



C.

circulations.

TOOLKIT



How To Put Big Stories

On Small Screens



FOTEA



ABOUT THIS TOOLKIT



If you're reading this, you're probably either a photographer or you work with photography.

This toolkit is the result of a series of workshops based around a simple question:



**How do we reach
different audiences
with photography?**





Five facilitators and eight participants got together to discuss how to publish photo essays on mobile phones.

This toolkit presents some of their findings and experiments, along with some advice about tips and pitfalls, for anybody attempting the same thing.

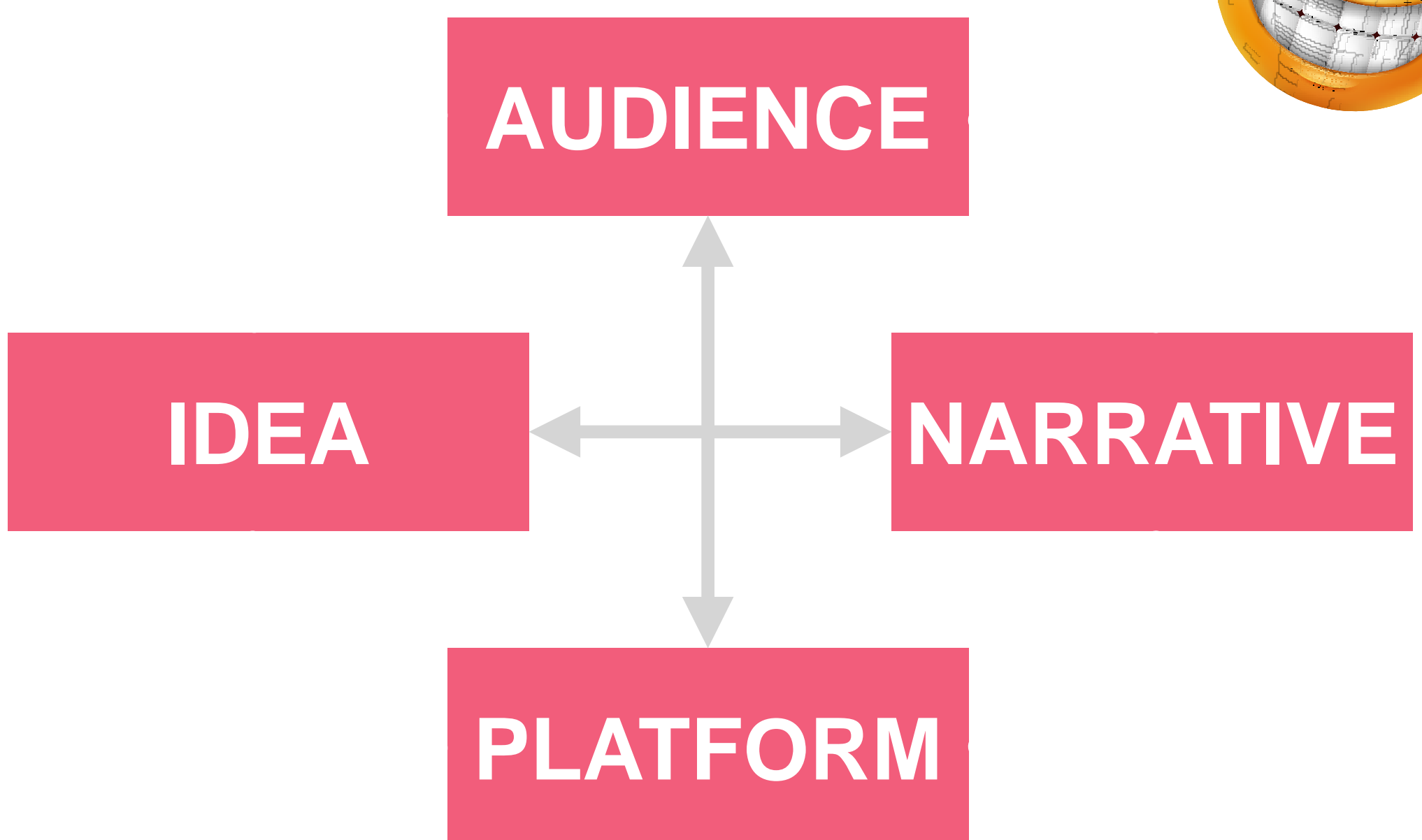


It is designed to be read on a mobile phone, which is why it might look weird if you're looking at it on a desktop browser.



WHERE TO START?

This is one of the most challenging aspects of publishing on small screens



Everything is connected, so it's hard to figure out what comes first. Do you begin with the story? Identifying the audience?

Or do you first decide what platform you'll use?

Each decision changes the others.





**The truth is,
there's no wrong way.**

**If you haven't made a story yet,
think about your audience and
platform as you make it.**

JUST START

**If you've already got a story to
share, make sure that the design
and distribution reflect the message
you want to communicate.**





TIP 1

DESIGN WITH YOUR AUDIENCE IN MIND

Not sure how to
describe your
audience?

Click below to learn
how to make a
Buyer Persona!



START

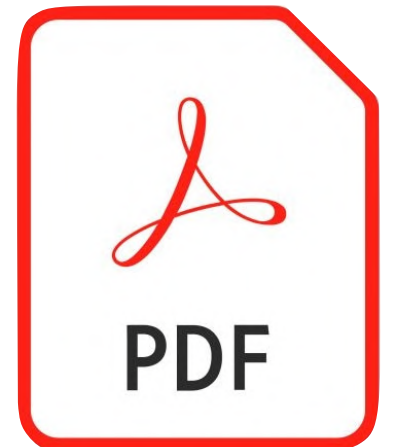


CASE STUDY: KULOBA TERA

Story: Basani Barura

A photo-essay documenting Imbalu, the circumcision ritual which is part of the coming-of-age of Masaba men.

Click
to view



Audience: All Bamasaaba

The ritual is described to outside audiences as something exotic or primitive. This project aims instead to create a proud document of the Imbalu circumcision festival, celebrating the festival's role in the tribe's culture and traditions.

Narrative: Celebrating Culture

As the audience is familiar with the ritual, images and captions focus on describing the process so it is recorded accurately.

Notes:

When the story was advertised to audiences in the Mount Elgon region, we saw a lot more interest compared to when it was promoted elsewhere.



BIG OBSERVATION

**Knowing Your Reader
Makes Everything Clear**



We wanted to speak to an audience who already know about Imbalu, so we didn't have to use a lot of words to explain what it is.

Instead we could use more space for the images.



IN PRAISE OF THE HUMBLE QR CODE:

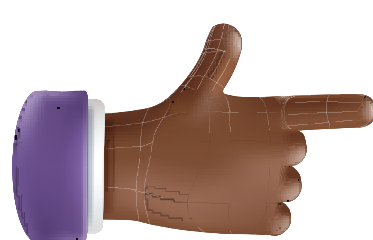
The QR code has a simple task: **it is a method of transmission linking together the physical and the digital.**



This really simplifies the process of remote delivery of online documents straight to people's handsets.

For QR code publishing, two things are needed; a well-designed file, and a place to store it. QR codes link to a file's web address. If you move the file, the code stops working.

Click on this one to make your own!



TIP 2

IT'S ALL ABOUT THE LOGIC

If This

Then That





BIG OBSERVATION

Media publishing across platforms makes planning more important than ever

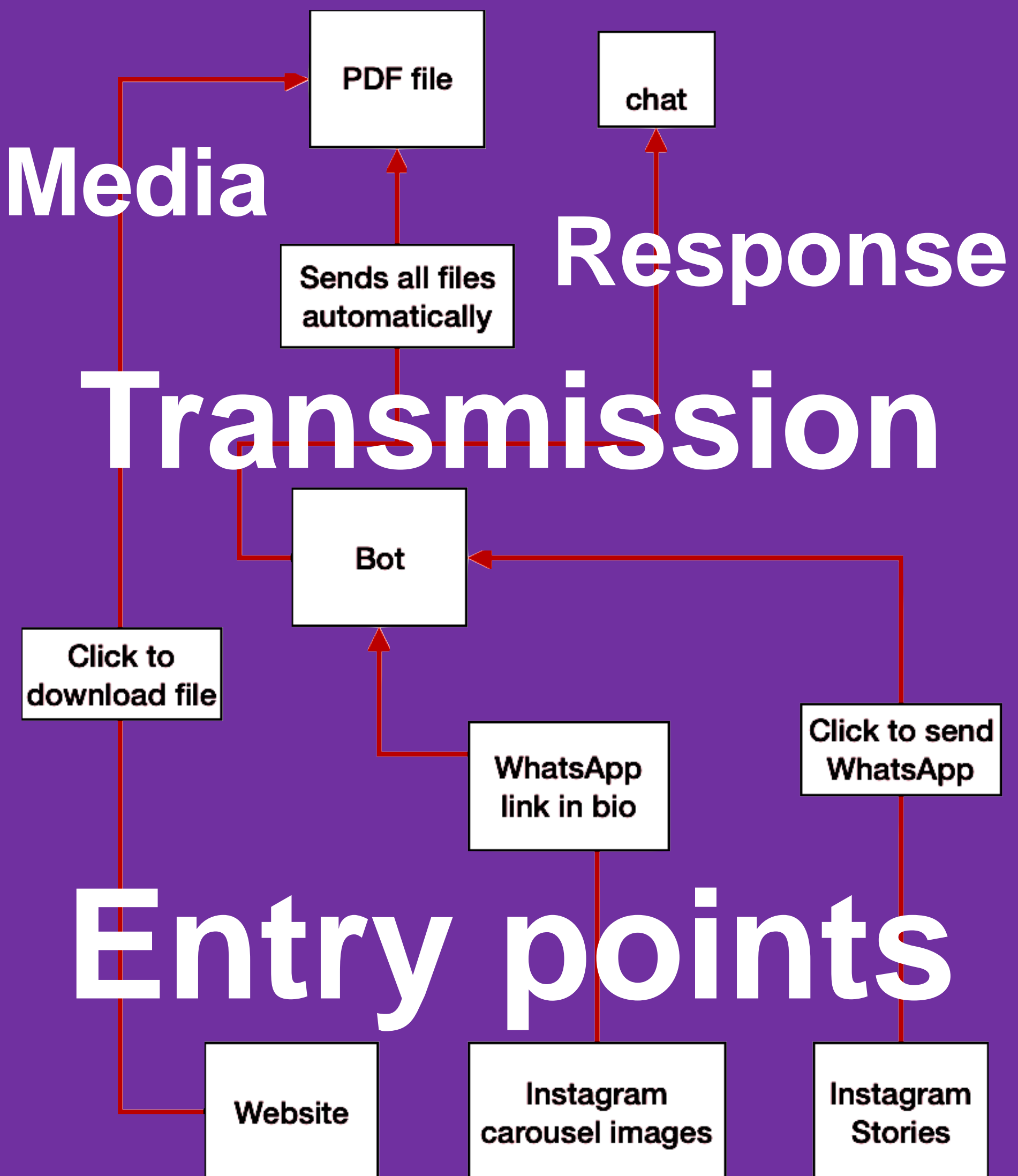
Publishing through digital spaces requires more active planning compared to print publications.

This means making sure the file is the right size and resolution for the place you want to put it.

It also means setting up stable links for use in hosting publications.

Most tools already exist for free or cheap- the trick is connecting them together to create new things

MAP OUT HOW YOU WANT YOUR WORK TO TRAVEL AND WHY



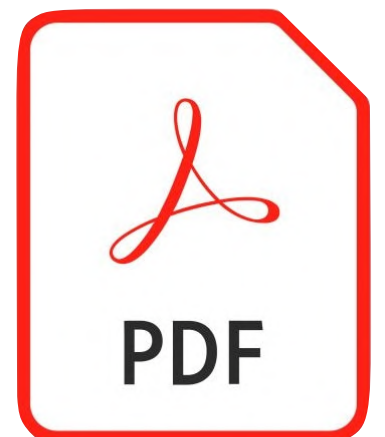
Different media need different hosting and distribution spaces

CASE STUDY: MIRIAM WATSEMBA

Story: A Call To Remember

Telling the story of the many forgotten patients across Northern Uganda still living with nodding syndrome

Click to view



Audience: Younger Women, Policy Makers

This story has been forgotten by the media, but it remains urgent for many people. We wanted to remind people that the crisis was never solved.

Narrative: The Personal Is Political

The story focuses on one young woman who has been preparing for her P7 exams for several years now as her family and teachers work together to protect her from the truth.

Notes:

This project is an ideal example of multi-platform publishing. The images found highest engagement on Instagram, but the PDF is better suited for sharing in rural areas



TIP 3

LET YOUR SCREEN LEAD THE LAYOUT

Click here to try
Adobe Express



START



CASE STUDY: KATUMBA BADRU

Story: OffWhite x Kampala

Images of Kampala which show the city in a different way. Kampala is a complicated city, and this series of photographs dives into the complexity to show the place as it is, not as we might wish it to be.

Audience: City residents

These pictures are a way of returning images back to the people they depict, and inviting audiences to interact, download, share and remix the images.

Narrative: See What I See

How you see the city depends on your position in it. But by seeing through another's eyes, we can see our city in a new way.

Notes:

This story used an interactive WhatsApp chat interface to send pictures to viewers. People really enjoyed this format and engaged with it a lot.



BIG OBSERVATION

Think Screen, Not Print

It's easier to use small screens when you design for them. Instead of InDesign, try Instagram, Canva or Adobe Express. That way, the fonts are the right size and designs are responsive.



TOUCH



PRESS



TAP



DOUBLE TAP



SWIPE

Remember: You're not trying to make a book for the screen. For a book, design a book.



Did You Know?



WhatsApp is the largest social media network in Africa, making it a very exciting publishing space. WhatsApp bots are quite easy to configure - just search for 'WhatsApp Chat Bot' in your favourite search engine

The Continent

is the most widely-distributed newspaper in Africa, and it's only published on social media. Click on the logo to subscribe!

TIP 3

**AUDIENCES
DON'T
HAVE TO
BE BIG!**

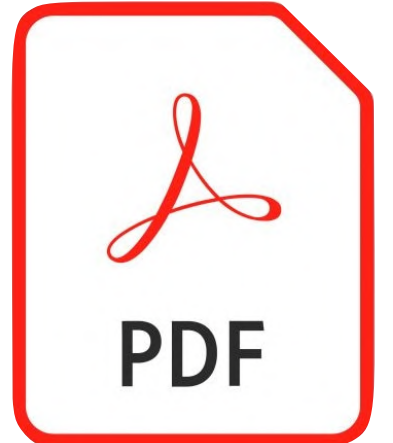


CASE STUDY: ZAHARA ABDUL

Story: Forever CrossFit

Derrick's set his sights on becoming the world's top CrossFit athlete. But this is not an easy city; equipment is hard to get and he must choose between his job and his passion.

Click
to view



Audience: Fitness Enthusiasts

People who take part in CrossFit are often very passionate. Instead of trying to speak to a big audience, this story tries to reach people who are interested in the sport and want to see more of it.

Narrative: Sharing A Small Story

Derrick's story is very inspiring for people who are interested in the sport. But the small story is also a big story, about daring to dream.

Notes:

When this story was shared as a PDF, it didn't get noticed. But as an Instagram story it has been viewed hundreds of times, because CrossFit is very popular online



BIG OBSERVATION

Sometimes Letters Beat Megaphones

The internet is obsessed with bigness, virality and reach. But if you want to communicate, it's better to speak to a hundred people who are interested than a million who aren't.

Rhizomal distribution - the sharing of information from person to person - is much better at spreading clear and compelling information.

A good project speaks directly to its intended audience, and doesn't waste energy.



OH, THE HATS YOU'LL WEAR!

The digital revolution means doing lots of different jobs while being paid less than any of them used to earn. Yay! Progress! Here are some of them:

Narrative Editor

What story are we trying to tell? What is the purpose of telling it?

Visual Editor

What photos will tell the story best in a small-screen format?

Audience Wrangler


Who are we speaking to? How could we reach them through their phones?

Digital Architect

Where do we need to put things online? How do they all connect up?

Graphic Designer

How do we design a document that looks good on small screens?



CHOOSING VISUALS

Making a narrative for small screens is similar to working with printed stories.

Choosing which images to show starts with deciding what the shape of the story will be.

If it's linear (like the story of a person's journey from A to B) then the images should follow that structure to tell the story clearly.

If the images explore a topic, like a story about trains, then the choice of images is more about making sure that the subject is presented in a clear and visually engaging way.

THINGS WE LEARNED

Making a narrative for screens is different because screen displays scroll vertically while books are horizontal. Remember this when you are sequencing images.

If you're designing for a small screen, use the tools for a small screen. Instagram is maybe the best design tool out there for making quick things for social sharing.

File size is really important. If you are sharing files via WhatsApp or other social platforms, the size of the file determines the speed at which it's sent. If you're sending to somebody on 3G, they might not receive it.

Make your fonts big. These screens are smaller than you'd think.

Publishing through methods such as PDFs and social media should never replace books or exhibitions. We believe that these tools offer additional possibilities. Art should not only exist on screens. We are humans. We love to touch.

TOOLS WE USED

Google Slides

Great for collaborative design processes where several people work on a single idea at once

Instagram

Underrated as a design tool. To save a design rather than sharing it, just take a screenshot!

SendPulse

A platform where you can make WhatsApp bots come to life 🕶️

WhatsApp

Africa's #1 social network. If you're not here, where are you?

Canva

A neat, free design tool available online. Beware- it can make everything look the same.

Gify

For turning videos into gifs

Linktree

The best way to display lots of different links in one spot

Google Drive

The OG for sharing files when your team is in three countries!

WHAT WE MADE

An Instagram Page

👉 **LINK** 👈

A WhatsApp Bot

👉 **LINK** 👈

A Website

👉 **LINK** 👈

A Linktree

👉 **LINK** 👈

Public Stats

👉 **LINK** 👈



THE PARTICIPANTS

Zahara Abdul

Timothy Akolamazima

Kuloba Peter Tera

Katumba Badru Sultan

Miriam Watsemba

Stuart Tibaweswa

Vanessa Mulondo

Joshua Semaganda

THE FACILITATORS

Will Boase

Stella Nantongo

Martin Kharumwa

Lulu Jemimah

Benjamin Lutaaya

Phoebe Mutetsi

THIS PROJECT
WAS SUPPORTED
BY:

Hivos
people unlimited





IF YOU'VE
ENJOYED
IT PLEASE
SHARE IT!





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