



STORYTELLING

matrix template

COMPONENT	DESCRIPTION	IN PRACTICE
SETTING	The time and place where the story occurs.	
CHARACTERS	The individuals/entities involved in the story.	
CONFLICT	The main problem/challenge that drives the story.	
PLOT	The sequence of events that occur in the story.	
THEME	The underlying message or lesson of the story.	
MORAL	The specific lesson learned by the characters or intended to be learned by the audience.	
STYLE	The way the story is told, including the tone and point of view.	
VISUALS	Imagery or visual elements that can be used to enhance the story if applicable.	