

MEDIA & JOURNALISM

Digital Storytelling & Multimedia Journalism

A two-day programme in digital storytelling & multimedia journalism, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed for journalists, corporate storytellers, and media producers, this course focuses on crafting compelling, multi-platform narratives using emerging technologies such as spatial computing, generative media tools, and interactive visual frameworks.

What participants will learn

- 01** Immersive Narrative Design: Create stories that engage audiences across spatial, mobile, and web formats.
- 02** Generative Storyboarding: Accelerate visual storytelling production using AI tools.
- 03** Data-Rich Visuals: Convert complex datasets into intuitive, interactive visual stories.
- 04** Cross-Platform Coherence: Maintain a unified narrative thread across diverse digital touchpoints.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Presentation: Showcase of complete digital storytelling projects.

Detailed programme

Day 1: Foundations of Immersive & Multi-Platform Storytelling

01 Evolution of Storytelling: From Linear to Spatial

- Understanding audience consumption habits across mobile, AR/VR, and spatial interfaces.
- The core arc of digital engagement: Hook, immersion, interaction, and action.
- Analysis: Deconstructing award-winning interactive multimedia pieces.

02 Generative AI as a Creative Storytelling Partner

- Using generative AI for rapid ideation, dynamic scripting, and concept art generation.
- Ethical boundary setting: Preserving human emotion and editorial truth.
- Hands-on: Co-writing a story outline with AI tools.

03 Interactive Data Visualization & Infographics

- Transforming raw datasets into dynamic, user-explorable visuals.
- Choosing the right visual format: Scrollytelling, interactive maps, and 3D data models.
- Practical: Building a scrollytelling prototype.

04 Audio-Visual Production for Immersive Web

- Spatial audio design and short-form video optimization for next-gen devices.
- Structuring modular story assets for flexible cross-channel deployment.
- Exercise: Designing a multi-sensory story asset bundle.

Detailed programme

Day 2: Production, Publishing & Audience Immersion

05 The Spatial Storytelling Workflow (AR/VR/3D)

- Basic principles of constructing 3D environments and augmented reality news assets.
- Enhancing spatial journalism accessibility and performance.
- Lab: Building a simple AR narrative overlay.

06 Personalization & Dynamic Narrative Adaptation

- Structuring stories that adapt to reader location, time, or preference parameters.
- Balancing user agency with narrative control.
- Workshop: Mapping branching narrative paths for a complex issue.

07 Distribution, SEO & Algorithmic Discovery

- Optimizing rich multimedia content for AI search engines and visual platforms.
- Engagement analytics: Tracking reader drop-off, depth of interaction, and emotional resonance.
- Audit: Evaluating visual SEO and distribution setups.

08 Final Multimedia Project Capstone

- Integrating video, audio, interactive data, and text into a polished story piece.
- Peer reviews, editorial critiques, and project refinement.
- Presentation: Showcase of complete digital storytelling projects.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Presentation: Showcase of complete digital storytelling projects.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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