

THIS IS THE
PART
WHERE YOU
FIND OUT
WHO YOU
ARE





STORYTELLING 360° EM 5 MINUTOS

ADAPTAÇÃO



Antecipação

Flexibilidade

Role-play

**Desenvolvimento
cognitivo**

JOGO

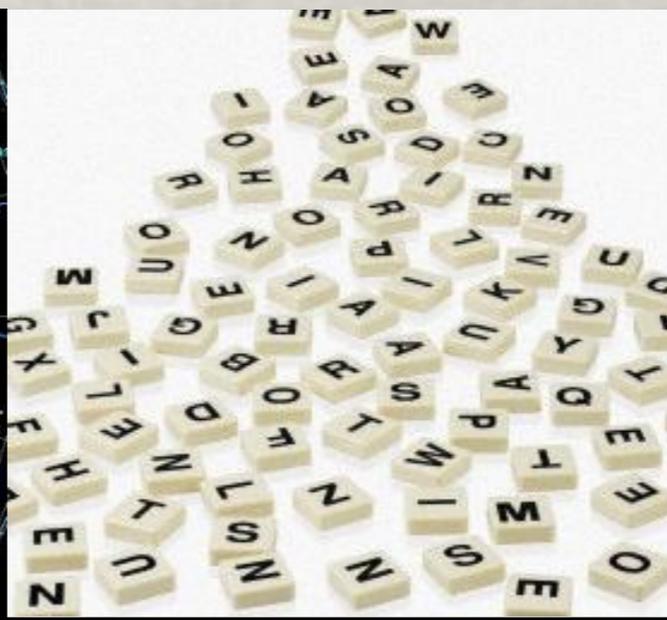
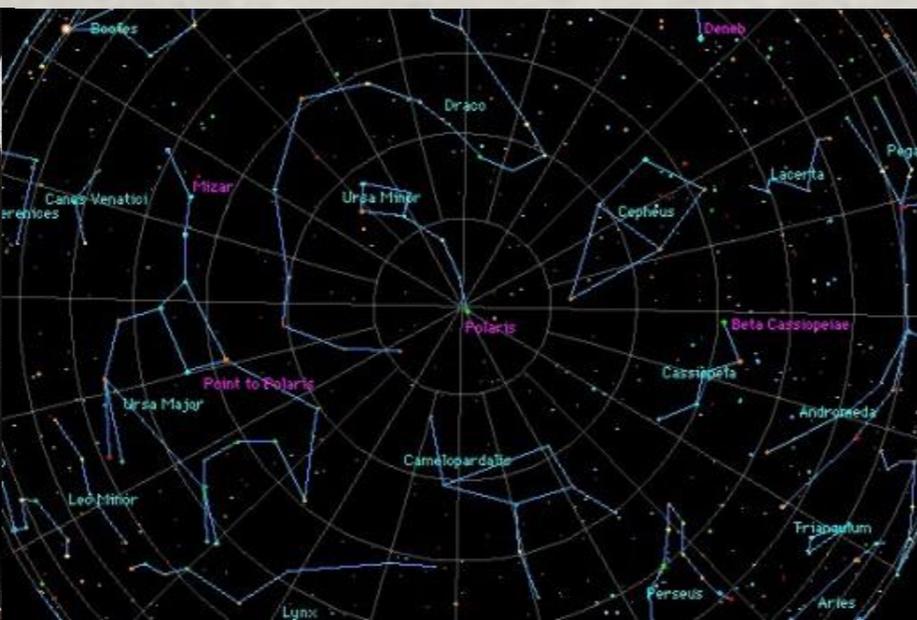
Socialização



PADRÕES

IGNIFICADOS

Information Tells Stories





ALAMY

ENGAGEMENT



EMOÇÃO

EMPA TIA



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.

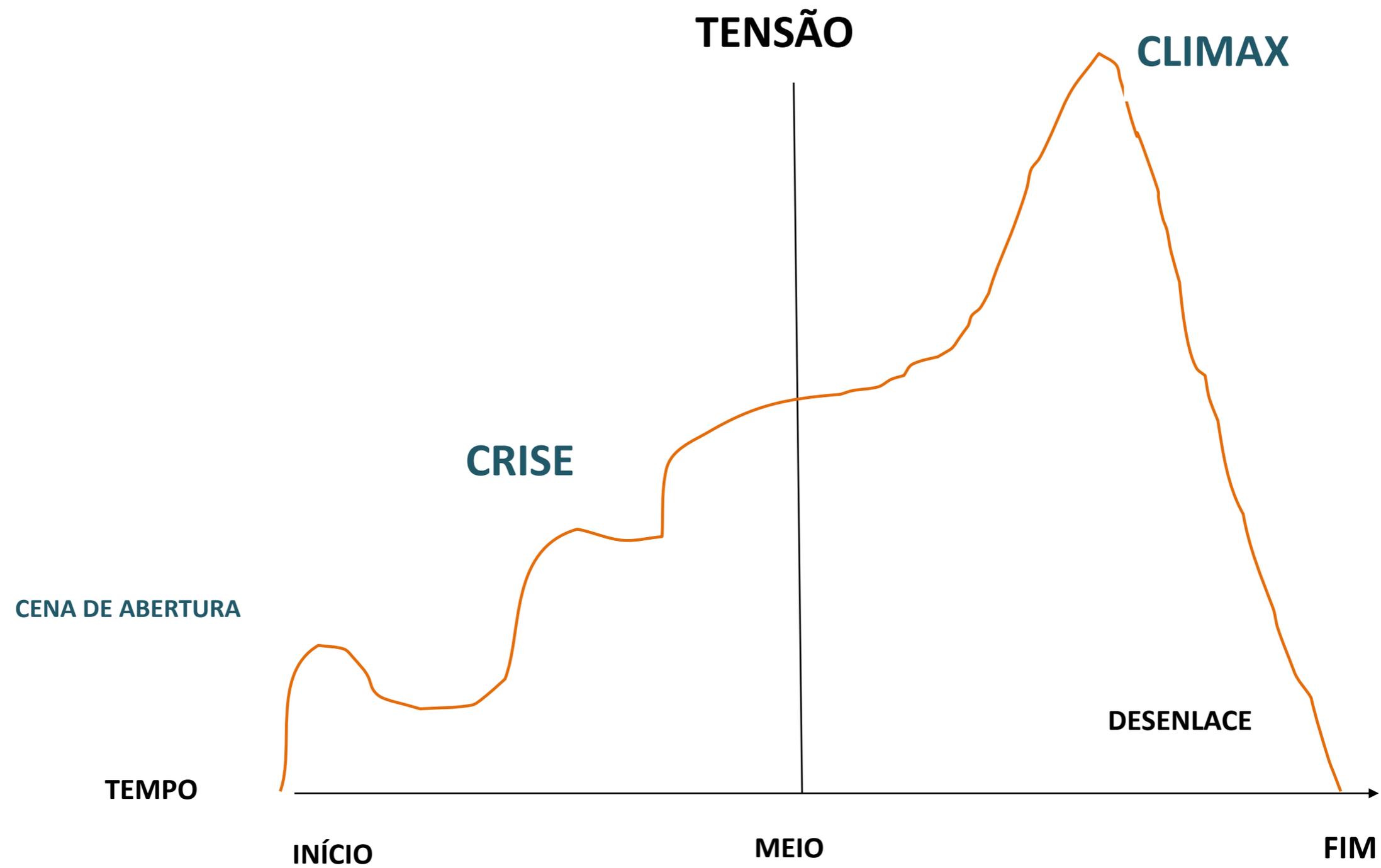
Quote from The Storytelling Animal: How Stories Make Us Human by Jonathan Gottschall



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