

HOW TO DEVELOP CONTENT OR STORY LINE?

Step-by-step guide to develop the content of the story:

Step 1 Choose an interest subject or theme that is related to ASEAN.

Step 2 Carry out research on the chosen subject or theme.

Step 3 Give the story an interesting or catchy TITLE.

Important Points to note when assigning the Title:

- Title must be short
- Title must reflect the subject matter in the story
- Title must be relevant to the story

Step 4 Develop an interesting way of telling the story.

Examples of the various approaches are:

- Chronological or historical approach
- Topical approach
- Retrospective (from current to past) approach
- Autobiographical approach

Step 5 Organise the information into the following structure:

- Introduction
- Body
- Conclusion

Step 6 Develop the “Introduction” of the content

“Introduction” of the content gives an overview of story or introduces the story.

Step 7 Develop the “Body” of the story.

This is the main section of the content. The content will be organised according to the chosen approach which was decided in Step 4.

Example of body of topical approach on a nature subject, eg butterflies in ASEAN:

- The different types of butterfly found in the various regions in ASEAN
- Most rare and most commonly found species
- Characteristics of these butterflies
- Similarly in some of the species

Beside philatelic materials, visuals, maps, charts, graphs, phone cards, etc, can also be used to support the content. These materials must not be more than 40% on each page.

Step 8 If information and/or philatelic materials for the “Body” is insufficient, the content can be expanded by bringing in other relevant topics.

Example of expanding the content in Step 7:

- The typical life-cycle of the butterflies or a specific species
- The habitat of these butterflies
- Food of these butterflies
- Preys and predators of these butterflies

Expansion of the above method will see the use of materials of other subject matter, other than those featuring the main subject of butterflies, eg caterpillars, plants that are food to butterflies, animals and insects that prey on the butterflies and their young.

Step 9 End the story with a “Conclusion”.

The “Conclusion” should sum up the thoughts or give closure to the story.

Step 10 Develop the “Content Page”.

The “Content Page” lists the topics of the story against the page number.