





# STORYTELLING 360° EM 5 MINUTOS



# ADAPTAÇÃO



**Antecipação**

**Flexibilidade**

**Role-play**

**Desenvolvimento  
cognitivo**

**JOGO**

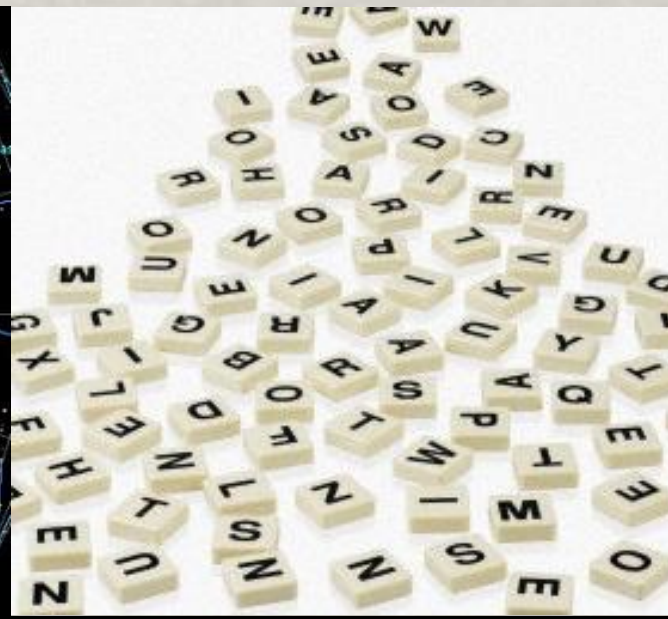
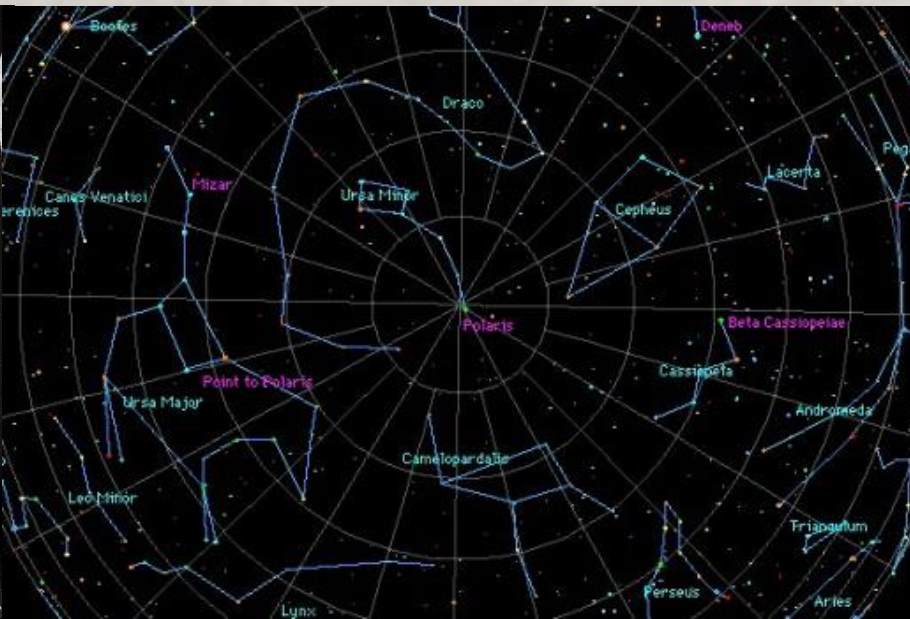
**Socialização**



# PADRÕES

IGNIFICADOS

## Information Tells Stories







ALAMY

# ENGAGEMENT



EMOÇÃO



# EMPAZIA





**LITERACIA SOCIAL**

**LITERACIA CRÍTICA**

**LITERACIA OPERACIONAL**





**Loading new, exciting life.  
Please stand by.**





**LA NUEVA GENERACIÓN  
HA LLEGADO**



We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories.

*Quote from The Storytelling Animal: How Stories Make Us Human by Jonathan Gottschall*

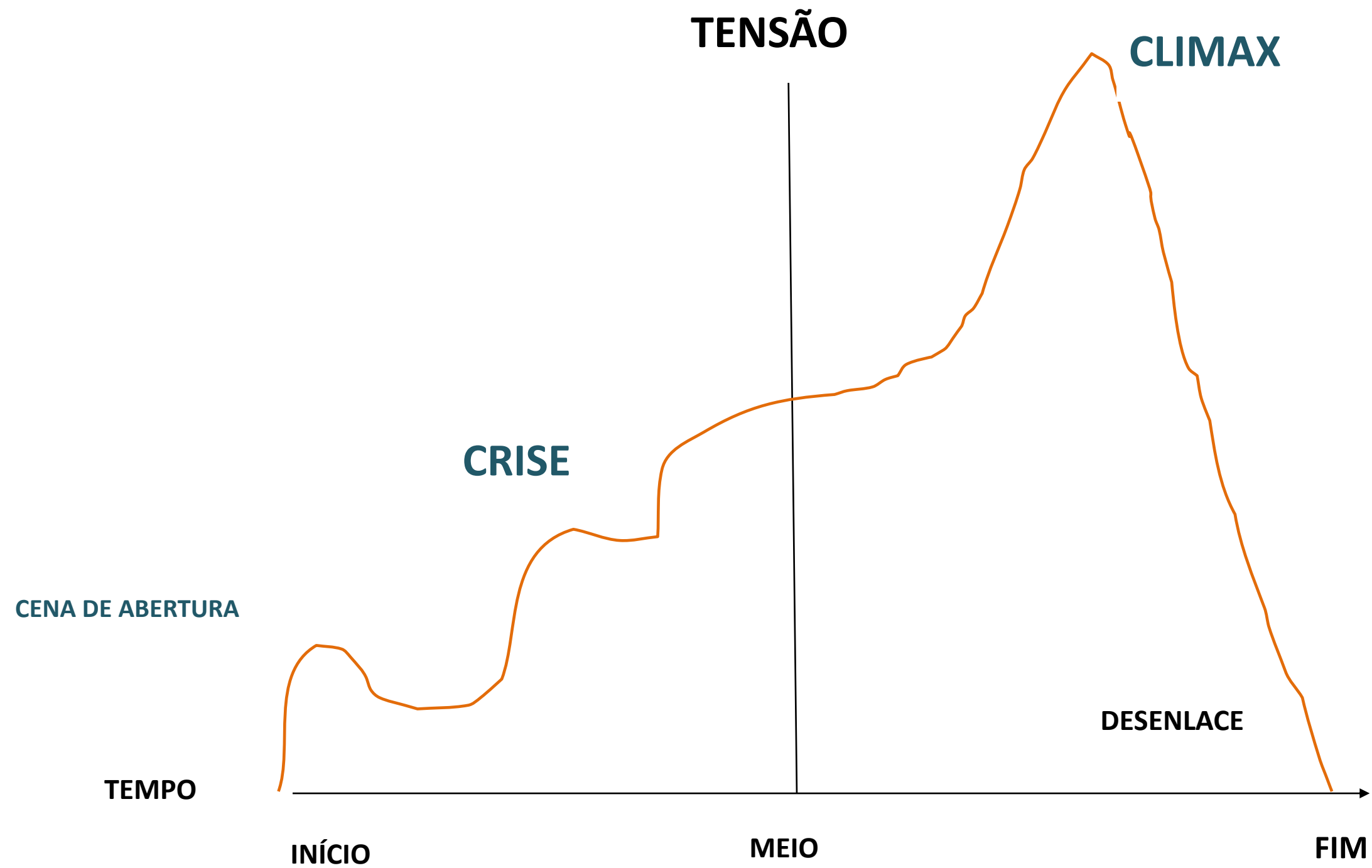


What's your story?





PROGRESSO DA HISTÓRIA





# Os 7 elementos do Storytelling Digital

PONTO DE  
VISTA

QUESTÃO  
DRAMÁTICA

CONTEÚDO  
EMOCIONAL

# Os 7 elementos do Storytelling Digital

O PODER  
DA VOZ

O PODER  
DA BANDA  
SONORA

ECONOMIA

RITMO









**THE END**