

DST

Microsoft

Digital Storytelling with Microsoft Sway

8 October 2020

Personal Stories >



Reports >



Presentations >



Newsletters >



Powered by
Microsoft
Sway

Organized
by



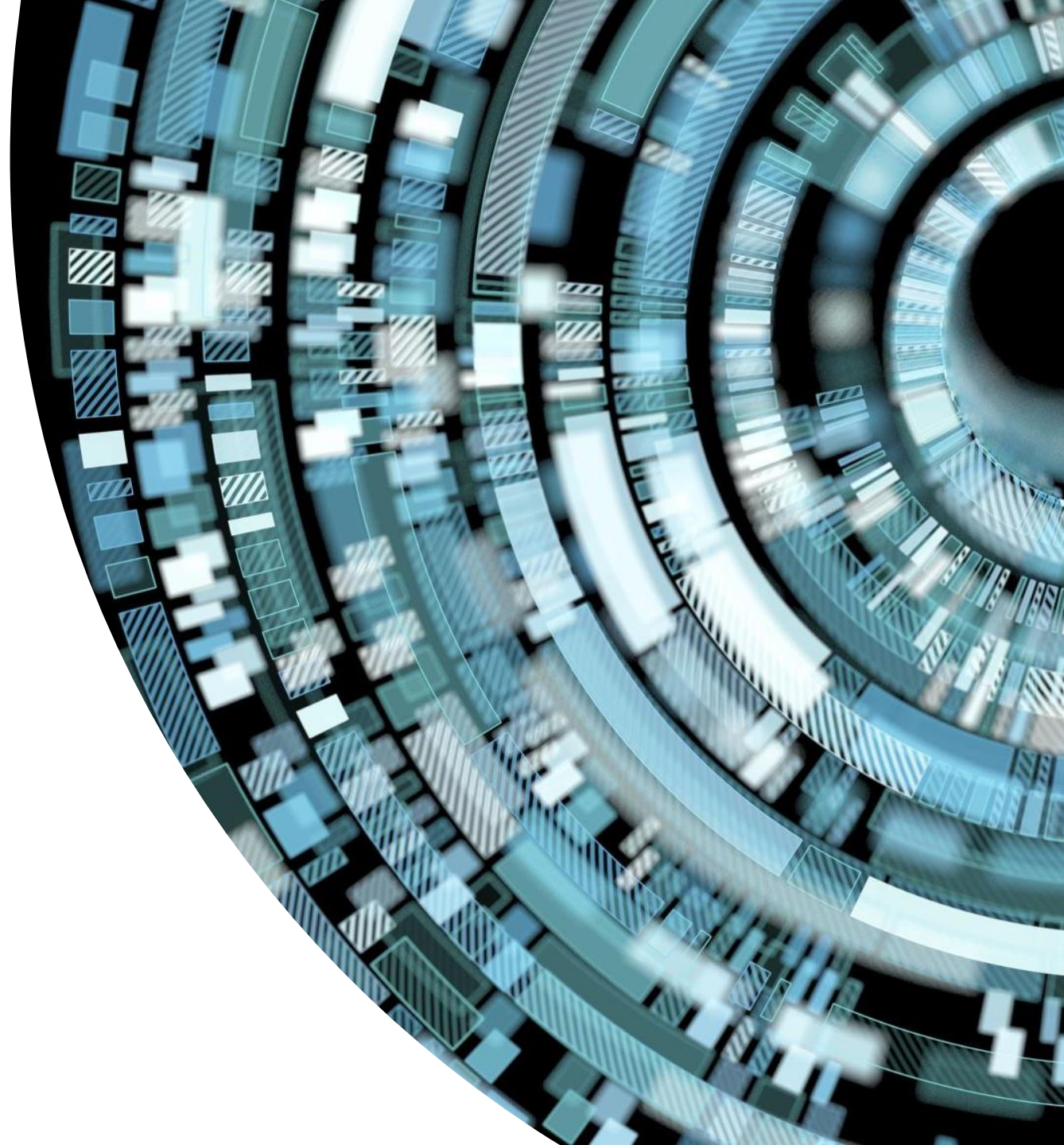
UNIVERSITI
TEKNOLOGI
MARA

Pejabat
Pembangunan
Infrastruktur
dan Infostruktur

INFOSTRUKTUR
WEBINAR
2020

Agenda

- About This Webinar
- Digital Storytelling with Microsoft Sway + Demo
- Digital Storytelling Competition
- Q&A
- DST Quiz
- Get Microsoft Sway Certificate
- Feedback Form & Attendance





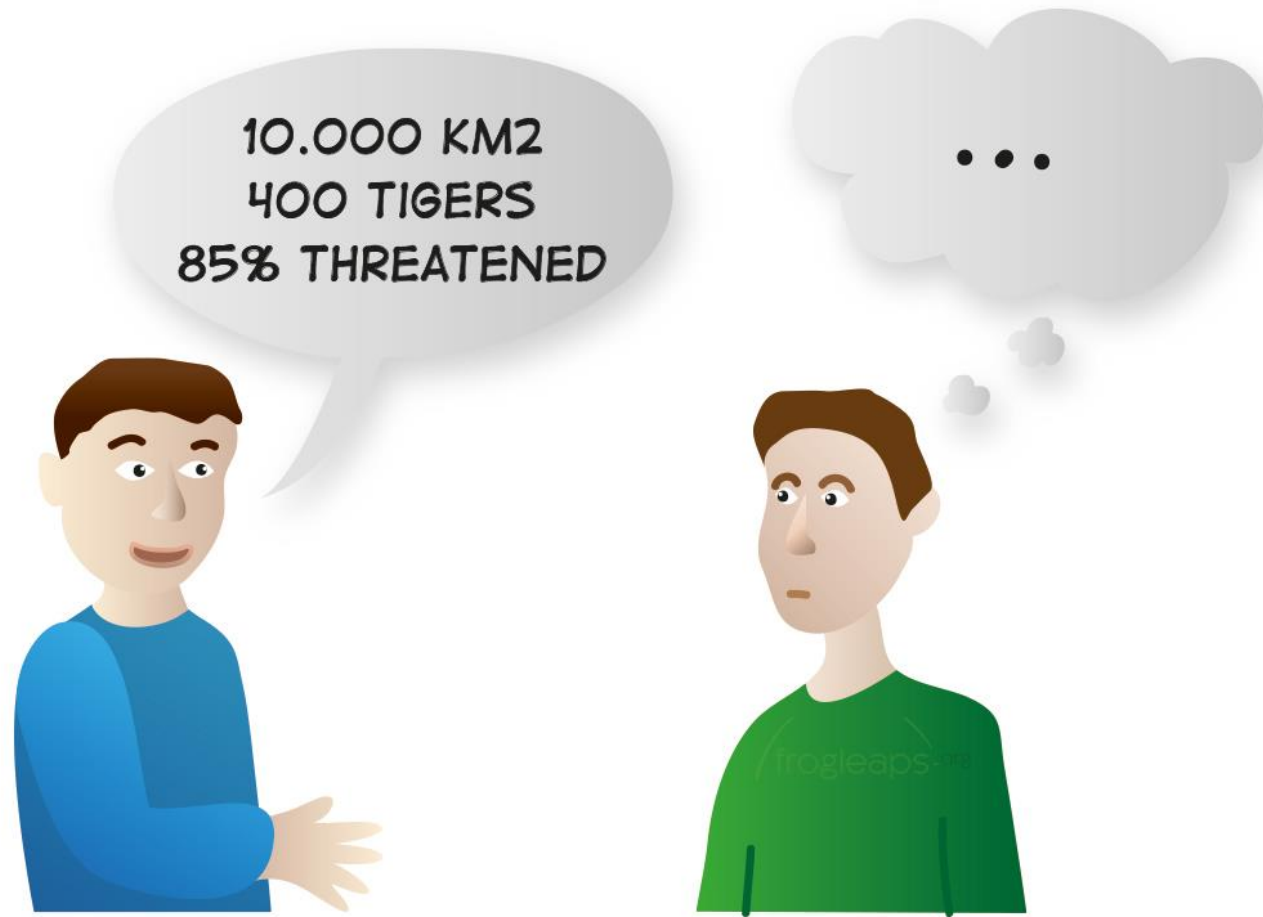
Let the story time
BEGINS

What is Storytelling?

- Storytelling is **the art to tell stories** in order to engage an audience.
- The storyteller conveys a **message, information** and **knowledge**, in an **entertaining way**.
- **Literary techniques** and **nonverbal language** are his tools.



What is Storytelling?



Factual info:
not effective in most cases

What is Storytelling?

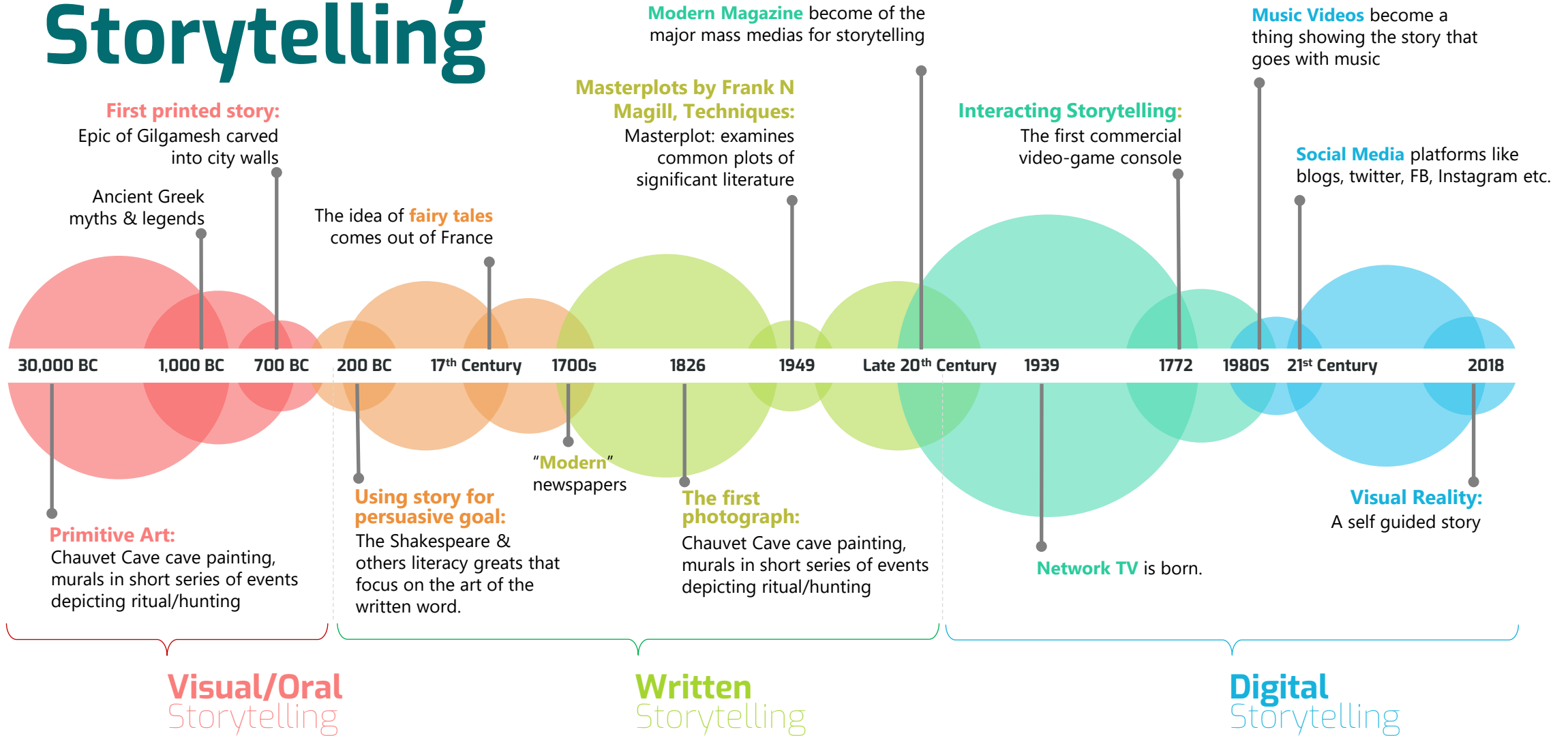
...AND THEN THEY
SCARED THE
TIGER INSTEAD OF
KILLING IT...



Storytelling engages the listener on many levels



The History of Storytelling



The Science of Storytelling



How Storytelling Affect The Brain

Neural Coupling

A story activities parts in the brain that allows the listener to **run the story in their own ideas** and experience thanks to a process called neural coupling.

Mirroring

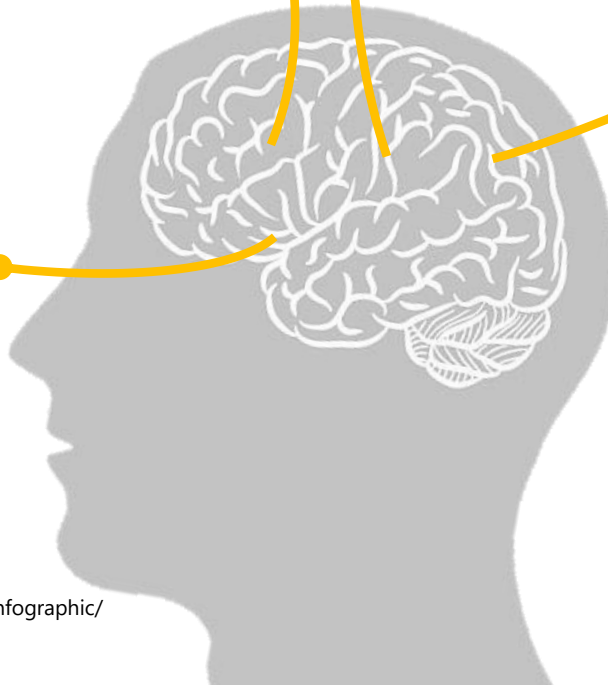
Listener will not only **experience the similar brain activity** to each other, but also to the speaker.

Dopamine

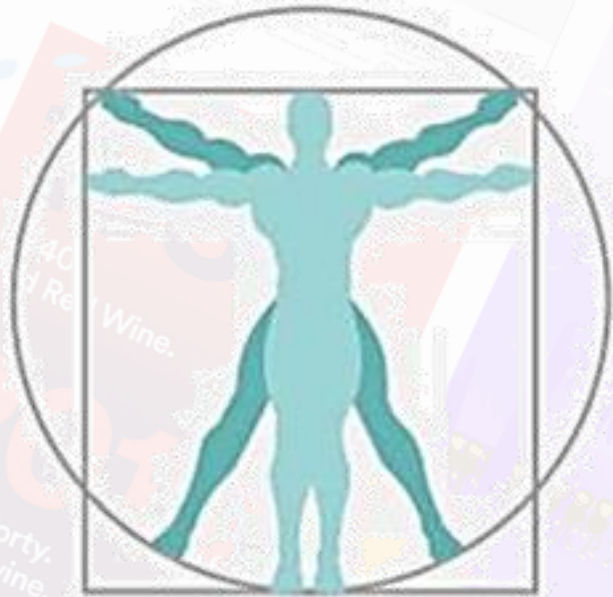
The brain release dopamine into the system when **it experience and emotionally-charge event**, making it easier to remember and with greater accuracy.

Cortex Activity

When **processing facts**, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



The Anatomy of Usage for Top Content Marketing Tactics



88%



78%



76%



72%



72%



65%



61%



46%



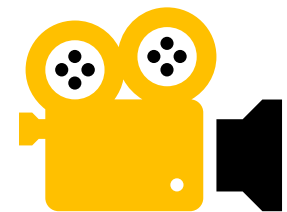
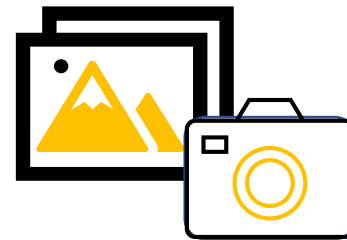
43%



41%

Digital Storytelling

Combination of **oral** traditional storytelling with **visual** and **sound** capabilities of digital media.



Digital Storytelling Format

Digital storytelling has different types of formats in which people can present their stories to the world in the form of:

- **Data Visualization**
- **Virtual Reality**
- **Listicles**
- **Slideshows**
- **Video records**
- **Photo Stories**
- **Animated infographics**



Digital Storytelling Process



Microsoft Sway



Office 365 vs Microsoft 365

Microsoft Office 365

O365 is a productivity suite that includes a range of familiar and innovative apps to get work done.



It's available across practically any device, supporting PC, Mac, iOS, Android and Windows devices.

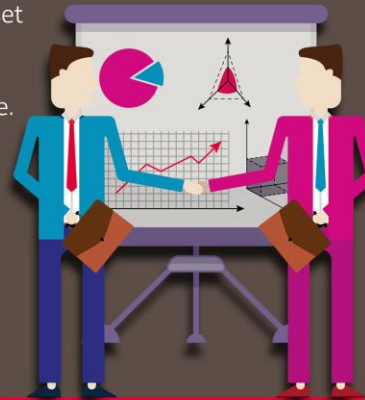
Depending on your subscription, these can include:

 Excel Flexible spreadsheet development and management, bringing data to life.	 Skype for Business Collaborate with colleagues wherever they are.
 PowerPoint Simple and creative presentation development.	 Outlook Manage your hectic life through emails and calendar.
 Word Get word processing done simply and cleanly, in the most familiar way possible.	 OneDrive Provide cloud-based document access to workers no matter where they are.

Microsoft 365

M365 is a packaged set of services aimed at empowering workers to be more productive.

By choosing M365, organisations can minimise Total Cost of Ownership (TCO) across deployment, management and servicing.



The package includes all of the benefits and apps O365 delivers:

 Excel	 PowerPoint	 Word	 Skype for Business	 Outlook	 OneDrive
--	--	--	--	---	--

Plus these additional services:

 Windows 10 Enterprise The ideal operating system with the highest specification to help workers get things done effectively and securely.	 Enterprise Mobility + Security (EMS) A cloud-based, identity-driven security solution, designed to keep the modern, digital workplace secure.
--	---



Microsoft 365



Office 365 Education

Office 365 A1

No Cost

- Office Online
- Exchange Online
- SharePoint Online
- Skype for Business Online
- Office 365 apps



Microsoft 365 Education

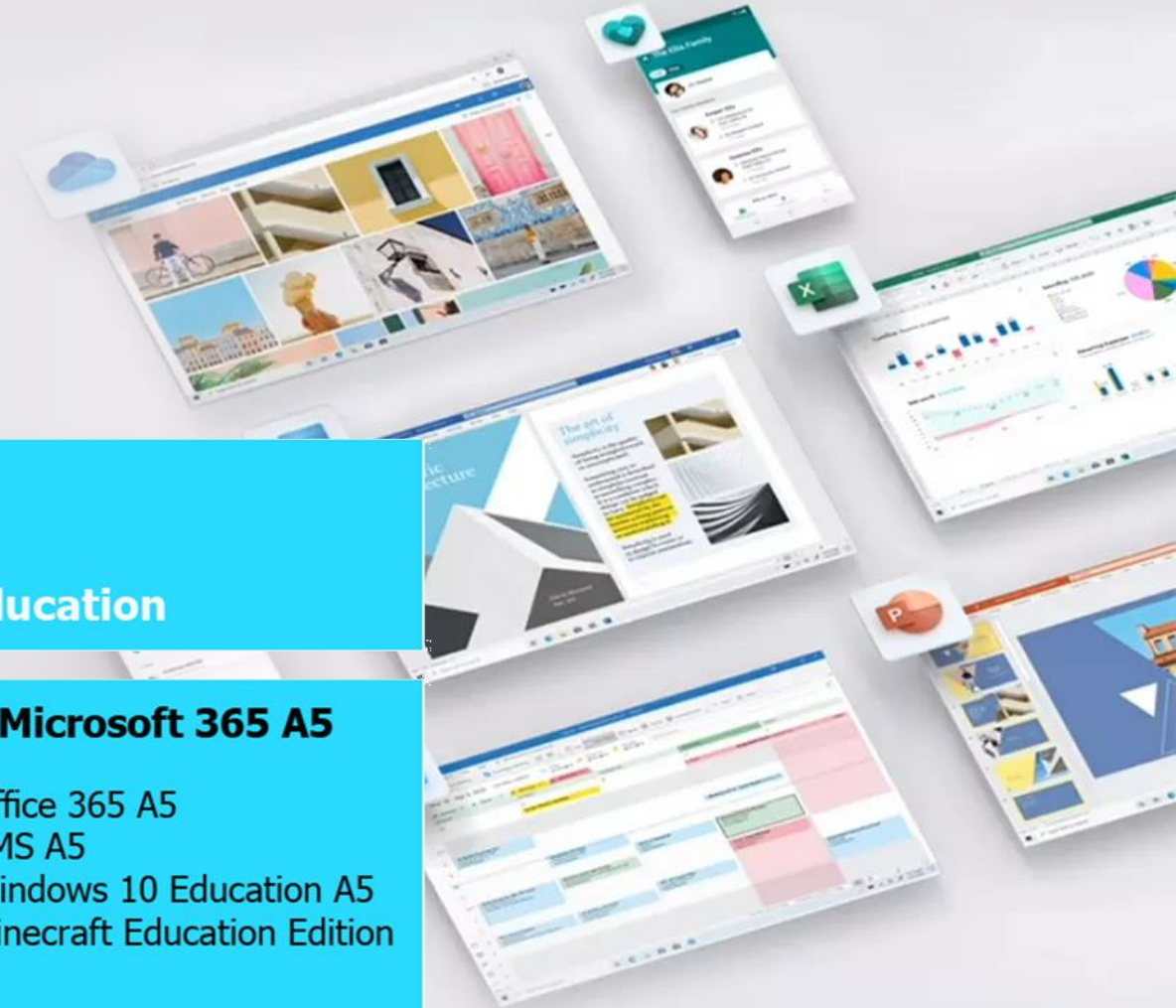
Microsoft 365 A3

- Office 365 A3
- EMS A3
- Windows 10 Education A3
- Minecraft Education Edition

Microsoft 365 A5

- Office 365 A5
- EMS A5
- Windows 10 Education A5
- Minecraft Education Edition

Pakej yang
diperolehi oleh
UiTM



What is Microsoft Sway



- Microsoft Sway is a **mobile, adaptive digital storytelling tool** that lets students and educators focus on content over format.
- This free Office 365 tool **combines text, images, video, and other embedded content** to tell a story.
- A Sway **can be linked to a QR code** for easy sharing, or a Sway can be embedded into a OneNote Class Notebook page.
- A Sway **can be viewed and copied as a template**, and the creator of the Sway can even **track how many times their Sway** has been viewed.

What is Microsoft Sway



2015

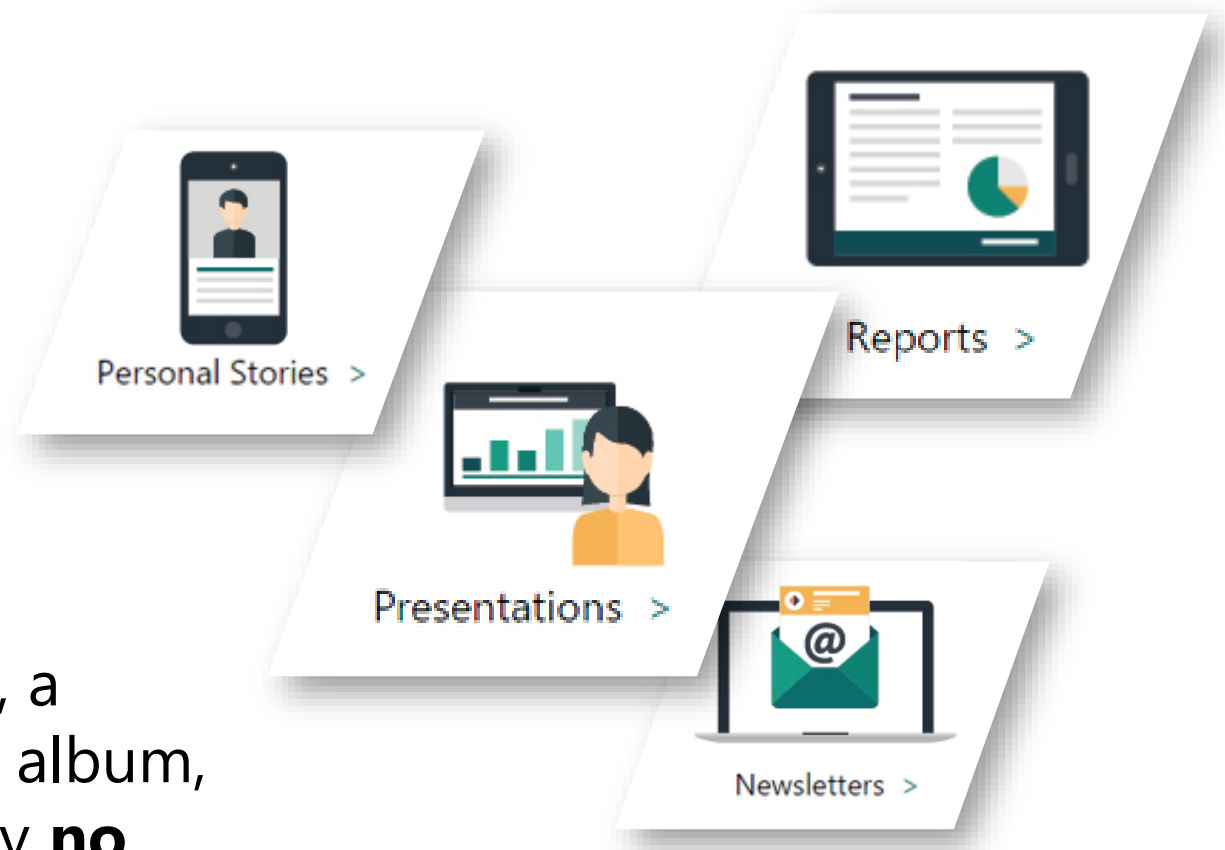


2019

- First Preview for selected user in 2014
- Official Released by Microsoft in **August 2015**
- Sways are **stored on Microsoft's servers** and are **tied** to the **user's Microsoft account**.

What can I create with Sway?

Whether it's a report, a presentation, a newsletter, a personal story, a photo album, or a visual trip report, there's virtually **no limit on what you can express creatively with Sway.**



How do I access Sway on the Web?

You already have a Microsoft account if you use any of these services:

- **Outlook.com** *(including any Hotmail or Live.com email address)*
- **OneDrive**
- **Xbox LIVE**
- **MSN**
- **Office for home product**



How to get Microsoft Sway



Free for individuals

- ✓ Polished layout and animations
- ✓ Easy content adding
- ✓ Unlimited number of Sways

[Get started](#)

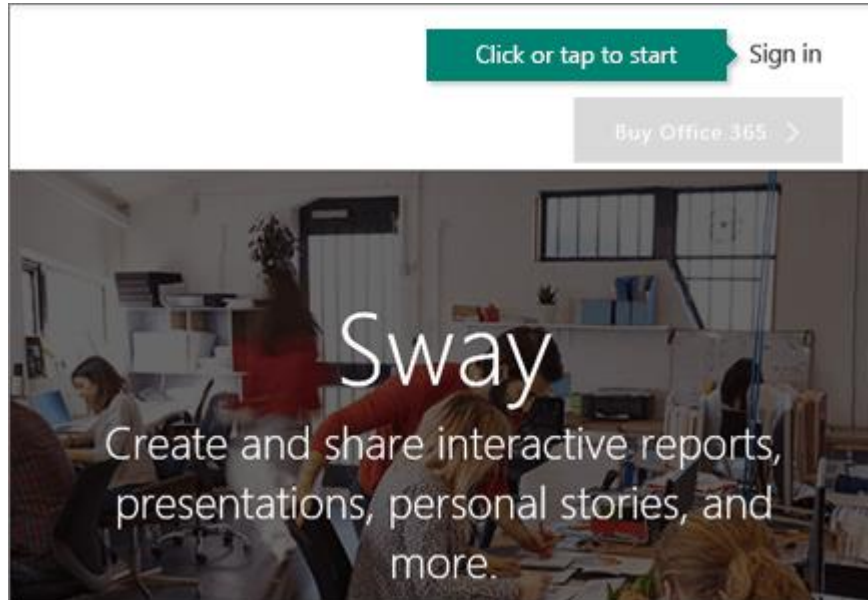


Included with Office 365

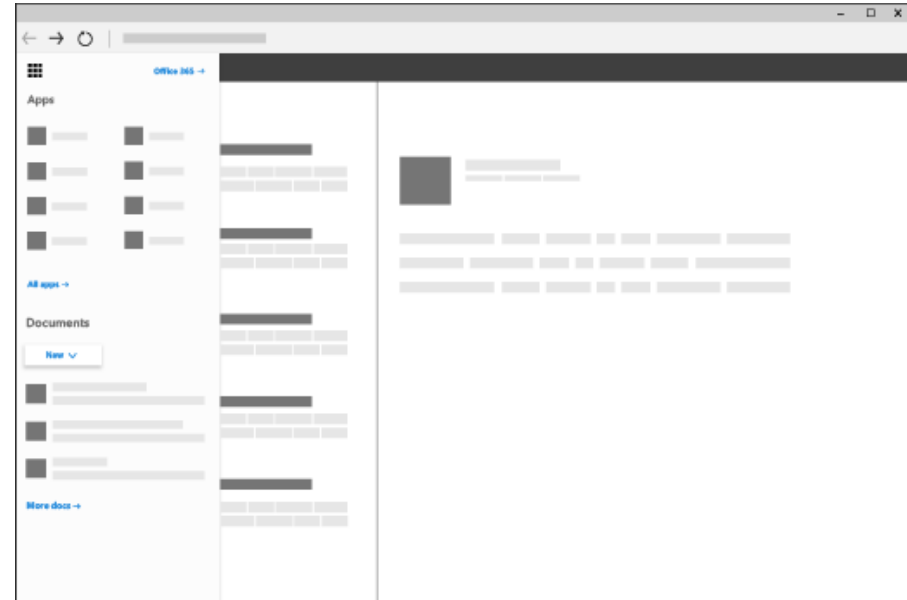
- ✓ Polished layout and animations
- ✓ Easy content adding
- ✓ Unlimited number of Sways
- ✓ Administrative controls
- ✓ Ability to limit sharing to your organization
- ✓ Connect to school-provided OneDrive

[Learn more](#)

How to get Microsoft Sway



Go to sway.office.com



Connect from Microsoft 365 for business

Start Page

<https://sway.office.com>



**Microsoft Sway
Official Website**

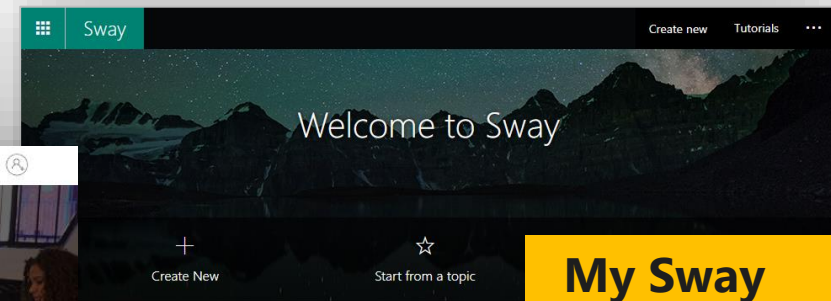


Easily add content from anywhere
Easily drop in photos, videos, and other multimedia — Sway is integrated with your device and the web.

Save time with effortless design
Sway's design engine brings your content together beautifully; put in final touches to get to the style that works for you.

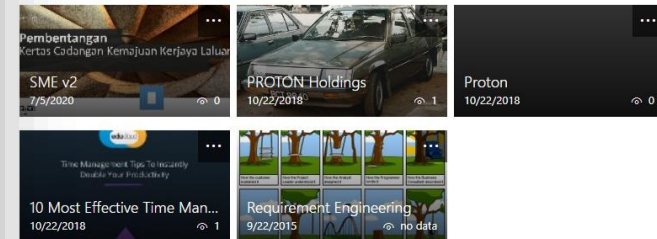


<https://sway.office.com/my>

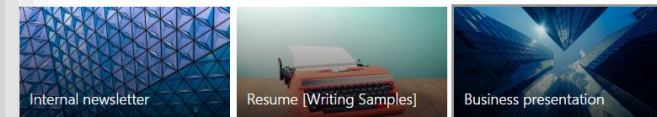


**My Sway
Personal Page**

My Sways Edited Viewed Analytics Deleted By date edited



Start from a template



Get inspired by a featured Sway



Overall Editing Layout

Storyline View

The image displays the Sway application interface, split into two main views: Storyline View and Design View. The Storyline View (left) shows a hierarchical structure of content cards for an 'Internal Newsletter'. It includes sections like 'Summary', 'What's New', and 'Topic 1', each with a 'Heading 1 Card' and a 'Text Card'. A 'Text Card' in the 'What's New' section contains an embed code for a OneDrive document. The Design View (right) shows a preview of the newsletter layout with a blue geometric background. It features the title 'Internal Newsletter', a 'Summary' section with a list of statements, and a 'What's New' section with an 'Example Chart.xlsx' card. A 'Styler' panel on the far right allows for customizing colors and typography. A central 'Suggested' panel offers content search options like OneDrive, Flickr, and Bing Images. The top navigation bar includes 'Play', 'Share', and 'Sway' branding.

Design View

Get Started with Microsoft Sway

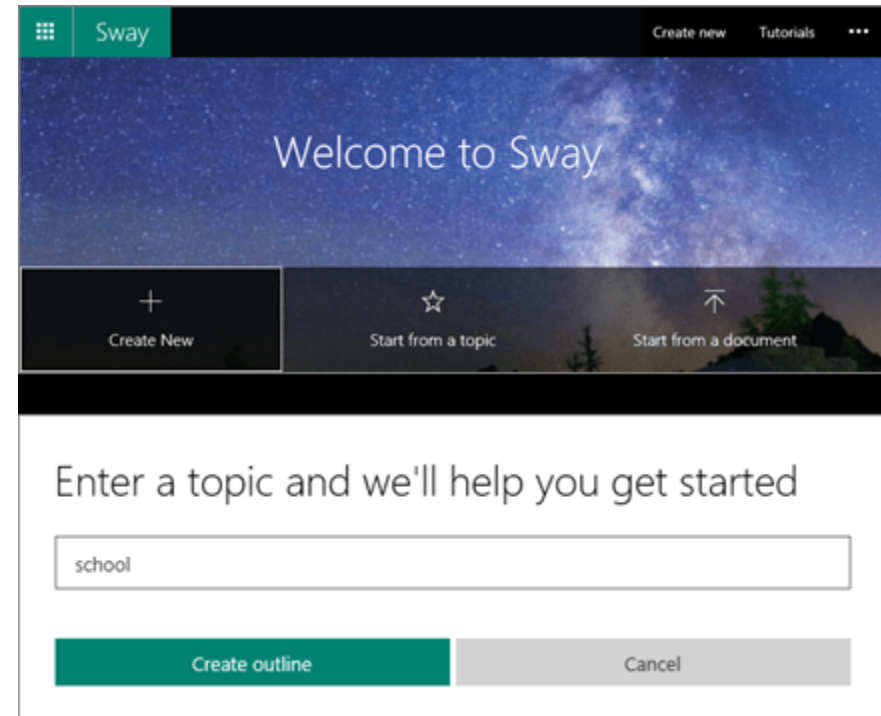
You can create a new Sway from scratch, from content in an existing file, or from a topic.

1. Select **Get started**.
2. On the **Welcome to Sway** page, select one of the following:

- **Create New** - to start from scratch.
- **Start from a topic** - to have Sway provide base content for you. Type your topic in the **Enter a topic** box, and then select **Create outline**.

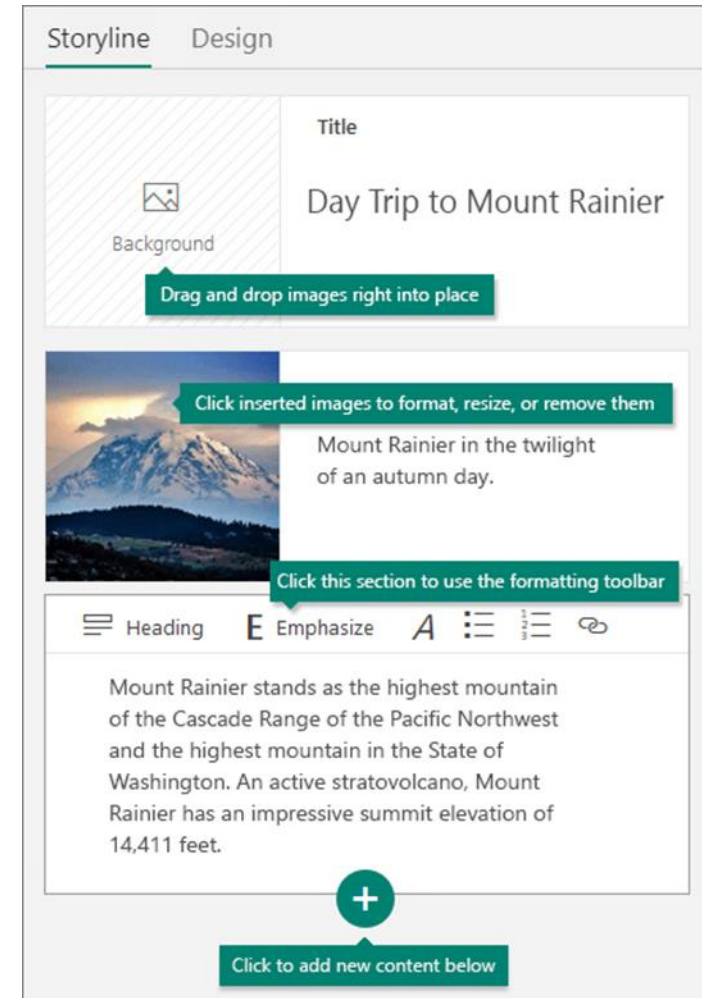
***Note:** If Sway can't find enough public data for the topic, Sway suggests related topics. Select the most relevant topic, and then select **Create Outline**.*

- **Start from a document** - to import content from an existing file. Browse to and select the file, and then select **Open**.



Card

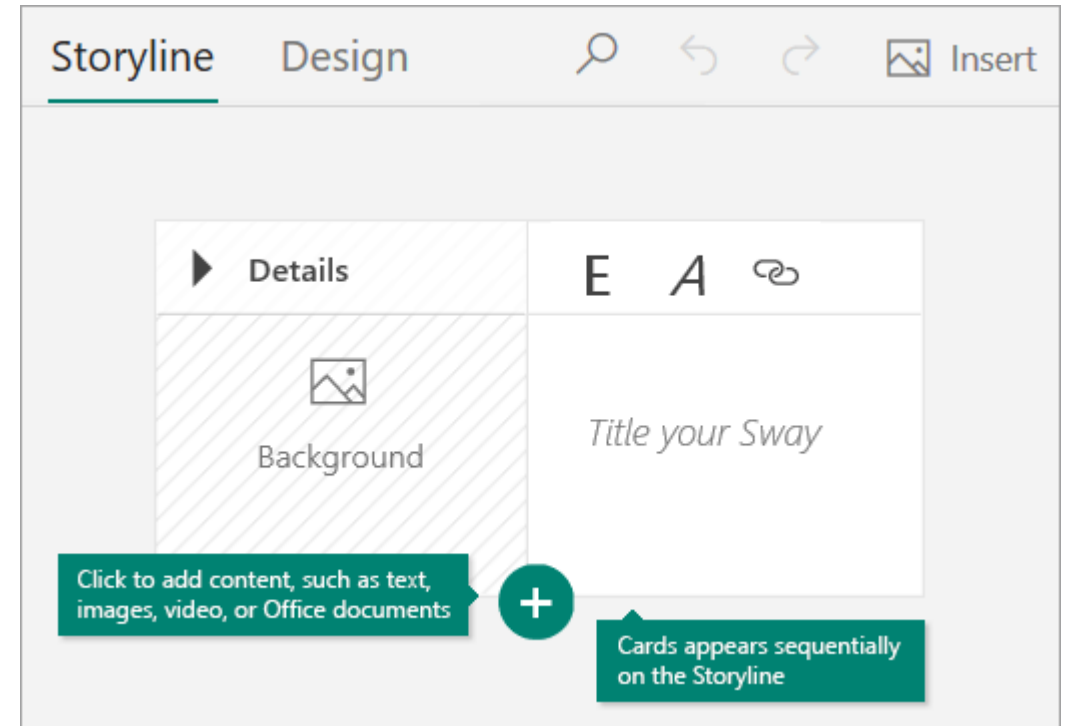
- A Sway is **composed of multiple cards** that are **combined into a storyline**.
- Cards are **containers** that hold text, images and videos.
- User can **combine cards into groups**.
- A **collection of cards** make up the storyline.



Get to know the Storyline

The Storyline is where you **type, insert, edit, and format the content** that tells your story. Here are some Storyline basics:

- Content is **arranged in sequential order** by adding “cards.”
- Each card **holds the type of content** you want—such as text, images, videos, and even Office documents.
- You can **rearrange** the cards at any time to suit your needs.



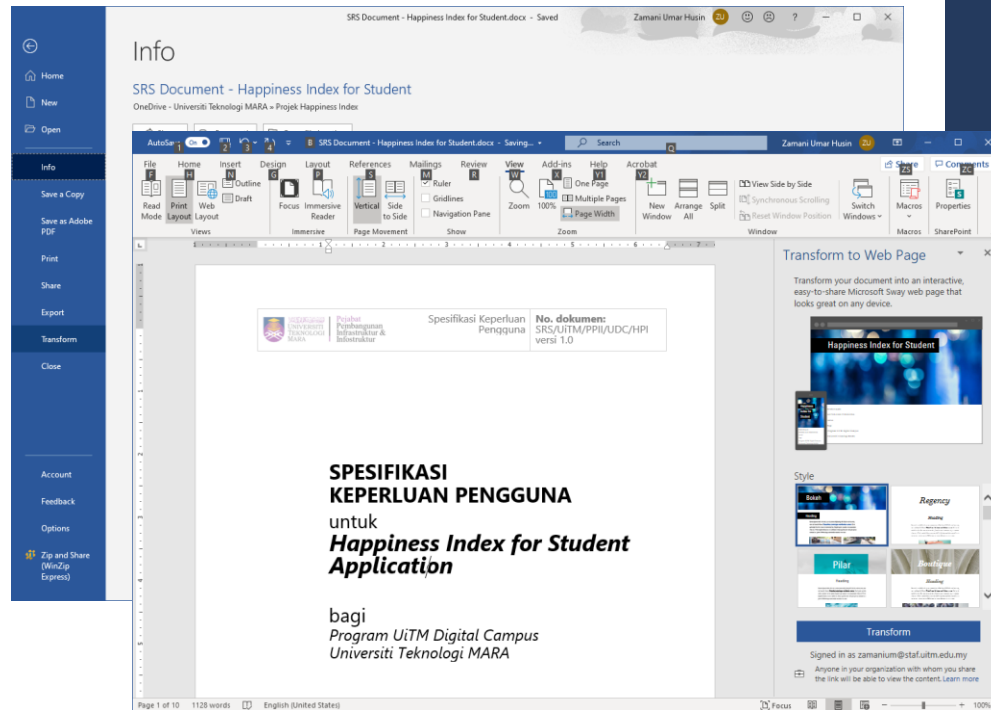
Adding elements to Sway

- Adding **title**, **background image**, and **setting focus**
- Adding **new card**
- Adding **video**
- Adding a **collection of photos**

Transform Office document into Sway

Two (2) options:

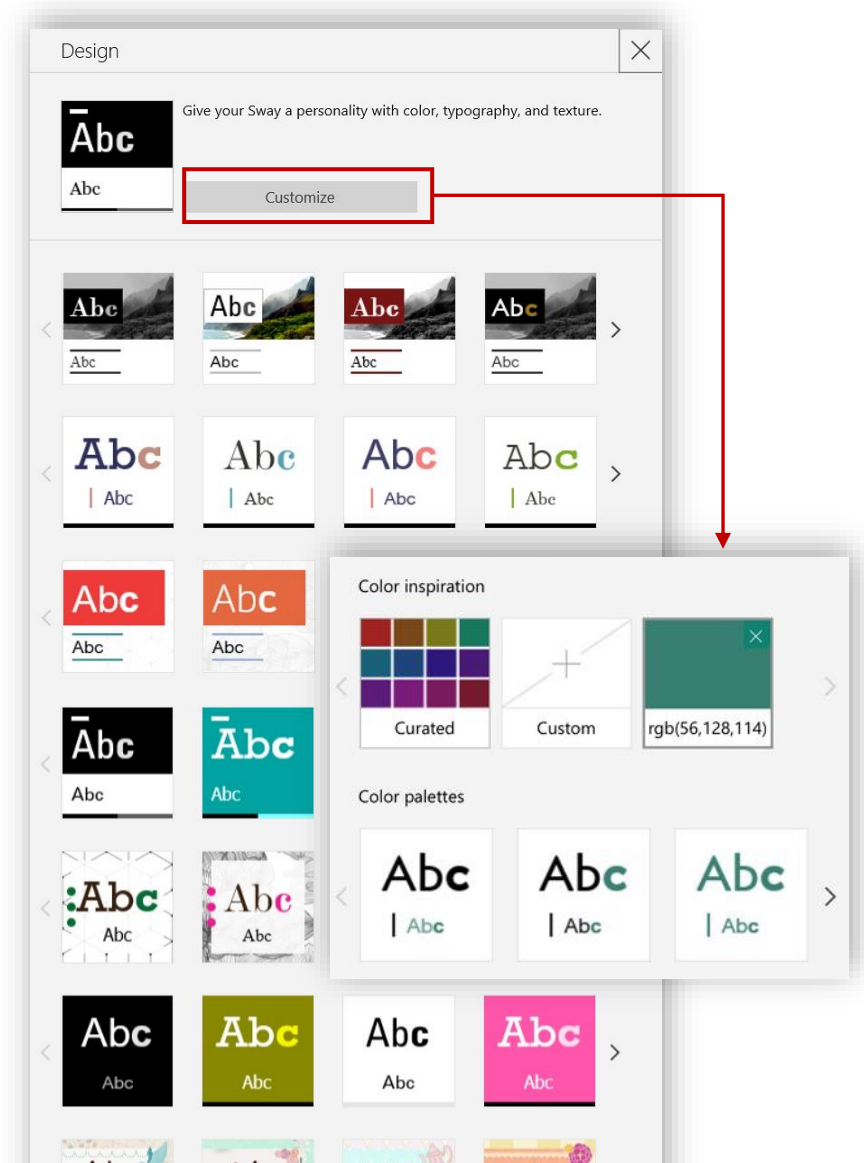
1. Import from **Microsoft Sway**
2. **Microsoft Word** – Transformation to Web Page Features



Design View: Change the design

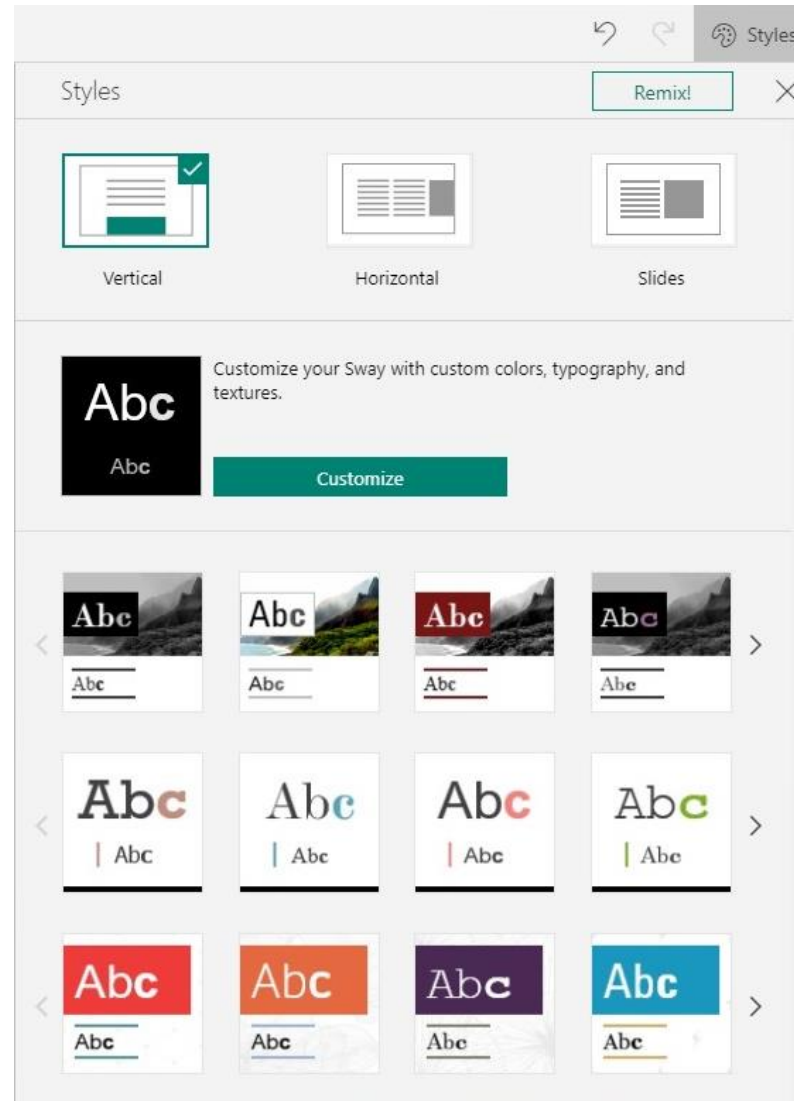
1. In the **Design** tab on the menu bar, select **Styles**.
2. Select the theme you want.
3. Select **Customize** in the **Styles** pane to adjust a specific part of the currently applied theme, such as color, font choices, and the emphasis of animation.

Tip: You can select **Remix!** in the **Styles** pane to apply a random design to your Sway at any time. Select **Remix!** repeatedly until you find a design that suits your taste.



Design View: Change the Layout

1. Select the **Design** tab on the menu bar.
2. In the **Styles** pane, select whether your content should scroll vertically, scroll horizontally, or appear like a presentation.

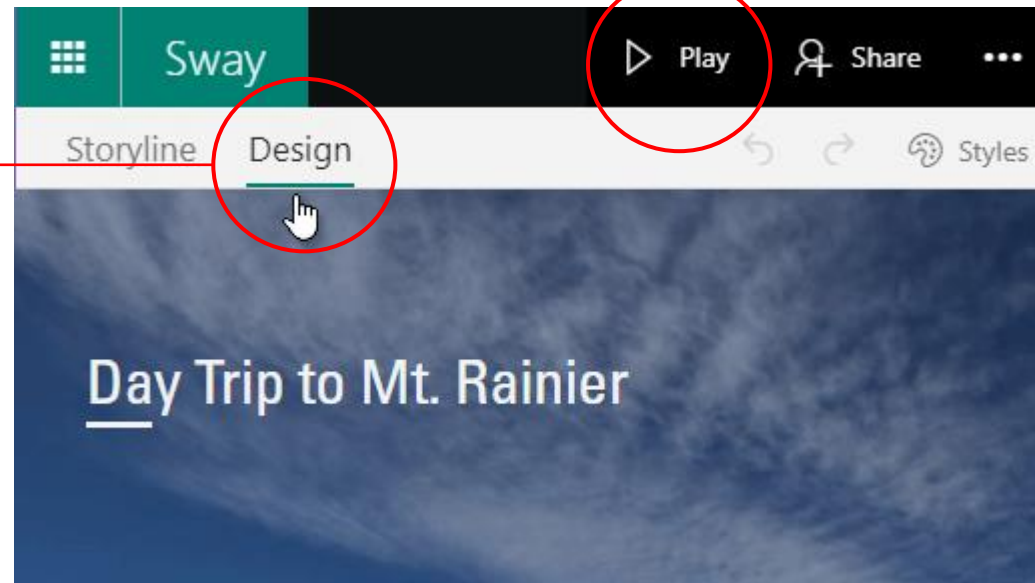


Preview your Sway

When you preview your Sway, you can see how it will appear to others when you share it.

Select **Play** on the top menu bar to fully experience your Sway (including any interactivity options that you've added).

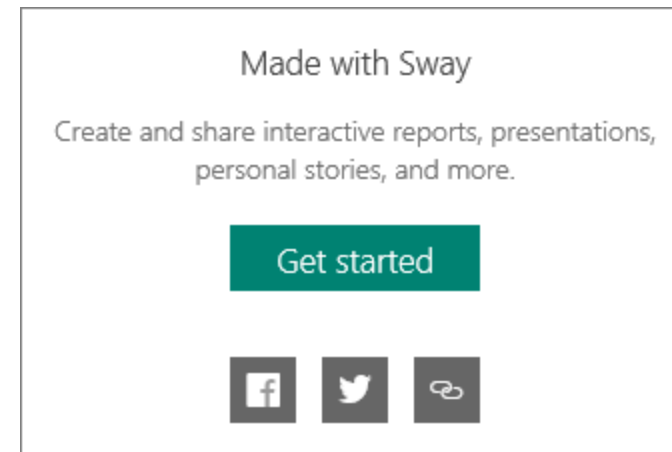
Preview your work in progress at any time by clicking the **Design** tab.



Remove the Sway informational footer

An informational footer appears at the end of every Sway to help your viewers **create their own Sways**, quickly **share** yours on **social media**, or **get a link to send in email**.

1. Click the **More options** (. . .) button, and then click **Settings for this Sway**.
2. Under **View Settings**, uncheck the **Show Sway informational footer** box.
3. On the top navigation bar, click **Play** to see how your viewers will see your content without the informational footer.





01

02

03

04

05

06

07

How To Sway

Would you like to...

Switching layouts

Switching styles

Selecting image c...

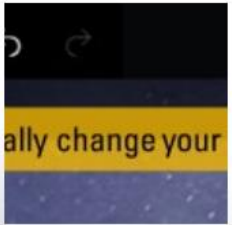
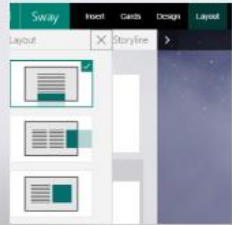
Customizing a style

Switching styles b...

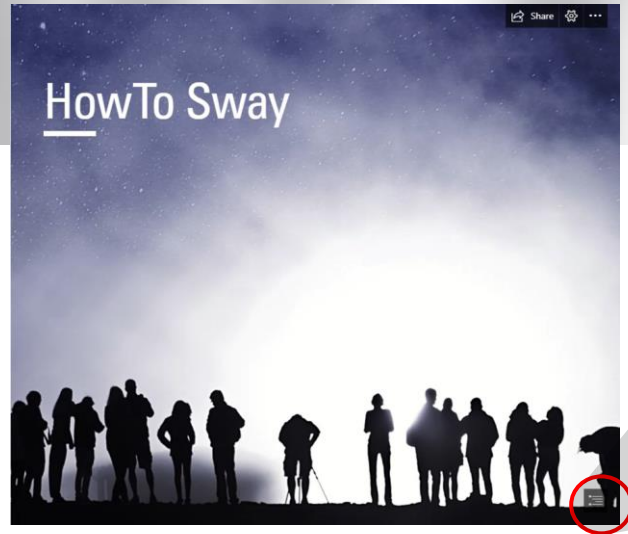
Adding the right i...



How to Sway Example Sway



Navigation








Navigation Button

Share your story

▶ Play **Share**

Invite people to view edit

 Get visual link     Get embed code



▶ More options

▶ Play **Share**

Share your Sway with:

- Specific people or groups
- Those in your organization with the link
- Anyone with a link



Invite people to view edit

 Get visual link  Get embed code

▶ More options

Share Just me

Share with others

-  Docs.com - Your public gallery
-  Get embed code

Copy

This Sway can be shared with:

- Share with only my organization
- Anyone with a link
- Public - discoverable on search engines

▶ More options

Privacy settings in Sway

How does privacy work in Sway?

When you create a Sway, it becomes a **private web page**.

It is not posted anywhere and can't be indexed. This means you won't be able to find it by searching on a search engine (such as bing.com or google.com) or your company site.

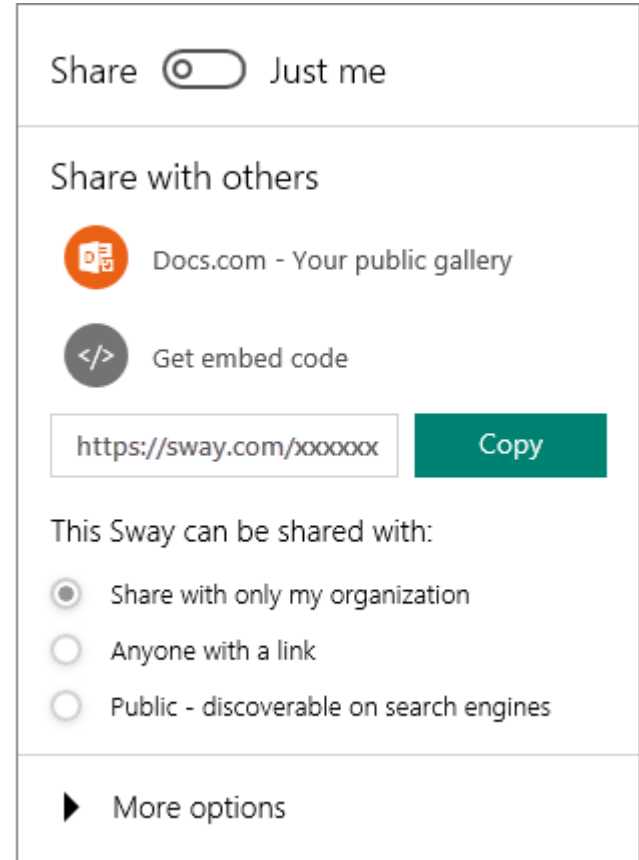
If you haven't shared your Sway with anyone, then only you can see it.

What do the different permissions settings mean?

•**Specific people:** The author has specified that only specific people can view the Sway. Only the people permitted will be able to access it.

•**Those in your organization:** The Sway can only be accessed by people in the author's organization or school.

•**Anyone with a link:** Anyone who has the link will be able to access the Sway.



The screenshot shows the sharing settings for a Sway. At the top, there is a 'Share' toggle switch set to 'Just me'. Below this, the section 'Share with others' contains two options: 'Docs.com - Your public gallery' (with a red circular icon) and 'Get embed code' (with a dark grey circular icon containing a code symbol). A text box displays the URL 'https://sway.com/xxxxxx' next to a green 'Copy' button. Underneath, the text 'This Sway can be shared with:' is followed by three radio button options: 'Share with only my organization' (selected), 'Anyone with a link', and 'Public - discoverable on search engines'. At the bottom, there is a 'More options' link with a right-pointing triangle icon.

Privacy settings in Sway

If I send a link to my Sway to someone who hasn't signed in, what will he or she see?

If the Sway's permissions are scoped to specific people or people in your organization:

- The recipient of the link will **not be able to view your Sway without logging in**; instead, he or she will be prompted to log in to see the content.

If the Sway's permissions are set to anyone with a link:

- The recipient will **open the link and be able to view your Sway right away**. He or she will **not be required to sign in** to see the content.

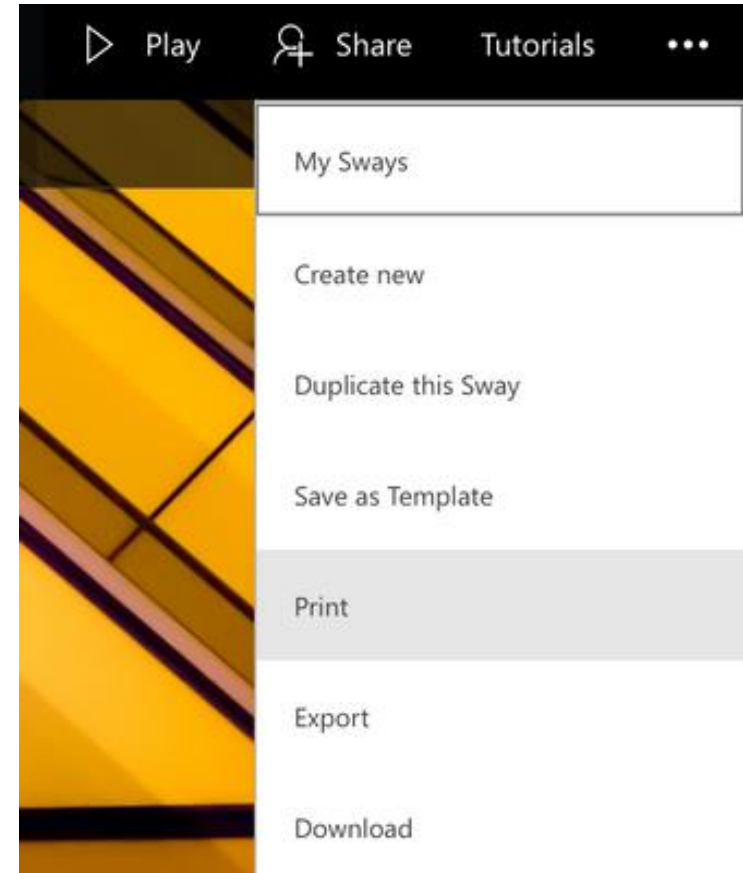
Export, Download & Print

Can I download a Sway?

Sway requires an Internet connection and needs to remain online to manage the layout of your content. In case you want to store an offline copy of your content, you can export your Sway content to **Word** or **PDF**.

Can I print a Sway?




Yes, you can print your Sway content.



Know your readers with Analytics

Metrics that are captured for each Sway include:

- **Total views**
- **Average time spent**
- **Average completion**
- **Read ratio** (Glanced, Quick Read, Deep read)

My Sways	Edited	Viewed	<u>Analytics</u>	Deleted	By date edited ▾	
	2/6/2018	Vision Document	104 Total views	5 min Avg time spent	79% Avg completion	04 glanced 37 quick read 63 deep read
	2/6/2018	The Future of Solar	58 Total views	8 min Avg time spent	85% Avg completion	03 glanced 19 quick read 36 deep read
	2/6/2018	2025 Urban Study: LA, Berlin and	82 Total views	4 min Avg time spent	70% Avg completion	05 glanced 26 quick read 51 deep read

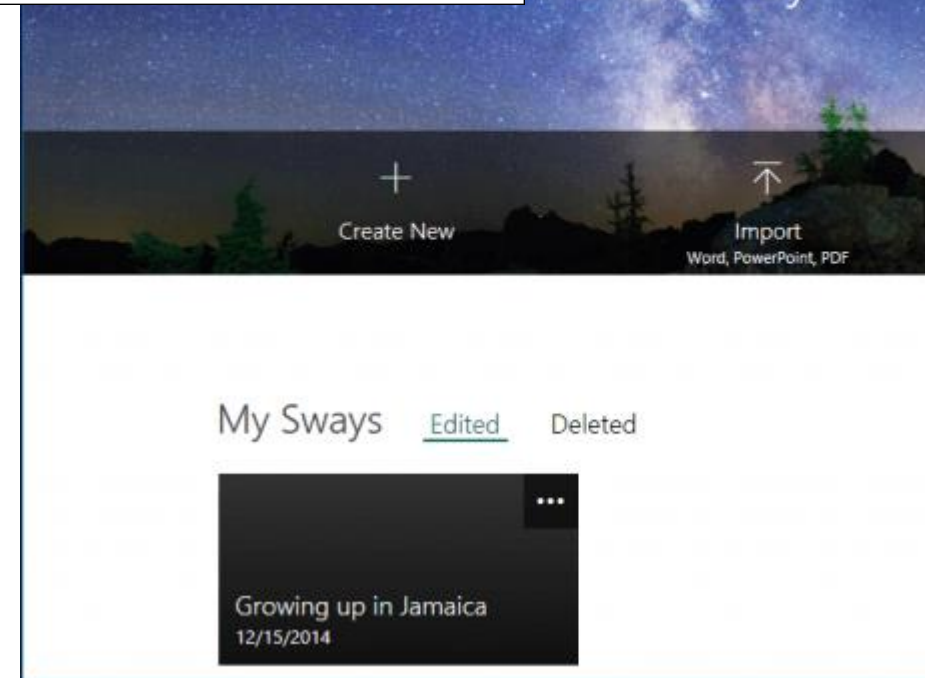
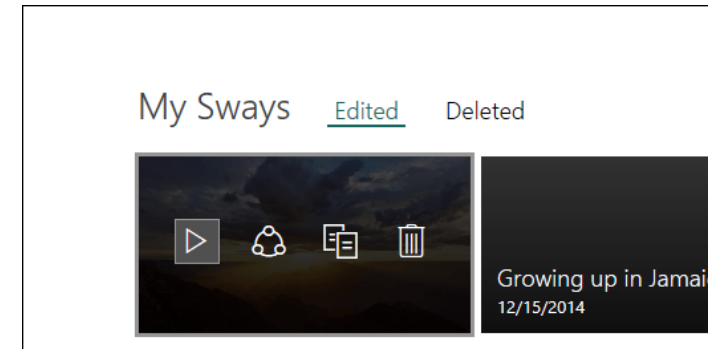
You can see detailed information about your readership under the Analytics tab under My Sways.

Analytics empowers content creators to tweak their content to **improve reader engagement** over time and **create engaging and impactful Sways.**

Delete Sway Digital Content

How do I delete my Sway?

1. Go to sway.office.com/my. to see the list of Sways you've created under the **My Sways** section of the page.
*Note: If you are currently editing a Sway, click on the **Sway** button in the upper left corner to navigate to sway.office.com/my.*
2. On the Sway you'd like to delete, click **Discover more available Sway options**.
3. Click **Move this Sway to the Recycle Bin** (trash can).
4. Click **Yes, delete it**.
Note: When you delete your Sway, it is moved to a recycle bin from which you can either permanently delete or restore it within 30 days. If you don't restore your Sway after 30 days, it is automatically deleted.



Restore Sway Digital Content

How do I restore my deleted Sway?

1. Go to sway.office.com/my.

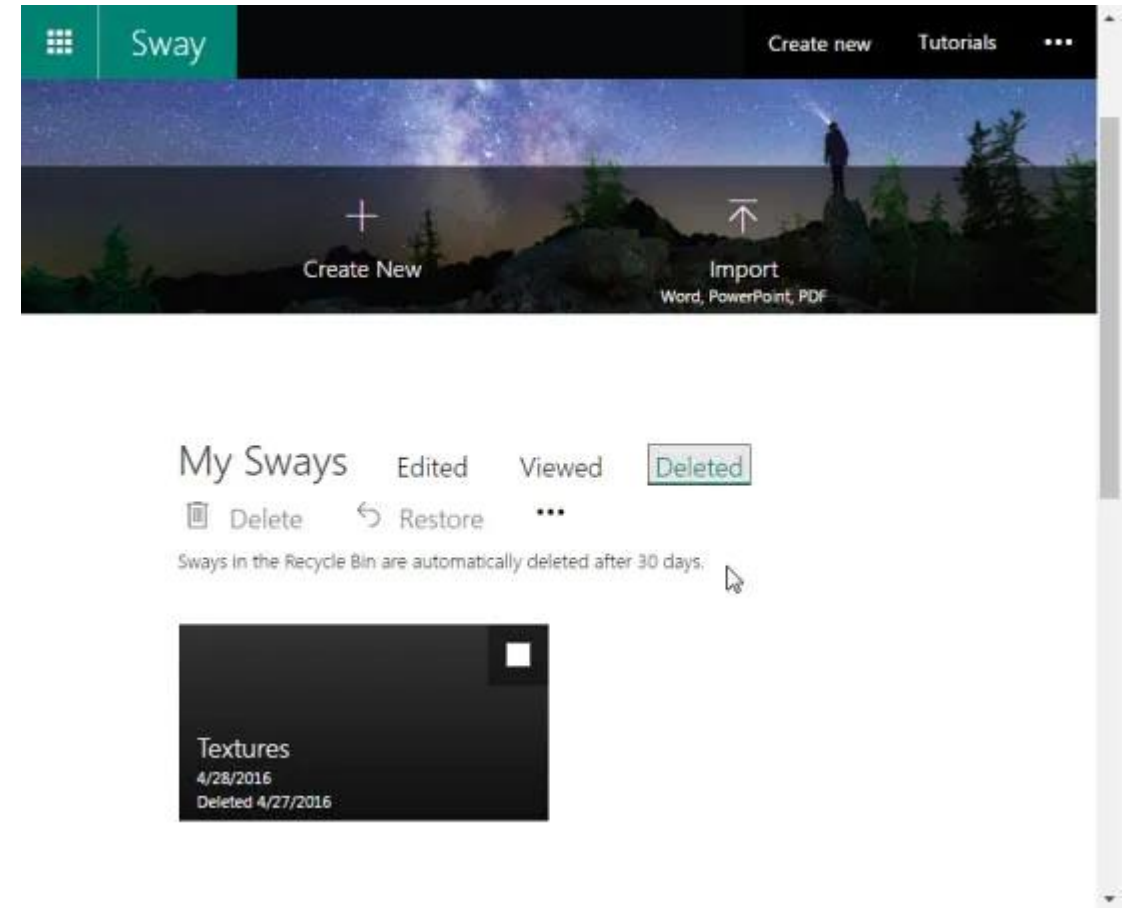
Note: If you are currently editing a Sway, click on the **Sway** button in the upper left corner to navigate to sway.office.com/my.

2. On your **My Sways** page, click the **Deleted** tab.

3. On the Sway you want to restore, click the check box in the upper right corner.

4. Click **Restore**.

Note: If you don't restore your Sway after 30 days, it is automatically deleted.



Add more content to your Sways with Microsoft 365

Sway content limits:
Free vs. Microsoft 365

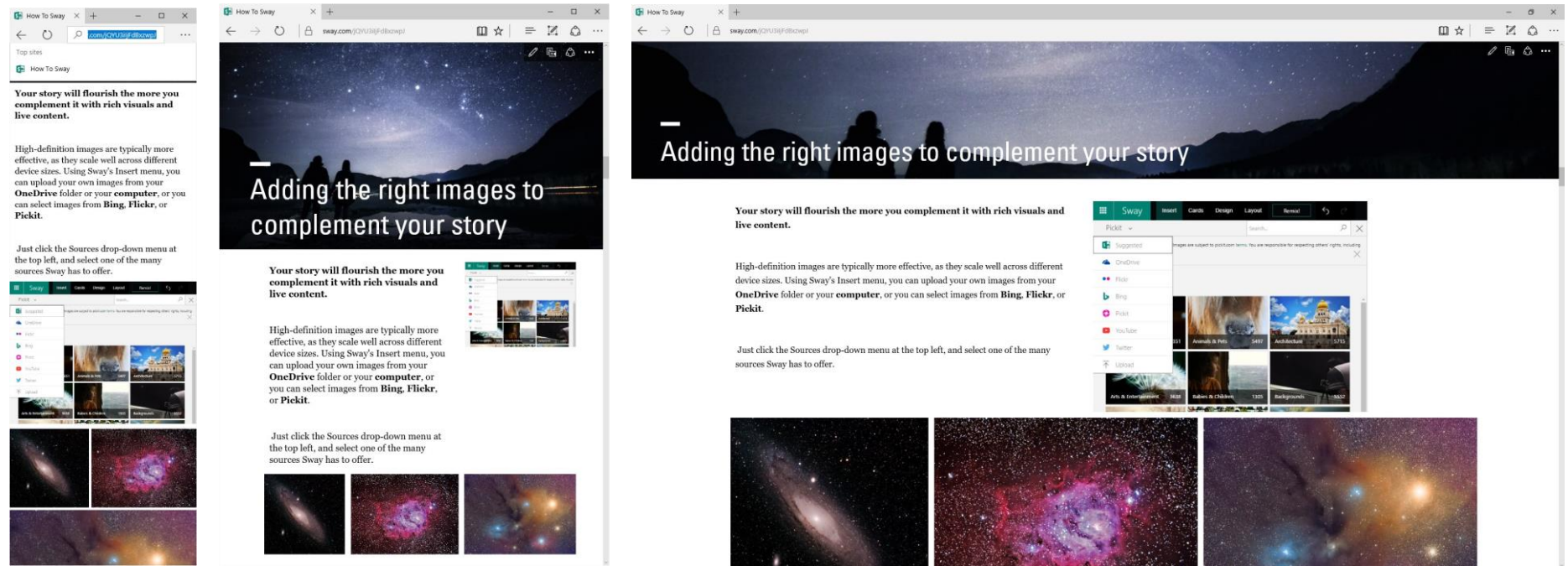
While Sway is free to use for anyone with a Microsoft Account (Hotmail, Live, Outlook.com), you can take advantage of enhanced content limits when you subscribe to Microsoft 365.

Content Type	Free Limit	Microsoft 365 Limit
<i>Headings</i>	20	200
<i>Paragraphs</i>	150	1,000
<i>Images</i>	150	300
<i>Videos</i>	10	40
<i>Audio</i>	10	40
<i>Embeds</i>	10	50
Total Items	200	1,500

What devices support Sway?

Sway on the Web is best experienced when using **Microsoft Edge, Internet Explorer 11, Firefox 17 or later, Chrome 23 or later, and Safari 6 or later etc.**

Viewing a Sway on the Web works at any screen resolution but **creating and editing a Sway requires a minimum screen width of 600 pixels or larger.**



Go mobile with Sway

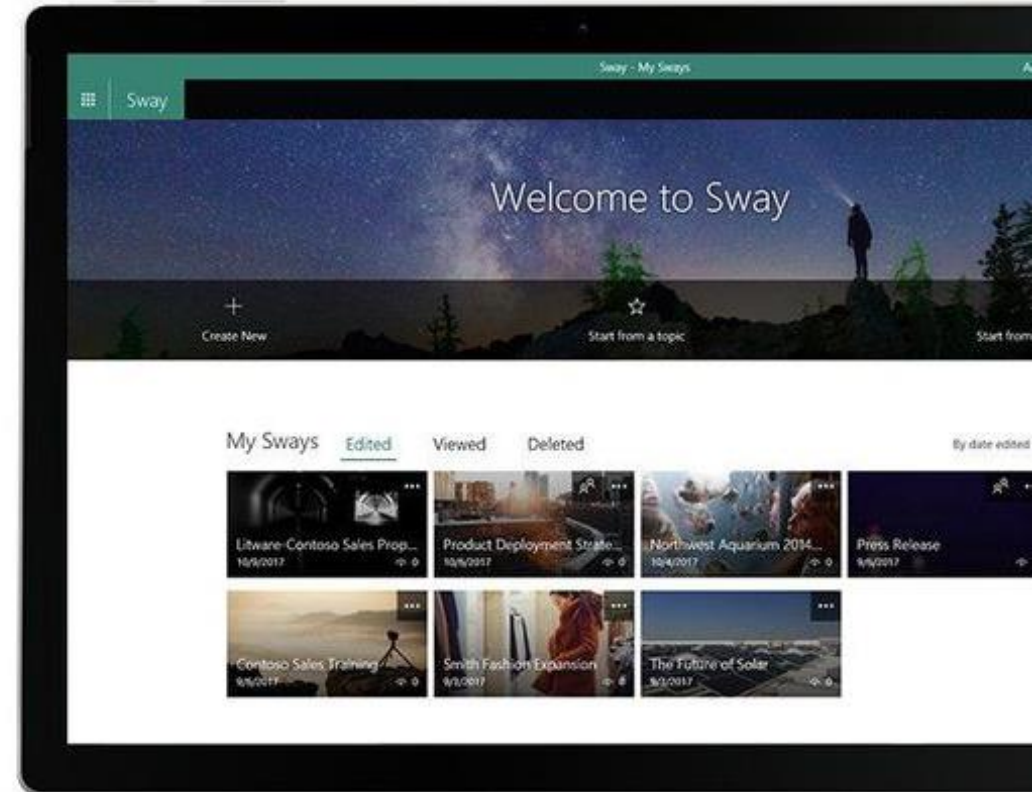
Sway **works in all modern mobile browsers, regardless of platform.**

sway.office.com

Visit sway.office.com in any mobile browser, no matter what the platform or device.

Sway for Windows 10

Find the free Sway app for your Windows 10 device in the Microsoft Store.



Sway Apps

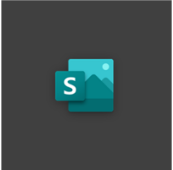
Sway for Windows 10

Microsoft Store

Home Gaming Entertainment Productivity Deals

Search

This product is installed. [Launch](#)



Sway

Microsoft Corporation • Productivity

Share Wish list

★★★★★ 22

Create visually striking newsletters, presentations, and documentation in minutes.

-- Easily add content from anywhere --

[More](#)

ARC 3+ Users Interact

Overview System Requirements Reviews Related

Available on

PC

Description

Microsoft Sway - My Sways zamani umar husin | — □ ×

Sway Create new Tutorials

Welcome to Sway

Create New Start from a topic Start from a document

My Sways Edited Viewed Analytics Deleted By date edited

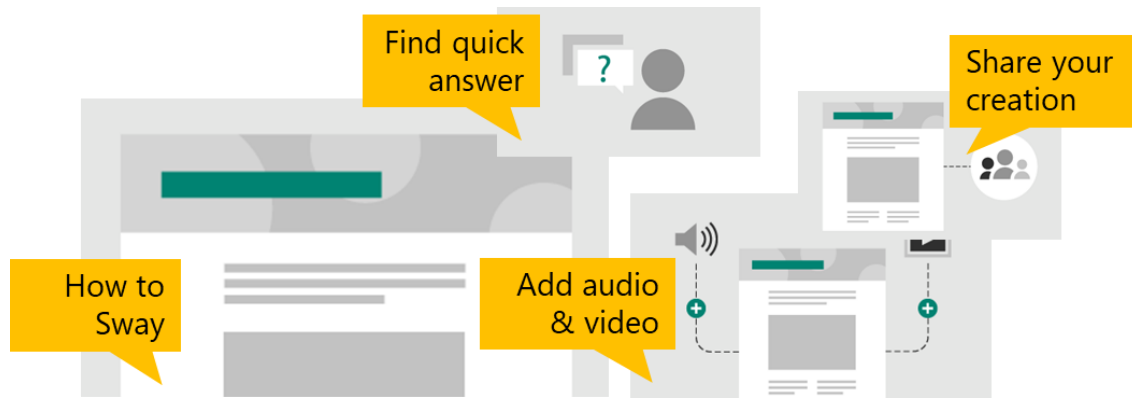
Thumbnail	Title	Date	Views
	Pembentangan Kertas Cadangan Kemajuan Kerjaya Lulusan SME v2	7/5/2020	0
	PROTON Holdings	10/22/2018	1
	Proton	10/22/2018	0
	10 Most Effective Time Man...	10/22/2018	1
	Requirement Engineering	9/22/2015	no data

Useful Microsoft Sway Resource



<https://sway.office.com/dJQCjmsXgGNXhI9g>

Next steps with Sway



Microsoft Support:

Sway help & learning

<https://support.microsoft.com/en-us/sway>



YouTube:

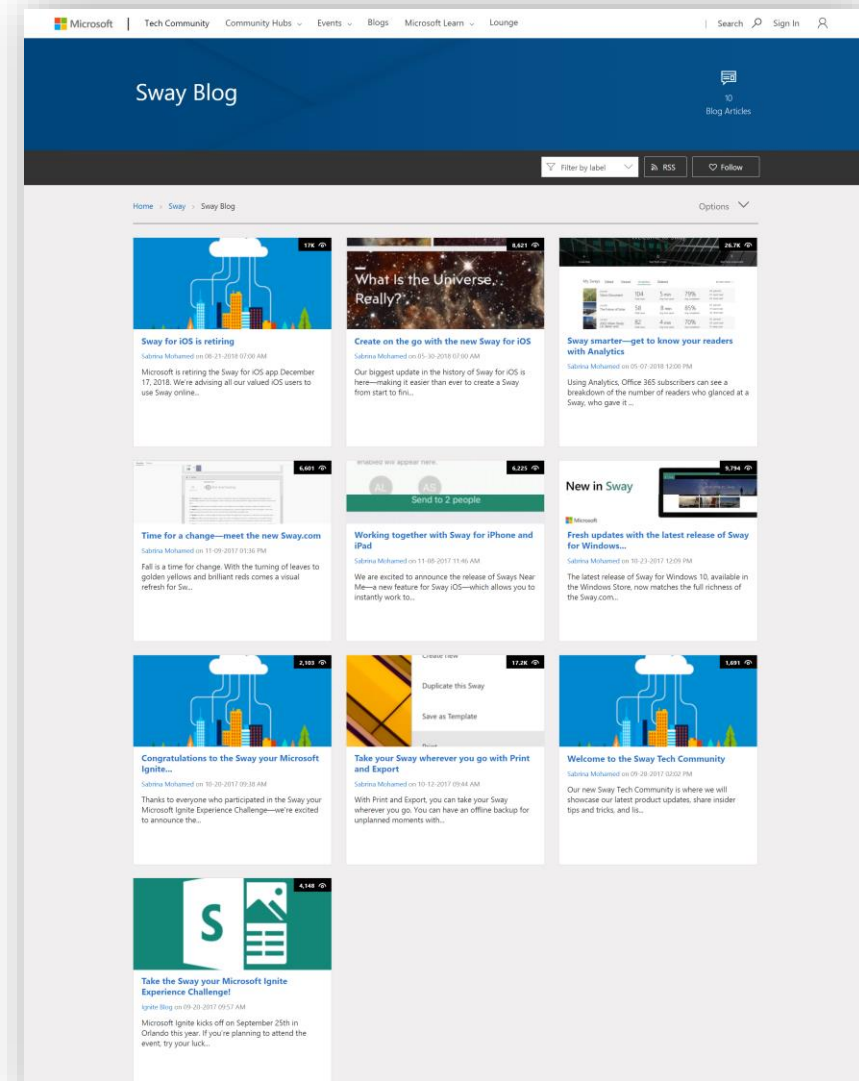
What is Sway - Microsoft Sway Tutorials

<https://www.youtube.com/watch?v=pcg6DGO9hpl>

Next steps with Sway

Sway Blog
@Microsoft Tech Community

https://techcommunity.microsoft.com/t5/sway-blog/bg-p/sway_blog



Digital Storytelling Competition



Objective

Microsoft
365

To optimize **Office 365** usage among UiTM Staff and Students.



To produce more **digital content** that can be accessed on **any device, anytime and anywhere.**

Eligibility

The contest is
**open to all
UiTM staff and
students.**

1

All entries should
be submitted on
individual basis.

2

Only **one entry**
is allowed **per
participant.**

3

Digital Storytelling Content

DST Content designs should:

1 promote **any related products/ services** or **courses offered by department or faculty.**

2 focus **only one product/ service** or **course per entry**

3 contained information that can be in the form of **newsletters, presentations, reports, m-learning content** or **documentation.**

4 **not more than 10 pages/slides**

Entry Submission



DST designs must be submitted as a **Sway Interactive Content**.

Entries must be submitted to organizer by **Monday, November 30, 2020** not later than 12.00 p.m.



Microsoft
Sway

DST Content must be produced using **Microsoft Sway Apps** (part of Office 365)

All DSTV entries must be submitted through **competition entry form** provided by organizer.

DST Competition Entry Form

Digital Storytelling Competition

Submit Your Entry

DST Competition Entry Form

SUBMISSION FORMAT

- DST designs must be submitted as a Sway Interactive Content.
- DST content must be produced using Microsoft Sway Apps (part of Office 365)

* Required

Email address *

Your name *

Full name *

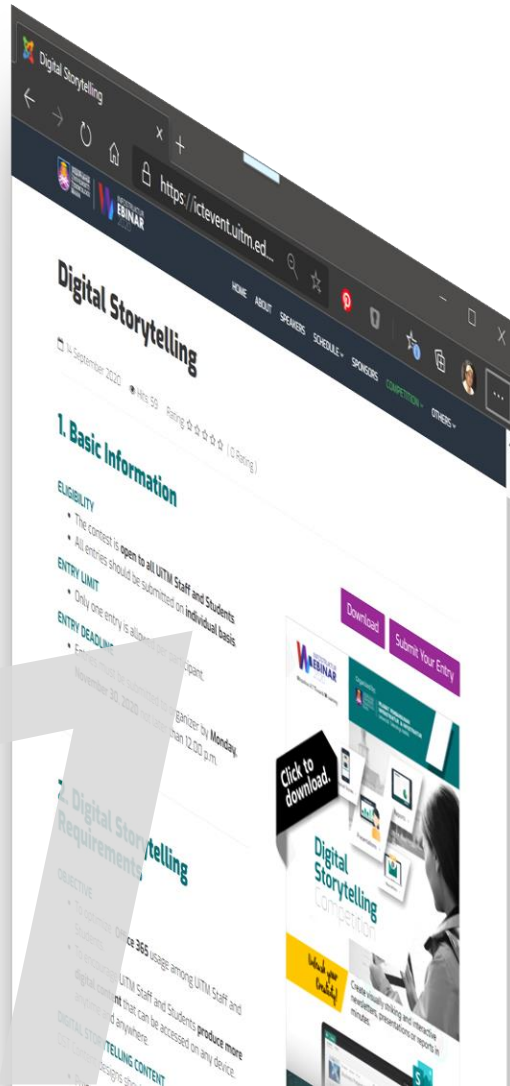
Your answer

Staff/Student No. *

URL: <http://bit.ly/WebInfoDS>

More Information

Go to ictevent.uitm.edu.my



Download DST Competition Flyer



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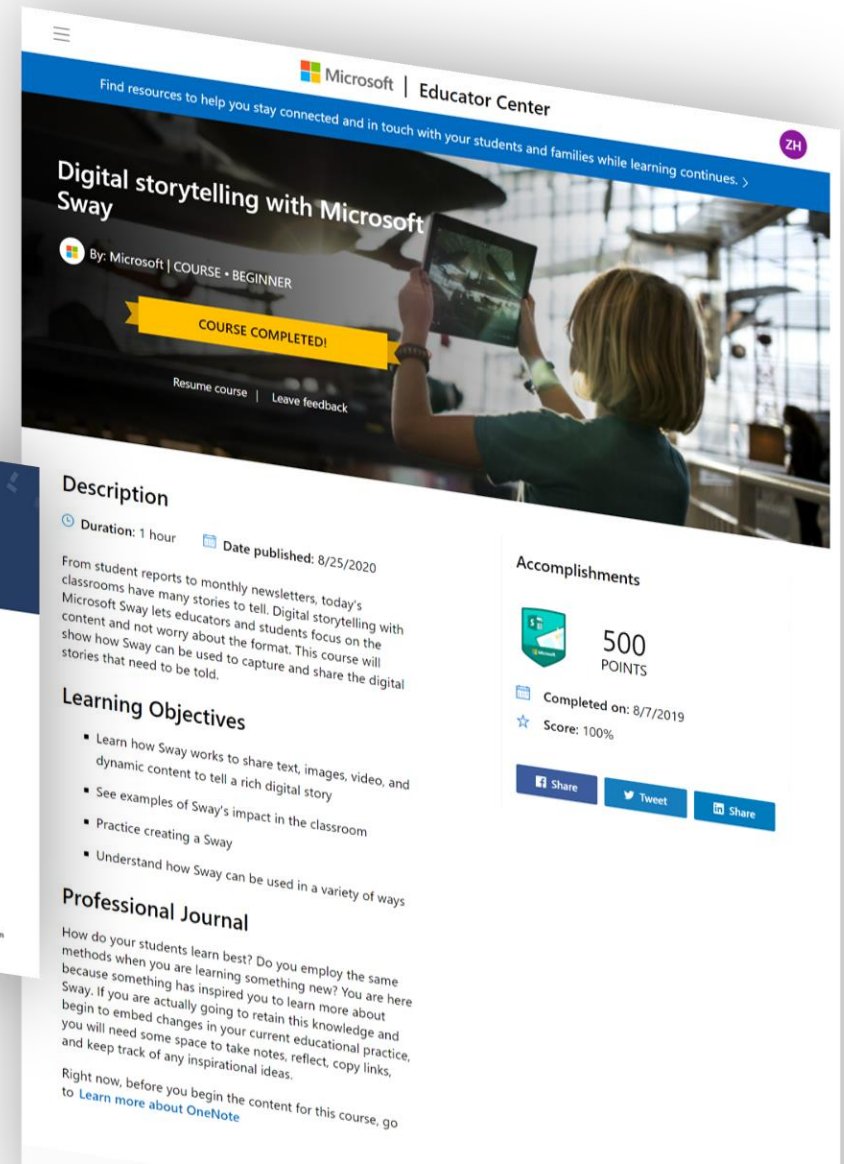
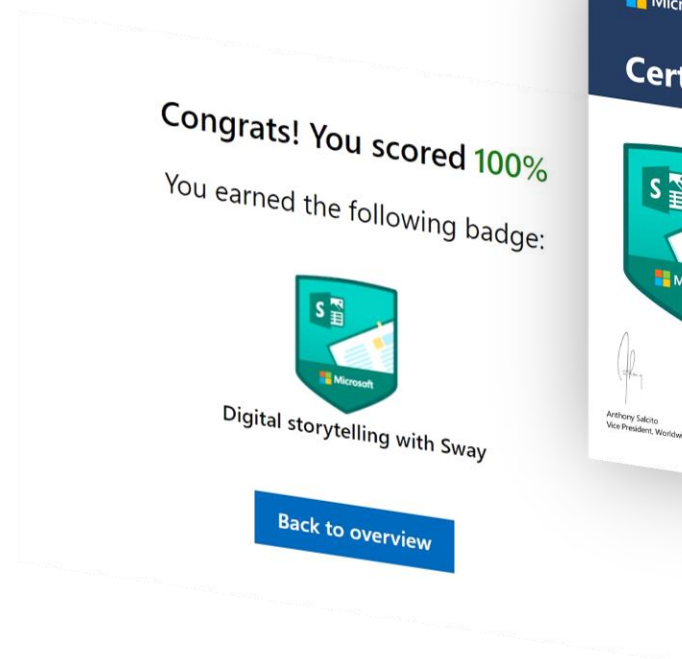


More Information & References



Get Microsoft Sway Certificate

- Go to Microsoft Education Center
- Microsoft365 Account



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Pejabat
Pembangunan
Infrastruktur
dan Infostruktur



Thank You

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