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# Craftsmanship of Communication

When a story is finished ✨ it should be remembered for its soul not the bells and whistles of technology

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Craftsmanship of Communication addresses the artful mix of mediums into illuminated understandings. While new users of media often experience a delight of play while experimenting (novelty bumps), a message with impact uses each medium with purpose and impact! Scoring Guides for student digital products can be found @ [www.DigiTales.us](http://www.DigiTales.us).

Starting with CONTENT first - ensure quality of content is sustained as media is mixed by using a design process called storyboarding. No storyboard - NOT time for technology tools. Each media choice should be selected to unfold the purpose and content rigor in the message. Media choices are intentionally made to go beyond the literal while adding value to the experience, understanding and impact of the message!

## All That Glitters

- DESIGNING INFO
- IMAGES
- SOUND / MUSIC
- VOICEOVERS
- TRANSITIONS
- SPECIAL EFFECTS

- ~~Decorating~~
- Illustrating
- ILLUMINATING

## Showing NOT Telling

- ~~Reading~~
- Reciting
- PERFORMING