Web Authoring Tool for Multimedia Story Building

S. García[†1] J. R. Sanchez[1] D. Oyarzun[1] J. Rekalde[2] and P. Urkijo[2]

[1]Vicomtech-IK4, Donostia-San Sebastian, Spain
[2]University of The Basque Country

Abstract
TALE Builder is an interactive web authoring tool for creating small audiovisual stories through twelve steps. The experience is based on the creative use of different visual resources by the user. In addition, it is useful as a starting point for the development of a more complex screenplay or to analyse it. The result is a enriching experience in which the user becomes a participant of the whole process while enjoying the result of his own work.

Categories and Subject Descriptors (according to ACM CCS): I.3.8 [Computer Graphics]: Applications—

1. Introduction

Nowadays web technologies are increasingly being used to enhance various industries such as those involved in transmedia, videogames or digital storytelling productions. It allows composing much more attractive models for communication, making them more accessible to the general public.

The novelty introduced by TALE Builder in the world of digital storytelling are the narrative structures proposed by Vogler [Vog07]. According to Vogler, the hero's journey is a narrative pattern that is repeated throughout the history in various cultures and folk legends. His work accurately describes the process of making an epic trip along twelve steps and the different parts required for the proper evolution of a story of this type, based on the notes of Campbell [Cam49] and the figures of his archetypes. Founded on the results obtained in this experimental process TALE Builder has been developed to create a story which ensures valid and consistent results. In this way, the contribution is two-fold. First, a narrative and archetype structure is given. Second, this multimedia product can be used by non-expert users.

In our first prototype the application guides the user through the twelve steps allowing the introduction of text and video clips in each one. Also, the user can fill the main aspects of the archetypes involved in the story and illustrate them with an image. At the end of the process the application automatically generates a video composed by the explanatory texts and the video clips. Throughout the process the user is guided by the application using explanations and examples of each of the steps based on various tales. The application is fully based on HTML5, CSS and JavaScript, ensuring its compatibility with all web browsers.

2. Future Work

As future work the twelve step narrative scheme of TALE Builder will be implemented in other productions such as videogames, storytelling, serious games or transmedia, helping to create a solid structure on which to build the theme of any story. Further, a 3D engine based on Web3D technology will be integrated to execute the visual part of the story and give new possibilities to the appearance and the usability.

This will allow an uninitiated user to create any product that involves a narrative line. As a result of this, a new generation of products, created in the same way as the public has been used to throughout their life, will be available. This will result in greater interest and engagement.

References

[Cam49] CAMPBELL J.: *The hero with a thousand faces*. Pantheon Books, 1949. 1

[Vog07] VOGLER C.: *The writer's journey*. Michael Wiese Productions, 2007. 1

---

† sgarcia@vicomtech.org