CRAFTING NARRATIVES
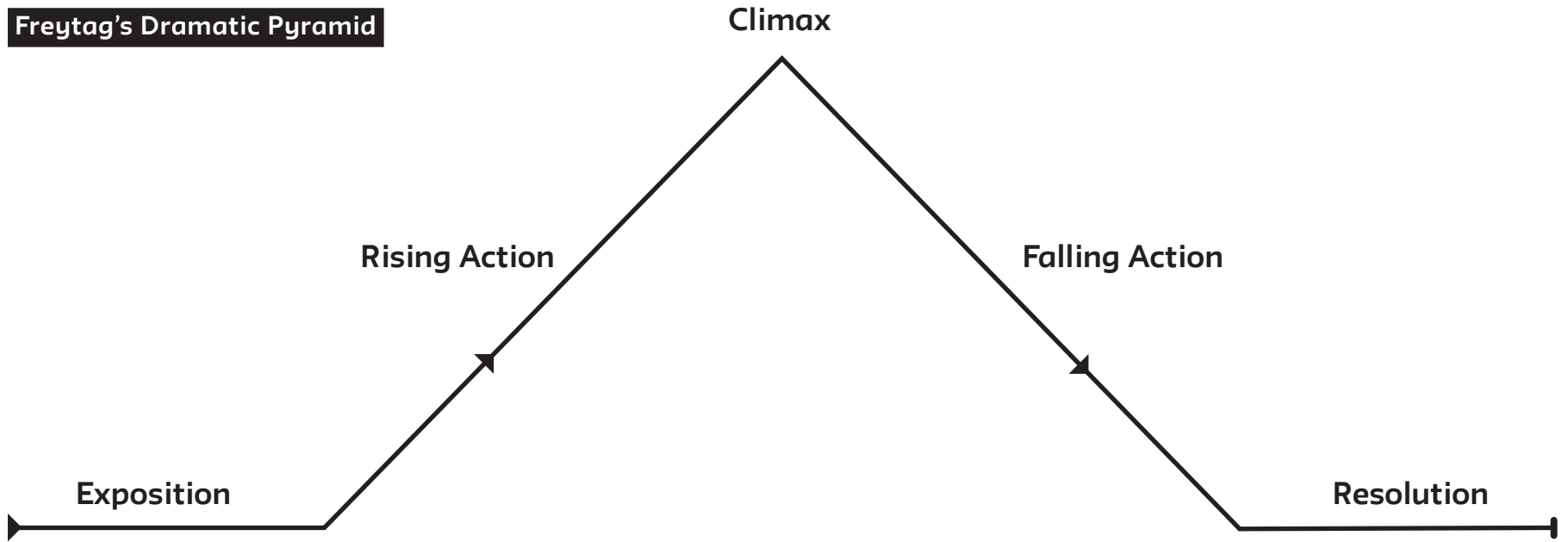
Improving how we communicate design to particular audiences

The proven way to communicate compelling narratives, according to Neuroeconomist Paul Zak

http://www.youtube.com/watch?v=DHeqQAKHh3M

Climax

Rising Action

Falling Action

Exposition

Resolution

Pyramid Variations

Best place to start

"The <u>best place to start</u> a story [to connect with users] is to isolate a point at which a major action or conflict or idea resolution is about to take place. Begin a little bit before that point so that you can easily work up to it. Starting a frame or story as close to the heat of the action as possible is the best way to involve readers and compel them onward."

Lee Gutkind, nonfiction writer

Chart the Ideal Narrative Arc for Your Project

Invent a user and draw a line that traces their journey as they experience what you are designing (printed piece, object, installation, activity, digital experience, etc). This exercise will help you to more easily imagine the entire flow of their experience. Identify opportunities to make the experience more engaging by design.

Resources

There are a million online resources to help you with your writing and storytelling, but these particularly good:

Storytelling

The Five Beats of Successful Storytelling
http://99u.com/articles/17652/the-five-beats-of-successful-storytelling-how-it-can-help-you-land-your-next-job?utm_source=buffer&utm_campaign=Buffer&utm_content=buffera6ccf&utm_medium=twitter

A Data Scientist's Real Job: Storytelling
http://blogs.hbr.org/2013/03/a-data-scientists-real-job-sto

Pixar's 22 Rules of Storytelling (really great)
http://aerogrammestudio.com/2013/03/07/pixars-22-rules-of-storytelling

Chana Joffe-Walt – Insights into Storytelling
http://transom.org/?p=14890&utm_source=buffer&buffer_share=0317f

Draft (series in NYT)
http://opinionator.blogs.nytimes.com/category/draft

Videos About Storytelling

Golden Circle (TED Talk by Simon Sineck)
http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

Future of Storytelling (YouTube Channel)
http://www.youtube.com/channel/UCxANyRzvWuk9A5r71joGNNg?feature=watch

Video Platforms

Zeega (Online Storytelling Platform)
http://zeega.com
Example: http://roughride.blackgoldboom.com

Giving Presentations

This Advice From IDEO's Nicole Kahn Will Transform the Way You Give Presentations
Use the Bar Test & Practice Compulsively
http://firstround.com/article/This-Advice-From-IDEOs-Nicole-Kahn-Will-Transform-the-Way-You-Give-Presentations

Writing

Advice on Writing from 70 Authors
Ray Bradbury, Stephen King, E. B. White, Joyce Carol Oates, Edgar Allan Poe, Ernest Hemingway, etc
http://readlists.com/cdbd013d/?utm_content=buffer40dcb&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

8 Scientifically Proven Ways to Improve Your Writing (Fast Company)
How Do You Have The Most Impact Online?
http://www.fastcompany.com/3023616/work-smart/8-simple-scientifically-proven-ways-to-improve-your-writing?utm_source=facebook

Writing as Design (The Atlantic)
Interview with Alice Twemlow, co-founder of the MFA Design Criticism at the School of Visual Arts
http://www.theatlantic.com/entertainment/archive/2012/07/writing-is-design-too/260342

12 Writing Exercises to Transform Your Writing
Helping you flesh out and sharpen the overriding need without repeating yourself
http://www.copyblogger.com/writing-exercises/?utm_content=buffera70d4&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Outlining in Reverse
(By Aaron Hamburger, from the NYT "Draft" series)
http://opinionator.blogs.nytimes.com/2013/01/21/outlining-in-reverse/?smid=tw-share&buffer_share=f1584&utm_source=buffer&_r=0

Keep it Short (by Danny Heitman, from the NYT "Draft" series)
http://opinionator.blogs.nytimes.com/2014/03/24/keep-it-short/#more-150519

10 Secrets of Professional Writers Every Blogger Should Know (Jeff Bullas)
"The harder people try to write well, the worse their writing usually becomes."
http://www.jeffbullas.com/2013/01/22/10-secrets-of-professional-writers-every-blogger-should-know

Good Writing vs. Talented Writing (Brain Pickings)
"Talented writing makes things happen in the reader's mind — vividly, forcefully — that good writing, which stops with clarity and logic, doesn't."
http://www.brainpickings.org/index.php/2013/05/20/good-writing-vs-talented-writing/?utm_source=buffer&utm_medium=facebook&utm_campaign=Buffer&utm_content=bufferc5358

Editing Text

When all of the details of your project description are in place, edit and refine the text until it clearly conveys what you want to communicate. If your have a hard time refining your writing, here are three simple editing tips: **1) read the text out loud**, **2) listen to your computer read the text**, and **3) change the typeface of the text to something dramatically different every time you edit it**. These tips should help you locate errors with ease and will likely inspire you to make important updates along the way.

Show Don't Tell

"Don't tell me the moon is shining; show me the glint of light on broken glass."

Anton Chekhov