How to find a form that fits the content

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.

Download this chart: www.maz.ch/storytelling-tool

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Disclaimer: This chart is still being developed (Version 7, 11/2017). Developed by Beat Rüdt, 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). Design: Tu Loahn Huynh, Sergeant (www.sergeant.ch).