

April 1, 2017

Visual Design for Digital Stories

mStoner



HUMAN

We're wired for story.

*Every new
medium has given
rise to a new form
of narrative.*

wired.com/2011/03/why-do-we-tell-stories

Agenda

1. Origins of Visual Storytelling
2. What Stories Matter
3. The Science of Visual Perception
4. Hierarchy, Motion, Perspective, & Resonance in Digital Design
5. Prototyping & Mobile
6. Visualizing Action (Build Your Team)
7. Questions

Our Goal (part 1):

To explore what makes
storytelling such a powerful tool
for communication.

Our Goal (part 2):

To help enhance and extend your efforts by exploring emerging trends in the practice of digital storytelling.

The background of the image is a dark, monochromatic photograph of an ancient Egyptian wall relief. It features a large seated figure on the left, possibly a deity or noble, holding a bowl. The wall is covered in numerous smaller reliefs, including rows of lotus flowers, birds, and other symbolic motifs. The overall tone is historical and scholarly.

The Origins of Visual Storytelling



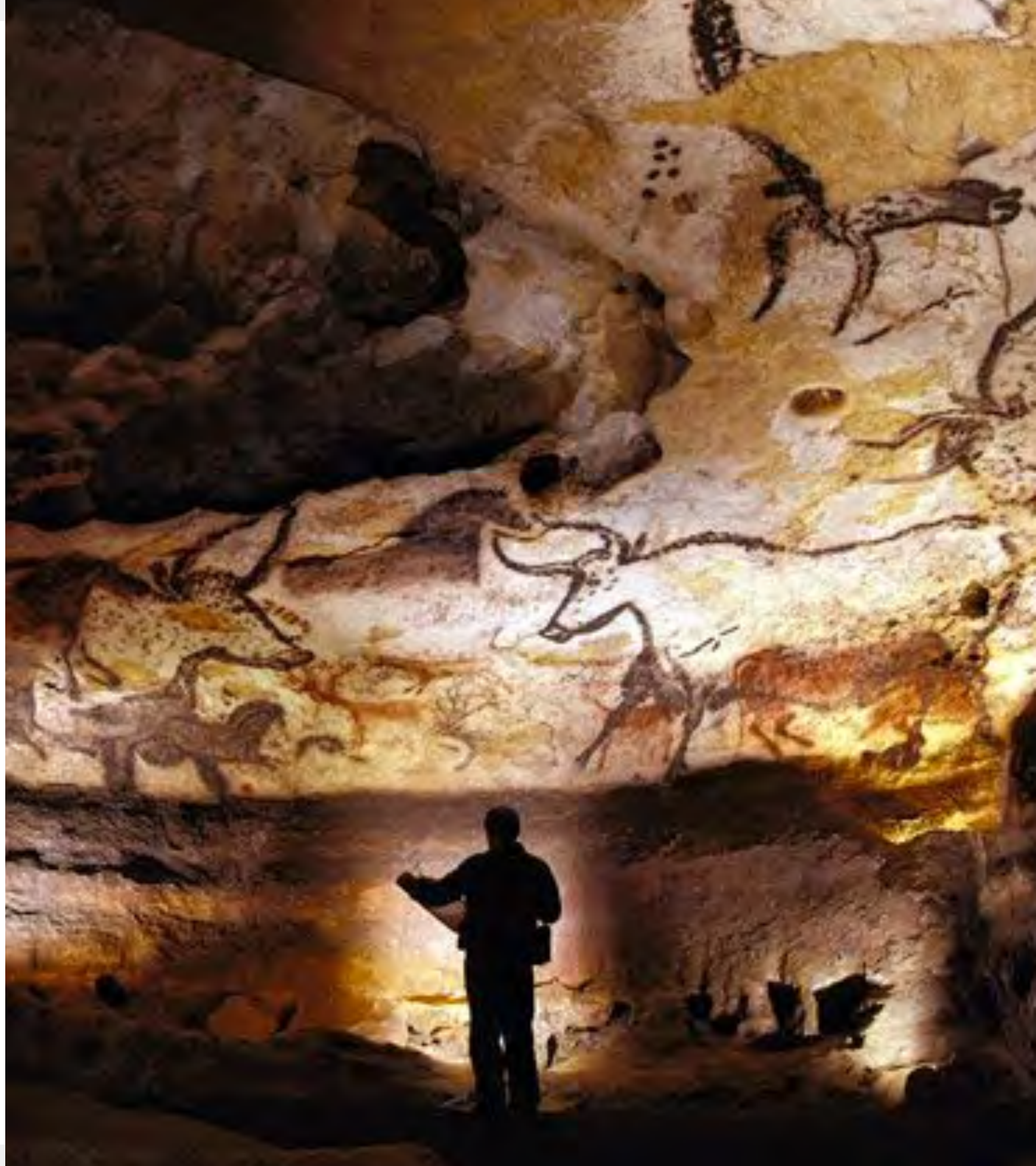
STEVEN PINKER, Cognitive Scientist

“There is no society ever discovered in the remotest corner of the world that has not had something that we would consider the arts. Visual arts — decoration of surfaces and bodies — appears to be a human universal.”

Storytelling may have evolved because it was a useful “thought experiment”. By running a scenario and visualizing what happens we learnt what might happen in real life.

Lascaux Caves

2,000 figures including animals, human figures, abstract signs and geometric images. Animals appear to be in **motion** and **visual depth** in the scene demonstrates a primitive form of **perspective**.



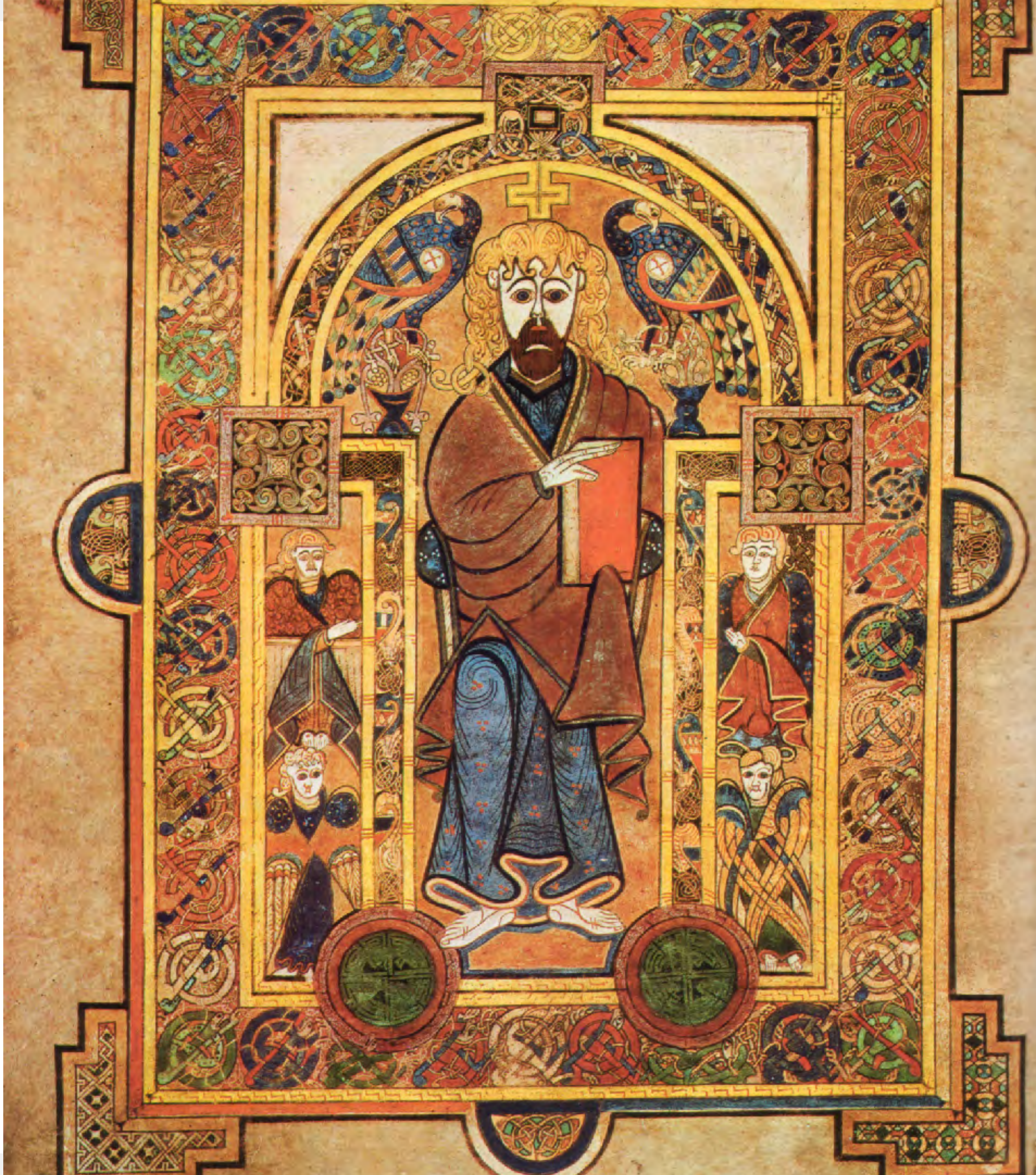
Egyptian Hieroglyphics

Visually hieroglyphs are all more or less figurative; they represent real things in perfectly recognizable forms. They can be read phonetically or seen as ideograms. **Meaning can be literal and also conceptual.**



Book of Kells

Artists added bright colors and gold embellishments to illustrations to **enhance perception, mark important passages, and comment on the meaning** of the text.



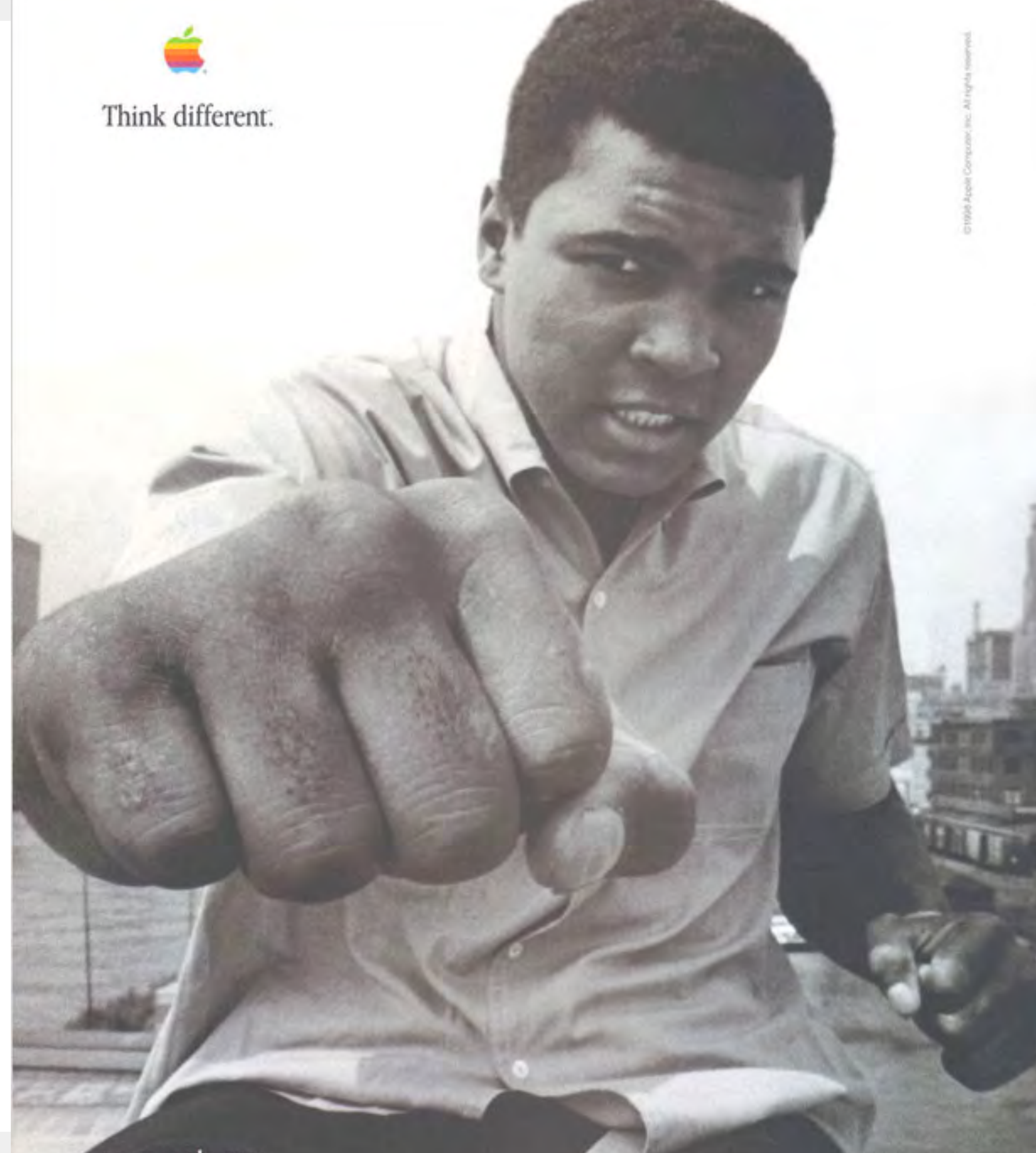
Painting Masterpieces

Painting is an unlimited mode of human expression. From representational to abstract masters of the form can **conjure narrative and evoke strong emotions.**



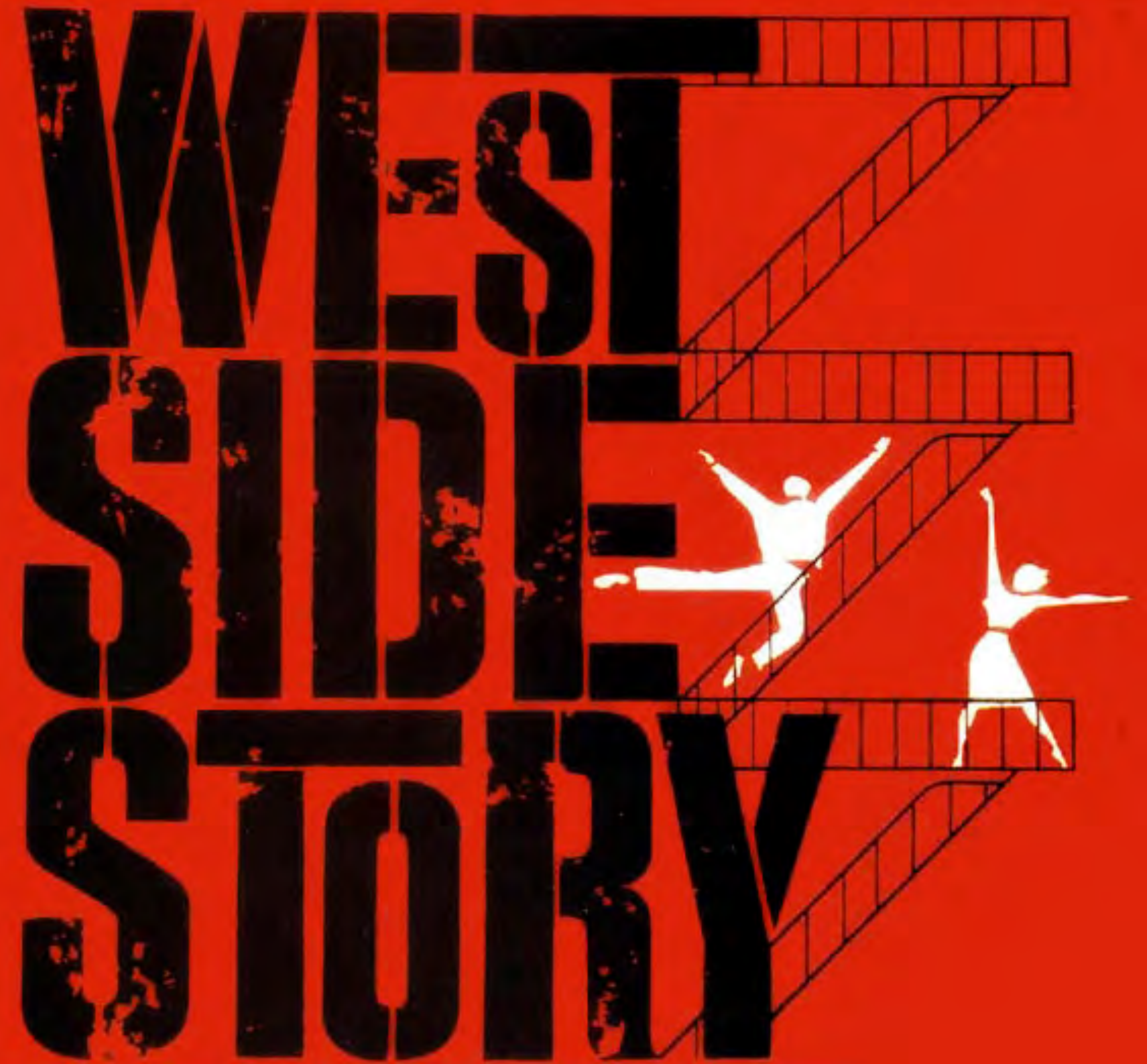
Photography

Photography that serves a purpose, such as photographs of **real people can establish an authentic sense** of the offering or institution.



Graphic Design

Type and image, composition and color combined in innovative ways to tell stories about products and services in advertising and entertainment.



Video Games

This is the height of storytelling and the birth of modern digital user experience. **The audience literally becomes the main character.**



... interpret experiences,
heighten perception, illuminate,
& share.



Why Stories Matter

Not Surprising:

*Five hours per
day immersed
in stories.*

“

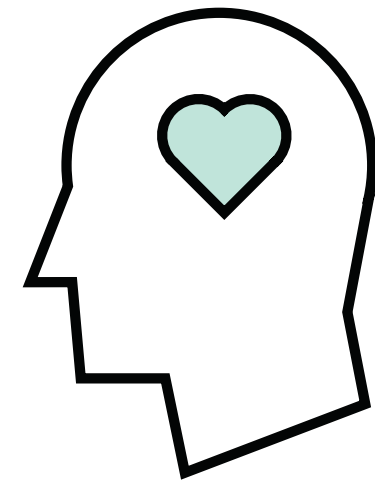
“Story teaches us facts about the world; influences our moral logic; and marks us with fears, hopes, and anxieties that alter our behavior, perhaps even our personalities.”

Jonathan Gottschall,

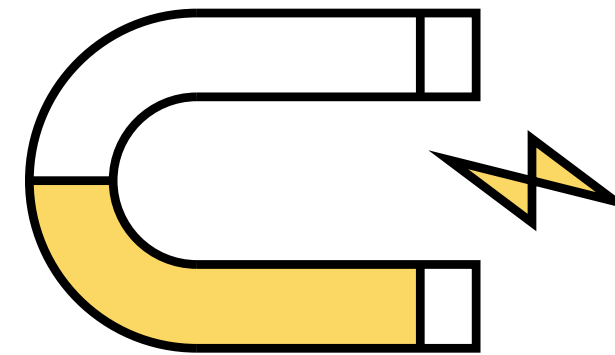
The Storytelling Animal: How Stories Make Us Human



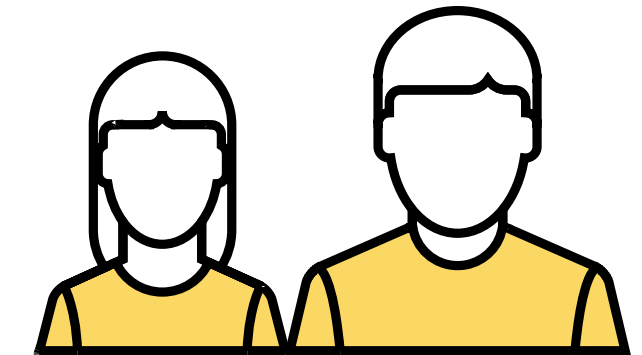
Solve



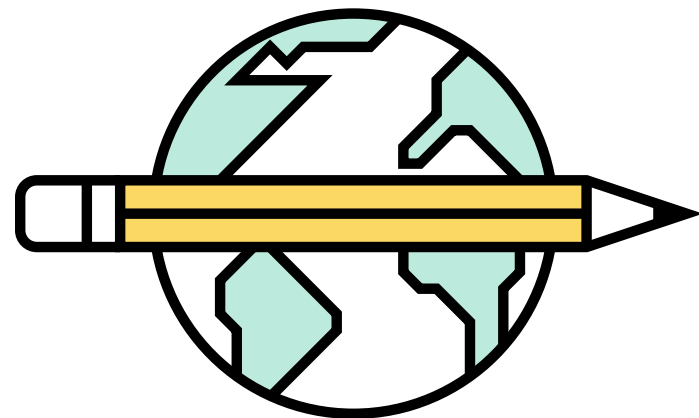
**Provide
pleasure**



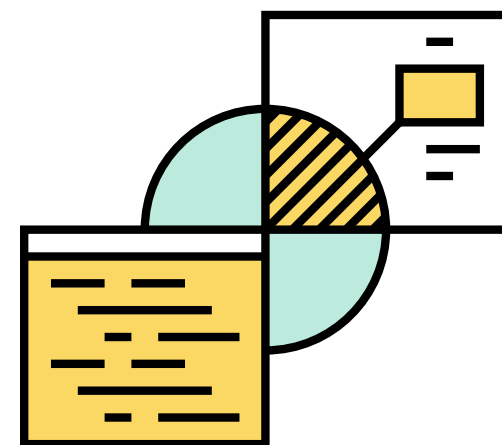
Assimilate



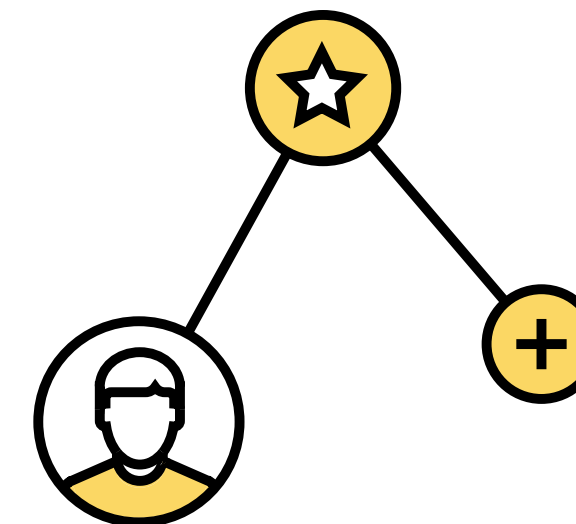
**Impart
traditions**



Teach



**Provide pattern
and order**



Connect

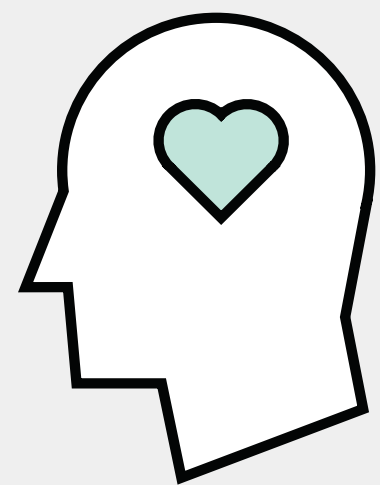


**Solve
problems**

It's often through reading stories of others solving problems that we find the strength and insight to solve our own problems.

LIFE OF PI

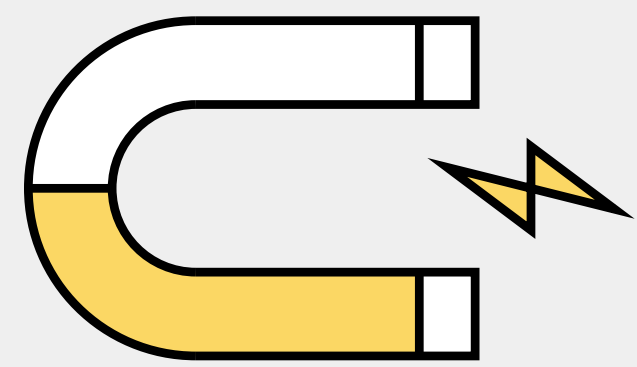




**Provide
pleasure**

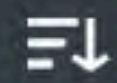
Stories can instill the sense of
contentment, satisfaction, and
pleasure in our lives.





Assimilate

Stories can help us adapt to new situations more easily.



FILTER:



Places (6)



Passions (6)



People (6)

View All (18)



"I'm so happy I chose Fisher. The professors are amazing educators with a passion for what they do."



Gwendolyn Olton '12
R.N., Coordinated Care Services, Inc.



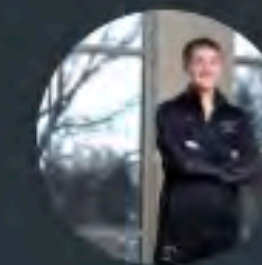
"Fisher sets its students up for success. The faculty motivate and support their students to ensure that everyone can succeed."



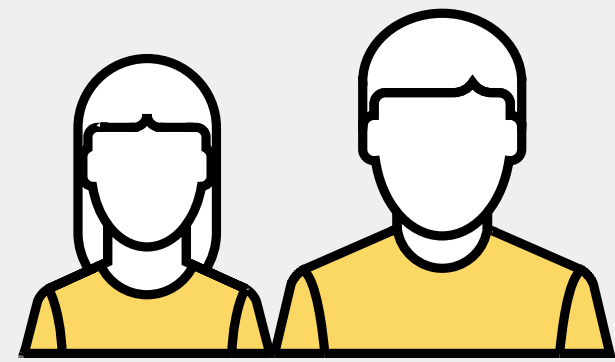
Brendan Hamilton
Class of 2014



"Everyone knows everyone."



Alexander Sausville
Class of 2018



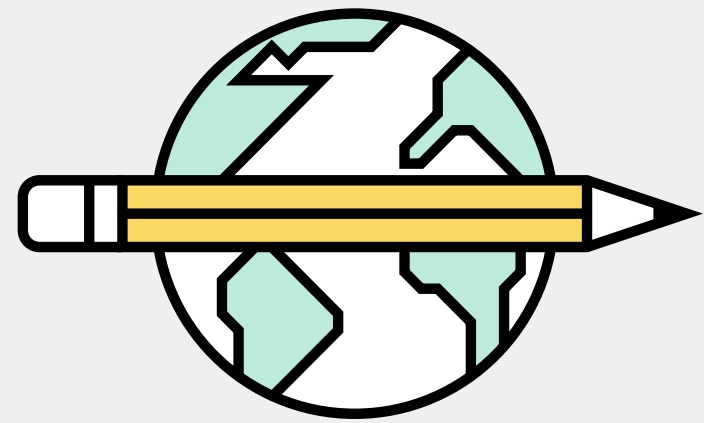
**Impart
traditions**

Stories help us pass culture, ritual,
and meaning from one generation to
the next.

CRANBERRY THANKSGIVING

Wende and Harry Devlin

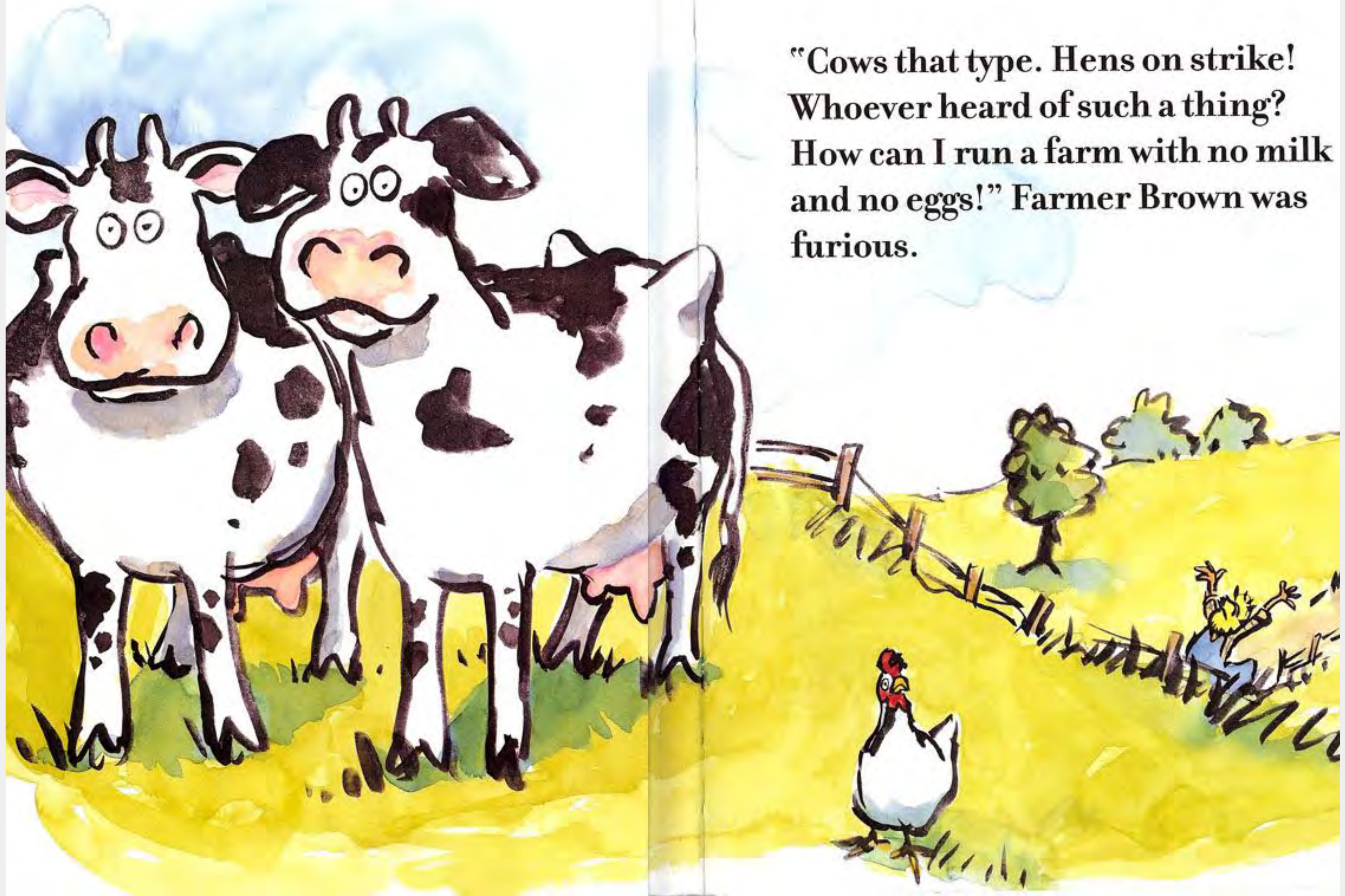


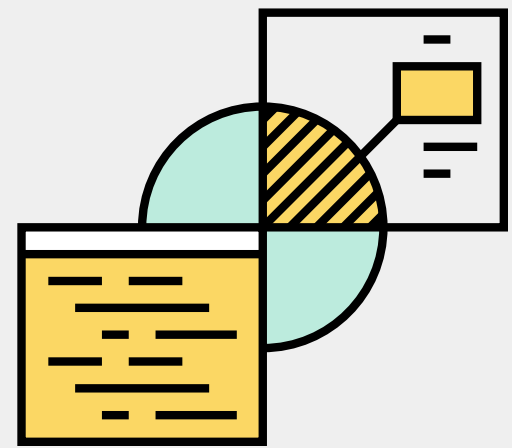


Teach

Stories can teach us new skills
through example and positive
reinforcement.

"Cows that type. Hens on strike!
Whoever heard of such a thing?
How can I run a farm with no milk
and no eggs!" Farmer Brown was
furious.





**Provide pattern
and order**

Stories can provide structure and
context to enhance information
or actions.

id at Hopkins

ns Hopkins education affordable for all qualified
st and brightest students on our campuses,
financial circumstances.

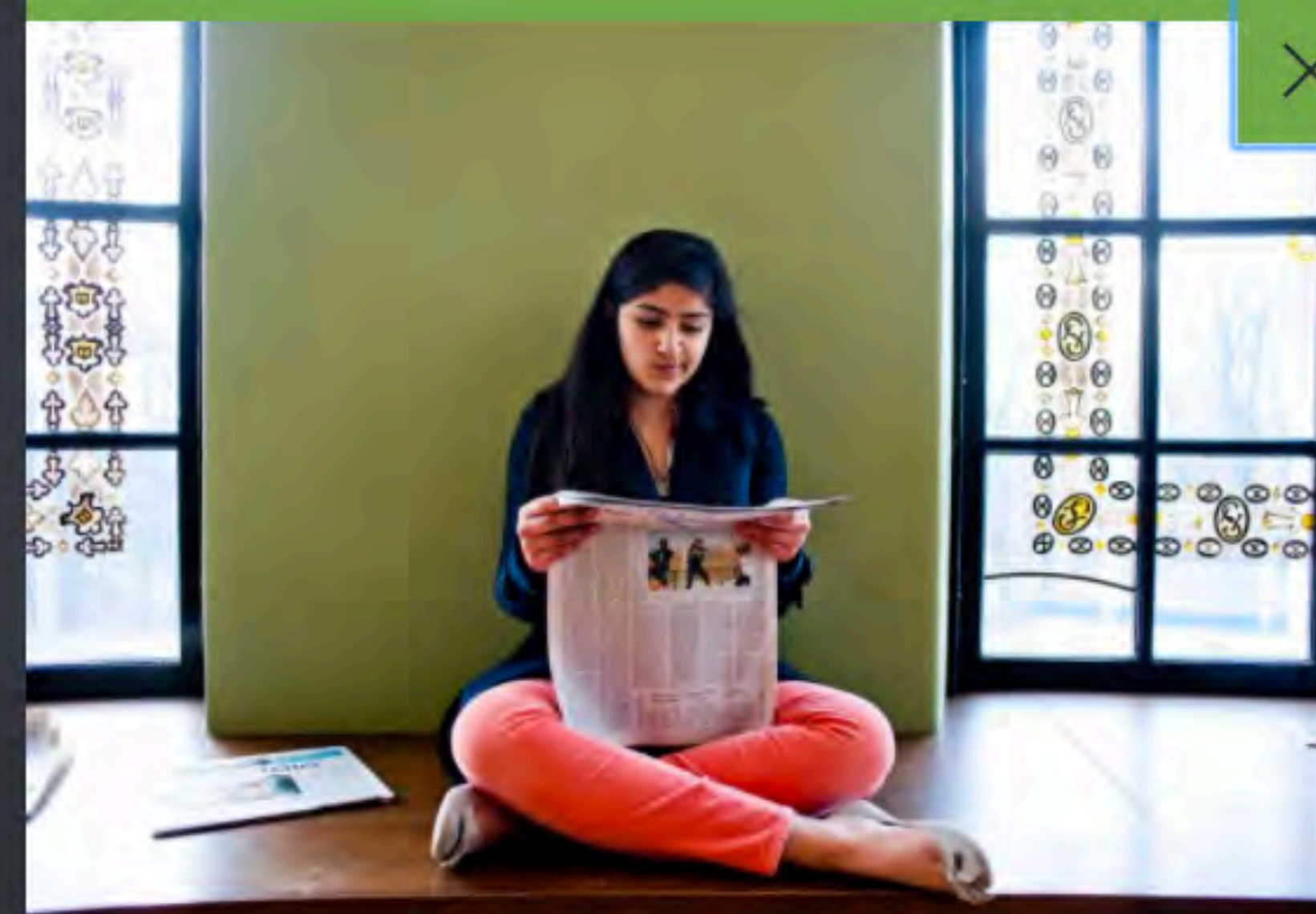
ates.

calculated need for admitted students

70 million in need-based grants last year alone
ual incomes under \$200,000 receive Johns Hopkins

grant for first-year students is more than \$38,000
and recipients can graduate with no student loans

on the website of the
missions, or contact one of our financial
udents and families fully understand their options

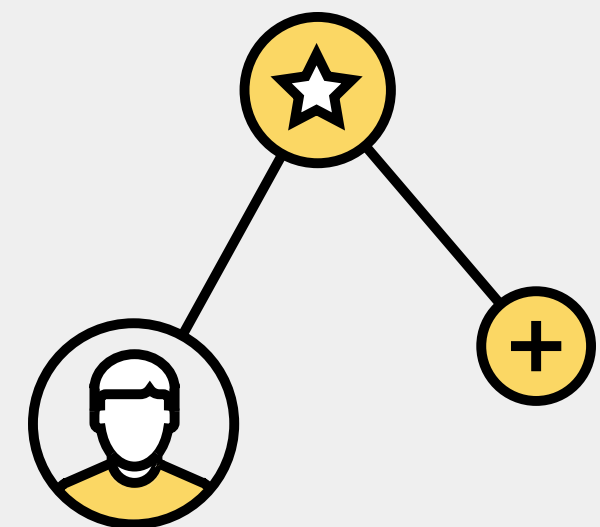


I stepped on to the Hopkins campus and I was like, yeah, I can really **see myself here.**

Sansriti, Class of 2017

Cognitive Science, Major

"I have friends at other schools who say, yeah, I emailed a professor and he never responded. You don't hear about that happening at Hopkins because professors really care. They are very open and easily approachable. So I think that's wonderful. Also, they are just as enthusiastic as the students are. That's the great thing about Hopkins research. The students are enthusiastic, but so are the professors. They welcome the idea of having kids come into their labs. I think that's just the coolest thing."



Connect

Stories help us understand and accept differences between people and cultures—or highlight similarities.

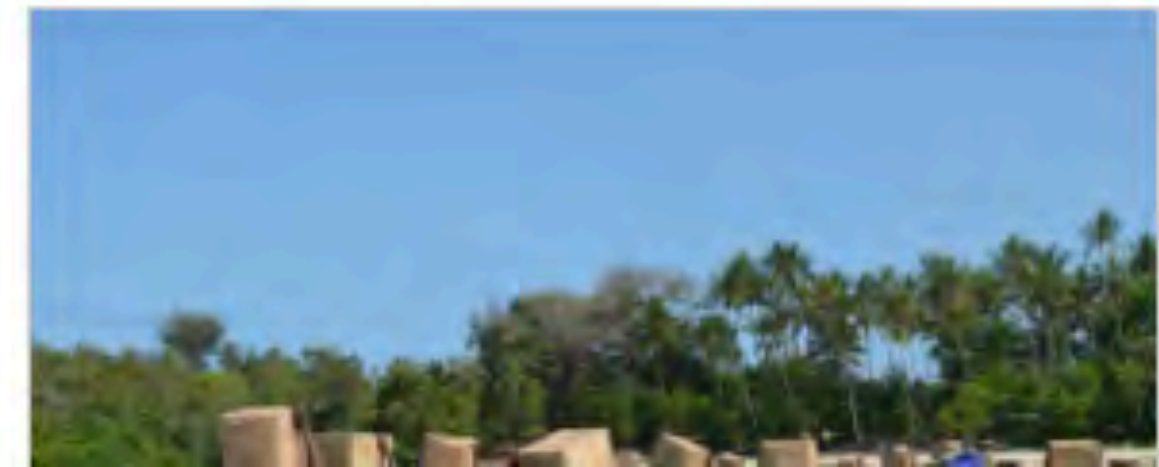
Stories

[#IAMTOM →](#)[EXPANDING ONE FOR
ONE® TO COFFEE →](#)[A GIVING
DEPARTMENT? WHAT'S
THAT? →](#)

Categories



Select Month



Neural Coupling

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience.

Mirroring

Listeners will not only experience the similar brain activity to each other but also to the speaker.



Dopamine

The brain releases dopamine into the system when it experiences and emotionally charged event, making it easier to remember and with greater accuracy.

Cortex Activity

A well told story can engage many areas of the brain including the motor cortex, sensory cortex, and frontal cortex.

Your Brain on Stories



The Science of Visual Perception

DR. JOHN J. MEDINA, a developmental molecular biologist

About one quarter of the human brain is
involved in visual processing — more than
any other sense.

We are incredible at remembering pictures.

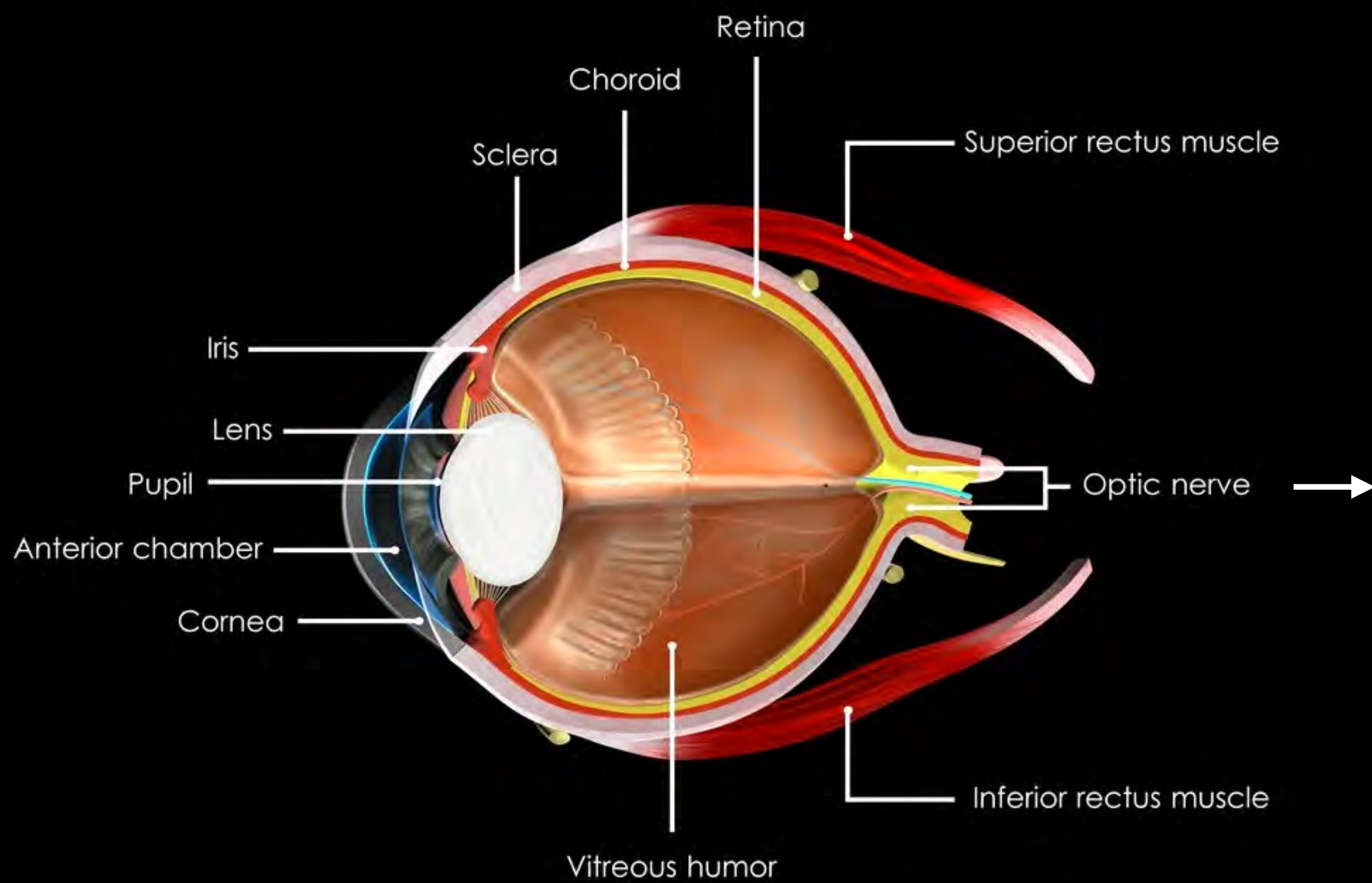
10%



three days later

60%





Light



Memory

The brain is highly involved in visual processing — this results in greater retention and increased comprehension. With visual design our ability to understand and engage vastly improves.

The background of the image is a close-up of a textured surface, possibly a piece of paper or fabric, with a grid-like pattern of thin, dark lines. A fountain pen is visible on the right side, with its tip pointing towards the bottom right. The pen has a dark, possibly black or dark blue, body with a lighter, possibly silver or light blue, section near the tip. The lighting is dramatic, with strong highlights and shadows, creating a sense of depth and texture. The overall color palette is dominated by dark browns, blues, and greys, with a bright orange-yellow highlight on the pen's body.

Hierarchy

Motion

+

Perspective

Resonance



Leonardo da Vinci

“Painting is concerned with all the 10 attributes of sight, which are darkness, light, solidity and color, form and position, distance and propinquity, motion and rest.”



CREATIVE WORKS.



Creativity and innovation flourish in a supportive environment. Columbia College Chicago's success as an educational institution lies in the outcomes and achievements of our students.

[See our students' stories.](#)



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

Hierarchy

Rather than taking in visual information and processing it evenly, people organize what they see on your website in terms of “visual relationships.”

- **correlate size with importance**
- **classify with color**
- **use contrast to separate**
- **arrange in close proximity to relate**



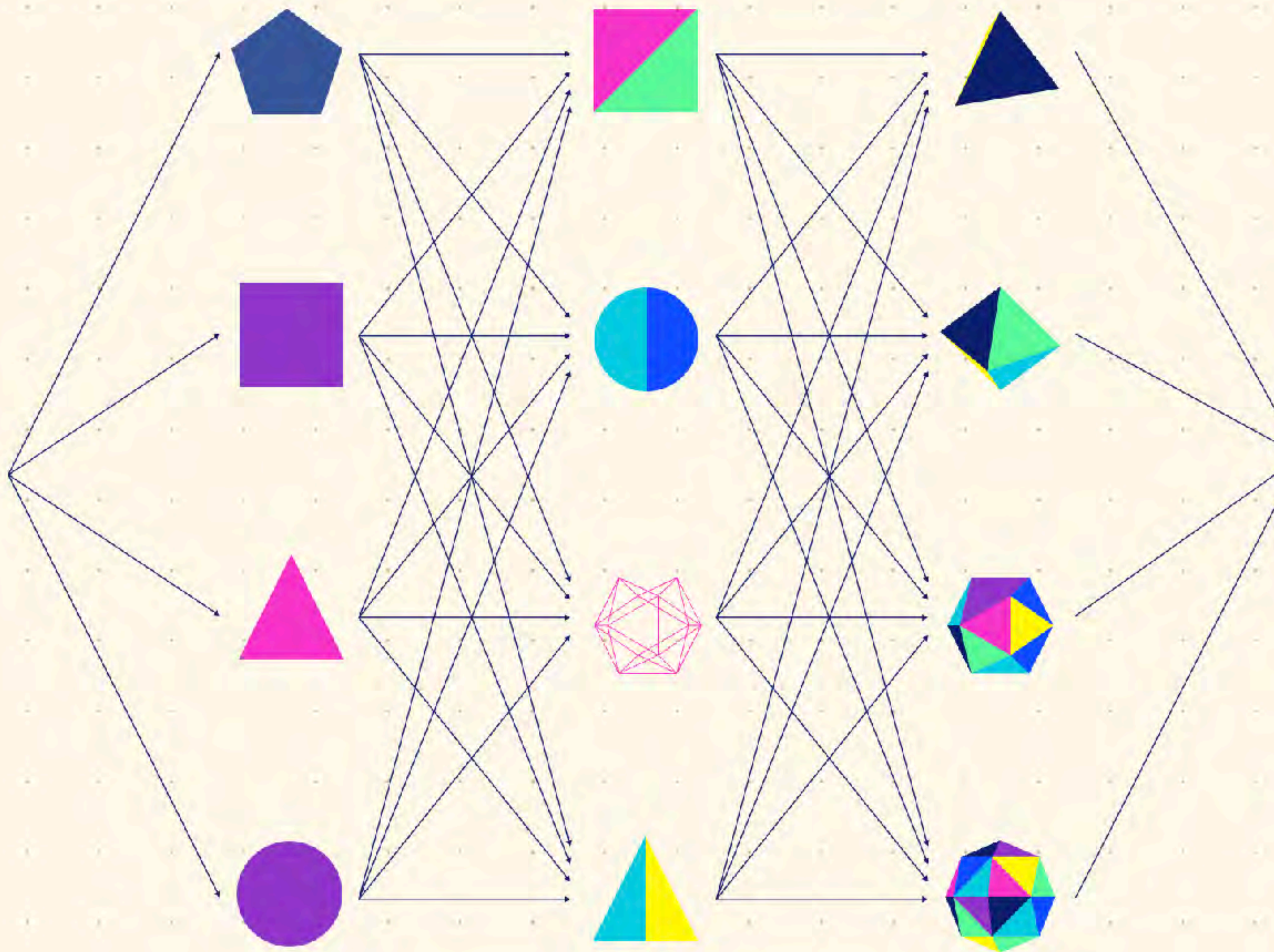
Interview by Tina Essmaker
January 10, 2017

Photography by Elizabeth Weinberg

Leon Bridges

MUSICIAN / SINGER-SONGWRITER

F8 2017

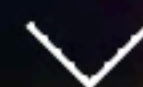


Facebook Developer Conference

APRIL 18 & 19, 2017
MCENERY CONVENTION CENTER
SAN JOSE, CALIFORNIA

[REGISTER TO ATTEND](#)

THE LEGEND



Ideas on...

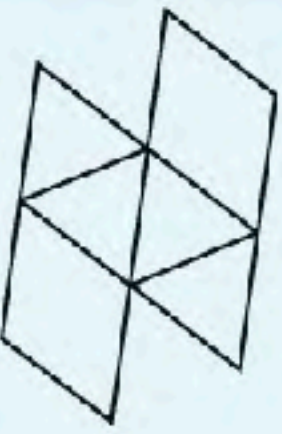
01. **Art Practices**

02. **Fabrication**

03. **Mexico**

04. **Energy**

05. **Housing**



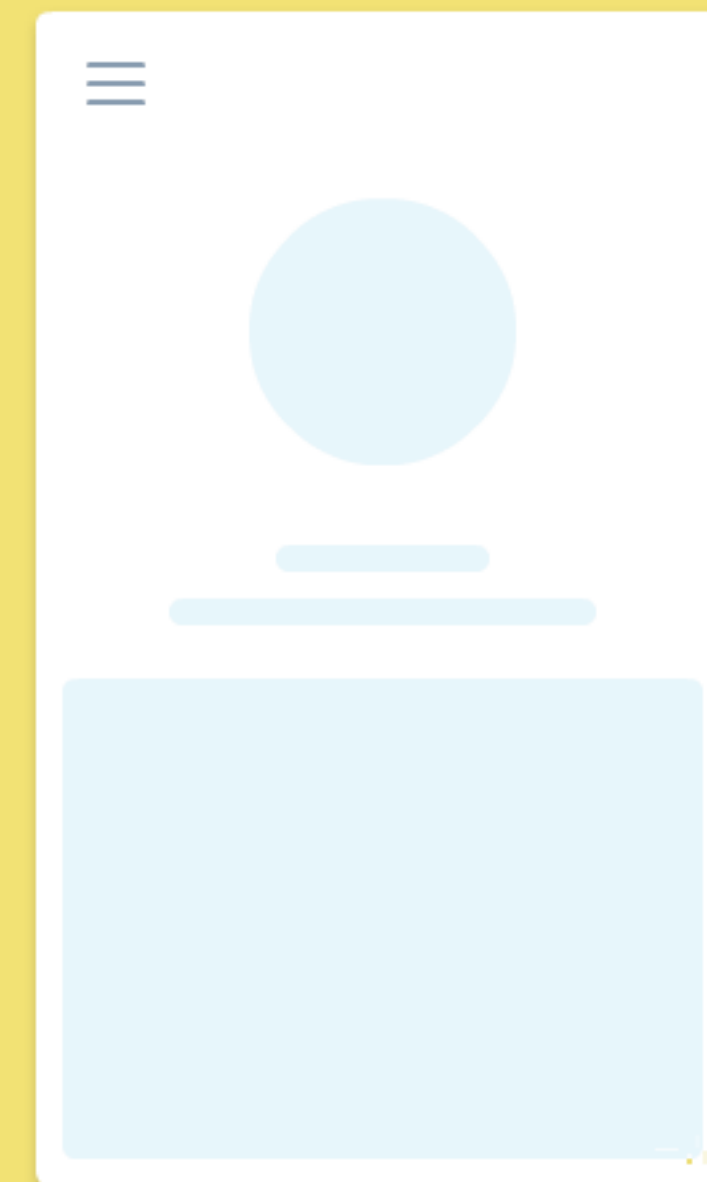
Motion

Motion creates the impression of life —
establishing the personality of the characters and
the emotions they express.

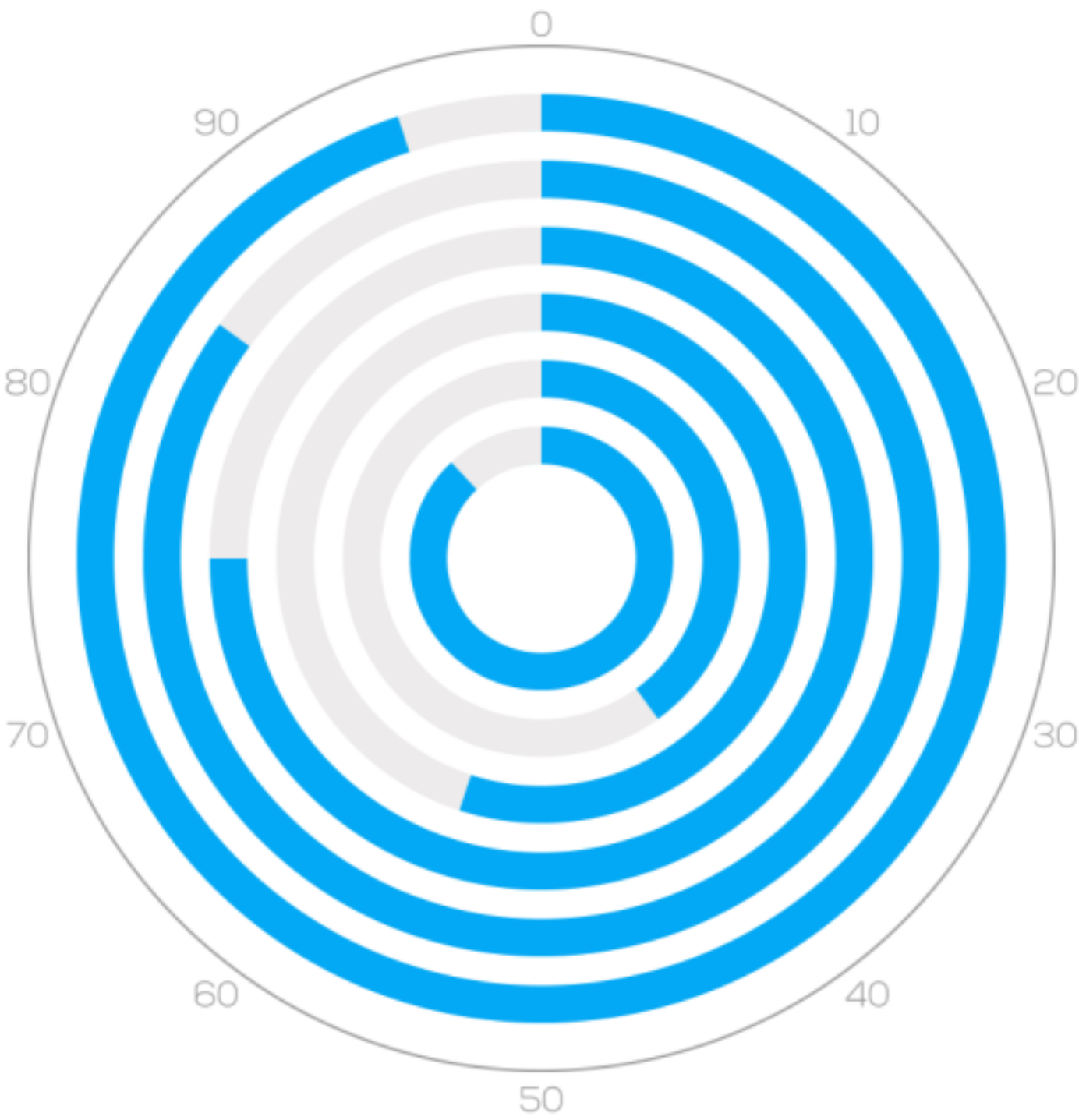
- **User Interface Animation**
- **User Experience Choreography**
- **Moving Pictures**
- **Animated Illustrations & Infographics**

UI Animation

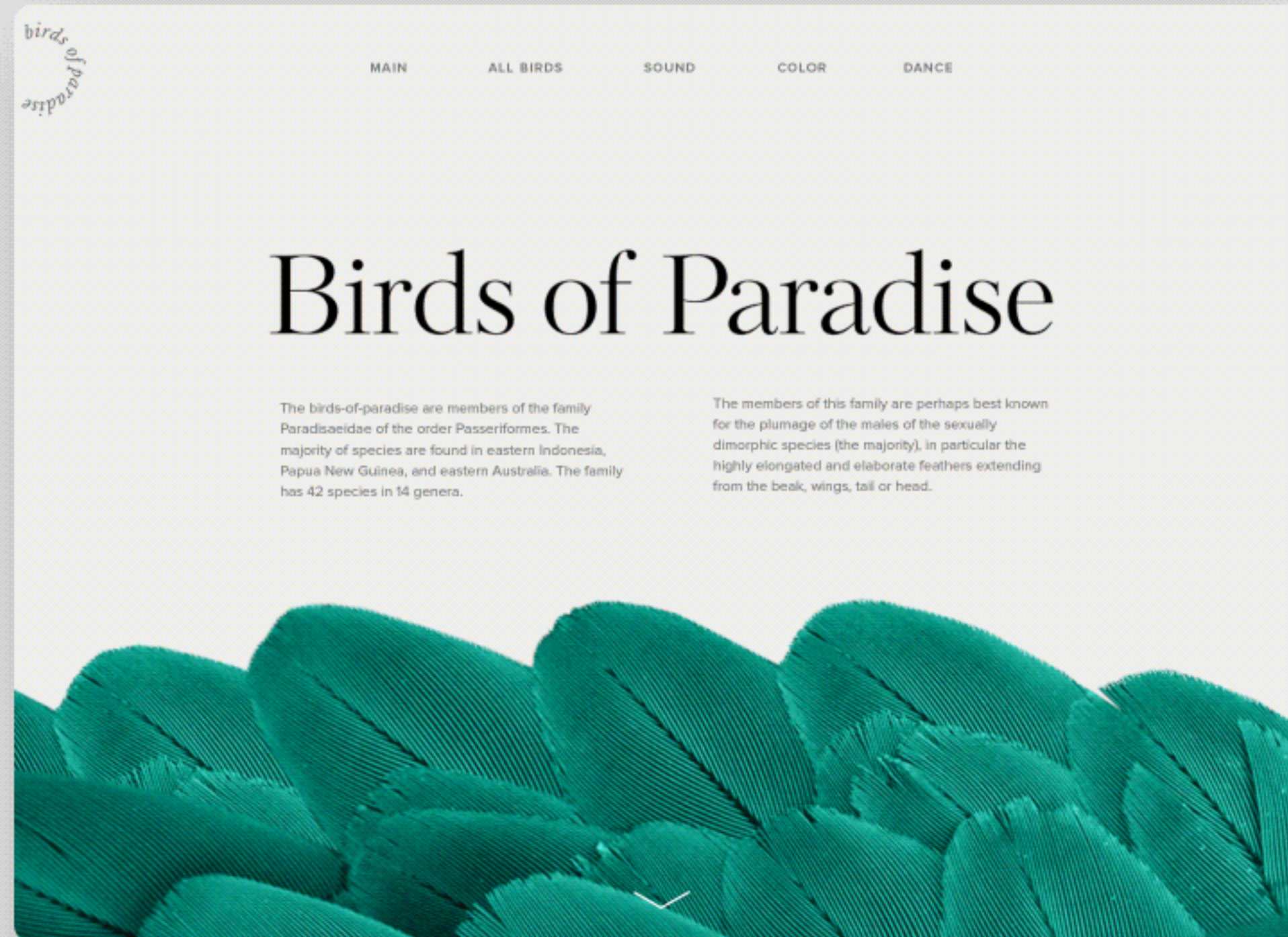
Send message



Animated Illustrations & Infographic



UX Choreography



Moving pictures



cool examples and tool at fixel.com

AN ALPHABETICAL



Watch the full animation



Explore letter by letter



PIECE
1

HAWAIIAN CROW



IN PIECES | HOW IT'S MADE | CAUSES & SOURCES |   SHARE & POSTER

BY BRYAN JAMES



SAINT LOUIS
UNIVERSITY

— EST. 1818 —

[About](#)[Academics](#)[Athletics](#)[Research](#)[Life at SLU](#)[Admission](#)

We ignite a desire to learn and to serve, to blaze trails in
thought and action.



Discover ArtCenter

Watch

Perspective

Perspective is the point of view. The technique can add a sense of realism to your story. It can also expand human visual perception.

- **Alter view points to show micro and macro views**
- **Extend beyond the viewport**
- **Add depth to create a sense of space**
- **Provide a perspective that can't be seen elsewhere**

A brown bear is the central focus of the image, positioned slightly to the right of the center. It has thick, brown fur and is looking directly at the viewer. The background is a dense forest with various green plants and trees, creating a natural, wild environment. The lighting is soft, suggesting a forest interior.

A Bear's-Eye View of Yellowstone

What do bears eat? How far do they roam? Find out in this interactive journey through the Greater Yellowstone Ecosystem.

Scroll to continue



Resonance

Choosing visuals that create an emotional and intellectual connection with your audiences. Vibrate at the same frequency as your audience, fit into the context and value system that audiences want.

- **determining your strategy and purpose**
- **identifying motives and aspirations**
- **understanding their head and heart**



Nancy Duarte, Author of *Resonate: Present Visual Stories that Transform Audiences*

“The audience does not need to tune themselves to you
—you need to tune your message to them. Understand
their hearts and minds and create a message to resonate
with what’s already there.”



Scott Dadich, Editor-in-Chief, Wired Magazine

“It’s about diving into that story, about the characters leaping off the page, about feeling yourself in the room, about being transported.”



**WHY ISN'T A
BILLION
DOLLARS
ENOUGH?**

(and other big questions we're asking)

Over time the web has evolved toward making
text easier to read and content easier to
understand in order to support more complex
interactions and deeper engagements.

Prototyping.

The background image shows a person from behind, silhouetted against a bright, circular opening. The opening is framed by a complex, grid-like structure that resembles a large-scale digital display or a modern architectural feature. The person's hands are raised, suggesting they are interacting with the structure. The overall scene is dimly lit, with the primary light source coming from the circular opening.

Responsive Design

Design for Everywhere

The website should automatically respond to the user's device preferences. One design across all devices using relative sizes, common ratios, a flexible grid system, and css media queries.



A Bear's-Eye View of Yellowstone

What do bears eat? How far do they roam?
Find out in this interactive journey through
the Greater Yellowstone Ecosystem.

Balance Performance & Quality

There is no silver bullet for performance. Test loading speeds and adjust visual assets as needed for a smoother user experience. Videos and complex animations may need to be conditional based on available band-width.

Google Mobile-Friendly Test

[search.google.com/search-console/
mobile-friendly](https://search.google.com/search-console/mobile-friendly)

Google Website Speed Test

testmysite.thinkwithgoogle.com

A hand holding a smartphone, which displays a digital reproduction of the Mona Lisa painting. The background is a dark, muted blue-grey. The text 'Visualizing Action' is overlaid in a white, serif font, with a small blue horizontal line above the 'i' in 'Visualizing'.

Visualizing Action



Kevin Spacey, Actor and Director, Content Marketing World Conference 2014

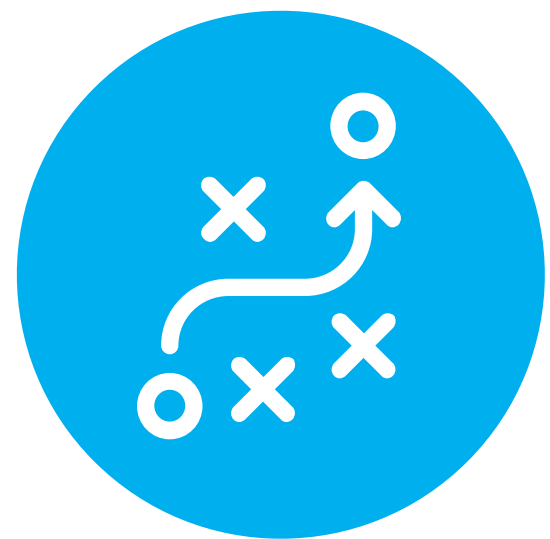
“The story is everything,
which means that it’s our job
to tell better stories.”



Story first. Department second.

Build your Team

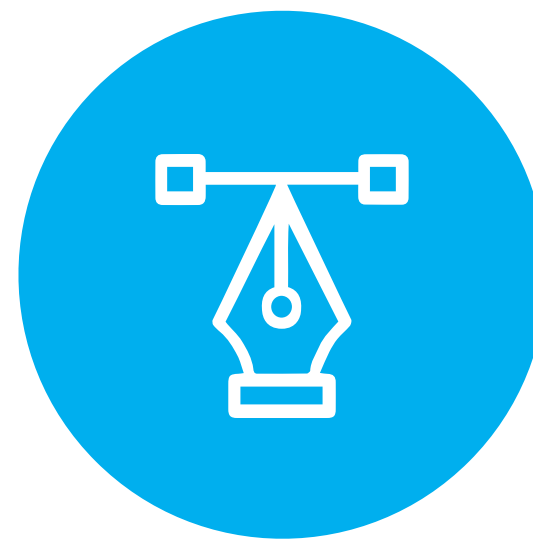
Great digital story telling is accomplished by great teams. Bring all the talent to the table at the beginning of the process.



Strategy



Marketing & Data



Design



Technology



Editorial



Nurture a culture of collaboration.



Start small & celebrate success.

The background of the image features three Star Wars Stormtroopers. The central figure is a First Order Stormtrooper, distinguished by a black cape and a red lightsaber held diagonally across their chest. They are flanked by two standard Galactic Republic Stormtroopers. The entire scene is set against a dark, textured background, and the text 'Questions & Answers' is overlaid in a white, serif font.

Questions & Answers