool

Person
- Is their appearance important? → **Photo**
- Is their background important? → **Timeline**
- Is the person doing something? → **Video/Audio-slideshow**
- **Text**

Event
- Is a result visible?
- Is there movement?
- Are there before / after pictures?
- Is it a sequence?
- Is sound required?
- → **Video / Audio-slideshow**
- → **Animated GIF**
- → **Slide-over**
- → **Timeline**
- → **Photo Gallery**
- → **Text**

Setting (Location)
- Is it well-known?
- Are there interesting details on site?
- Is the location easy to grasp?
- Is the location photogenic?
- Is something interesting happening?
- → **Map**
- → **Map / Infographic**
- → **Photo Gallery**
- → **360° Panoramic Photo**
- → **360° Video**
- → **Text**

Explanation (How it works)
- Is something moving / happening?
- Is it visually representable?
- Is it visible?
- → **Video / Audio-slideshow**
- → **Animation**
- → **Complex Infographic**
- → **Text**

Background (Archival material)
- Do you have video material?
- Is chronology important?
- Do you have photos?
- Are there contemporary witnesses?
- Do they go with the photos?
- Is there a chronological order?
- Do you have audio?
- → **Video**
- → **Timeline**
- → **Audio-Slideshow**
- → **Text**
- → **Photo Gallery**
- → **Timeline**
- → **Audio**
- → **Text**

Figures (Statistics)
- Are they geographically related?
- Is it one data set?
- Is it one data set?
- Does the data equal 100 %?
- Does the data show a process?
- Is the data in chronological order?
- Are all data sets related to one subject?
- Do data sets add up to 100 %?
- Are data sets in chronological order?
- → **Heatmap**
- → **Map with Diagrams**
- → **Sankey Diagram**
- → **Pie Chart**
- → **Vertical Bar Diagram**
- → **Horizontal Bar Diagram**
- → **Stacked Vertical Bar Diagram**
- → **Stacked Horizontal Bar Diagram**
- → **Complex Infographics**

Done!

Legend

Photo
Overslider: juxtapose.knightlab.com
360° Panorama: lapentor.com
Animated GIF: ezgif.com

Video
Social Video: www.lumen5.com
Editor: www.wevideo.com

Timeline
Comprehensive: timeline.knightlab.com

Maps
Free map: openstreetmap.org

Simple Infographics
Comprehensive: infogram.com
Easy to use: datawrapper.de
Sankey Diagrams: sankeymatic.com/build

Complex Infographics
Comprehensive: www.piktochart.com
Comprehensive: www.genial.ly
Flowchart: www.gliffy.com

Animation
Easy to use: videos.mysimpleshow.com
Easy to use: www.powtoon.com

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