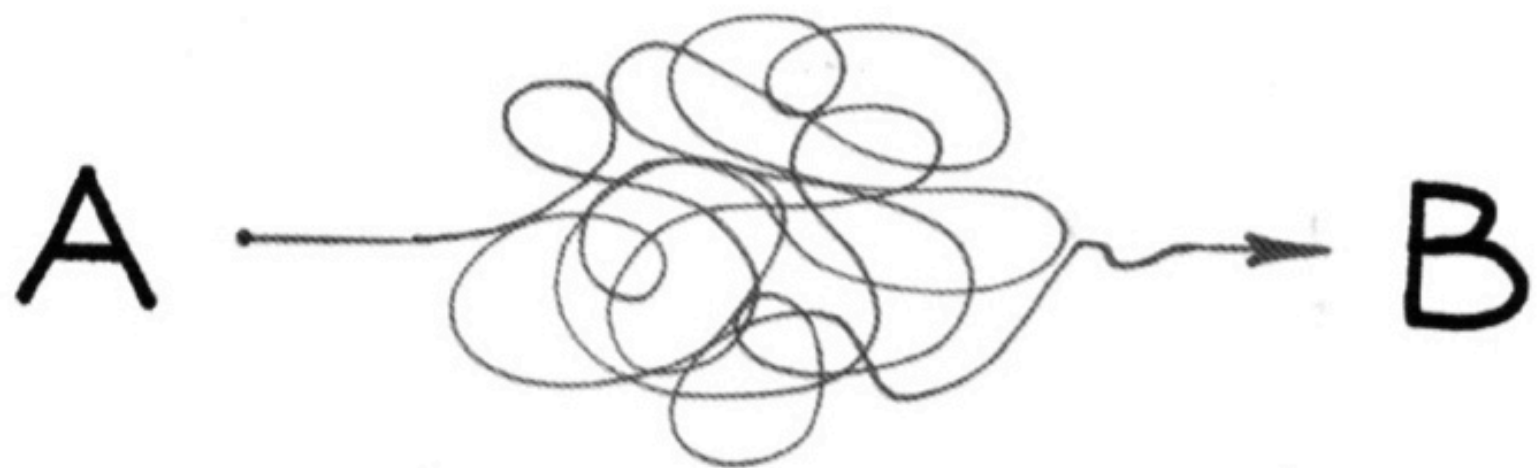


# DESIGN PRINCIPLES

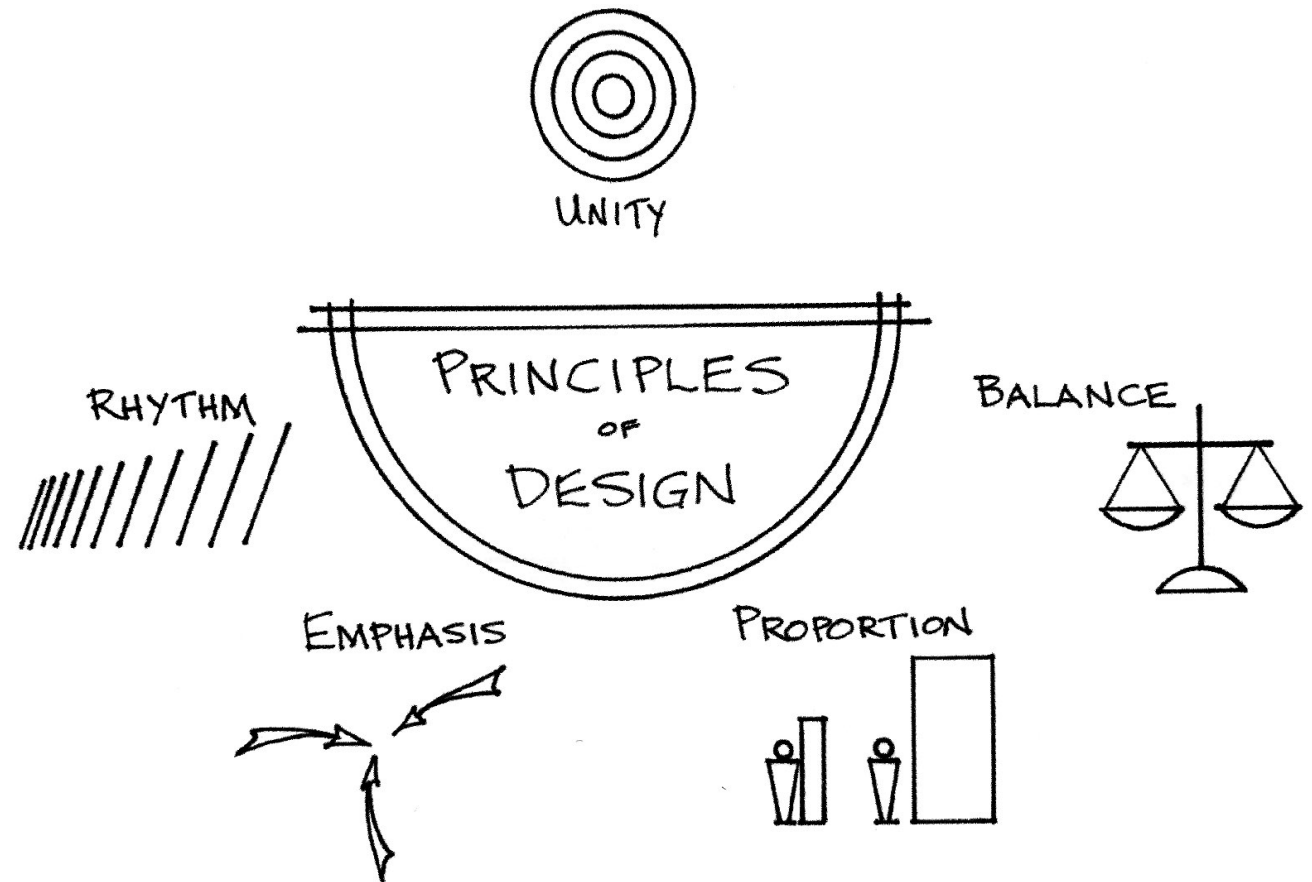


What we see and the  
nature of visual story  
telling.

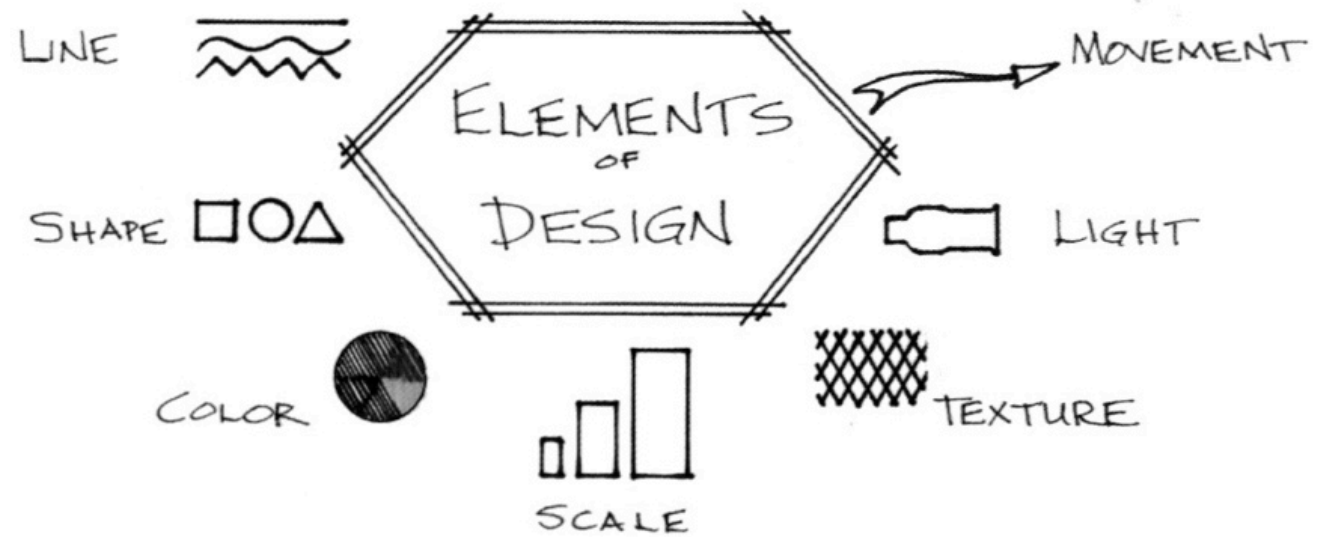


THE  
CREATIVE  
PROCESS

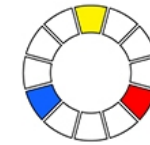
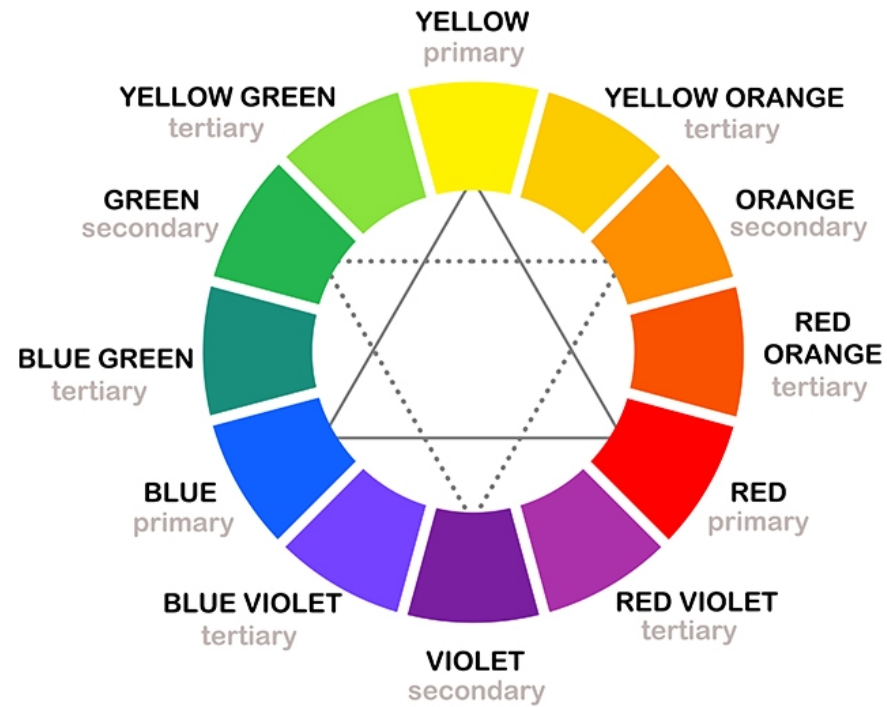
WHAT WE  
SEE.



WHAT WE  
SEE.



# WESTERN COLOUR THEORY



## PRIMARY

YELLOW  
RED  
BLUE



## SECONDARY

ORANGE  
VIOLET  
GREEN



## TERTIARY

YELLOW ORANGE  
RED ORANGE  
RED VIOLET  
BLUE VIOLET  
BLUE GREEN  
YELLOW GREEN

| RED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | PINK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | PURPLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | NAVY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | GREEN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | BLUE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ORANGE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>MEANS:</p> <p>passionate<br/><b>active</b><br/>EXCITING<br/><b>bold</b> energy<br/>youthful<br/><b>physical</b><br/>PIONEERING<br/>leader willpower<br/>confidence<br/>ambition<br/><b>POWER</b></p> <p>BRANDS:</p> <p> <br/>  <br/> <br/> <br/>   </p> | <p>MEANS:</p> <p>love <b>calm</b><br/><b>respect</b><br/><b>WARMTH</b><br/>longterm<br/>feminine<br/>intuitive <b>care</b><br/>assertive<br/><b>sensitive</b><br/>NURTURE<br/><b>possibilities</b><br/>UNCONDITIONAL</p> <p>BRANDS:</p> <p> <br/> <br/> <br/> <br/>  </p> | <p>MEANS:</p> <p><b>DEEP</b><br/>creativity<br/>unconventional<br/>original<br/><b>stimulation</b><br/>individual<br/>WEALTHmodesty<br/><b>compassion</b><br/>DISTINGUISHED<br/>respectable<br/><b>fantasy</b></p> <p>BRANDS:</p> <p> <br/> <br/> <br/> <br/>  </p> | <p>MEANS:</p> <p>trust order<br/><b>LOYALTY</b><br/><b>sincere</b><br/>authority<br/>communication<br/>confidence<br/><b>PEACE</b> integrity<br/>control<br/>responsible<br/><b>success</b><br/>CALM masculine</p> <p>BRANDS:</p> <p> <br/> <br/> <br/> <br/> <br/>  </p> | <p>MEANS:</p> <p>BALANCE<br/><b>growth</b><br/><b>restore</b><br/>sanctuary<br/>EQUILIBRIUM<br/>positivityNATURE<br/><b>generous</b><br/>clarity<br/>prosperity<br/>good judgement<br/>safetystable</p> <p>BRANDS:</p> <p> <br/> <br/> <br/>  </p> | <p>MEANS:</p> <p><b>spirit</b><br/>perspective<br/><b>CONTENT</b><br/>control<br/><b>rescue</b><br/>determination<br/>self-sufficient<br/>modern goals<br/>awarePURPOSE<br/><b>OPEN</b><br/>ambition</p> <p>BRANDS:</p> <p> <br/> <br/> <br/> <br/>  </p> | <p>MEANS:</p> <p><b>INSTINCT</b><br/><b>WARMTH</b><br/>gut reaction<br/><b>optimistic</b><br/>spontaneity<br/><b>extrovert</b><br/>socialNEW IDEAS<br/><b>FREEDOM</b><br/>impulse<br/>motivation</p> <p>BRANDS:</p> <p> <br/> <br/> <br/> <br/> <br/>  </p> |



USING THESE  
ELEMENTS AND  
PRINCIPLES,  
CRITIQUE THE  
NEXT TWO  
DESIGNS.





story  
telling

WHAT DO YOU  
THINK MAKES  
GOOD STORY  
TELLING?



# DEFINITION

- The conveying of events in words, sound and/or images, often by improvisation or embellishment. Stories or narratives have been shared in every culture as a means of entertainment, education, cultural preservation, and instilling moral values - the earliest forms of storytelling usually were verbal combined with gestures and expressions.

WHAT ARE YOUR EXPERIENCES  
OF STORY TELLING?

THEATRE, BOOKS, COMICS,  
FILMS, MUSIC, POETRY

GOOD OR BAD?

WHY IS IT IMPORTANT?



## GOOD STORIES COMPEL PEOPLE TO CHANGE



THE WAY  
WE FEEL

Stories demand  
an emotional  
investment.

THE WAY  
WE THINK

Stories pique  
and hold  
interest.

THE WAY  
WE ACT

Stories bring  
energy to the  
message.

THE WAY  
WE BEHAVE

Stories cause  
us to take  
action.



## THE IMPORTANCE OF STORY TELLING

- Storytelling is interactive.
- Storytelling involves a two-way interaction between a storyteller and listeners. The responses of the listeners influence the telling of the story

### Storytelling uses words/gesture.

Storytelling uses language - whether it be a spoken language or visual language

### Storytelling uses actions such as vocalisation, physical movement and/or gesture.

These actions are the parts of spoken or manual language other than words.

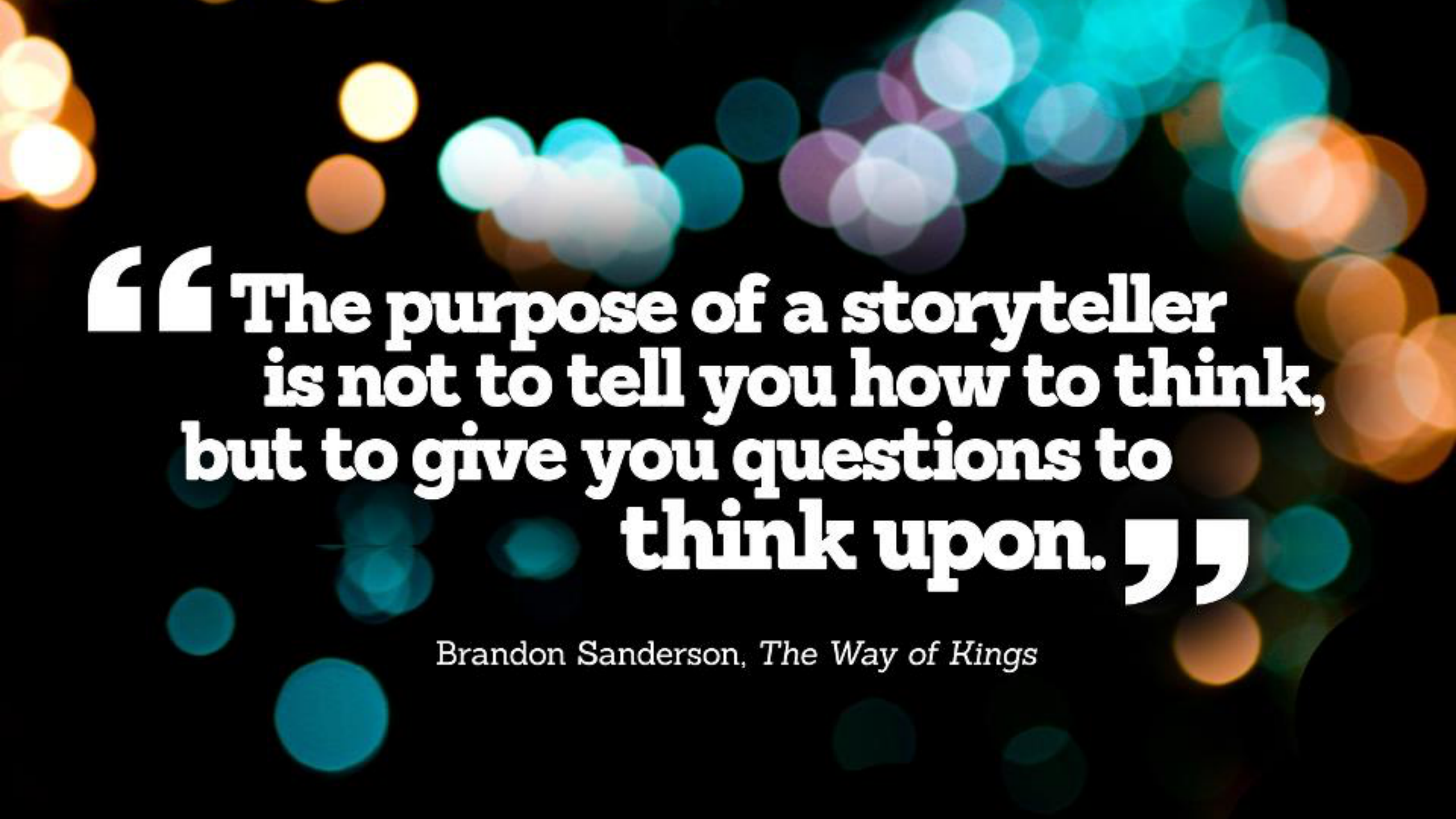
STORYTELLING PRESENTS A STORY.  
STORYTELLING ALWAYS INVOLVES THE PRESENTATION  
OF A STORY—A NARRATIVE. EVERY CULTURE HAS ITS  
OWN DEFINITION OF STORY. WHAT IS RECOGNISED  
AS A STORY IN ONE SITUATION MAY NOT BE  
ACCEPTED AS ONE IN ANOTHER.

Storytelling encourages the active imagination of the listeners.

In storytelling, the listener imagines the story. In most traditional theatre or film, the listener enjoys the illusion that they are actually witnessing the character or events described in the story.

Storytelling can be combined with other art forms - drama, music, dance, comedy, puppetry and numerous other forms of expression ...

*...because every picture  
tells a story...*

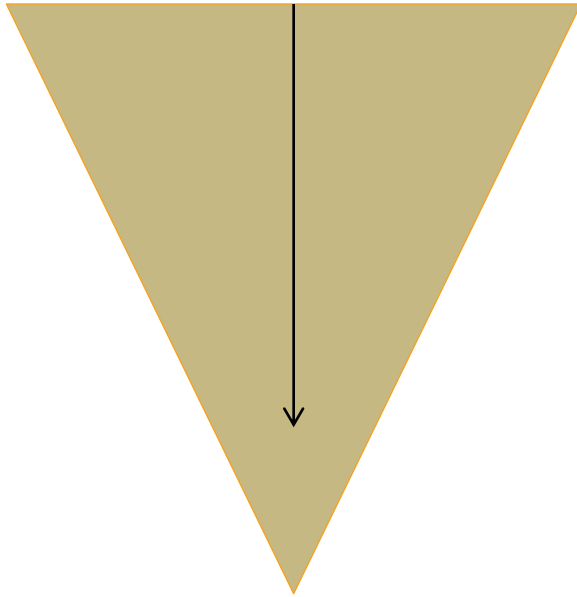
The background of the image is a dark field filled with numerous out-of-focus light circles, known as bokeh. These circles vary in size and color, with prominent shades of warm orange and cool teal. The lights are scattered across the frame, creating a dreamy, ethereal atmosphere. The text is overlaid on this background, centered horizontally.

**“ The purpose of a storyteller  
is not to tell you how to think,  
but to give you questions to  
think upon. ”**

Brandon Sanderson, *The Way of Kings*

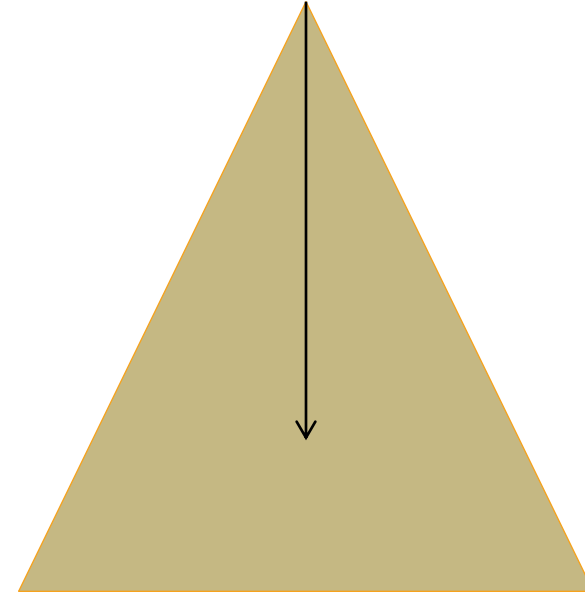
# How do we talk about our ideas ...

Big idea/Lots of ideas



Relevant Idea/thought

Relevant idea/thought



Big idea/lots of ideas



# MEDIUMS & STYLES OF STORY TELLING





## PERSONAL STORYTELLING

Through living, everyone is in the constant and on-going process of composing a personal story.

The stories are formed personally and concern individual lives. They are composed to remember, change and find meaning to life.

Through personal storytelling, the teller is able to share experiences with others and possibly motivate and inspire.



## FAMILY STORYTELLING

- Family storytelling is thought of as the spoken history of a family, maintaining and preserving a long line of various events and experiences, while keeping traditions and expectations align.
- Storytelling that concerns a family heritage allows for a family identity to emerge, often bringing with it the finest traits of an ancestral history as a reminder to live up to something. This type of story can provide those who hear it with the motivation to live up to past family achievements.

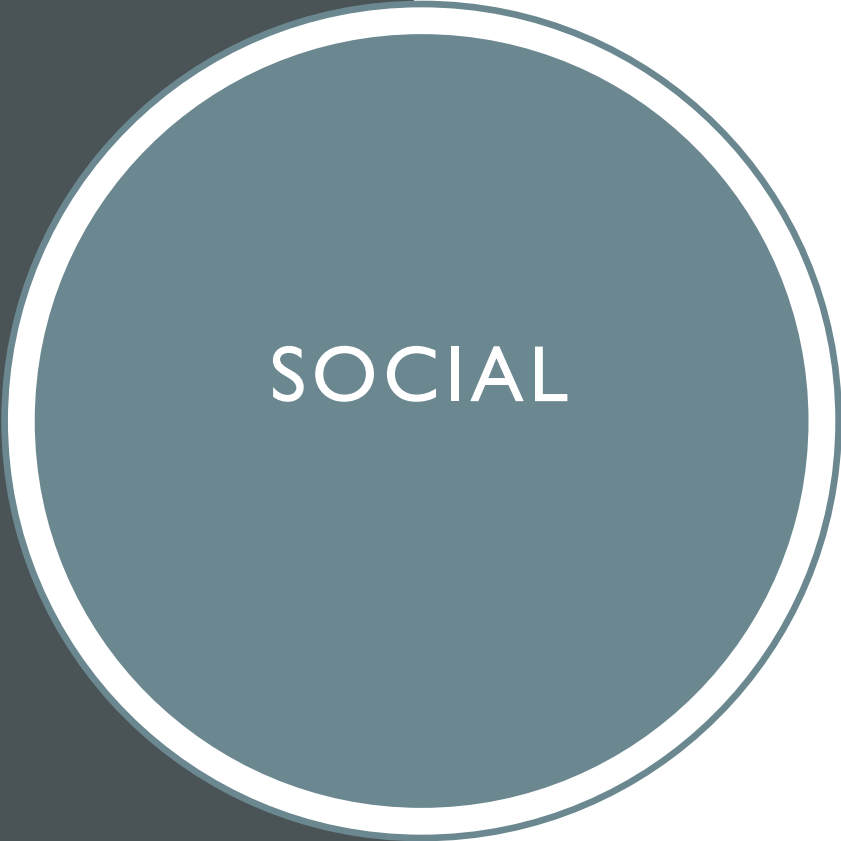
# CULTURAL STORYTELLING

Values, morals and beliefs.

- Passed down from generation to generation in an engaging and memorable form.
- Given to children in an attempt to teach them the meaning of certain things.
- Pass on stories of religion, can be seen in Christianity, Judaism, Hinduism and Buddhism.
- Example - Native American Indians also pass along the stories of their culture to future generations so that their traditions will not be forgotten.

# FRIENDSHIP

- Friendship stories bring friends together as they recollect shared experiences. They help to prevent the individuals from growing apart once they establish different lives. These stories can be the centrepiece of a reunion, or they can just bring a laugh among friends.



# SOCIAL

- Gossip falls under the type of storytelling known as social storytelling. People gossip about everything from co-workers to celebrities. This form of storytelling comforts people and brings people together. Sometimes it gives people something to talk about instead of experiencing silence. Talking about other people and their problems helps individuals forget about their own problems for awhile. It can also help individuals find a new perspective on their lives.

# MYTH

- Myths are stories that are presented as being true, but their authenticity is doubted because no one knows exactly where the stories originated. These stories are typically associated with cultural issues and provide reminders of what people should fear in life.

# UNEXPLAINED

- Telling stories about unexplained phenomenon such as ghosts, haunted houses or UFOs excite people. These stories help individuals conquer fear of the unknown. They also make it easier to believe in things that we do not understand, such as a higher spirit or faith. These types of stories also fill people with hope for something more than what they are currently feeling or know to be true.

"One day Alice came to a fork in the road and saw a  
Cheshire cat in a tree.

'Which road do I take?' she asked.

'Where do you want to go?' was his response.

'I don't know', Alice answered.

'Then', said the cat, 'it doesn't matter.'"





TEXTILES/TAPESTRY

# SCULPTURE



# PAINTING





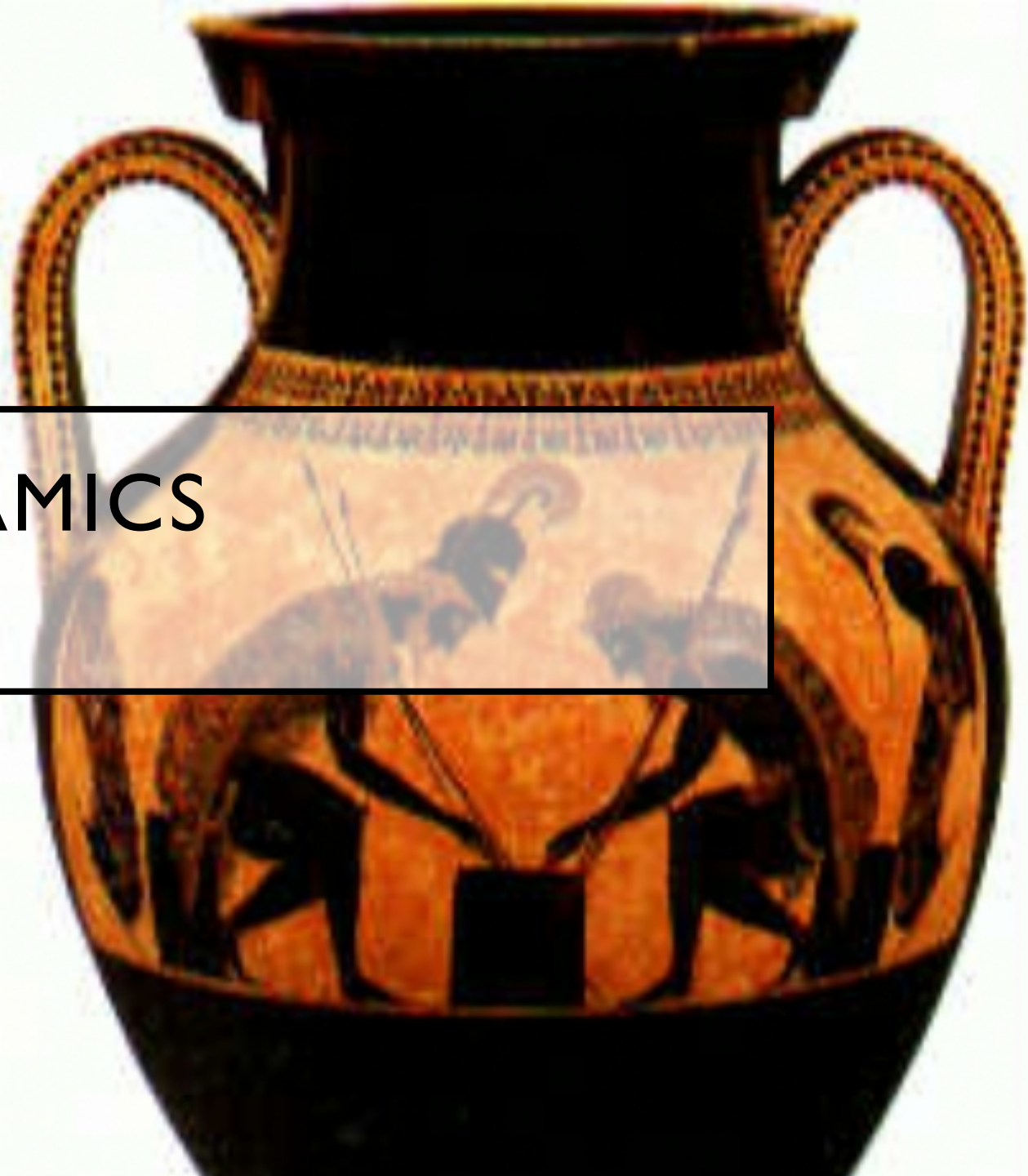
CARVING



TATTOO



# CERAMICS



"YOU WILL LOSE EVERYTHING."

# reservoir dogs

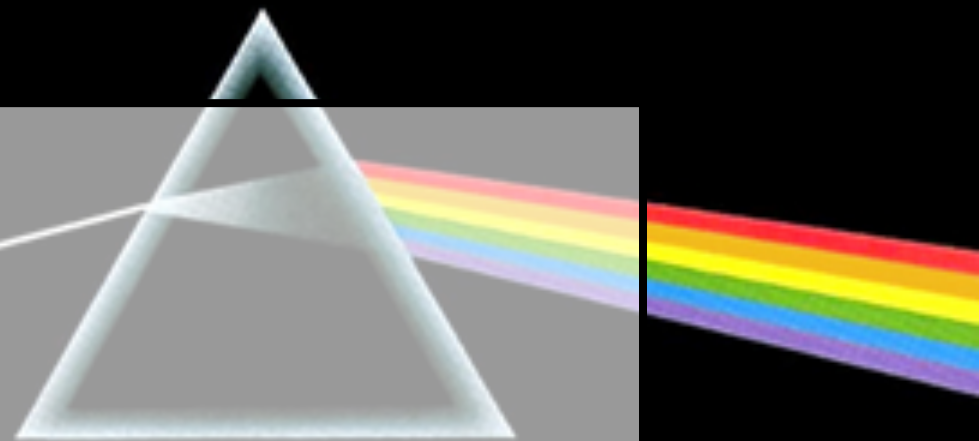
FILM



LEGEND

  
the best of  
BOB  
MARLEY  
and the WAILERS

MUSIC



**Poetry** is an art form in which human language is used for its aesthetic qualities in addition to, or instead of, its notional and semantic content. It consists largely of oral or literary works in which language is used in a manner that is felt by its user and audience to differ from ordinary prose.

It may use **condensed** or compressed form to convey emotion or ideas to the reader's or listener's mind or ear;

# POETRY

[https://www.ted.com/talks/joe\\_sabia\\_the\\_technology\\_of\\_storytelling?language=en#t-212334](https://www.ted.com/talks/joe_sabia_the_technology_of_storytelling?language=en#t-212334)

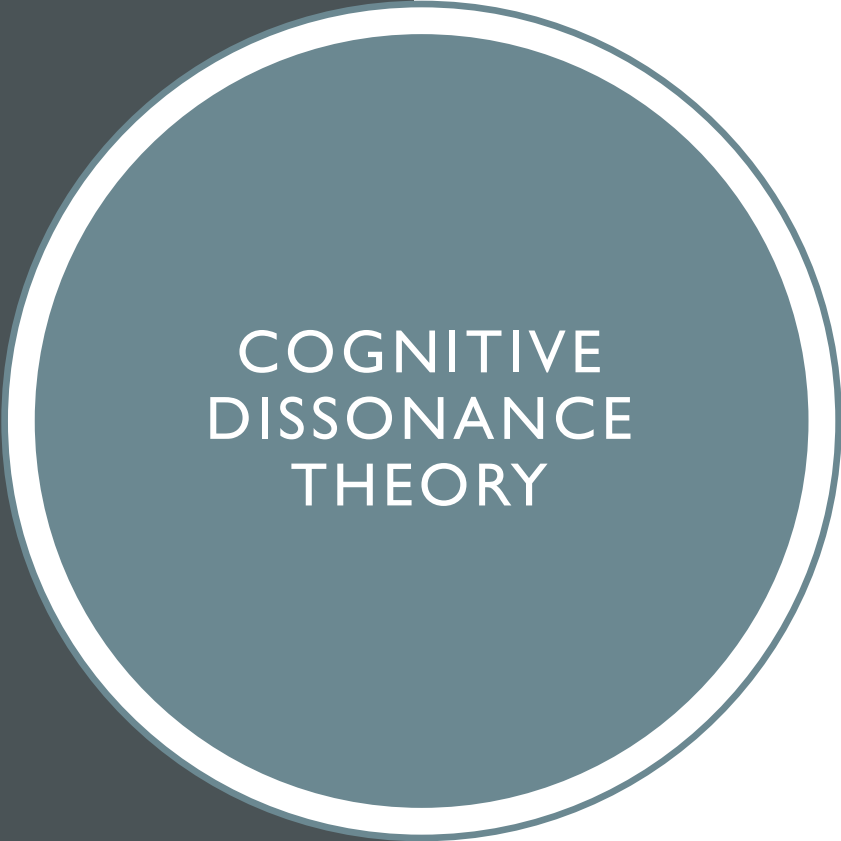
# HOW MUCH HAS STORY TELLING CHANGED??

Being able  
to convey  
and idea or  
image  
though the  
simplest  
form.

## WHAT IS CONDENSED IMAGERY?

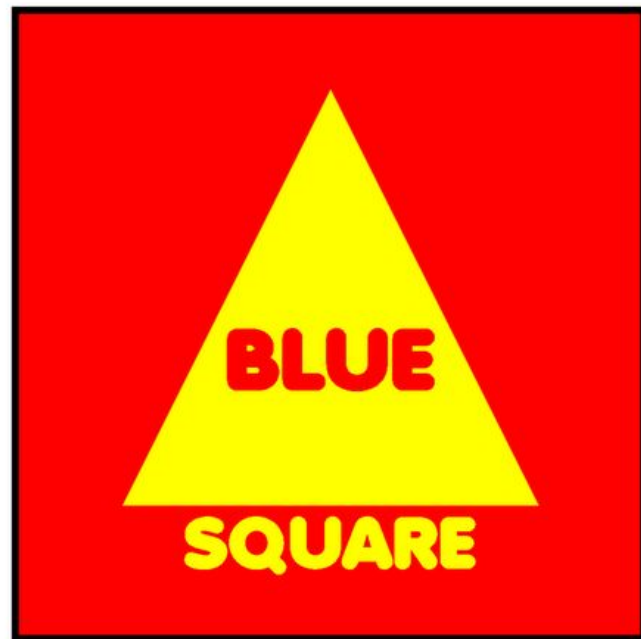
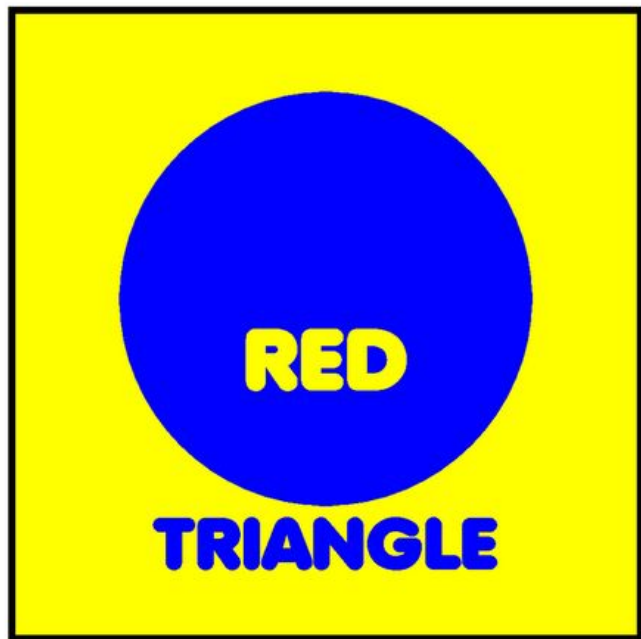






## COGNITIVE DISSONANCE THEORY

“The theory that people feel uncomfortable when faced with contradictory or inconsistent information or viewpoints and therefore tend to seek out messages which conflict/confirm them in choices or verdicts which they have reached”



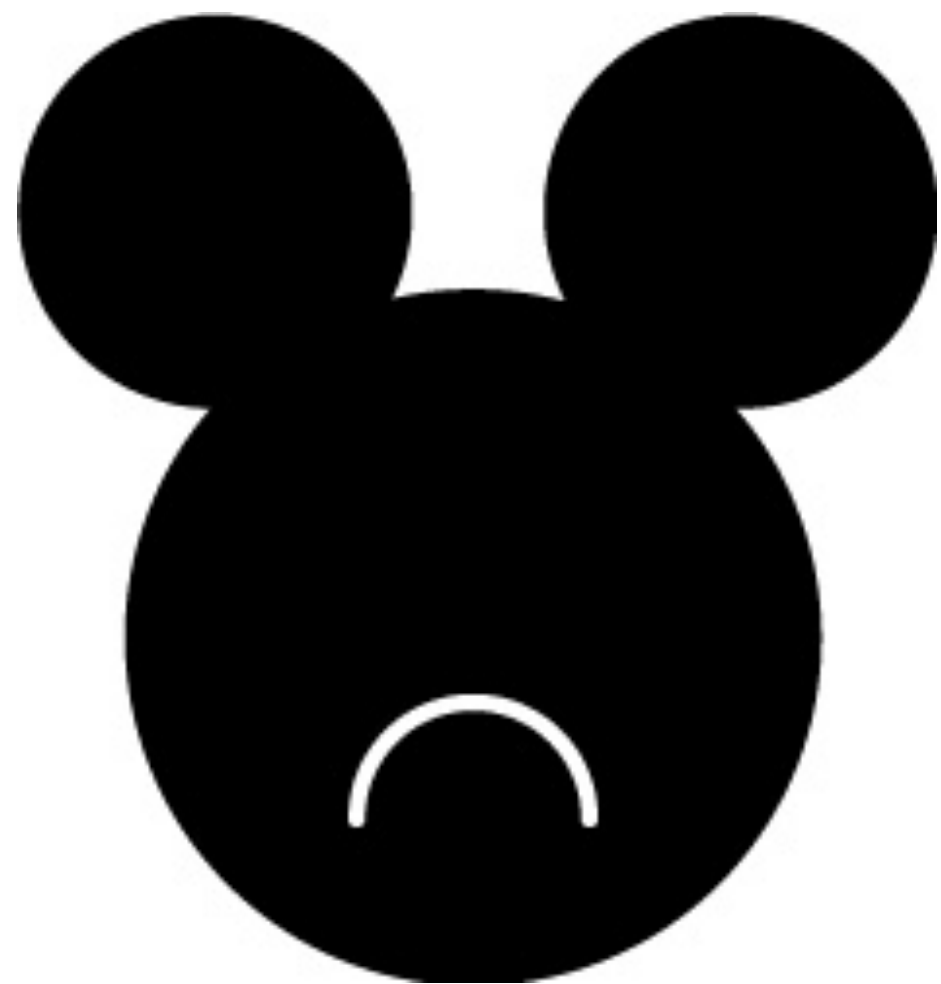


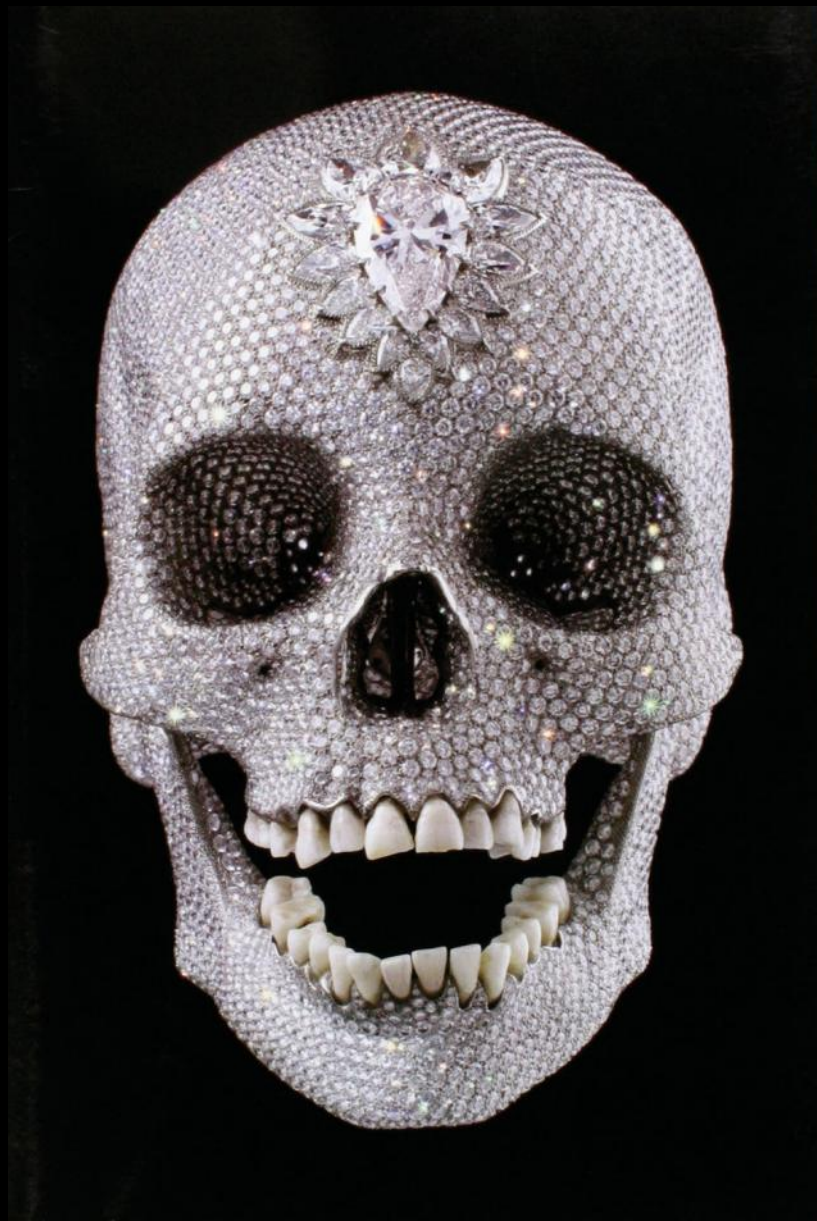


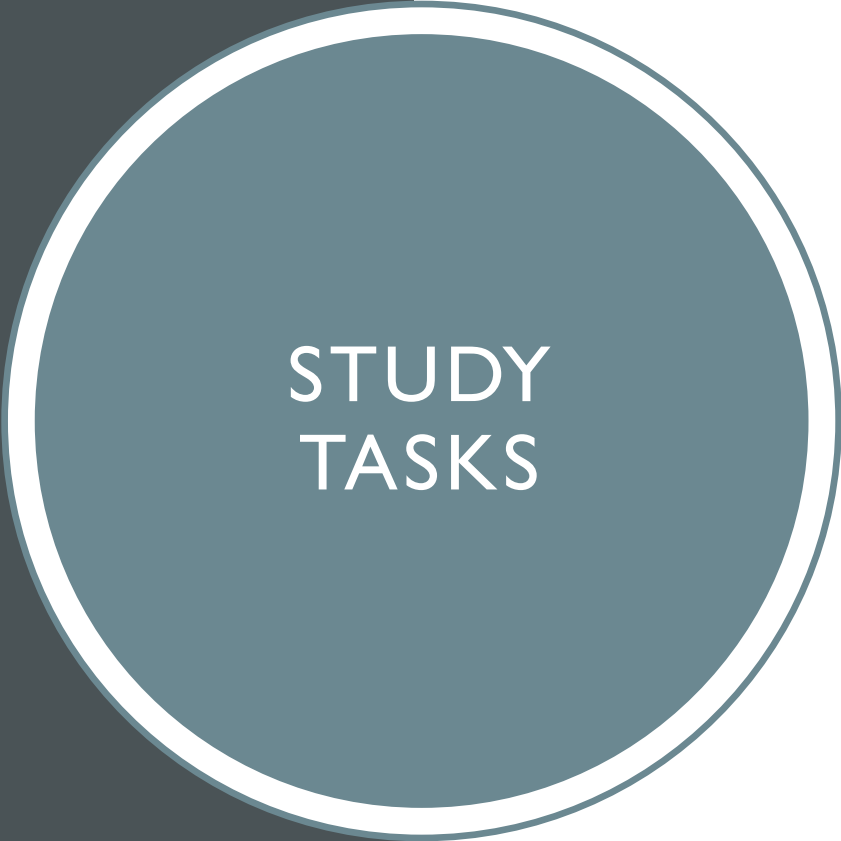












## STUDY TASKS

- Choose lyrics - think about the storytelling & condensed imagery