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**Guide**

**Stage 1. Storyboard**

**Devising Storyboard Elements**

A storyboard element is a story about one unit, such as a specific chapter of a region’s history, the story of a building or room (i.e. kitchen), the story of a specific person. Additionally, stories on specific recipes, or even specific ingredients. However, storyboard elements could also be derived from broader trends, such as patterns of emigration from rural Albania, RRNO’s impact on the village. The elements should be relevant to the main topic. If the overall story is about a village, then storyboard elements should be about people *within* the village, places *within* the village, activities *within* the village. Additionally, storyboard elements about broader societal trends in Albania should be framed such that the effect’s immediacy is shown on the village. Essentially, the storyboard elements should be framed such that they focus on the main story of the portal.

**Narrative Structure of Storyboard Elements**

See 8 Narrative Arcs. Each storyboard element should contain a small-scale narrative arc, essentially consisting of 3 Acts: set-up, conflict, and resolution.

**Storyboard Organization**

The storyboard elements should be arranged linearly such that the beginning of the story offers a large scale view of the area and its surroundings and then narrows down into specific elements, such as that of a recipe, activity, individual (i.e. nana).

**Network Integration**

Networks are created from two stories which share two storyboard elements in common.

**Stage 2. Transmedia Elements**

**Obtaining Media**

Obtain any relevant media for the topic. This includes RRNO’s resources, information from the database, and media found online.

* 1. Map layers
  2. Photos (including gifs)
     1. Landscape
     2. Recipes
        1. Ingredients
        2. Steps-in-between
        3. Food
     3. Villages
     4. Nana
  3. Audio
  4. Videos

The media you obtain will influence how the story flows. Choosing media that best incorporates your ideals is paramount to creating a good story map, however the media should also incorporate the ideals of the audience you wish to reach. For some, aesthetic is the most important aspect, however others focus on authenticity. Every audience has a different preference, and knowing your audience's preferences goes a long way in connecting to them.

Once you have an idea of your audience's preferences, you can begin to gather transmedia elements that appeal to them. If the audience is more adventurous, try using extreme culinary specialties to entice them. This may take the form of cooked sheep heads or bull testicles.

**Organizing Media**

Obtain any relevant media for the topic. This includes RRNO’s resources and information found from external sources that will contribute to the storyboard elements. Arrange the media in a way that integrates into the storyboard organization (see above).

**Text: Elements into Developed Stories**

When writing stories, take into account the reader’s preference of mode (such as romance, tragedy, comedy) and of trope (such as metaphor or irony). The linearly arranged story should logically flow from one storyboard element to another as it narrows down to more specific elements.

Keep in mind that a location can be identified by its cuisine. Furthermore, the locality of ingredients to give cuisine a unique quality related to location.

**Stage 3. Layout**

**Layout between Storyboard Elements**

Since horizontal space improves comprehension and a combination of horizontal slideshows and linking improves recall, we recommend that each storyboard element follow a horizontal layout. Thus, whenever the user scrolls down to the next section (corresponding to a new storyboard element), the user interprets this as a new section and prepares accordingly.

**Layout within Storyboard Elements**

If text is being combined with images, the text should preferably be on the left and image/video on the right. This horizontal layout is preferred to vertical. If vertical is being used, however, the text should be above the image/video.

**Elements List**

Below is a variety of topics of which to obtain images, videos, and stories. Ask around about who owns a building, why a ceremony takes place at a certain time, what game the children are playing, or where the ingredients for the night's meal have been gathered. Each image or video should have context either from the villagers themselves or through experience. Gather as many of the following elements as possible, you don’t have to use them all in the final story. Having more options increases the possible combinations a story can be made of, thereby resulting in more layered stories. We have also included sample questions that may be asked to gain more information about each topic and begin processing stories. These are added to spark inspiration, as many questions can be asked about each subject in the context of the village you are in. Making connections between subjects, such as who goes shopping or are buildings made for a certain climate, is another way to add depth to the stories.

*Always ask before taking a picture or recording, especially regarding religion and private property (i.e. someone’s home)*

* The Village
  + Drone shots
    - Consider a variety of skylines to differentiate urban versus rural life.
    - Use drone shots for hard to reach places such as waterfalls and ravines.
  + Architecture
    - Old
      * Why has this building been preserved? What has it been used for in the past? Has it been refurbished? Who built it?
    - New
      * Why was this built? Is it art or purposeful?
    - Houses
      * What is the building made of? How was it built? Who built it?
    - Monuments
      * What does this monument stand for and why was it built?
  + People
    - * What do they do in their free time?
    - Young
      * Do they go to school? What do they do in their free-time? What is their role in the home?
      * Do they enjoy traditional food?
    - Elderly
      * Do they work? What is their role in the home? If a caregiver is needed, is this traditionally a family member who lives with the elderly?
      * How has their diet changed now as compared to their past?
        + What (culinary) traditions?
    - Middle age
      * Where are they working? How many other family members must their work support? Do they enjoy the work they’re doing?
    - What do the people remember of life under Communism?
      * What food did they eat during that period in Albania’s history?
    - What do the people remember of life in the 1990s?
      * Did their diet change during this period?
    - Cooking
      * Who usually cooks for the household?
      * Where are the ingredients obtained?
      * Does the family usually eat every meal together?
      * How elaborate are the dishes?
* Landscape
  + Features (Natural and Manmade)
    - Was the village built around or on a specific feature? Why might they have done this?
    - Does the landscape make farming difficult?
      * How has farming adapted to best cultivate the land?
    - Fields
      * Who works the fields? Are these people from the local area?
      * Is there enough land to grow adequate food for the local people?
    - Mountains/valleys
      * Do the villagers travel up the mountain/down the valley with any level of frequency? Why?
      * Is there any religious significance of the mountains?
    - Ocean/rivers/lakes
      * How is life different near bodies of water versus inland?
      * How different is the kind of food grown in these areas from other locations?
      * How much do people in these areas depend on the bodies of water to make a living?
    - Farms
      * Do farms exist in the villages in a Western style? (Barn, farmhouse, fields, paddocks?)
      * Is livestock free-range?
      * Who owns and manages the farm?
    - Beaches
      * Are there mostly tourists or locals there?
      * Is the economy in these areas mostly based on visitors?
      * How does the number of visitors change based on time of year?
* Clothing
  + What is it made of? Who makes it? Where is the material gathered?
  + Do people still wear the traditional clothing? Even if only for special occasions?
  + How much western-style clothing do the people own?
* Religion
  + Do the villagers observe religious traditions?
    - Do they cook a special meal for a specific feast?
  + If they are from a Muslim background, do they observe Christian feasts and vice versa.
  + Are there any practices unique to their village or region in regards to performing weddings, funerals, baptisms, coming-of-age?
  + What ceremonies do the people observe?
    - Do they save certain food for certain occasions?
* Water
  + Who gathers it? How is it gathered?
    - Do the villagers all go to a local well at the same time?
    - Do they go to the local stream directly?
  + Sources
    - Do most places obtain their water from nearby?
    - Is the water purified or tested regularly?
    - How common is bottled water?
    - Do most places have indoor plumbing?
  + Uses
    - Drinking
    - Cleaning
    - Relaxing
    - Washing
* Transportation
  + Do people travel often? How far do they tend to go?
  + Do they use Private vs Public Transportation? Do they own any of the below items for transportation:
    - Boats
      * Are they just for private transportation or do they have other purposes such as fishing? Taxiing tourists?
    - Cars
    - Carts
    - Animals
      * Do they use animals for travel?
* Food
  + Prep
    - Kitchen
      * How is their kitchen organized?
      * What’s in their kitchen?
    - Collection
      * Gardens
        + What vegetables do they grow?
        + What herbs do they grow?
        + What fruits do they grow?
        + What other crops (i.e. grains and maize) do they grow?
        + Do they harvest any wild herbs or plants? If so which?
      * Domestic Livestock
        + What animals do the people have on their property? Which animals do they use for meat? Which for milk, cream, yogurt, butter, cheese, etc. Which for eggs?
      * Hunting
        + Do villagers fish or hunt for meat?

If so, what meat do they fish or hunt for? Who does so?

* + Presentation
    - How important is the presentation of the meals?
    - Is there a traditional style of dishes on which certain foods are served?
  + Social
    - How important is having meals with family? How often does the extended family usually gather?
    - Do people often gather with friends? Do these friends live locally or farther away?
    - How often do larger events or gatherings take place? How many people? Do these take place at a family’s home or a public gathering place?
* Commerce
  + Trade
    - Do people trade or purchase? How much food is bought vs grown?
  + Barter
    - Do they haggle?
    - Do they barter or they do they use money? Or some combination?
  + Money
    - What’s the cost of living?
* Climate
  + Weather
    - Have the villagers observed any noticeable change in the climate during their life?
  + Temperature
    - What are the average temperatures? How has the village adapted to these temperatures?

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