

Design Star Strategy Alignment Worksheet

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NARRATIVE DESIGN IS AN ITERATIVE PROCESS, and it's important to refine your design elements until all are working in sync and are in service of your goals. Once you have gone through your design star worksheets and established your deep narrative, narrative, goals, audience, and form, you can use this worksheet to check each element of your project for alignment.

Fill out the worksheet on page 71 to see all of your design elements together. Below are questions you can then use to make sure that your project is narratively strategic. You should discuss and answer these questions collaboratively with your team involved in the co-design and implementation of your narrative project.

1 Are your Design Star points aligned?

- Does your **narrative** grow naturally out of your **deep narrative**?
- Does your **narrative goal** advance your **narrative**?
- Does your **project goal** describe the impact that you want your project **form** to have?
- Does your project **form** make sense for who your **audience** is and offer an opportunity to advance your **narrative**?

2 Will your project actually reach your audience? If you're not sure, what can you adjust to make sure that you do reach your audience?

3 Why do 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?

DESIGN STAR WORKSHEET: EXAMPLE

This example has been excerpted from the Muslim Futures Project's Design Star, completed for the Chrysalis Lab

YOUR DEEP NARRATIVE	YOUR NARRATIVE
<p>Abundance Belonging Mutuality/Reciprocity</p>	<p>Intersectional Muslim communities are also American communities / What is good for Muslims is good for all of us</p>
YOUR AUDIENCE	YOUR GOALS
<p>Culturally-literate liberal and moderate folks of all races who are susceptible to Islamophobic narratives.</p>	<p>NARRATIVE GOAL(S):</p> <ol style="list-style-type: none"> 1. Advance the view of Muslim communities as American communities. What is good for Muslims is good for all of us. 2. Dismantle the war on terror framing. <p>PROJECT GOAL(S):</p> <p>Create stories that manifest aspirational Muslim futures in the U.S.</p>
YOUR FORM	
<p>Part 1: Conduct a writers' room utilizing our unique collaborative world-building practice and develop story ideas based on values-driven aspirational Muslim futures.</p> <p>Part 2: Publish a prose fiction anthology and graphic novel anthology with stories developed from the writers' room.</p> <p>Part 3: Support writers to continue translating Muslim Futures stories into short films, features, and series pitches.</p>	

DESIGN STAR WORKSHEET

Use this worksheet to pull all of your narrative design elements together. This can provide a transparent, strategic view for your design process. Use the Design Star Strategy Check worksheet on the following page to check for alignment.

YOUR DEEP NARRATIVE	YOUR NARRATIVE
YOUR AUDIENCE	YOUR GOALS
	<p>NARRATIVE GOAL(S):</p> <p>PROJECT GOAL(S):</p>
YOUR FORM	