Creative storytelling in practice

Foxway helps students create film with

Everyone Can Create

When a school in Falkenberg municipality wanted to give elementary school students new ways to express themselves, teachers noticed that many got stuck in traditional writing tasks. They needed a working method that lowered the threshold for storytelling while promoting collaboration, creativity, and clear structure. This is where Apple's Everyone Can Create - and a close partnership with Foxway became the solution.

Challenge: Helping all students succeed in storytelling

The school noticed that some students struggled to get started when tasks were textbased, while the need for more multimodal learning increased. They wanted to find a way to combine creativity and digital creation with a purpose closely tied to teaching, and above all create a safe space where all students could participate on their own terms.

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Solution: A workshop combining film, creativity and structure

Foxway carried out a handson workshop at the school focusing on video creation and storytelling through Everyone Can Create. Students worked in small groups with iPads and iStopMotion to create their own short stopmotion films. The theme of the day was safety, but the assignment was just as much about understanding the building blocks of a story and collaborating to create something together.

The day began with a shared discussion in which students' own experiences set the tone. By talking about different aspects of safety and connecting them to the language of film; image, sound, pace and expression, the students gained both a shared understanding and a natural entry point into the creative work. This beginning proved important for creating focus and an open environment where everyone could contribute.

To support the students further, Foxway used a simple yet effective narrative structure: "from problem to solution." By stepbystep planning what would happen, how the characters felt, and how the conflict would be resolved, it became much easier to turn ideas into a clear storyline. The structure provided security and helped groups maintain a clear thread without limiting creativity.

Once planning was complete, the creative process took over. Students built scenes with LEGO and various figures, taking turns being the director, moving the materials in small steps, and photographing in the app. Many chose to work in small film corners to get quiet space and a stable iPad setup, something that improved both quality and focus. The practical process quickly engaged the students, who began experimenting with angles, movement, and expression.

Result: Stronger student voices and increased participation

The workshop clearly showed how digital creation can open new doors. Students who usually hesitate to write longer texts thrived when they could express themselves through images and motion. The stopmotion technique made it easy to visualize emotions and events without needing to formulate everything in words, giving more students the opportunity to succeed and feel proud of their work.

At the same time, collaboration became a natural part of the process. Groups had to plan, test, discuss, and adjust together, and many described how fun and meaningful it was to cocreate something. When the films were shown and discussed afterward, it became clear how different groups chose to portray safety and how the visual language

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of film influenced the experience of the story. For teachers, the approach also provided a concrete method that can be used across multiple subjects. The combination of structure, creativity, and digital creation works just as well in Swedish as in social studies, art, or work with core values.

What Foxway did at the school and how others can be inspired

Foxway provided pedagogical planning, inspiration, and practical support. By guiding students and teachers on how the Everyone Can Create materials can be used in teaching, and how to make the most of iPads and iStopMotion, the school received a setup that is easy to reuse and build upon.

Curious about how your learning environment can be elevated when technology and creativity work together?

Contact us, whether it's about workshops, professional development, technical support, or developing instruction where digital tools strengthen learning in meaningful ways.

Read more and get in contact

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