

Tell Me A Story: A Written Defense

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Amber Broadwell created this document and the creative assets for an assigned project.

<https://www.amberbcreative.com/>

Abstract

The written defense below outlines my thought process. It provides examples of creating a website to educate users on my chosen topic, 'digital storytelling,' for my Knowledge and New Media (COM 510) class throughout this term. The website features various categories and multimedia examples, utilizing my professional brand to attract users interested in learning more about digital storytelling. This paper will also discuss the improvement of the website and strategies for maintaining brand recognition.

Link: <https://amberbcreative.wixsite.com/tell-me-a-story>

Keywords:

Digital storytelling, website, tell me a story, storytelling, digital, multimedia, bibliography, written defense.

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Evaluation of Content and Curation

In today's technology-driven world, it is easy to find information on any subject, but that information may not have been written with the best intentions in mind, such as using biased language or citing questionable sources. While researching, I used the five traditional evaluation criteria from our reading, Web Wisdom (Tate, 2018), to gather my topic sources. Although the requirements were initially created to evaluate printed material, they can also be used to review online sources (Tate, 2018, p. 10). By using the criteria to assist me in my research, I was able to find credible sources by doing the following:

Researched the author's authority in digital storytelling.

- One source I reviewed included the author's name with a hyperlink, so I clicked on it, and it opened in a new tab, but it was only a two-sentence bio that did not give me enough information to trust them. However, another source's author had a thorough bio and a link to their portfolio, highlighting their experience in my topic.

Evaluated the accuracy of the source.

- While confirming the source's authority, I also reviewed it for accuracy since the two can be tied together sometimes. If the author specializes in the topic, they should have reliable information to share with their audience.

Checked the currency and coverage of the article's topic.

- I tried to use sources within a few years or if it was updated. Digital storytelling has evolved, and any source I use must be current to provide accurate information to my audience.

Reviewed each source for objectivity that may not assist in my research.

- I wanted to use facts to draw my reader in, not opinions that could alienate some of the visitors to my site. Everyone has opinions and biases, but using sources that only state the facts can help with my professional brand.

Standards Approach

When creating my website and its pages, I still used APA formatting and citations to avoid plagiarism and provide my audience with the opportunity to conduct their own research on the sources I used to discuss my topic. I must give credit to the original authors along with my digital media assets.

Global Audience

As a communications professional, I took notes during the pre-implementation planning of my website to include various user stories, aiming to ensure that any necessary revisions would connect with a global audience outside the United States. My notes included using examples of digital stories from companies that operate in that area, employing culturally relevant language, and avoiding jargon commonly used in the United States, as it may have a different meaning or be perceived as insensitive.

Multimedia and Digital Formats

The multimedia and digital formats, such as videos and animations that I used on my website, assisted me with:

- Improving accessibility by embedding videos from YouTube or the (example) brand's website could make it more accessible for the user to view a video for better understanding.
- Delivering information effectively using my digital storytelling examples to tell a story about my topic. It also helped my website load more smoothly.

- Increased engagement by using playful and eye-catching elements to help users experience as they review my website to learn more about my topic.
 - My homepage included brand-approved colored buttons that show up when the user navigates to the bottom of the page, and on the “Digital Stories” example page, there is a hover effect with a title for each content tile. I wanted the user to see the image clearly before hovering over it to see the sub-topic.

Professional Brand Support

When creating my professional brand, I started with this tagline: “As a professional, my brand is about making connections with others through past and current experiences through storytelling.” This straightforward tagline helped me create the name of my brand, “Tell Me A Story,” a laptop icon logo with primary colors (Vivid Cyan - #03DDF5 and Vivid Pink - #F10374) and a distinctive font (Title, Headers: Cosmopolitan and Body, Subheaders, Quotes, Captions: Lato). I wanted the website to be both fun and professional, utilizing user-friendly and easy-to-read paragraph fonts that convey a sense of professionalism. Lastly, I also created a resource page and a contact section on the collection page to provide support, offer help, or give users a platform to share their stories digitally.

My website is an excellent tool for new professionals because it adheres to my brand by establishing a strict standard to follow my tagline, keeping within the colors, fonts, and imagery I selected during the pre-implementation phase. The pre-implementation phase included:

- Sketched wireframes: Homepage, Summary/Evolution Page, Digital Story Collection, Resources, and About Me.
- Created a Word document for each page so I could write and revise my words before adding them to the website.
- Used Canva to create a brand guide that had my logo files, primary/secondary colors, Typography, and imagery to keep it organized in one place.

Improvement and Brand Recognition

By utilizing Search Engine Optimization (SEO) techniques, I can enhance awareness and visibility, thereby attracting more users to my “Tell Me A Story” website. This can improve my brand recognition while building equity and trust, making my brand more recognizable to my target audience on the website. Lastly, I will continue to weave a consistent narrative throughout the website to maintain consistency with the branding.

Reference

Tate, M. A. (2018-10-10). Web Wisdom, 3rd Edition. [VitalSource Bookshelf version].

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