

DESIGN EXPERIENCES

SEMINAR 2

By Vibhor Sharma

STORY TELLING



STORY TELLING – AN ART



Story telling is an art of communicating, sharing / expressing the thoughts.

It is one of the most powerful tool to make people think about any subject.

Stories are effective to connect with the audience and easy to remember.

STORY TELLING – TYPES

- VERBAL
- VISUAL
- WRITTEN
- DIGITAL

<https://www.youtube.com/watch?v=-11A-FtTibs&t=32s>

<https://www.youtube.com/watch?v=ZWod24WB3VE>

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

EXAMPLE – TIMELINE



Various Art Movements had a major impact on the Architecture & Design of their era

EXAMPLE – SINGLE FRAME



EXAMPLE – SINGLE FRAME



EXAMPLE – MULTI FRAME



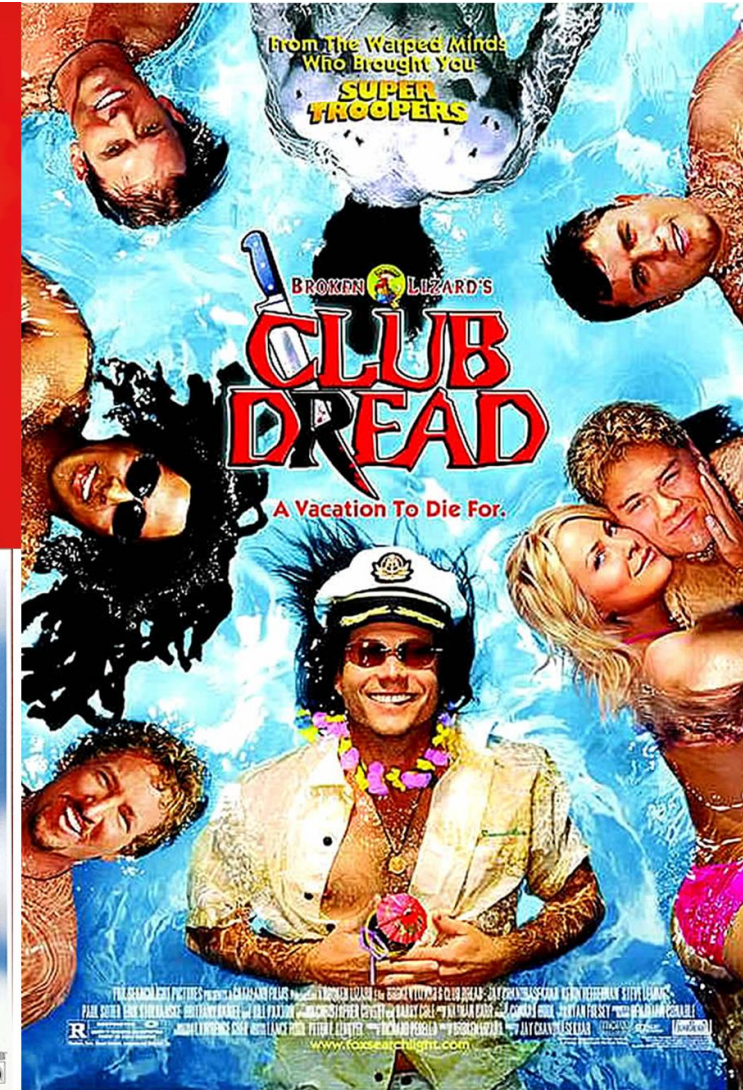
EXAMPLE – COLLAGE



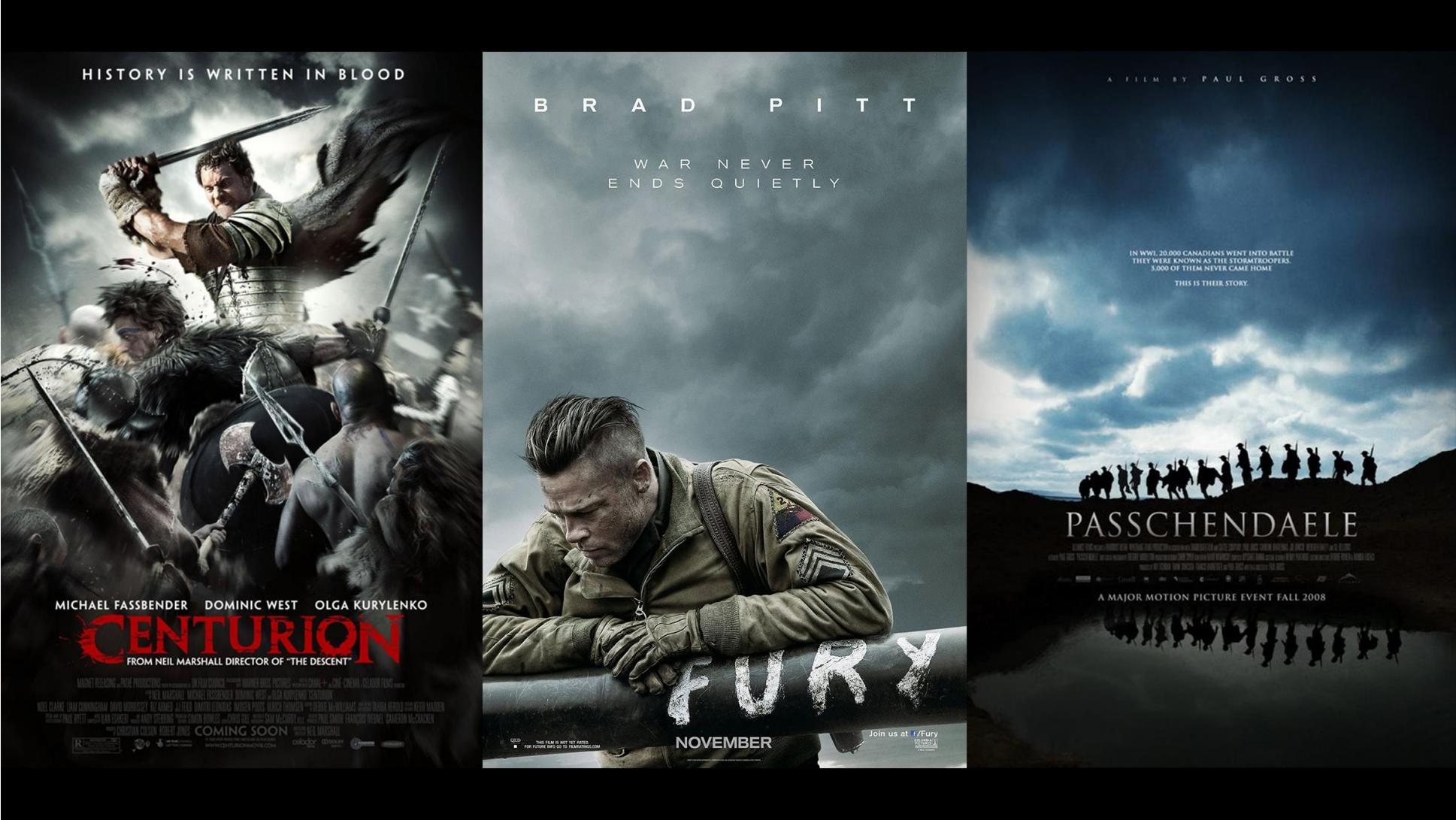
EXAMPLE – COVERS / POSTERS



EXAMPLE – COVERS / POSTERS



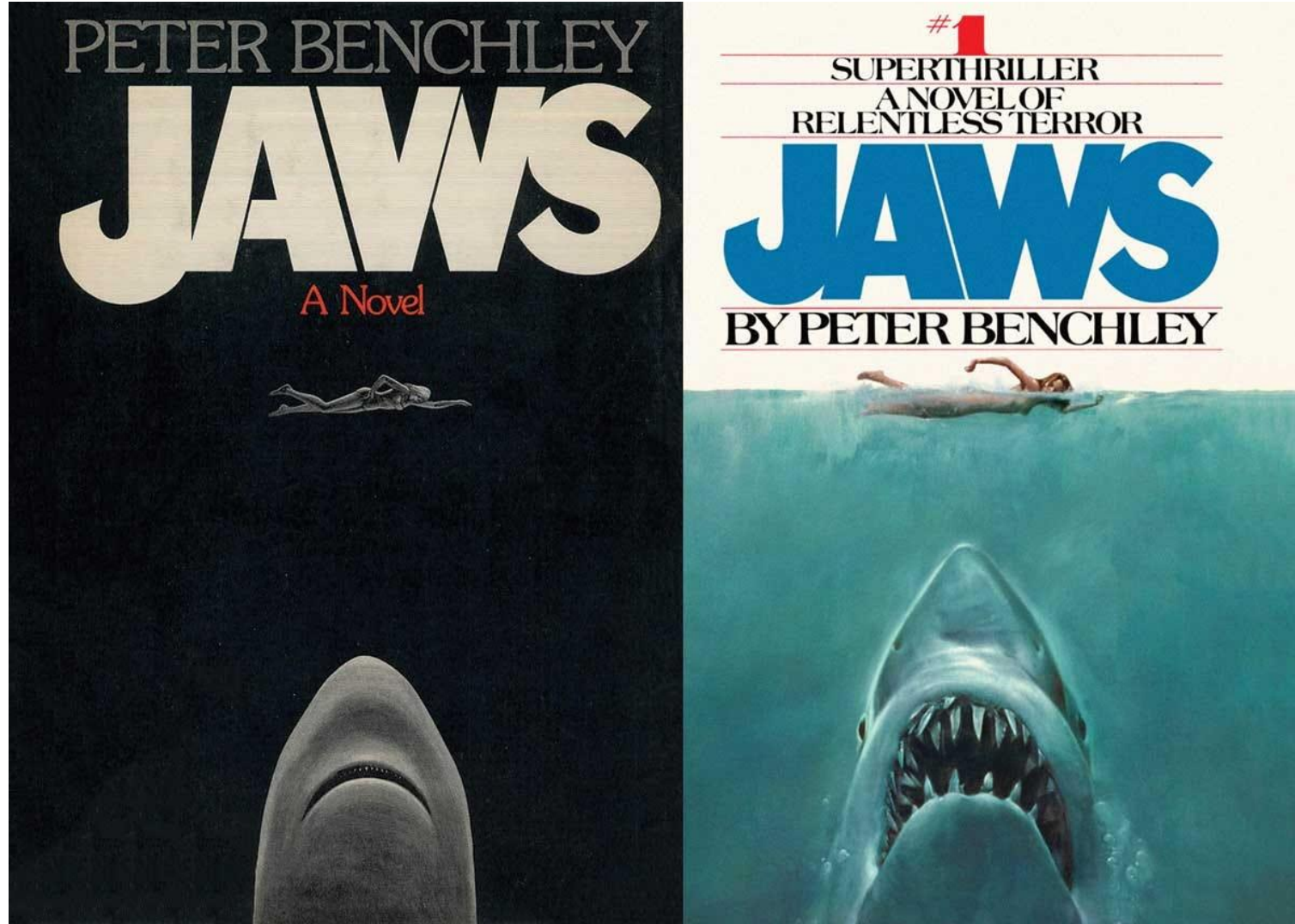
EXAMPLE – COVERS / POSTERS



EXAMPLE – HOARDINGS



EXAMPLE – BOOK COVERS



EXAMPLE – BOOK COVERS



EXAMPLE – INSTRUCTIONS / MANUAL

1: remove the doors

2: lift away shelving and drawers

3: take off the clothes rail

4: pull away the top and bottom of the wardrobe

5: remove the side panels

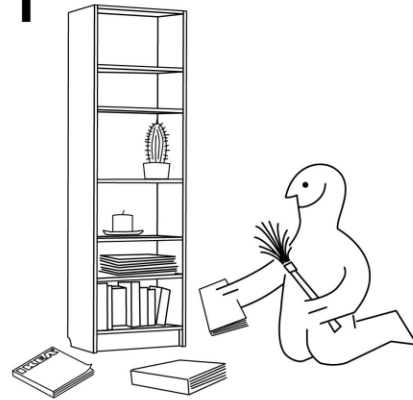
6: manage your waste

BILLY DISASSEMBLY INSTRUCTIONS



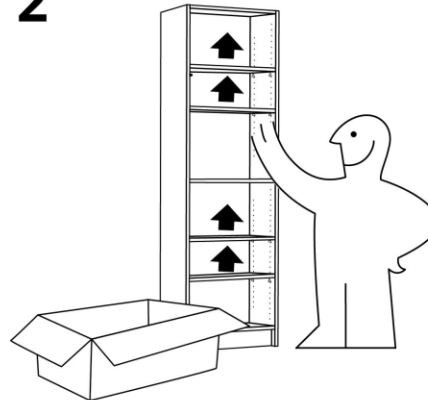
IKEA has created a number of Disassembly Instructions to help customers extend the lifecycle of their furniture. This easy-to-use guide will help customers take apart one of their favourite IKEA furniture items, BILLY, so it can be re-built in its new home.

1



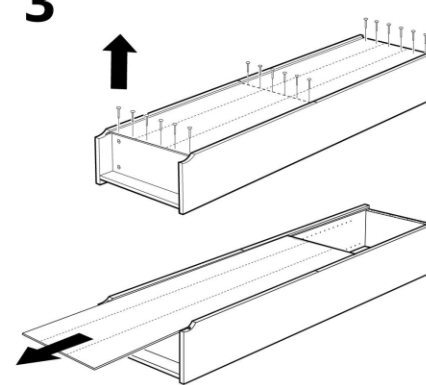
Remove books and other decorative items.

2



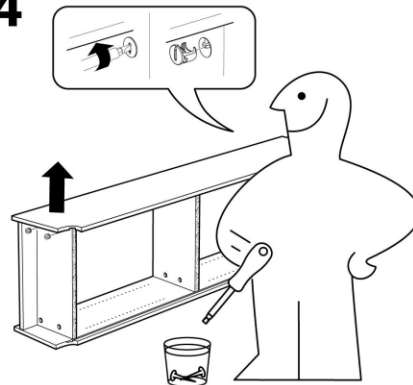
Remove shelves, shelf support pins and wall brackets.

3



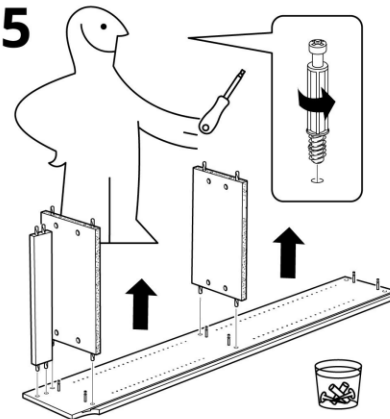
Place bookshelf on floor, remove pins on back board and slide backing off.

4



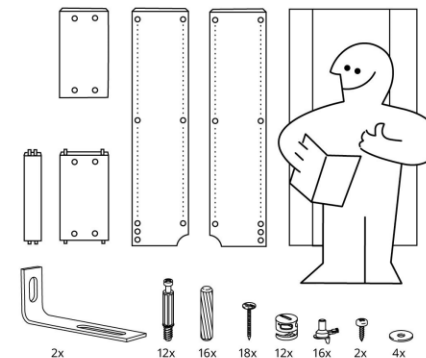
Place on side and remove screws.

5



Remove shelves and remove screws.

6



Here are all the parts you should have for your disassembled BILLY.

Note: If any screws or bolts are missing when you come to rebuild your bookshelf (or any other item), you can pick up free replacements from our Spare Parts Library. Simply visit Customer Returns once stores reopen.

SOME GUIDELINES

- What you need to think?

Target Audience... who? empathy

Theme... action, fear, tragedy, comedy, etc

Plot... main event

Characters... living, non living

Message... what message to communicate?

Sequence... building interest

Conflict... create drama

Conclusion... end

TASK – VISUALISE YOUR STORY



THANK YOU