

# Step-by-Step Narrative Project Design Guide

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**THE STEP-BY-STEP NARRATIVE PROJECT DESIGN GUIDE** is a multi-part worksheet to help you bring all of your project design elements together after you've completed the Narrative Pyramid, Audience, Goals, and Form Worksheets. Take the time with the previous tools so that by the time you sit down to develop your project timeline and budget, and advance into the more meticulous work-planning, your team feels confident and grounded in your project idea.

In this guide, questions will prompt you to plug in the results of your work from the Narrative Design Star worksheets. You will have a chance to dig a little deeper into your audience's experience, and then you'll move into project planning details.

## LET'S GET STARTED!

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## YOUR NARRATIVES

Plug in the results of your [Narrative Pyramid Worksheet](#) here:

**a** Your Selected Narrative:

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**b** The Narrative(s) you are challenging (if applicable):

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**c** The Deep Narrative you are advancing:

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## YOUR NARRATIVE & PROJECT IMPACT GOALS

Plug in the results of your [Goals Worksheet](#) here:

**a** Your project impact goal for this project:

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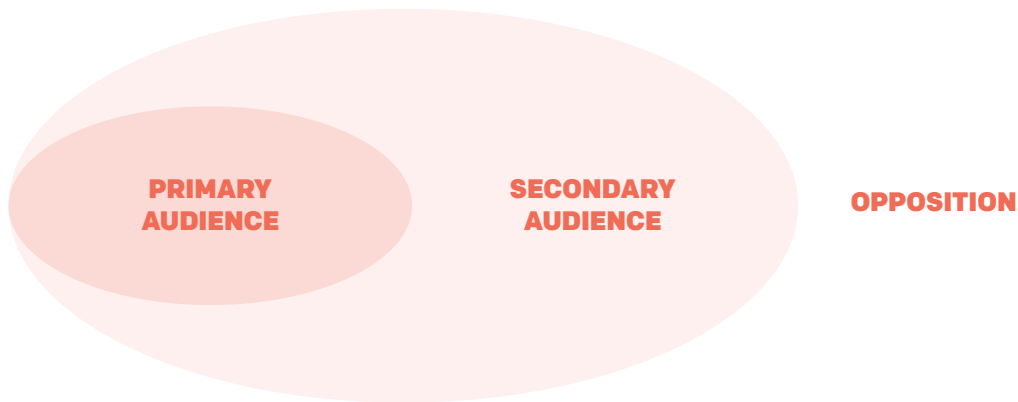
**b** Your narrative goal for this project:

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## YOUR SELECTED AUDIENCE



Plug in the results of your [Audience Worksheet](#) here:

| Describe your audiences:                                                                                                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Primary Audience</b><br><i>This is the audience you are directly targeting with your project.</i>                                                                                         |  |
| <b>Secondary Audience</b><br><i>This is an audience who might encounter your project, and whom you have some intention to engage, but who is not your primary target.</i>                    |  |
| <b>Opposition</b><br><i>This is an audience who will resist or challenge your project. You will likely not target them directly, but it will be important to anticipate their reactions.</i> |  |

Take some time to reflect on your primary and secondary audiences and answer these questions.

- a** Your project will need to directly reach your primary audience. Do you have what you need to directly reach your primary audience? How and where will you reach them? How and where will you reach your secondary audience?
- b** What is your hypothesis that explains why you believe your project will work on your audiences? What do you know about your audiences and what are your assumptions that lead you to believe your project will have the intended impact?

## PROJECT DESCRIPTION AND FORM

- a** In a few short sentences, describe your narrative project idea here in a logline.  
*Example: (short description + audience + narrative + deep narrative) This video series for Instagram targets persuadable, non-immigrant millennials of color who have participated in Black Lives Matter protests through a variety of short, easily accessible stories. Our narrative is: just immigration is central to a racial justice agenda. We intend to advance deep narratives of mutuality and community—that we all belong to each other and that we need to look out for each other.*

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- b** Where will your project be implemented? Name your platform or venue. Use the final decisions from the Form Worksheet in the Design Star here.

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- c** What will your target audience experience when encountering your project? Please be as descriptive here as possible, for instance: What will an audience member see or hear? What setting will they be in? What emotions are you hoping they will feel?

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- d** How will your project move your audience? How may it help put your audience in their “stretch zone”?

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## PROJECT DESIGN TIMELINE

In this section, lay out the activities and steps involved in the design, implementation, and testing of your project. List dates where applicable.

Make sure in your activities you are documenting when you will be doing activities for the following:

- Project Design
- Project Implementation
- Project Testing

| PROJECT PHASE                      | YOUR PROJECT ACTIVITIES | MONTH OF IMPLEMENTATION | STATUS AND NOTES<br>(*use this column to track your own progress) |
|------------------------------------|-------------------------|-------------------------|-------------------------------------------------------------------|
| Design and Pre-Testing             |                         |                         |                                                                   |
| Project Implementation and Testing |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |
| Results and Learning               |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |
|                                    |                         |                         |                                                                   |

## PROJECT COLLABORATORS AND IMPLEMENTATION TEAM

Use the grid below to list names of people and organizations who will be directly responsible for the success of your project, and who will help you design, implement and evaluate it.

Who will you collaborate with in order to make your project happen? Besides yourself, who will help implement your idea and evaluate the results?

| Process                                       | Names of Collaborators and Implementers | Engaged by When? |
|-----------------------------------------------|-----------------------------------------|------------------|
| Project Design                                |                                         |                  |
| Implementing Your Project                     |                                         |                  |
|                                               |                                         |                  |
|                                               |                                         |                  |
| Evaluating Results/ Reactions to your project |                                         |                  |
|                                               |                                         |                  |
|                                               |                                         |                  |

While completing this section, you may also want to look at our [Introduction to Narrative System](#) and [Narrative Ecosystem](#) to spark more thinking about the process of collaboration.

## PROJECT BUDGET

Use this template below to share your project budget for your project design, implementation, and testing.

| Activity and Expense Description     | Projected Expense |
|--------------------------------------|-------------------|
|                                      |                   |
|                                      |                   |
|                                      |                   |
|                                      |                   |
|                                      |                   |
|                                      |                   |
|                                      |                   |
|                                      |                   |
| <b>Total Project Budget Required</b> |                   |
| <b>Current Amount Fundraised</b>     |                   |