Chapter 2, Design is STORYTELLING by Ellen Luptons

1. The importance of storytelling as it is presented in Ellen Luptons, *Design is Story telling*, chapter 2, is to trigger the emotions of those targeted to experience your brand, product or design. Lupton expresses that design should be theatrical. That within each presentation of design, there should be a deliberate story constructed for the purpose of providing an emotional experience for the user.

Her definition of emotion is "transformative yet temporal". Yet emotions can be experienced on a deeper level, through associations. These associations are linked to personal memories which allow the mind to becomes more reflective and engaged. When using storytelling in design, the story should "stir" meaningful user experience.

2. The story behind my real world ad is having teeth with out stains from food or drinks. Teeth that are stainless white. Optic white. The brand is Colgate, and the ad, shows how the Optic White brand has been tried, tested and proven in a lab to be able to remove food and drink stains from teeth.

The ad design also include an image of a woman smiling, a tube of the brand's toothpaste, the logo, and text. The call to action I believe would be to "clean teeth and remove stains". The colors used in the ad are primarily red and white. The colors used in the brand's packaging.

3. The storytelling in this ad is brief yet effective. It is basically saying you can easily remove drink and food stains with Colgate Optiic White. It is also saying that the use of Colgate Optic White is for black people too, since the woman in the ad is black. This makes this product effective because it acknowledges potential users and their needs.

The only challenges or limitations in applying storytelling concepts to real word ads is being afraid to exlore the possibilities. Personally I was very enlighted by the information presented in *Design is STORYTELLING*, chapter 2. Especially the discussion on immediate (reactive), behavioral (responsive), and reflective (engaging) levels of user experiences. Reflective being the deepest, yet all influencing each other.

With a professional whitening ingredient used by dentists. It's clinically proven to clean teeth and remove stains*.

*Stains caused by food & drink, with daily use.