

Module und PlugIns für Scrollytelling-Anwendungen im Web












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Die folgende Linksammlung basiert auf einer Recherche von Katrin Glinka, Anna Heib und Ben Silverman. Sie stellt ein noch nicht abgeschlossenes Arbeitsdokument dar. Die Linksammlung enthält Fallbeispiele für Storytelling und Scrollytelling im Netz, hierbei verwendete Ausdrucksmittel und – wenn möglich – eine Dokumentation der ihnen zugrunde liegenden Technologien.

Inhalt

 Reading List.....	2
 Karten	2
 Audioelemente	3
 Foto.....	3
 Video.....	5
 Zeitleiste	6
 Text	7
 Infografik.....	7
 Eingabe Benutzer*innen.....	8
 Besondere Scrolleffekte.....	9
 All Technologies Used.....	11



Reading List

- [Linking and Layout: Exploring the Integration of Text and Visualization in Storytelling](#)
-



Karten

statische Karte

Bsp.: statische (nicht interaktive Karte), die Teil des Storytellings ist

<https://www.zeit.de/gesellschaft/zeitgeschehen/2018-09/todesopfer-rechte-gewalt-karte-portraet>

- **Eingesetzte Technologie**
 - [ScrollMagic](#): JavaScript library for scrolling interactions
 - Pros: Free and open source software (F/OSS); lots of [examples](#); available to [build from source](#) or as packages for Bower and NPM; full [documentation](#)
 - Cons: Requires knowledge of JavaScript; good but incomplete [tutorials](#)
 - [Leaflet JS](#): JavaScript library for interactive maps
 - Pros: F/OSS; ready for mobile; many [tutorials](#) and great [documentation](#); works with basically any map data
 - Cons: Requires some JS knowledge

interaktive Karte

Bsp.: interaktive Karte (z.B. beeinflusst durch die Eingabe der Benutzer*innen)

<https://www.spiegel.de/wirtschaft/verkehr-so-pendelt-deutschland-zu-arbeit-a-1187172.html>

- **Eingesetzte Technologie**
 - [Mapbox.js + Mapbox GL JS](#): WebGL/JS mapping toolkit
 - Pros: F/OSS at [GitHubhttps://github.com/mapbox/mapbox.js/\(Mapbox.js\)](https://github.com/mapbox/mapbox.js/(Mapbox.js)) and [GitHubhttps://github.com/mapbox/mapbox-gl-js\(GLJS\)](https://github.com/mapbox/mapbox-gl-js(GLJS)); ready for mobile
 - Cons: Requires JS ([Leaflet](#)) and [WebGL](#) coding; [API requests can cost money](#) for things like satellite imagery and map boundaries (though there are free alternatives like [OpenStreetMap](#))
 - [D3.JS](#): Library to bind data to JavaScript objects for visualization
 - Pros: F/OSS; extremely dynamic and can be used for [many different types](#) of visualization; widely used and has a large support community
 - Cons: Requires JS coding and can be very confusing for new users (the data-binding is hard to wrap one's head around)

Karte mit Zeitleiste

Bsp.: Kartenelemente mit einer Zeitleiste verknüpft

<https://dsl.richmond.edu/panorama/forcedmigration/#tab=1&narratives=true&cotton=true&sugar=true&labels=false&decade=1810&loc=6/-9.601/12.775>

- **Eingesetzte Technologie**
 - **Carto**: Location data analysis and mapping platform
 - Pros: F/OSS at their [GitHub repository](#); great [documentation](#); well-maintained with large support community; split into developer-friendly "Carto Engine" and everyday user-friendly "Carto Builder"
 - Cons: Enterprise software with lots of [dependencies](#), so initial setup can be difficult
-



Audioelemente

Hintergrundmusik

Bsp.: Hintergrundmusik als Element eines immersive Storytelling <http://www.sbs.com.au/theboat/>

Audiobeiträge

Bsp.: Audio-Einspielung als Teil des Storytellings

<https://precious.sportrelief.com/meet-precious#126166>

Interaktive Audioeinspielung

Bsp.: Einspielung von Audioelementen durch Eingabe der Benutzer*innen

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

<https://youtu.be/LHBZECVJKIY>



Foto

Sphärisches Foto

Bsp.: Foto, dass zum Entdecken einläd durch Interaktion (scrolling)

<https://precious.sportrelief.com/meet-precious#126166>

- **Eingesetzte Technologie**

- [Pageflow](#): Digital storytelling tool and publishing platform
 - Pros: F/OSS at [GitHub](#); system is modular and extensible; it is made by a German company; basically designed for scrollytelling
 - Cons: Requires paid plans from [Amazon AWS/S3](#) and [Zencoder](#); it is a [Rails Engine](#) meant to be integrated within a larger Rails application; the [user-friendly version is paid](#)

Juxtapose

Bsp.: Interaktive Gegenüberstellung zweier Bilder <https://interaktiv.morgenpost.de/berlin-1945-2015/>

- **Eingesetzte Technologie**

- [JuxtaposeJS](#)
 - Pros: Extremely easy to use; F/OSS at [GitHub](#); no coding ability required
 - Cons: Can only do before-and-after image sliders

Drehbare Fotos

Bsp.: Dreidimensionale Fotoelemente drehen sich beim Scrollen

<https://www.reddbarna.no/historier/vinter/>

- **Eingesetzte Technologie**

- [Shorthand](#): Digital storytelling and publishing platform
 - Pros: User-friendly and meant for enterprise customers; no coding ability required
 - Cons: Proprietary software, requiring paid plans
- The rotating images could be done with F/OSS libraries like [ScrollMagic](#) or [Scrollly.js](#) and a little bit of JS coding

Gif / Animierte Bilder

Bsp.: Anfangsbild / Element ist im Loop animiert (→ atmosphärischer Einstieg)

<http://www.sbs.com.au/theboat/>

<https://www.reddbarna.no/historier/vinter/>

- **Eingesetzte Technologie**

- [Three.js](#): 3D graphics library for JavaScript

- Pros: F/OSS at [GitHub](#); great [documentation](#); actively maintained
- Cons: Requires a lot of JS coding ability
- [EaselJS](#): JS library to simplify HTML5 Canvas interactions
 - Pros: F/OSS at [GitHub](#); lightweight with no dependencies; pretty simple JS for beginner developers; great [documentation](#) and [tutorials](#)
 - Cons: Does require JS coding; not very actively maintained
- [GreenSock TweenMax](#): HTML5 animations JS library
 - Pros: F/OSS at [GitHub](#); pretty good [documentation](#)
 - Cons: Full [tutorials](#) cost money; requires a little JS coding

Foto Karusell

Bsp.: Von den Benutzer*innen blätterbare Bildsammlungen

<https://www.spiegel.de/sport/fussball/fussball-wm-2018-alles-ueber-das-wichtigste-fussballturnier-des-planeten-a-1212539.html>

- **Eingesetzte Technologie**
 - GreenSock TweenMax: see above
 - [Swipe.js](#): Swiping/touching sliders lightweight JS library
 - Pros: F/OSS at [GitHub](#); easy to use with a little web coding knowledge; well-maintained
 - Cons: Only does swiping animations; requires some coding
 - Custom jQuery code and [Sticky-Kit](#)

Video

Videos als Erzähl-Element des Scrollytellings

Bsp.:

<https://reportage.wdr.de/onkel-willi#8657>

- **Eingesetzte Technologie**
 - Pageflow: see above

<https://www.spiegel.de/wirtschaft/muell-wieviel-plastik-abfall-erzeugt-jeder-deutsche-und-geht-es-auch-ohne-a-1207303.html>

- **Eingesetzte Technologie**
 - [ai2html](#): Script to convert Adobe Illustrator documents into HTML/CSS
 - Pros: F/OSS at [GitHub](#); easy to use; well-maintained
 - Cons: Just makes static HTML/CSS elements from Illustrator drawings
 - D3.JS: See above

360° Virtual Tour (interactive)

Bsp.: 360° interaktive Exploration von Bildelementen

<https://h5p.org/virtual-tour-360>

- **Eingesetzte Technologie**
 - H5P Virtual Tour 360: HTML5 360° panorama image viewer
 - Pros: F/OSS at [GitHub](#); very user-friendly; easy WordPress [integration](#)
 - Cons: Single use case; rather poorly documented
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Zeitleiste

Zeitleiste

Bsp.: Horizontale Zeitleiste als bestimmendes Element des Storytellings

http://joshworth.com/dev/pixelspace/pixelspace_solarsystem.html

- **Eingesetzte Technologie**
 - Adobe Creative Cloud: [Illustrator CC](#) and [Dreamweaver CC](#)
 - Pros: Extremely user-friendly; well-supported and always updated; meant for designers
 - Cons: Proprietary software; very expensive

Interaktive Zeitleiste

Bsp.: Zeitleiste lädt Benutzer*innen zur Interaktion ein

<http://timeline.knightlab.com/>

- **Eingesetzte Technologie**
 - Timeline JS: JavaScript timeline software
 - Pros: F/OSS at [GitHub](#); very easy to use; no coding ability required

- Cons: Single use case
-

Text

Text

Bsp.: Spannungsvoller Einsatz von Typografie in textlichen Elementen des Scrollytellings

<http://badass.shoes-up.com/>

- **Eingesetzte Technologie**
 - GreenSock TweenMax: See above
 - [Vue.js](#): JavaScript framework for UI and single-page applications
 - Pros: F/OSS at [GitHub](#); extremely extensible and versatile; well-maintained and supported with a large community
 - Cons: Requires intermediate JS coding ability; meant for developers
 - [Hammer.js](#): Touch gesture events in JS
 - Pros: F/OSS at [GitHub](#); extremely lightweight; good [documentation](#)
 - Cons: Single use case; requires a little JS coding ability
-

Infografik

Infografik als Erzählelement

<https://www.theguardian.com/world/interactive/2013/nov/01/snowden-nsa-files-surveillance-revelations-decoded#section/1>

- **Eingesetzte Technologie**
 - [Skrollr](#): JavaScript library for parallax scrolling
 - Pros: F/OSS at [GitHub](#); very lightweight and simple
 - Cons: No longer maintained since 2014; no support community
 - [Video.js](#): HTML5/JS video player
 - Pros: F/OSS at [GitHub](#); embeddable and really easy to use
 - Cons: Just plays video in the browser; requires a tiny bit of familiarity with JS/jQuery

Infografik als Navigationselement

Bsp.: Infografik als bestimmendes Navigationselement

<http://histography.io/>

- **Eingesetzte Technologie**
 - [PixiJS](#): JavaScript library to easily make 2D WebGL content
 - Pros: F/OSS at [GitHub](#); lets you use WebGL without knowledge of WebGL; good [documentation](#); extensible with [plugins](#)
 - Cons: Requires some JavaScript knowledge

Interaktive Infografik

Bsp.: Infografik als interaktive Eingabe von Benutzer*innen

<http://inequality.is/>

- **Eingesetzte Technologie**
 - [MediaElement.js](#)
 - Pros: F/OSS at [GitHub](#), pretty good [documentation](#)
 - Cons: Just a media player for audio and video
 - Custom JavaScript



Eingabe Benutzer*innen

Interaktive Eingabe

Bsp.: Interaktive und spielerische Eingabe von Benutzer*innen

<https://www.newyorker.com/news/news-desk/trump-truth-spin-wheel-lies>

- **Eingesetzte Technologie**

- Simple JS/HTML5/CSS3 with [transform: rotate\(\)](#) CSS function used on images

<https://h5p.org/image-pairing>

- **Eingesetzte Technologie**

- H5P Image Pairing
 - Pros: F/OSS at [GitHub](#), integrates with [WordPress](#)
 - Cons: As with all H5P products, the interface can't be easily modified without rebuilding from source, in which case it is no longer easy to integrate with WordPress

<https://h5p.org/memory-game>

- **Eingesetzte Technologie**

- H5P Memory Game
 - Pros: F/OSS at [GitHub](#), integrates with [WordPress](#)
 - Cons: As with all H5P products, the interface can't be easily modified without rebuilding from source, in which case it is no longer easy to integrate with WordPress

<https://h5p.org/flashcards>

- **Eingesetzte Technologie**

- H5P Flashcards
 - Pros: F/OSS at [GitHub](#), integrates with [WordPress](#)
 - Cons: As with all H5P products, the interface can't be easily modified without rebuilding from source, in which case it is no longer easy to integrate with WordPress



Besondere Scrolleffekte

Bsp.: Illustration als verbindendes Scroll-Element

https://www.huffpost.com/interactives/listen-to-america?category=inequality&gucounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29sZGVuZXJ3ZXN0ZW4ubmV0L2VuL2Jlc3Rlbi1zY3JvbGx5dGVsbGluZy1iZWlzcGlhGUv&guce_referrer_sig=AQAAADdzADl1u_23XjC-UTjdpXVma6O1gIHgoJCU-bUAW_FjvoB3xeW5CmKA17q0-4C0oGLnTeLOECUcnt6URxvND7X14CrhNe1Dglj2p2FzOjbdOtpfGABM6PRgzwsDcGJTUq3bO6uWoifWJD

[45iPwgvI7C88VrB67ITiQ_SH7eNYoB](#)

- Design documentation: <https://gladeye.com/work/listentoamerica>
- **Eingesetzte Technologie**
 - Custom code with [Next.js](#) (React.js framework)

Bsp.: Scrollen der Benutzer*innen bestimmt Aufbau / Erzählen der Geschichte

<http://everylastdrop.co.uk/>

- **Eingesetzte Technologie**
 - Skrollr: see above

Bsp.: Spannungsvolle Mischung aus horizontalen und vertikalen Erzählelementen

<http://badass.shoes-up.com/>

- **Eingesetzte Technologie**
 - See above

Bsp.: Klares Layoutraster / gestaltete Oberfläche

<https://stories.readymag.com/nagai/6/>

- **Eingesetzte Technologie**
 - [Readymag](#)
 - Pros: Very easy to use; requires no coding experience
 - Cons: Proprietary software, generally requires paid plan

→ Scroll-Richtung als narratives Element

All Technologies Used

Enterprise Software

- [Pageflow](#) — Multimedia storytelling tool running on Rails
 - F/OSS: Yes (gratis, but seems to require paid accounts on [AWS](#) and [Zencoder](#))
 - GitHub: [codevise/pageflow](#)
 - Cost for paid/hosted version: [8,50–399 €/Monat](#)
 - drawbacks are a lack of an easy or intuitive UI, a slightly broken editor, and a lack of smooth scrolling
- [Carto Builder](#) — Location data analysis and mapping platform
 - F/OSS: Yes (gratis if manually installed and self-hosted)
 - GitHub: [CartoDB/cartodb](#)
 - Cost for paid/hosted version: [176,65 €/Monat](#)
- [Mapbox Studio](#) — Easy drag and drop map design tool with cross-platform integration
 - F/OSS: No
 - Cost: [Depends on use](#)
 - F/OSS alternative: Mapbox's own JS libraries under [Maps and Dataviz](#)
- Adobe [Illustrator CC](#) and [Dreamweaver CC](#)
 - F/OSS: No
 - Cost: [23,79 €/Monat for each, or 59,49 €/Monat for all CC](#)
 - F/OSS alternative: [Inkscape](#) (Illustrator) and [BlueGriffon](#) (Dreamweaver)
- [Shorthand](#) — Easy digital storytelling and publishing platform
 - F/OSS: No
 - Cost: [https://shorthand.com/plans27–675 €/Monat](https://shorthand.com/plans27-675)
- [Readymag](#) — Easy design tool aimed at web publications such as magazines
 - F/OSS: No
 - Cost: [14–57 €/Monat](#)

Quick and Easy Tools

- [Aesop Story Engine](#)* — Suite of interactive storytelling tools for WordPress
 - WP plugin: [Aesop Story Engine](#)
 - GitHub: [hyunsupul/aesop-core](#)
- [RA Widgets Animate](#)* — Add fields to WP widgets for scroll-based animations
 - WP plugin: [RA Widgets Animate](#)
 - GitHub: [webdevsuperfast/ra-widgets-animate](#)
- [JuxtaposeJS](#) — Before and after image comparison tool
 - WP plugin: [Juxtapose Images](#)*
 - GitHub: [NUKnightLab/juxtapose](#)
- [Timeline JS](#) — Interactive timeline tool
 - WP plugin: [Knight Lab Timeline](#)*
 - GitHub: [NUKnightLab/TimelineJS3](#)

- [H5P WordPress plugins](#) — Suite of interactive content tools for WordPress
 - WP plugin: [Interactive Content – H5P](#)
 - GitHub: [h5p](#)
 - can be re-styled, as long as you are using a self-hosted WordPress installation and not WordPress.com. [Here is the documentation page](#) about visual changes.
- [ai2html](#) — Script for Adobe Illustrator that beautifully converts .ai documents into HTML
 - GitHub: [newsdev/ai2html](#)

*WordPress plugins that were not used in the above examples

JavaScript Libraries

Scrolling

- [ScrollMagic](#) — Commonly used object-oriented library for scroll interactions
 - GitHub: [janpaepke/ScrollMagic](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [Scrolly.js](#) — Plain and simple vanilla JS library for scroll interactions
 - GitHub: [yesiamrocks/scrolly.js](#)
 - Dependencies: None
- [Sticky-Kit jQuery plugin](#) — jQuery plugin for "sticky" elements on scroll (ScrollMagic has this built in)
 - GitHub: [leafo/sticky-kit](#)
 - Dependencies: jQuery

Maps and Dataviz

- [Leaflet JS](#) — Mobile-friendly interactive mapping library
 - GitHub: [Leaflet/Leaflet](#)
 - Dependencies: None
- [Mapbox GL JS](#) — Map renderer using WebGL with vector tiles and Mapbox styles
 - GitHub: [mapbox/mapbox-gl-js](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [Mapbox.js](#) — Older, Leaflet-based interactive map renderer
 - GitHub: [mapbox/mabox.js](#)
 - Dependencies: None
- [D3.js](#) — Data-Driven Documents data visualization library
 - GitHub: [d3/d3](#)
 - Dependencies: None (if embedding); Node.js (if installing)

Graphics, Animation, and Video

- [Three.js](#)— Easy, lightweight 3D rendering with JS (supports WebGL, Canvas, SVG, & CSS3D)
 - GitHub: [mrdoob/three.js](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [GreenSock GSAP](#) (incl. TweenMax) — Responsive JavaScript animation made easy
 - GitHub: [greensock/GreenSock-JS](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [PixiJS](#) — 2D WebGL rendering engine
 - GitHub: [pixijs/pixi.js](#)
 - Dependencies: None
- [EaselJS](#) — Easy HTML5 Canvas graphics
 - GitHub: [CreateJS/EaselJS](#)
 - Dependencies: None
- [Video.js](#) — HTML5 video player
 - GitHub: [videojs/video.js](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [MediaElement.js](#) — HTML5 audio and video player
 - GitHub: [mediaelement/mediaelement](#)
 - Dependencies: None
 - Note: This is actually already integrated into [WordPress Embeds](#)

General UI

- [Swipe.js](#) — The “most accurate touch slider”
 - GitHub: [lyfeyaj/swipe](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [Hammer.js](#) — Multi-touch gestures for web apps
 - GitHub: [hammerjs/hammer.js](#)
 - Dependencies: None (if embedding); Node.js (if installing)

Web Frameworks

- [Vue.js](#)
 - GitHub: [vuejs/vue](#)
 - Dependencies: None (if embedding); Node.js (if installing)
- [Next.js](#)
 - GitHub: [zeit/next.js](#)
 - Dependencies: Node.js, React.js, ReactDOM
- [Ruby on Rails](#)
 - GitHub: [rails/rails](#)
 - Dependencies: Ruby, a bunch of Ruby gems

Editor

[Wordpress Gutenberg](#) (built-in on WP 5.0+)

- This provides an optional new UI that makes designing stories much more intuitive and easy for the average user. It's basically drag and drop, working with "blocks" that you can rearrange how you wish. Using blocks cleverly with illustrations should allow you to create rather versatile layouts. But pretty much all of the below plugins will work with the so-called "classic" WP editor, so it's optional.
- If you're making scrollytelling stories, [this CSS fix](#) might be useful.
- If you want to go above and beyond with layout, there are also more advanced editors like [Elementor](#).

interaktive Karte

[Leaflet Map](#) (+ "shortcode" block in Wordpress Gutenberg editor, if using)

Zeitleiste

[Knight Lab TimelineJS](#) (+ "shortcode" block in Wordpress Gutenberg editor, if using)

360° image + video + virtual tour

[WPVR](#)

Juxtapose

[Juxtapose Images](#)

Foto Karusell

[Smart Slider 3](#)

Alle **Besondere Scrolleffekte + Drehbare Fotos** (using image-sequence animation)

[ScrollMagic Wordpress](#) (costs about 23 €)

- Free scrolling-animation alternatives include [Blocks Animation](#), [Animation Block](#), and [Animated Blocks](#), but they are much more limited in what you can do.
- And they each have their own missing features: "Blocks Animation" has native Gutenberg integration but doesn't work with shortcode blocks, "Animation Block" lets you change

animation speed but doesn't have a fine-grained delay function, and Animated Blocks has a fine-grained delay in ms but doesn't allow you to change animation speed.