



Design in Technology

STORYTELLING AND WEB DESIGN

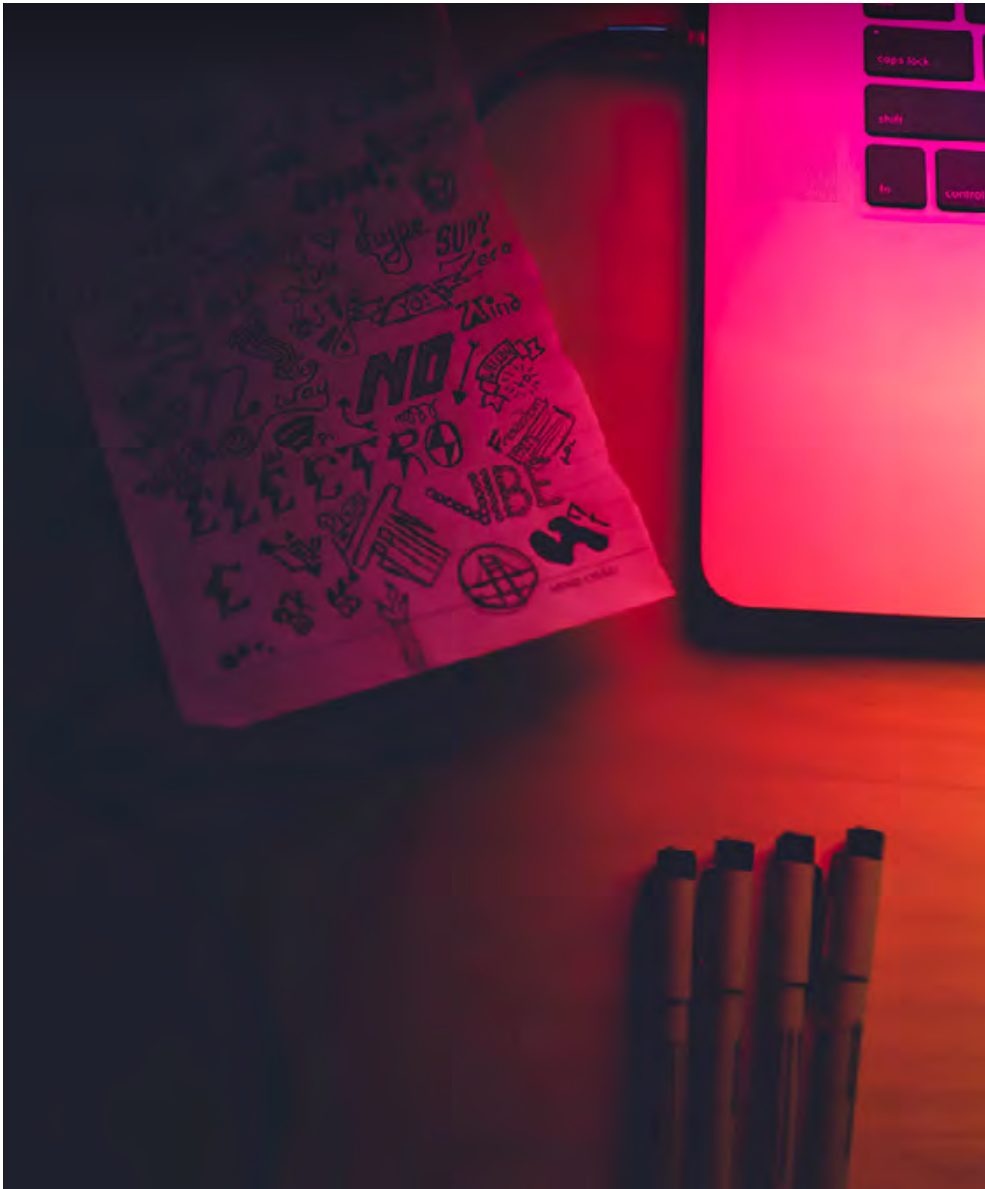
Who are we?

1212design is a small business in Beaufort, SC specializing in web design and development. We focus on the front end experience. We also offer services in helping brands convey their total vision online via graphic design, photography, and videography.



What does web design have to do with storytelling?

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- Websites are the hub of digital marketing for a company.
- Websites help to tell the story of the brand, the brand's message/vision, the experience that brand wants the user to have.
- Websites can be used to create relevance and inclusion as a part of a brand's marketing strategy.



Designing a Story.

Creating a website is a lot like writing a short story, or an extensive website design could be like a novel. A website has different elements that come together to tell the complete story.

1. Plot
2. Characters
3. Theme
4. Tone
5. Authenticity

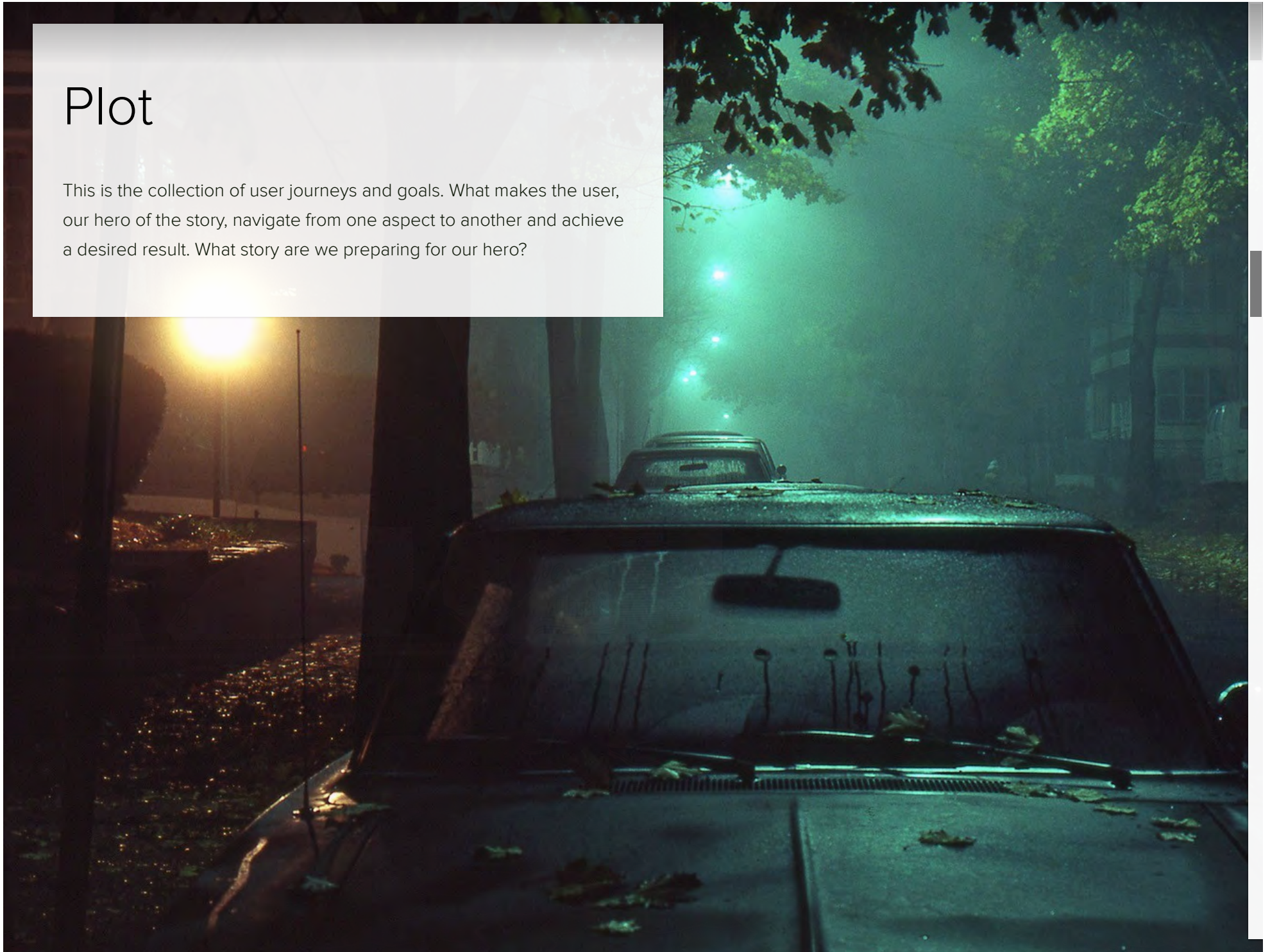
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Plot

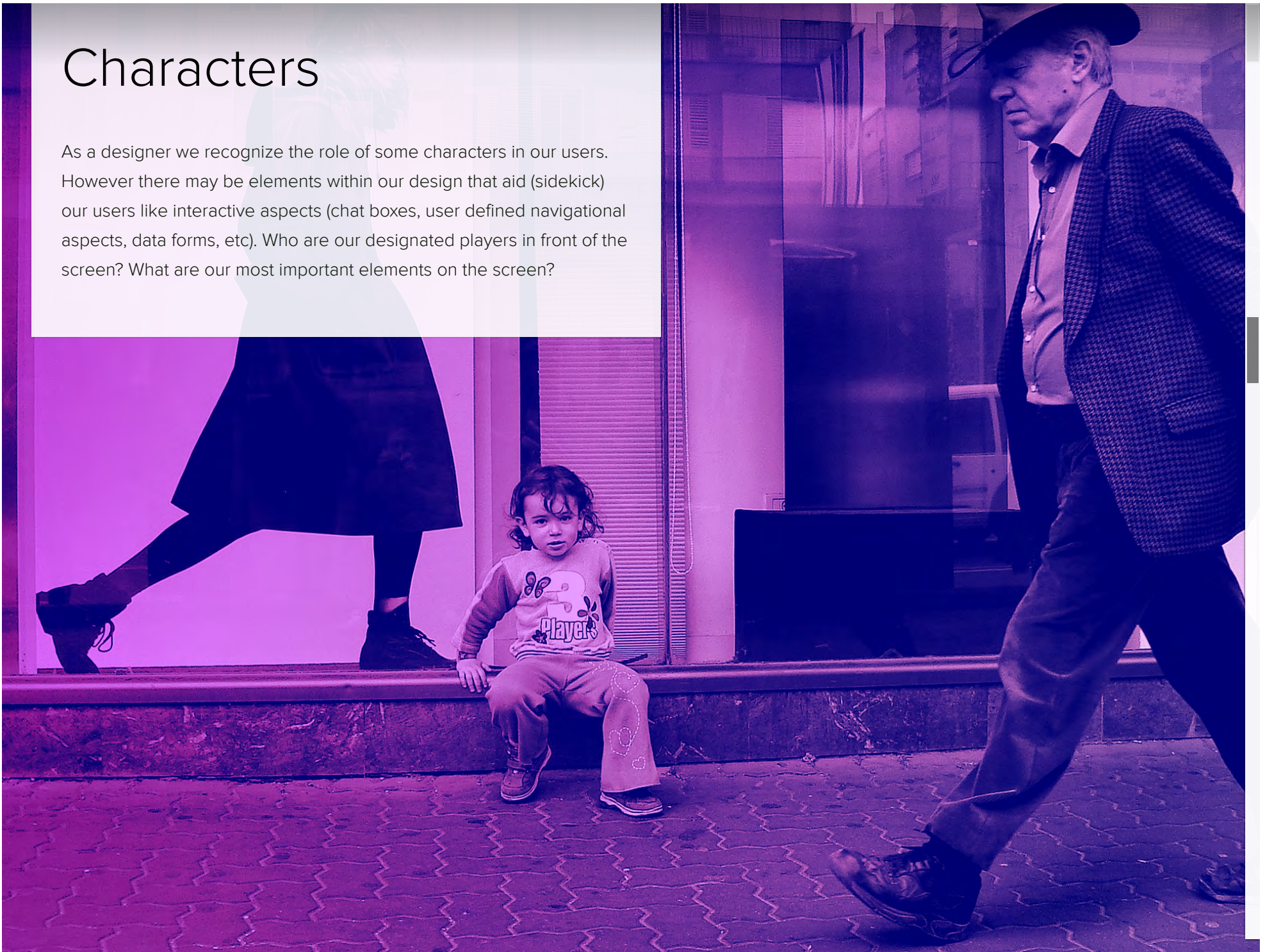
Plot

This is the collection of user journeys and goals. What makes the user, our hero of the story, navigate from one aspect to another and achieve a desired result. What story are we preparing for our hero?



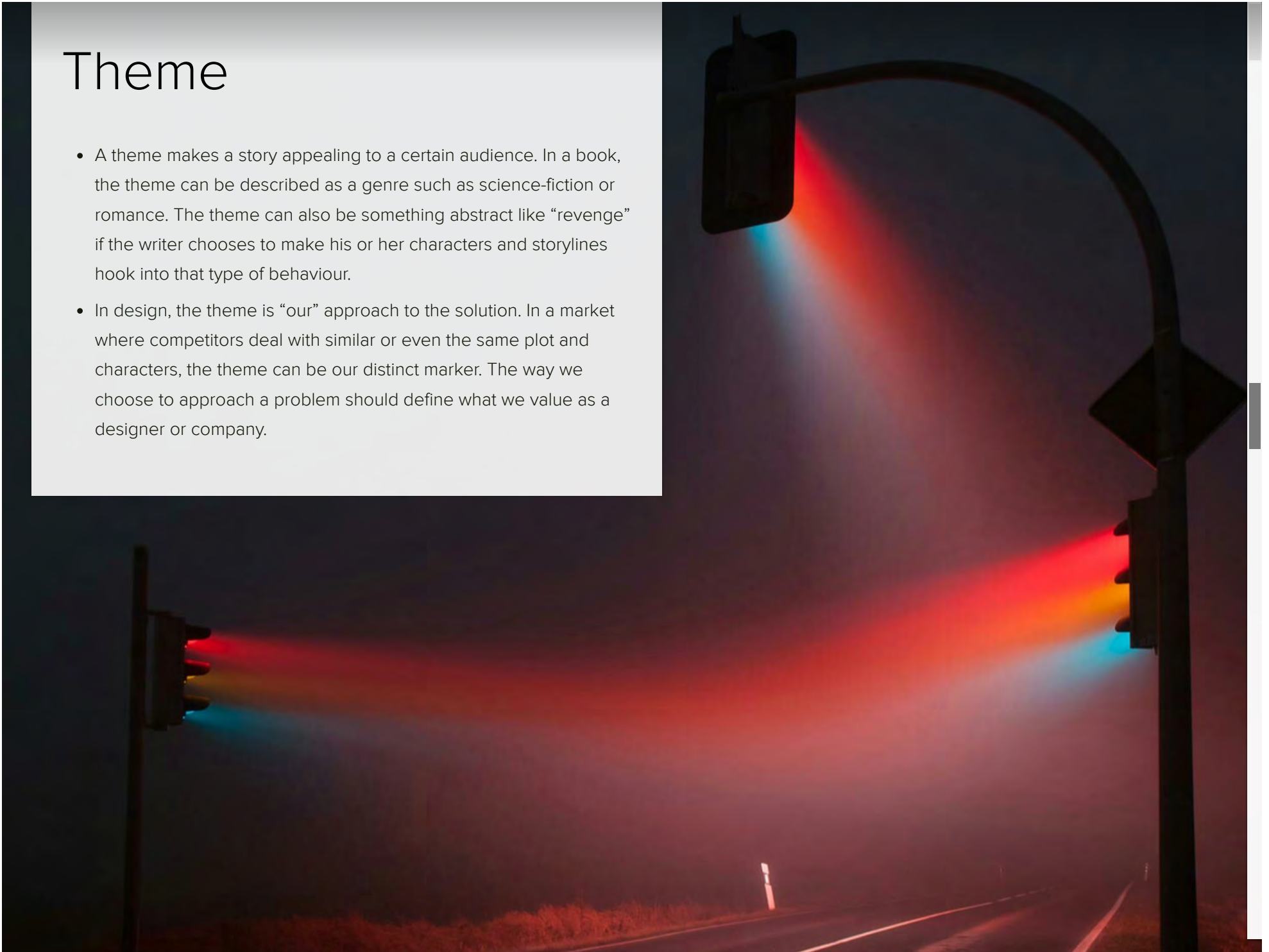
Characters

As a designer we recognize the role of some characters in our users. However there may be elements within our design that aid (sidekick) our users like interactive aspects (chat boxes, user defined navigational aspects, data forms, etc). Who are our designated players in front of the screen? What are our most important elements on the screen?



Theme

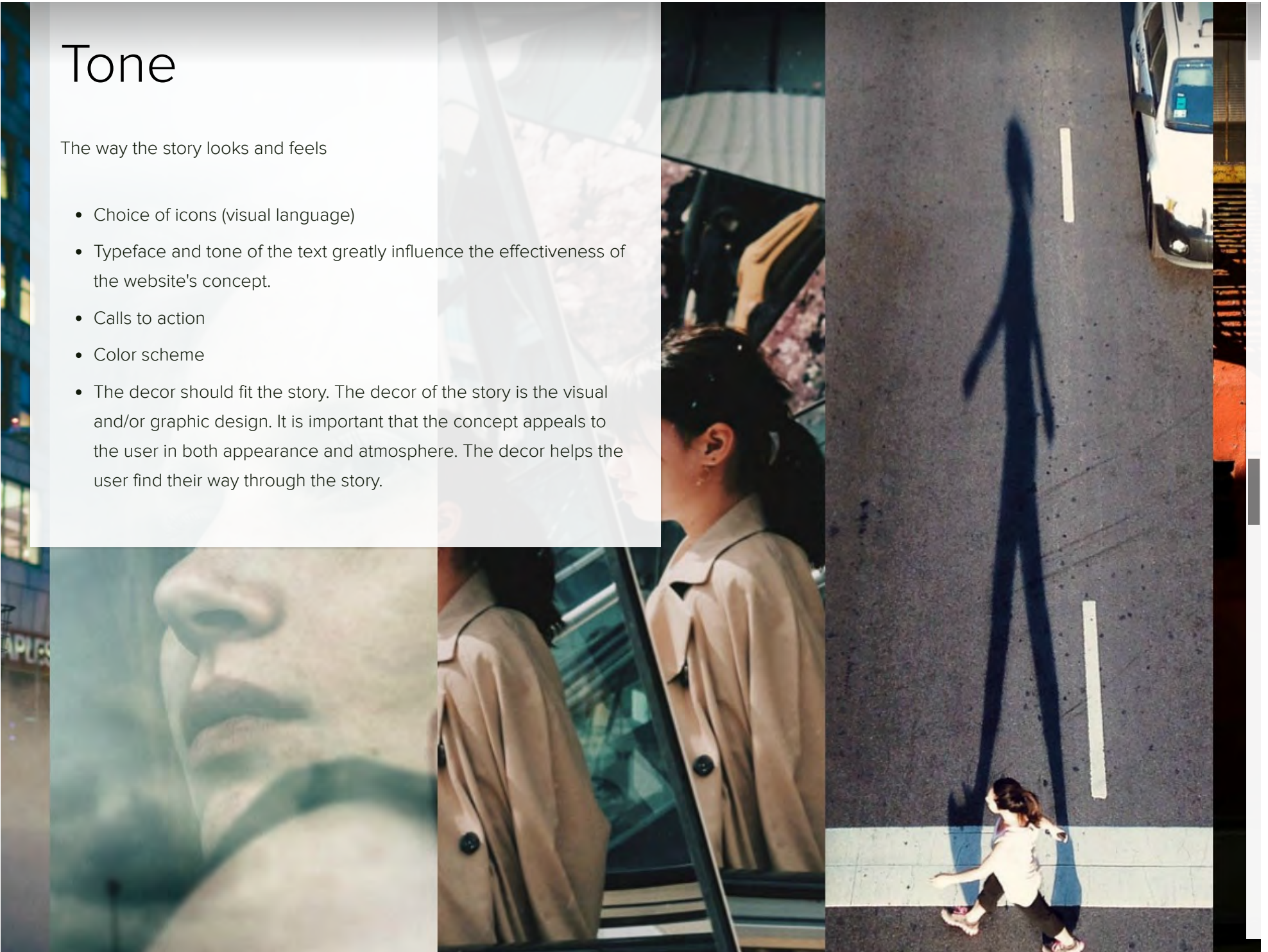
- A theme makes a story appealing to a certain audience. In a book, the theme can be described as a genre such as science-fiction or romance. The theme can also be something abstract like “revenge” if the writer chooses to make his or her characters and storylines hook into that type of behaviour.
- In design, the theme is “our” approach to the solution. In a market where competitors deal with similar or even the same plot and characters, the theme can be our distinct marker. The way we choose to approach a problem should define what we value as a designer or company.

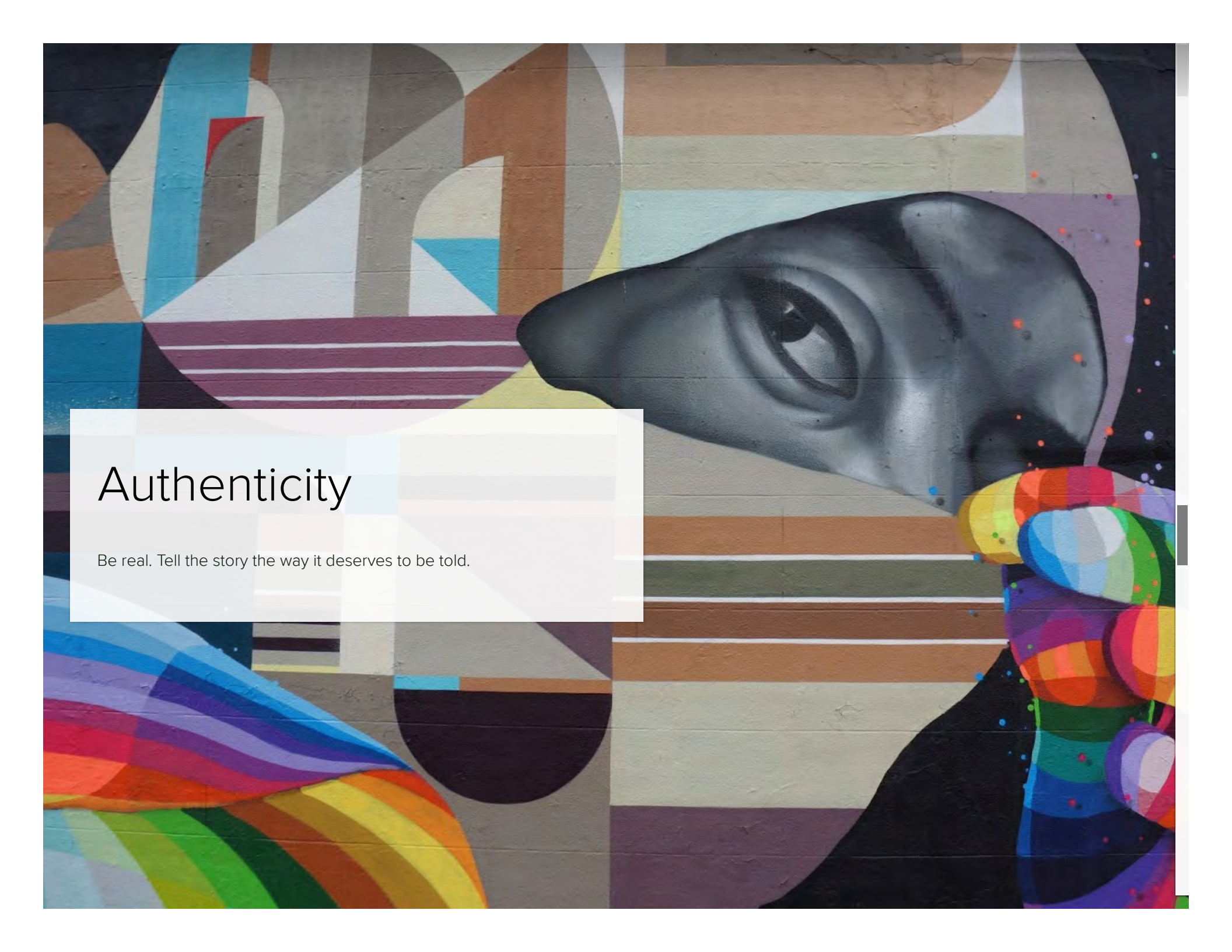


Tone

The way the story looks and feels

- Choice of icons (visual language)
- Typeface and tone of the text greatly influence the effectiveness of the website's concept.
- Calls to action
- Color scheme
- The decor should fit the story. The decor of the story is the visual and/or graphic design. It is important that the concept appeals to the user in both appearance and atmosphere. The decor helps the user find their way through the story.





Authenticity

Be real. Tell the story the way it deserves to be told.

Jamie's presentation is best viewed as it was shown live, as a website:

<https://spark.adobe.com/page/IEyrWNEMv415g/>

Jamie Fleming

1212 Design

<https://www.1212.design/>

