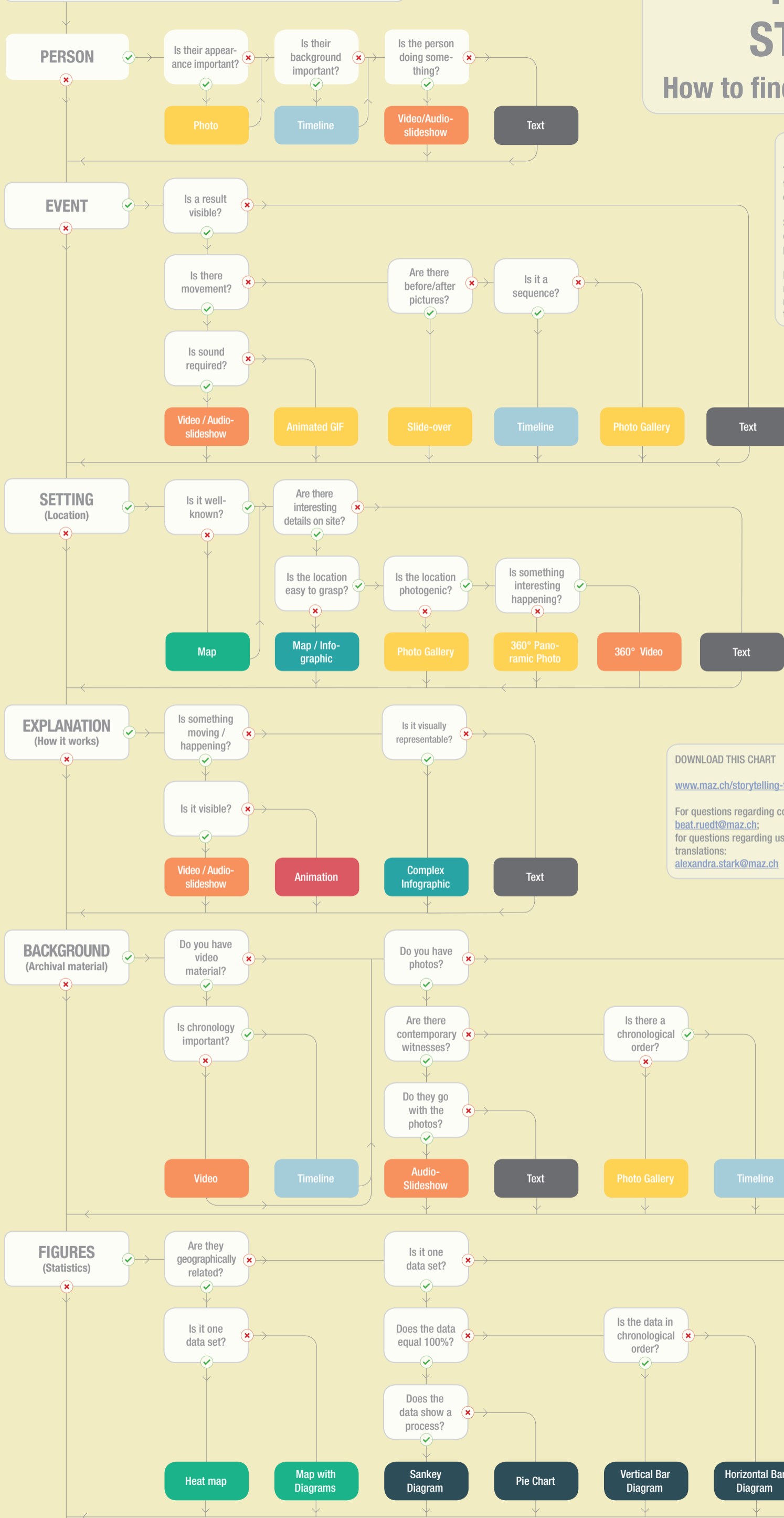


# MULTIMEDIA STORYTELLING

## How to find a form that fits the content

WHAT IS THE STORY ABOUT?



"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.

### Photos

Slide-over: [juxtapose.knightlab.com](http://juxtapose.knightlab.com)  
 360° Panorama: [bubb.li](http://bubb.li)  
 Animated GIFs: [ezgif.com](http://ezgif.com)  
 Slideshows: [www.photosnack.com](http://www.photosnack.com)  
 Slideshows: [www.animoto.com](http://www.animoto.com)

### Video / Audio / Slideshows

Downloader: [www.clipconverter.cc/de](http://www.clipconverter.cc/de)  
 Editor: [www.wevideo.com](http://www.wevideo.com)

### Timelines

Comprehensive: [timeline.knightlab.com](http://timeline.knightlab.com)

### Maps

Comprehensive: [www.gischart.com](http://www.gischart.com)  
 Free maps: [www.openstreetmap.org](http://www.openstreetmap.org)

### Simple Infographics

Comprehensive: [infogr.am](http://infogr.am)  
 Easy to use: [www.datawrapper.de](http://www.datawrapper.de)  
 Sankey Diagrams: [sankeymatic.com/build](http://sankeymatic.com/build)

### Complex Infographics

Comprehensive: [www.piktochart.com](http://www.piktochart.com)  
 Photo-based Infographics: [www.thinglink.com](http://www.thinglink.com)  
 Flowcharts: [www.glify.com](http://www.glify.com)

### Animation

Starter Kit: [www.powtoon.com](http://www.powtoon.com)

DOWNLOAD THIS CHART

[www.maz.ch/storytelling-tool](http://www.maz.ch/storytelling-tool)

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Disclaimer: This chart is still being developed (Version 7, 11/2017). Developed by Beat Ruedt, Head of Visual Journalism Studies at MAZ - the Swiss School of Journalism, with input from MAZ Head of Studies Alexandra Stark and Bernhard Riedman, multimedia editor of «Der Spiegel». Translation: Andrew Curry ([www.andrewcurry.com](http://www.andrewcurry.com)). Design: Tu Loahn Huynh, Sergeant ([www.sergeant.ch](http://www.sergeant.ch)).



**maz**

DIE SCHWEIZER JOURNALISTENSCHULE