



# Adobe Voice Story Structures

This resource is for use with the iPad app Adobe Voice. This is a great application to support students in creating great visual presentations quickly and easily. Read about it [here](#).

**Please don't print this whole document unless it is all required. Share the appropriate pages with students via email or your LMS.**

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# Adobe Voice Story Structures

## Promote an Idea

**Setting** – Describe the world today. What's the setting or context for your story? Or show who you're helping

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**Problem** – What problem does the audience – or who you're helping – struggle with today?

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**What could be** – Describe a better world where this problem doesn't exist

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**Solution or idea** – Share your idea or product and show how it will solve the problem

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**Reward** – How will the audience or subject's life improve after your solution becomes a reality?

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**How can you help** – What's the first thing the audience should do to help make this positive change happen?

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# Adobe Voice Story Structures

## Tell What Happened

**Who** – Describe who or what your story will follow

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**When and Where** – Show the backdrop or setting for what happened

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**This happened...** - Describe the first thing that happened

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**Then this happened...** - Show the next moment in the sequence.

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**Then this happened...** - Show the final action that occurred.

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**How it ended** – Describe the aftermath. How did things end up? Was there an unexpected twist?

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**Reflection** – Leave your audience with the meaning or significance of what happened.

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# Adobe Voice Story Structures

## A hero's journey

**Setup** – Tell us about the hero and their world before the quest begins.

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**Call to adventure** – What happens that causes the hero to undertake their quest?

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**Challenge** – Show the trials or challenges that the hero encounters along the way.

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**Climax** – Show how our hero finally overcomes the odds and accomplishes their goal.

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**Resolution** – Tell us how the world is better now.

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# Adobe Voice Story Structures

## Show and Tell

**About Me** – Introduce yourself. Make it personal to connect with your audience, or reinforce your credibility.

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**What it is** – Show your project or the thing you're sharing. Highlight what's interesting about it.

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**Why** – Explain why you're working on it or why you picked it to share. Why are you excited or passionate about it?

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**Show it** – Show why it's special. Or demonstrate how it can make the world, or your audience's lives, better.

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**How** – How did you get the idea, or how did you find it? Share its origin or history.

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**Why I'm sharing it** – Tell why you're showing it to your audience. Reinforce why it's relevant to them.

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**Call to action** – What's the next thing your audience should do now? Or how could they help take your project to another level?

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# Adobe Voice Story Structures

## Personal Growth

**Backdrop** – Describe the setting. Where and when did it happen? Bring your audience there.

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**What I was doing** – What were you doing? Why were you there?

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**Challenge** – Tell your audience about the challenge, obstacle, or problem you faced.

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**Struggle** – Walk about what made it difficult. Did anything make you question if you could do it?

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**Realization** – What did you eventually realise as you confronted the challenge?

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**What happened** – Describe what happened in the end. Did you succeed or fail? Something else?

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**Lesson I learned** – How did the experience change you? What's the takeaway lesson? Share it and connect it to your audience's lives.

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# Adobe Voice Story Structures

## Teach a Lesson

**Overview** – What will you teach, and why is it interesting or relevant? How will people use what they learn?

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**Concept** – Describe the concept you're teaching

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**Example** – Give an example that your audience can relate to.

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**Explanation** – Connect your example to the idea and explain how it applies

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**You try it** – Share a scenario or example problem to let your audience apply what they've learned.

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**Summary** – Summarise the key takeaway for your audience to remember

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# Adobe Voice Story Structures

## An Invitation

**About the Organiser** – Introduce who's organising the event

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**Event** – Describe what you're inviting your audience to join

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**Why it's exciting** - Show why it's something your audience will be excited to join.

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**When** – Tell when the event will happen so your audience can prepare.

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**Where** – Describe where the event will happen so that your audience can get there.

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**What to do next** – Explain how your audience can respond or RSVP, and give a deadline for their response.

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