

VISUAL STORYTELLING

going beyond the word to rise above the content noise

What is VISUAL STORYTELLING?

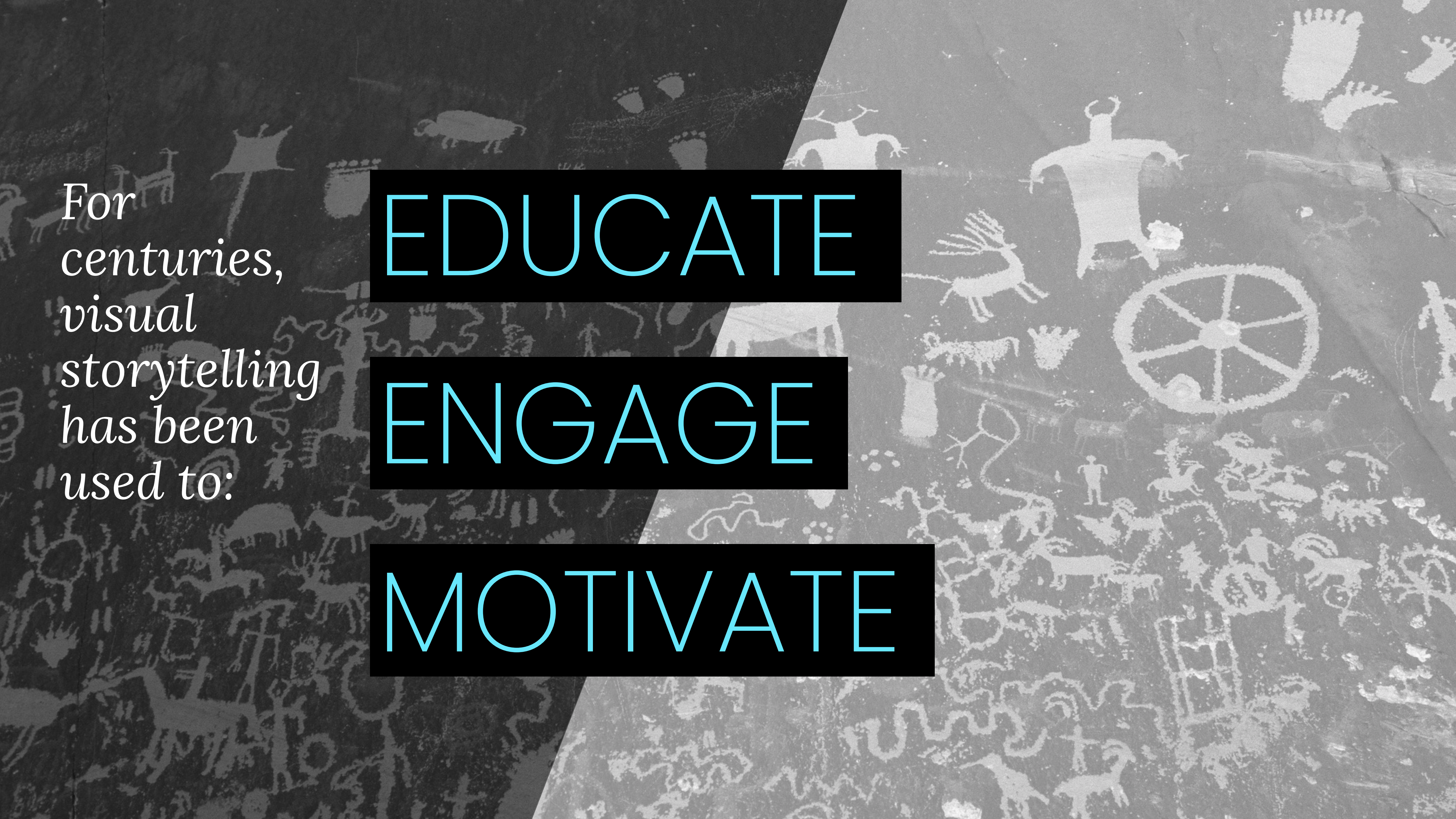


For centuries, visual storytelling has been used to:

EDUCATE

ENGAGE

MOTIVATE



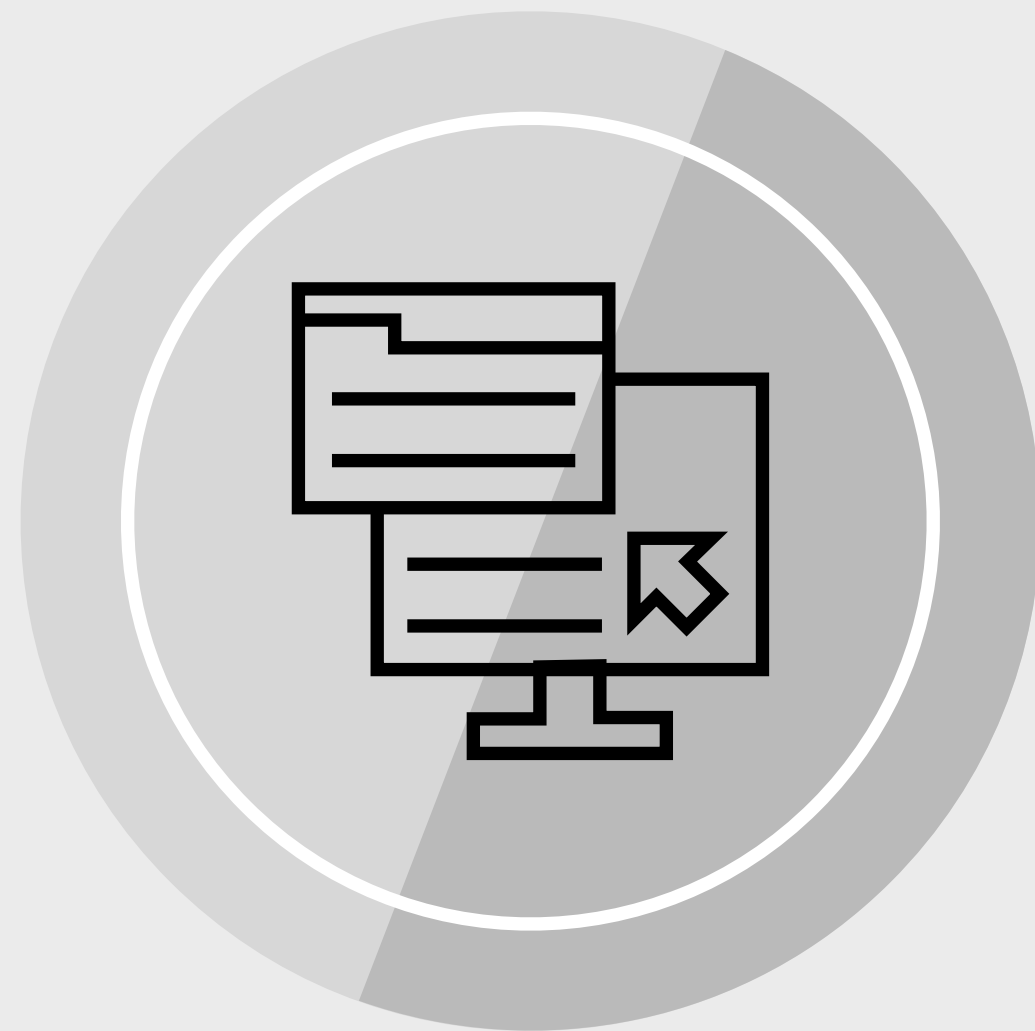
Today, visual storytelling involves the use of
graphics, images, pictures and videos

To engage with viewers in an effort to
drive emotions, interactions
and motivate an audience to action

Harder to break through than ever before

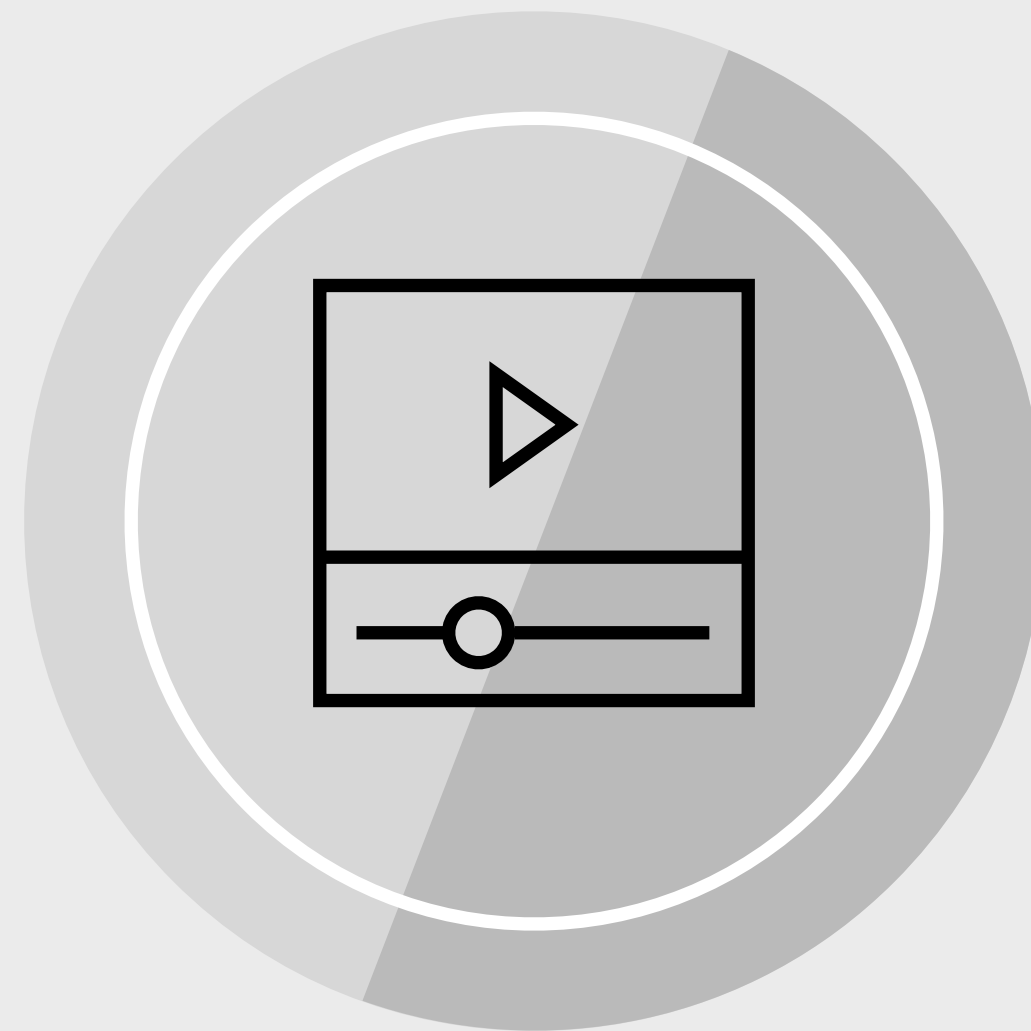
4.6B

*Pieces of content
produced daily*



500HRS

*of video uploaded to
Youtube every minute*



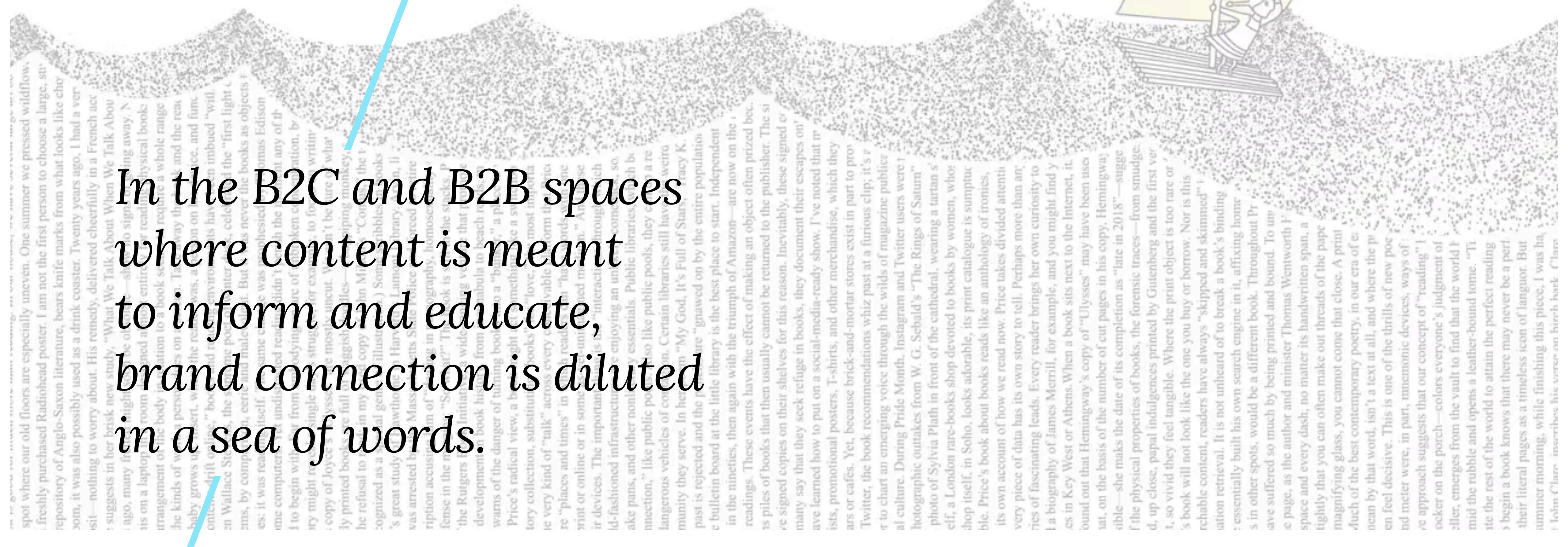
2M+

*Articles posted
every day*



Yet most of what we consume on the web is text-heavy. Short to medium-length articles.

In the B2C and B2B spaces where content is meant to inform and educate, brand connection is diluted in a sea of words.



Harder to break through than ever before

The average person's
attention span is now
8 seconds

Microsoft



The average life span of
a social post is now
6 minutes
and decreasing

facebook.



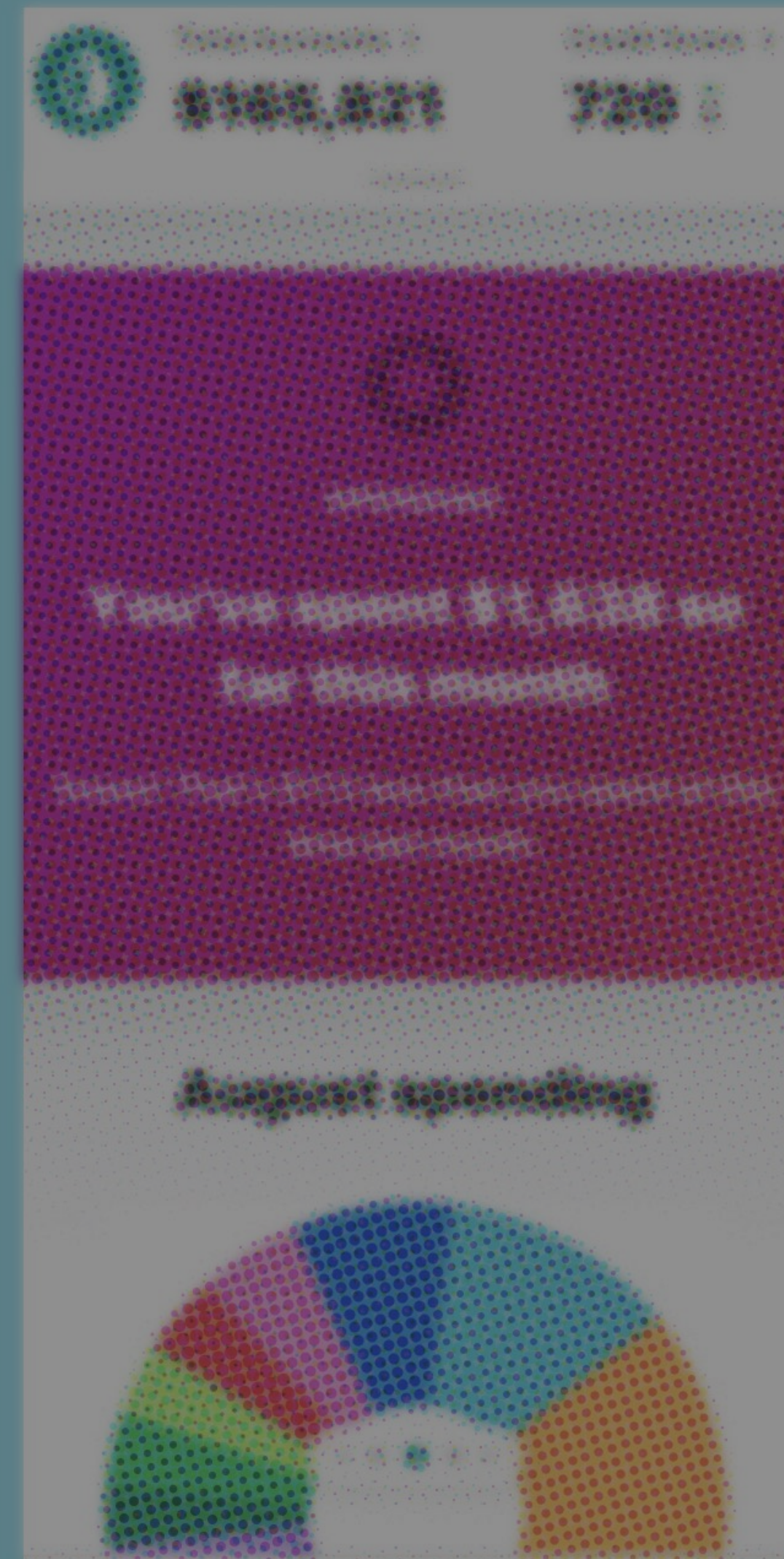
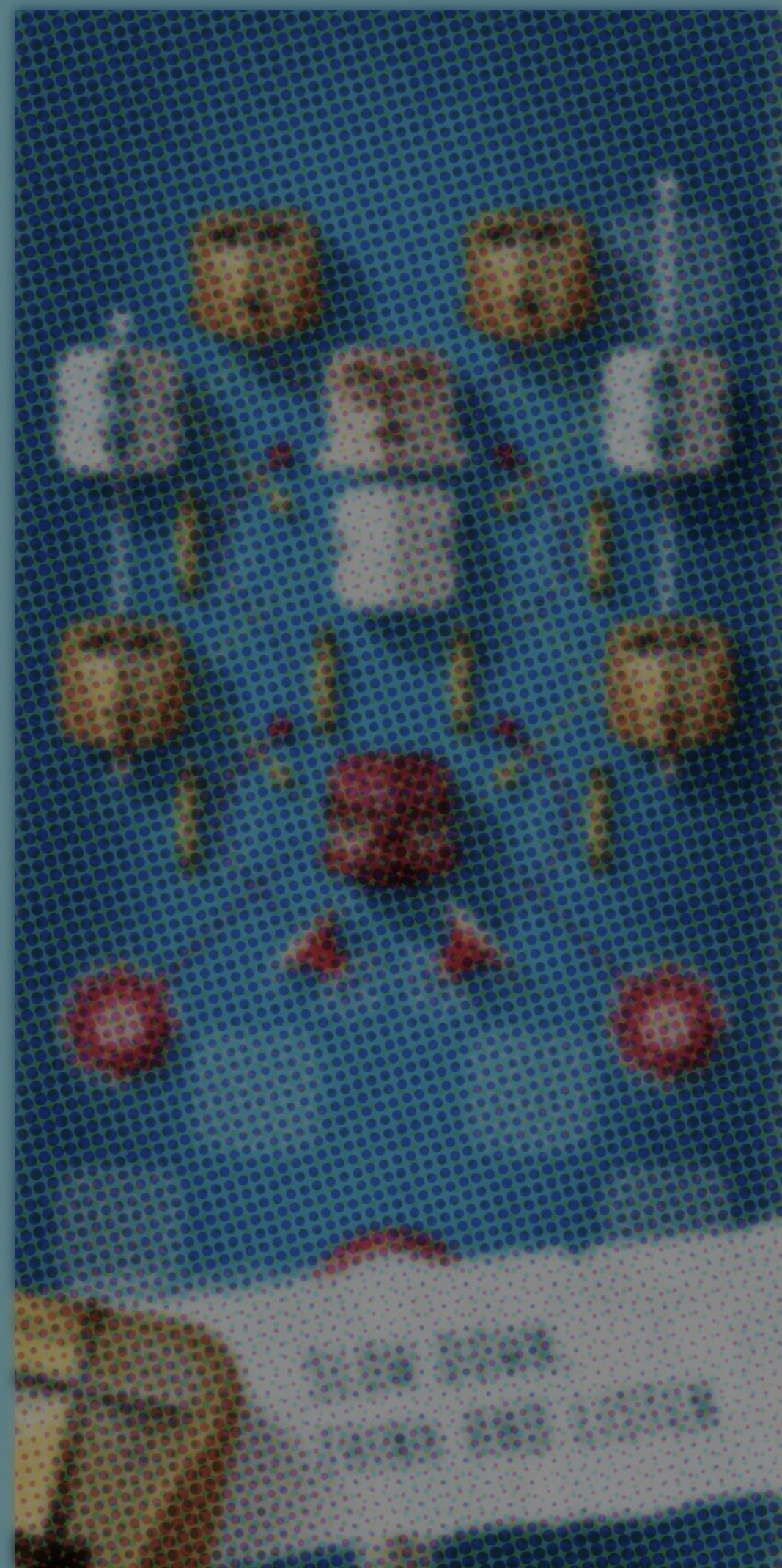
Every purchase is
influenced
by search

Google



*“Change is the only
constant in life.”*

HERACLITUS OF EPHEBUS



And the way we consume
CONTENT ONLINE
is no exception to that rule

“There’s so much clutter, so much visual pollution when you are online that we have to find a way to do something really engaging from a design standpoint.”

**-AMY HATCH, GLOBAL HEAD OF CONTENT
AND EDITORIAL AT SAP**

our goal today is to explore how
the orchestration of interaction design,
experience design, creative technology
and journalism can evolve and differentiate
the content experiences we create

...for an audience that
remembers brands
based on

THE VALUE

that they bring
to their lives

00 : 00

attention span

*Visual
Storytelling
Through
Rich Media*

3x
More site
visits

18%
Increased
conversion rate

*Visual
Storytelling
Through
Rich Media*

4x
More site
engagements

2.5x
Average dwell
time

The background of the image is an ancient Egyptian temple interior. It features several large, cylindrical columns made of sandstone, each intricately carved with hieroglyphs and relief sculptures of human figures. The walls between the columns are also covered in hieroglyphs and larger relief panels. The lighting is dramatic, with strong shadows and highlights, creating a sense of depth and historical atmosphere. A white diagonal line cuts across the image from the top right towards the bottom center, framing the central text.

What makes quality
VISUAL STORYTELLING?

*Keys to
successful
visual
storytelling:*

CREATE TENSION

ENTERTAIN

EDUCATE

FACILITATE MICROINTERACTIONS

CLEAR CALL TO ACTION



*Elements of
visual
storytelling:*

THOUGHT-PROVOKING JOURNALISM

INNOVATIVE UX

ARTFUL VISUAL DESIGN

HAPTICS & ANIMATIONS

CREATIVE TECHNOLOGY

*Who's who
of visual
storytelling:*

JOURNALIST

UX DESIGNER

ART DIRECTOR

CREATIVE TECHNOLOGIST



5

*very different examples of
stellar visual storytelling
and why they are a step
above in the marketplace*

The New York Times

The Fine Line: Simone Biles Gymnastics

THE FINE LINE

SIMONE BILES GYMNASTICS

By THE NEW YORK TIMES | AUG. 5, 2016

START





Mary Lou Retton has described her as the top gymnast in history.

Bela Karolyi has compared her to Nadia Comaneci.

At the Olympics, those athletes became legends.



NEXT



STORY CONTINUES BELOW

Her signature move is a double layout with a half-twist and a blind landing. When she first performed it in 2013, no one else had ever tried it in competition.

It's now officially known as "The Biles."



NEXT



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It's now officially known as "The Biles."



NEXT



Let's take a look at that again.



Biles is only 4-foot-8.





RUN

Biles has an incredibly powerful run. Her competitors have to go farther before they can start tumbling.

More elements. More difficulty. A higher potential score.





COACH BOORMAN

“ I would say it's probably no more than three days



This is her Amanar, one of the hardest vaults performed by women. Other athletes do it, but none can match her height, execution and consistency.





SIMONE BILES

“It’s also the hardest dismount in the world. And I’m the only one that does it.”

STORY CONTINUES BELOW

More in this series:




NEXT ↓

Take aways:

1. *Created tension - Use editorial and sound design to provoke emotion*
2. *Entertained - Don't shy away from mixing multiple mediums to make your point*
3. *Educate - Doesn't mean inundating your audience with too much information; Limiting yourself to valuable facts will add in recall*
4. *Educate - Infographics go a long way to explain the complex in a digestible manner*

The Atlantic

Athenahealth



POPULATION HEALTHIER

Communities are made up of children, parents, and the elderly, of all ethnicities, yet today's health care system treats them all alike: When there's a problem, fix it.

But the truth is that five percent of patients account for half of the nation's unsustainable health care costs, and the chronically ill and the healthy need very different kinds of care. By coordinating how we care for individuals in our communities—with a focus on wellness, not just sickness—we can reshape the health-care system with a new approach: population health.

Take aways:

1. *Entertain - Deepen the readers understanding through meaningful visual elements*
 2. *Create tension - Don't just inform, challenge the reader to understand*
 3. *Call to Action - No dead ends, move them to the next desired step*
-

The Atlantic

Areas of Focus

PHOTO GALLERY


AREAS OF FOCUS

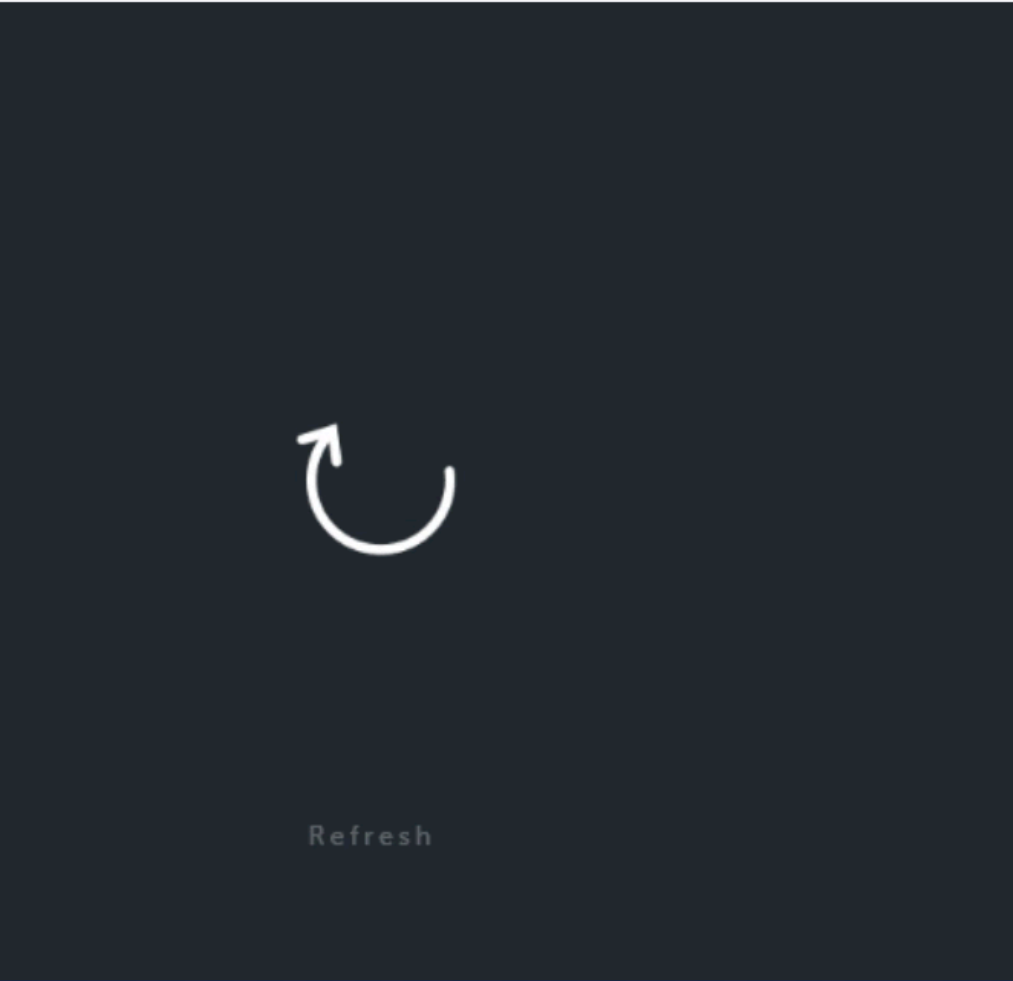
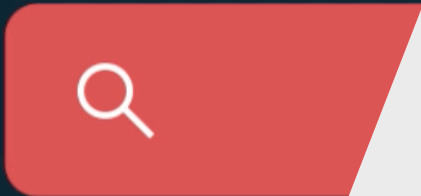
A week in Manhattan with the Nikon Z 7

Since he first moved to New York City in 1976, renowned

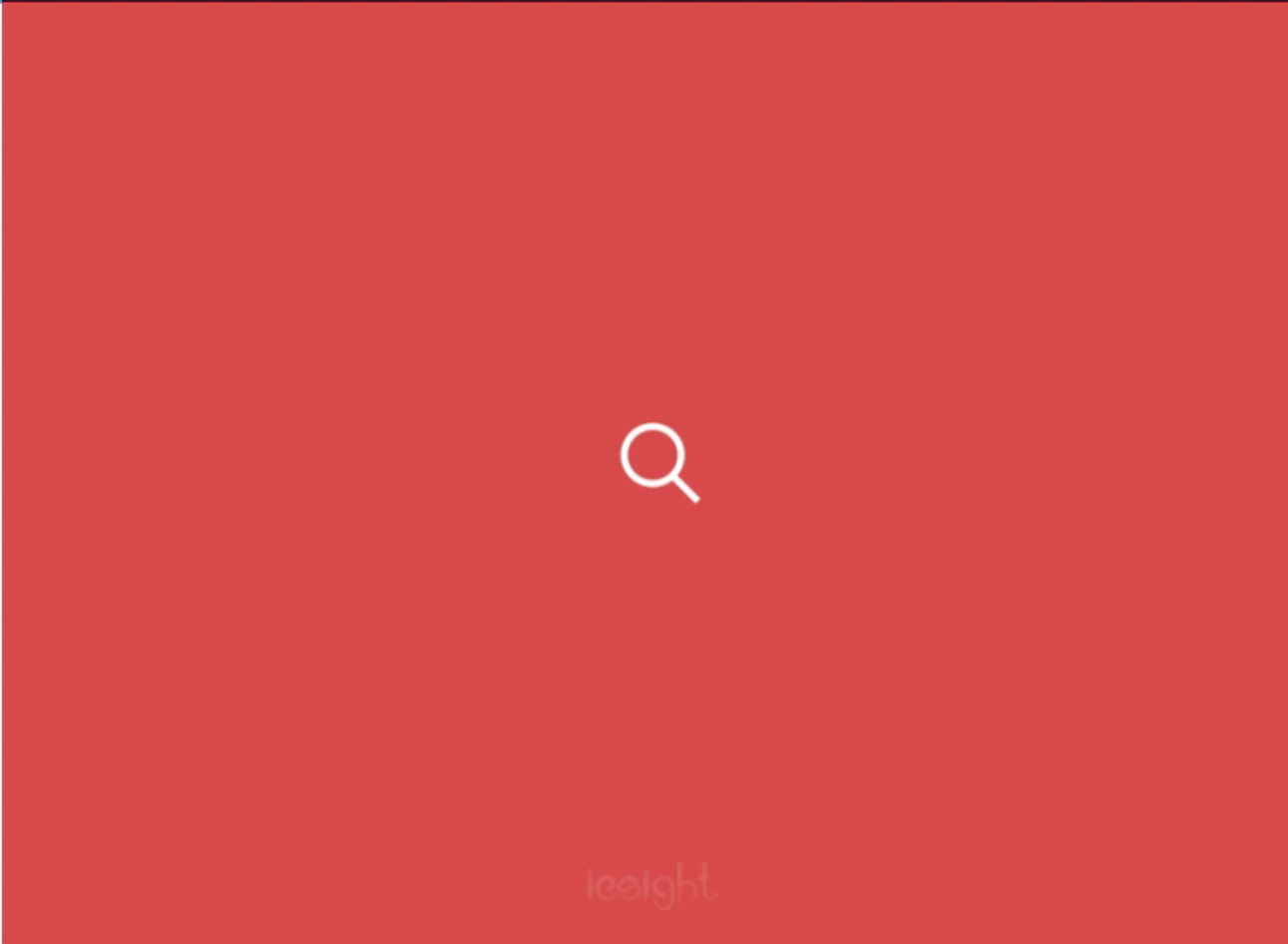
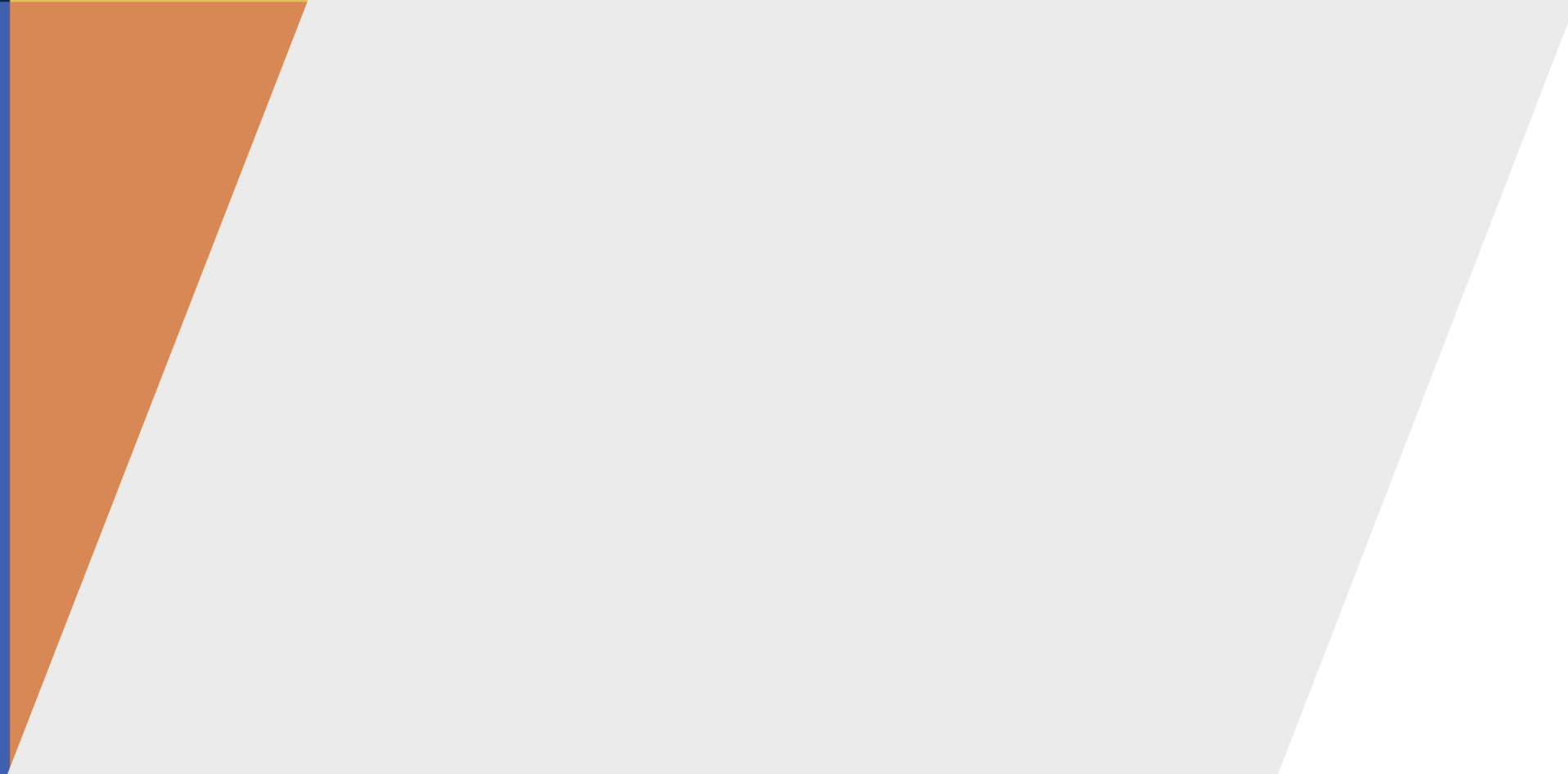
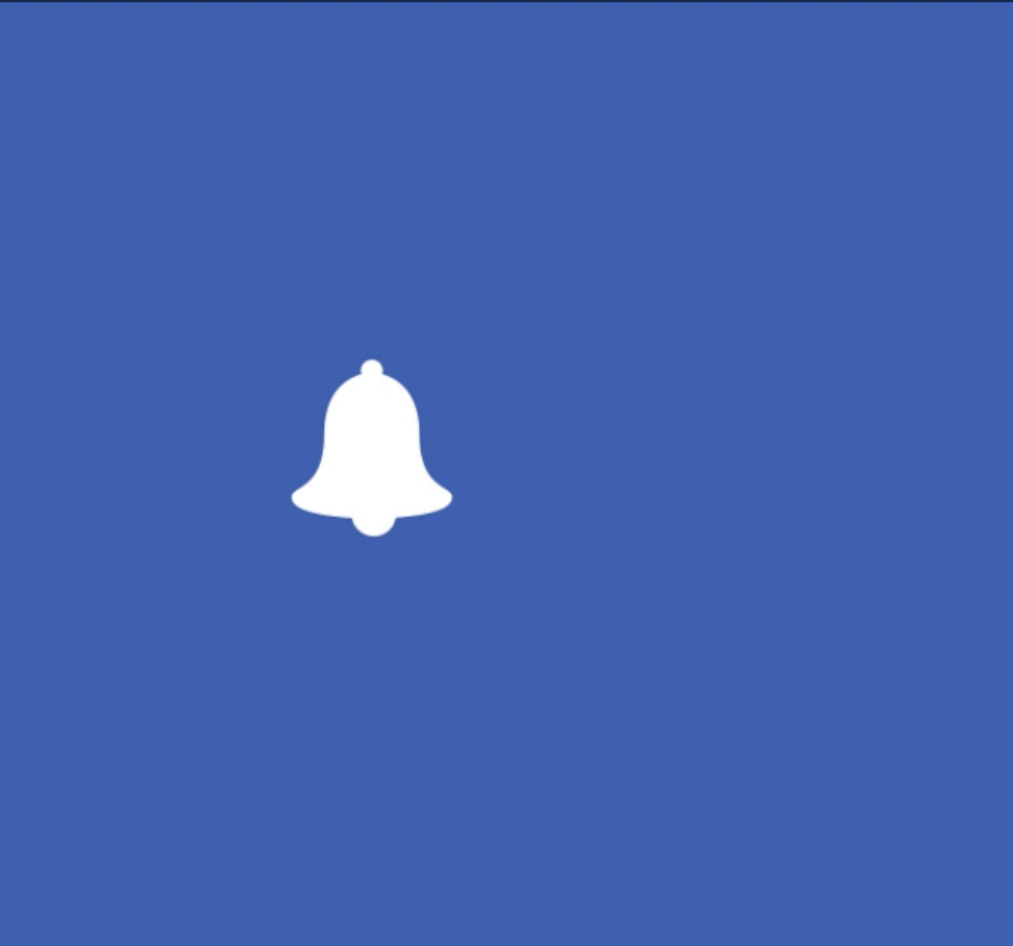
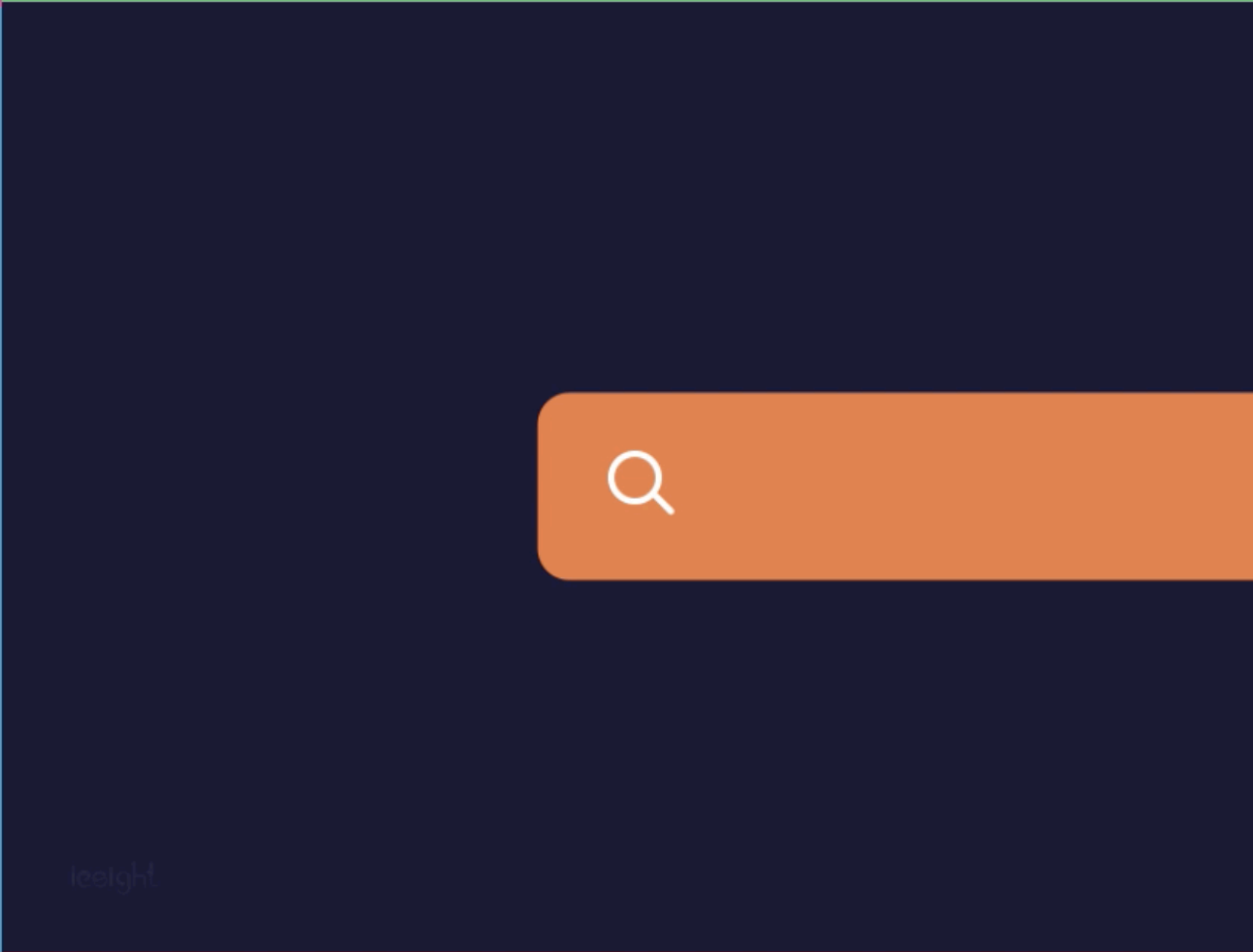
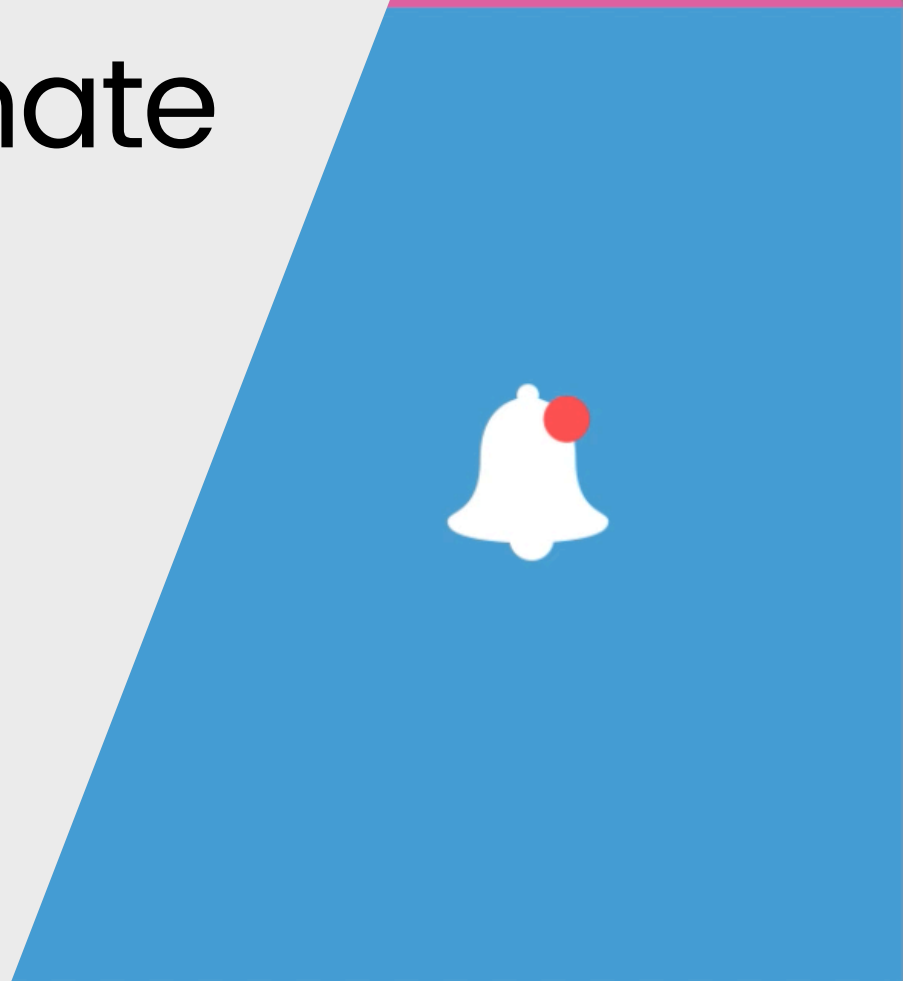


Take aways:

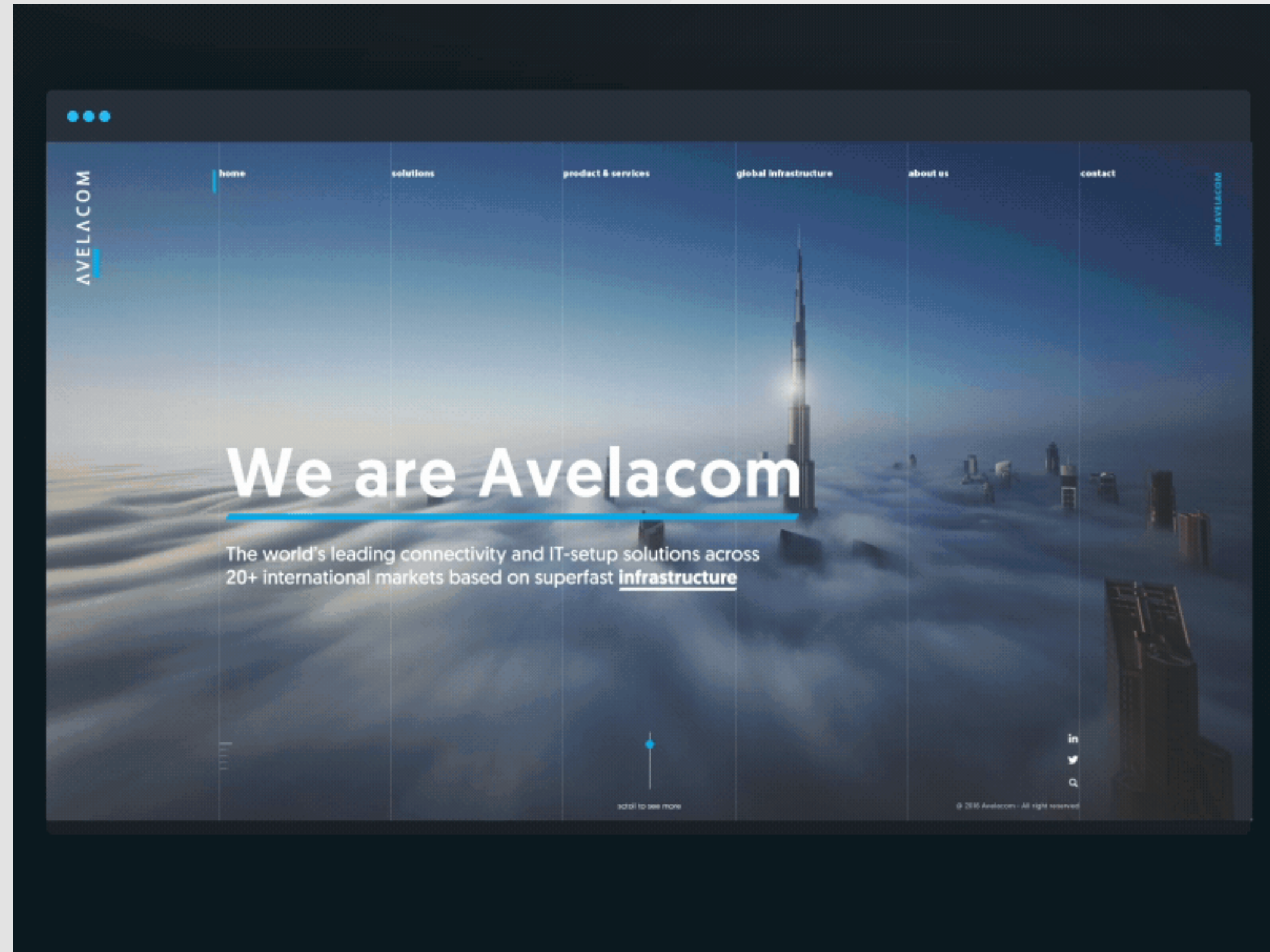
1. *Entertain* – Conversational storytelling moves the reader to be invested in the story
 2. *Microinteractions* – Identify what's most important to your audience, and make it simple for them to engage
 3. *Call to action* – Drive to integrated product page
- 



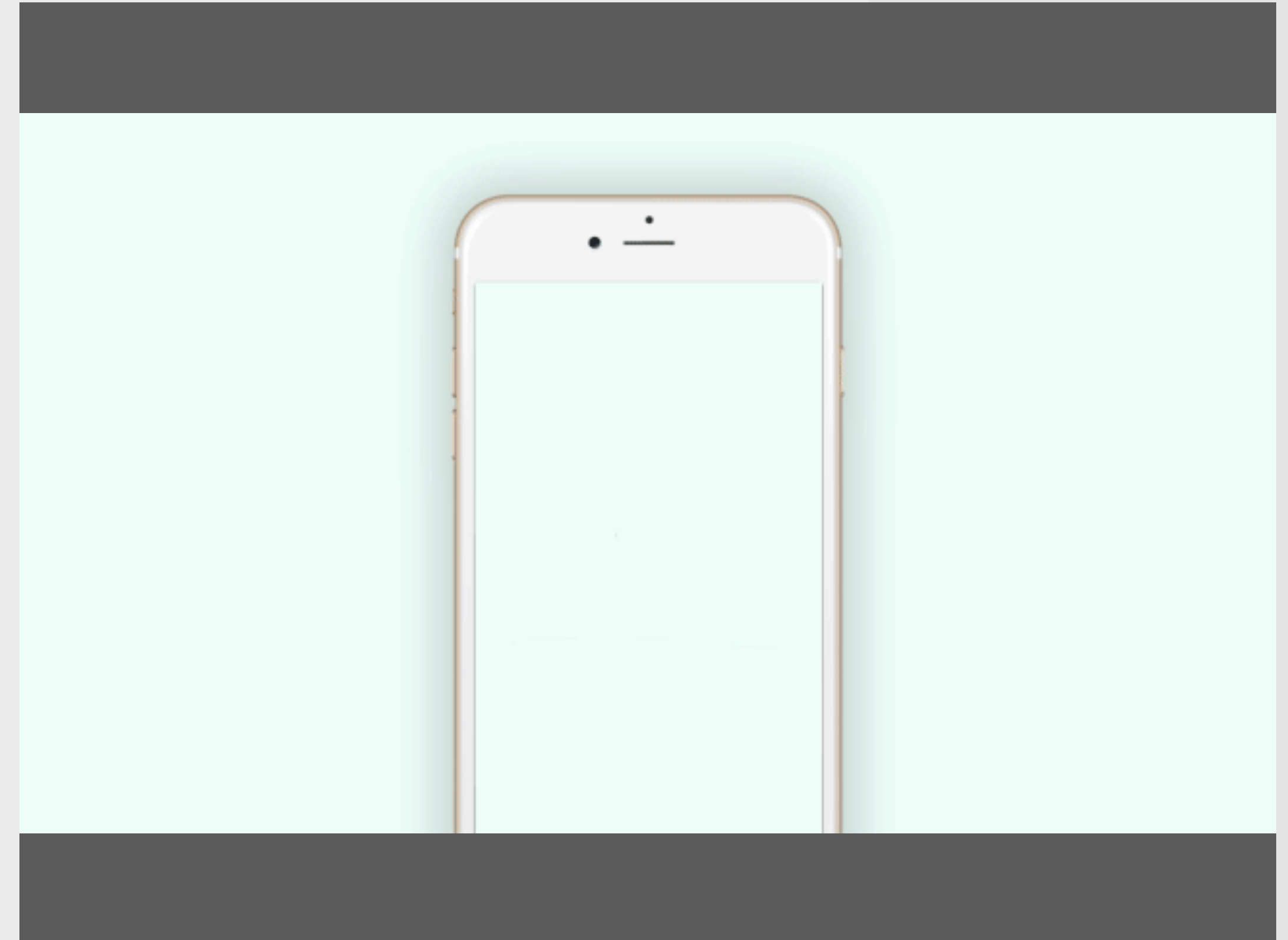
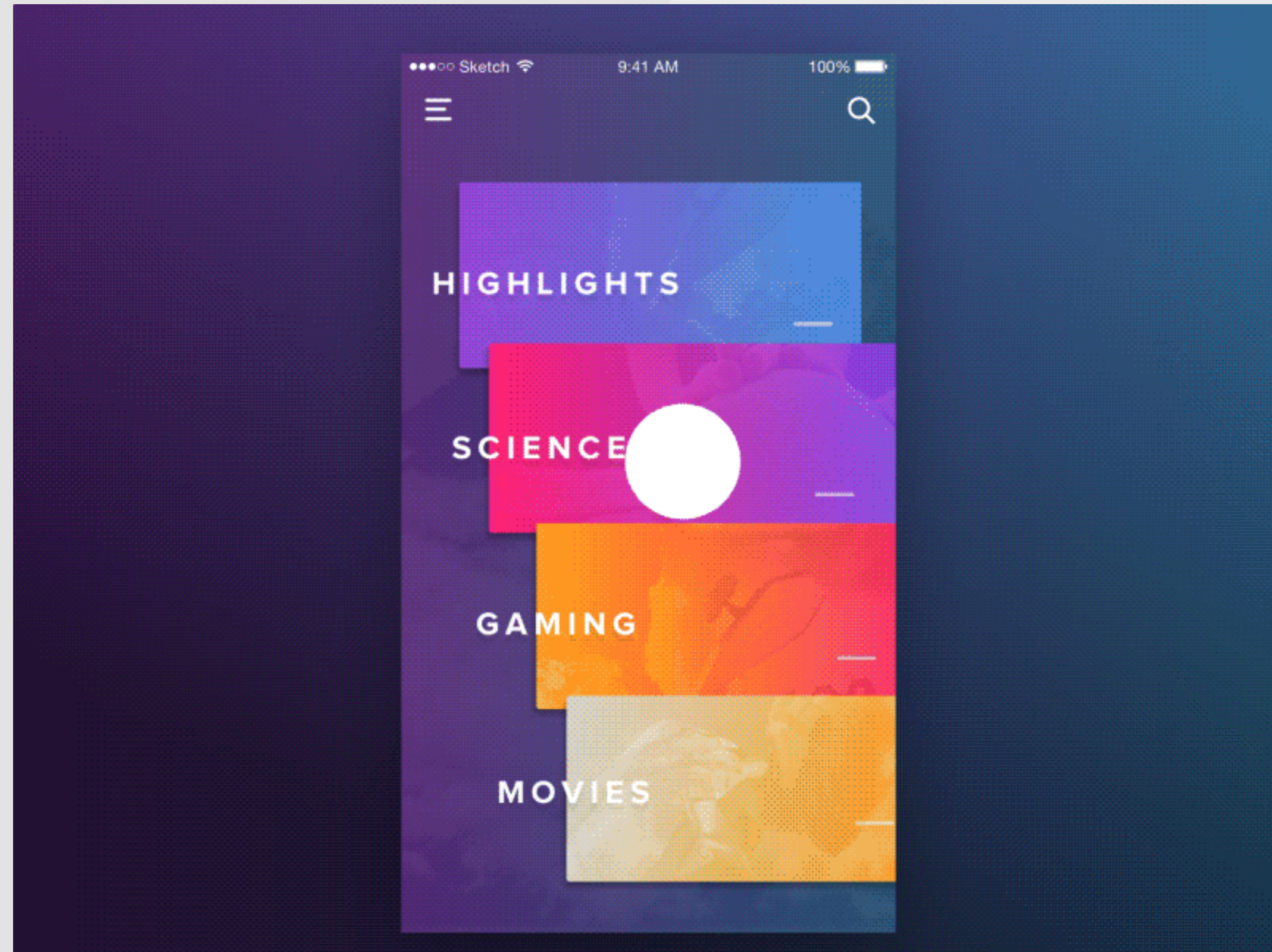
Don't underestimate
the engagement
power of
microinteractions



Microinteraction & Animation Examples



Microinteraction & Animation Examples





Oahu's Sights and Culinary Delights: The Scenic Route



Take aways:

1. *Entertain* – Bring new life to successful content and expand its reach
 2. *Microinteractions*– Subtle visual and physical actions promote deeper engagement
 3. *Create Tension* – Use the readers own pre-existing feelings to your benefit – in this case, FOMO
-



Technology in the Classroom: CDW EdTech

3 Key Findings on the State of Digital Learning in K-12

A new report from Schoology finds districts need to restructure digital learning around professional development and detailed planning.

SCROLL TO BEGIN



By: Katelyn Sweeney





Take aways:

Create Tension - Professional journalism doesn't just report the news, it draws contrast between perception and reality

Entertain - simple visual graphic interactions bring the primary editorial points to life

Call to action - Clear call to action to drive readers into content that touches on CDW solutions

*Visual
storytelling
is at its best
when the:*

JOURNALIST

UX DESIGNER

ART DIRECTOR

CREATIVE TECHNOLOGIST

*all work
together*



*To produce
unique
experiences
that:*

CREATE TENSION

ENTERTAIN

EDUCATE

FACILITATE MICROINTERACTIONS

CLEAR CALL TO ACTION





CIAO