Catalog of Style and Form

We understand that it's difficult to reach the right audience with information that makes a difference.

The examples below are storytelling methods we use to draw peoples' attentions and intellectually engage them – in an instant.

Thoughtful storytelling is about being conscious of all the nuances of your story, and tailoring your presentation to address them:

- Who is your audience?
- How long is their attention span?
- What visual styles will they respond to?

Aesthetics are a key part of your story. They attract attention and essentially drive the audience in your door. Equally as important is the presentation platform. What looks good on a website may not translate to mobile or social or print.

A story that doesn't reach its intended target is not worth the effort.

User Experience

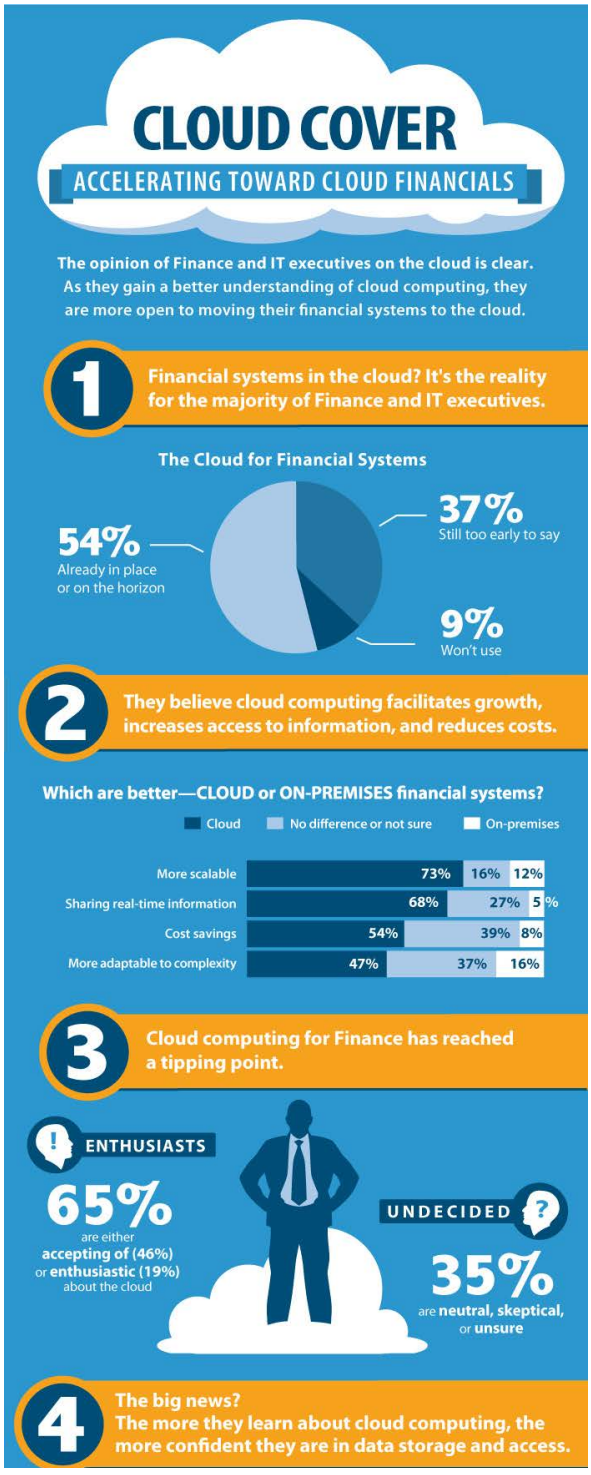
What type of media works best with the information you are trying to convey, and the people you're trying to reach? If they are pressed for time, you'll need something snappy. If it's a complicated topic you may need a richer experience.

Infographics

These are versatile and succinct graphic stories that are easy to deploy and are platform-agnostic.

An infographic can be a simple well-organized fact sheet with distinctive artwork, or a sophisticated illustration with a layered narrative. Generally, they are written with a punchy style that boils the language down to "just the facts."

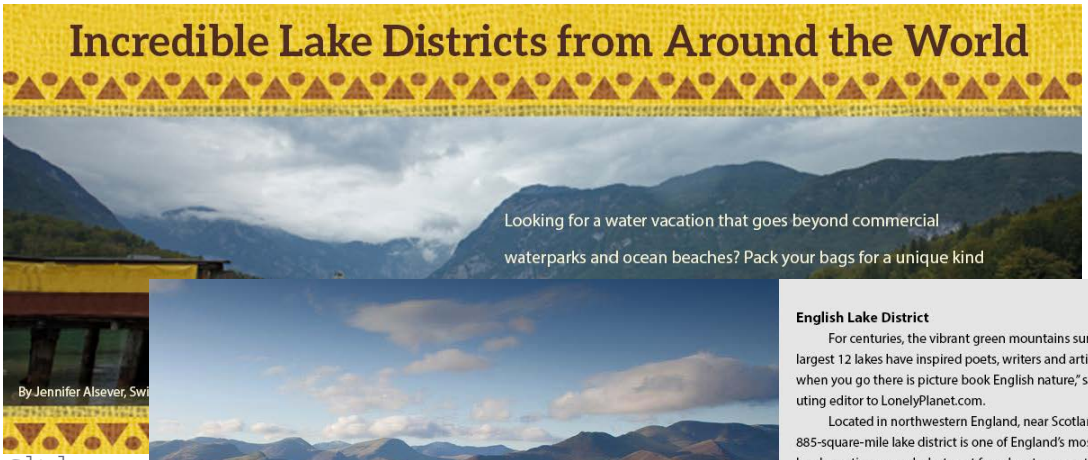
Infographics are size-flexible - postcard to poster, small screen to giant screen.



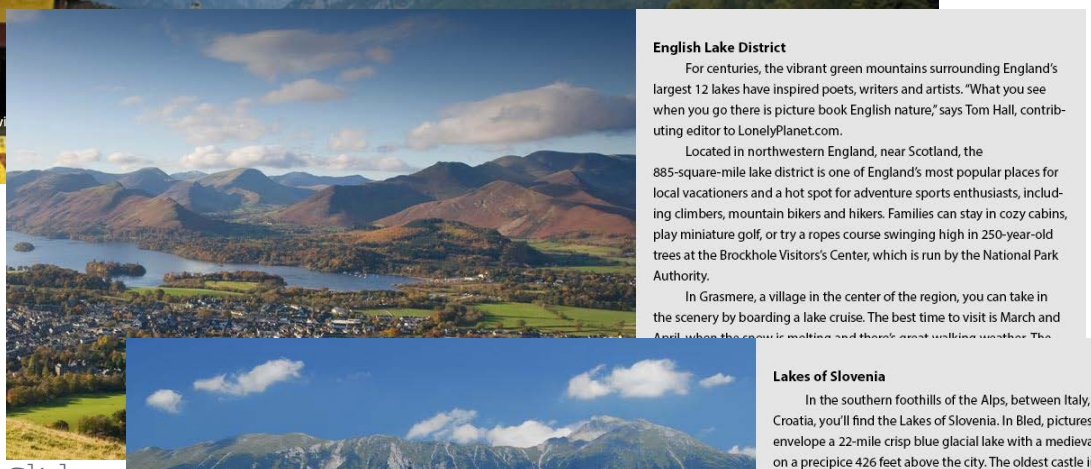
Slideshow

Despite being derided for years as merely “click bait,” picture stories and slideshows consistently drive big traffic. There’s no shame in capitalizing on them.

Slideshows get away with telling a newspaper-length narrative, painlessly! People like pictures.



Slide 1



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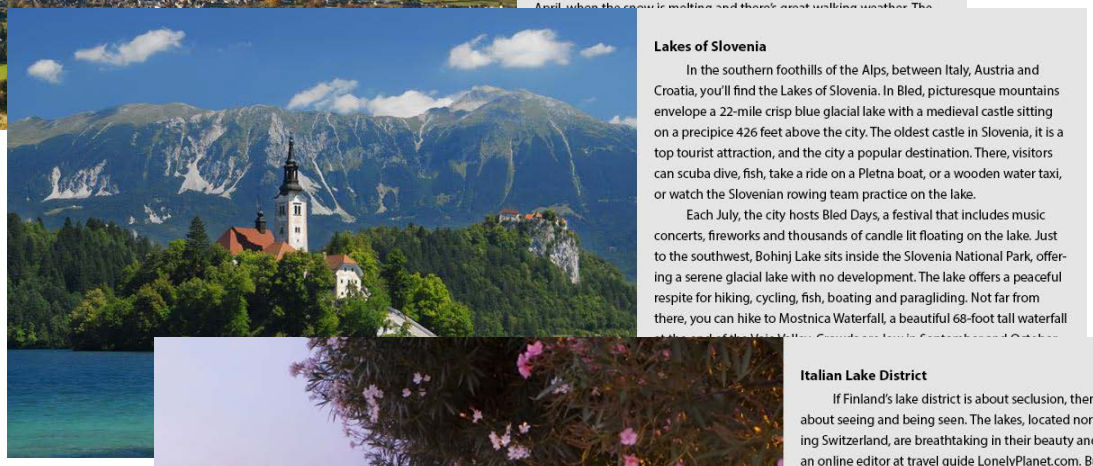
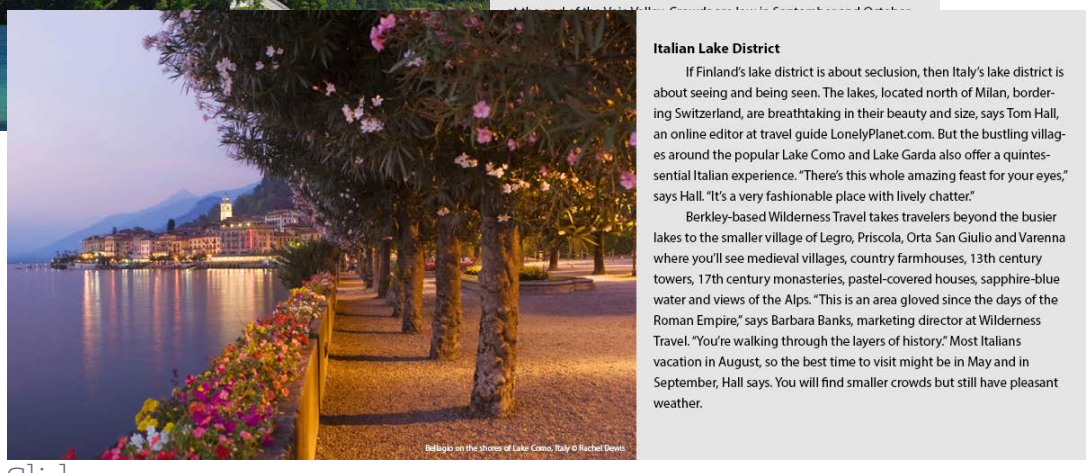


Slide 3

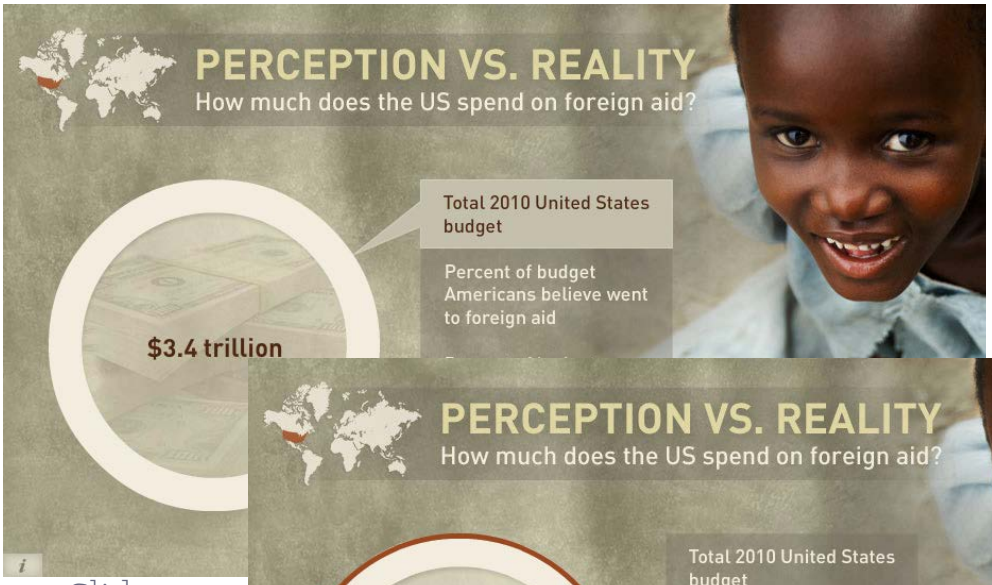


Slide 4

Animations & Motion Graphics

Adding narration, music and movement allows us to tell more complex and nuanced stories. Motion graphics are often used to demonstrate how something works, but are also a means of telling a classic narrative story.

You should first consider if your topic is interesting enough to convince your audience to commit two or three minutes to watch.



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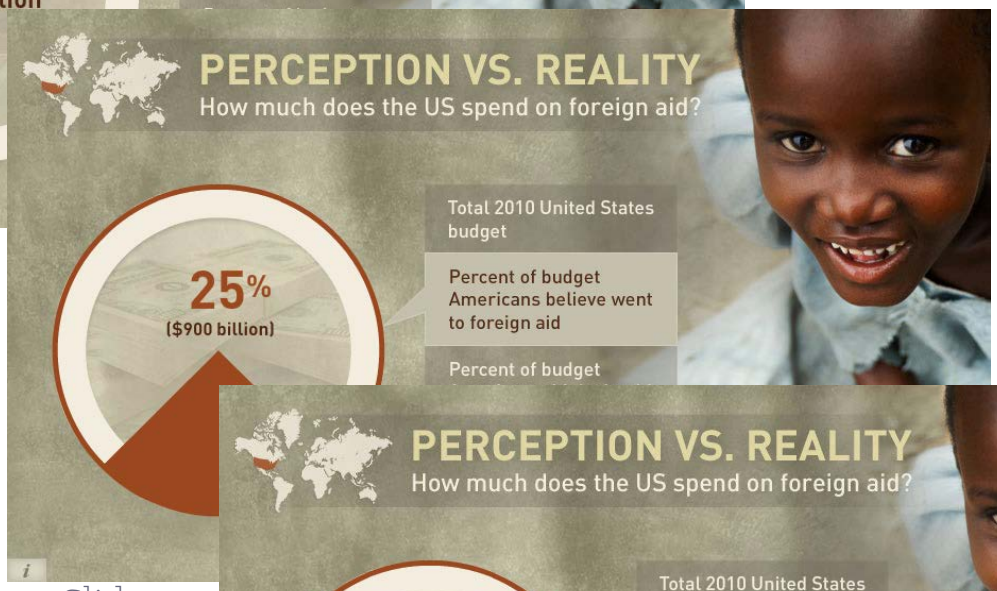
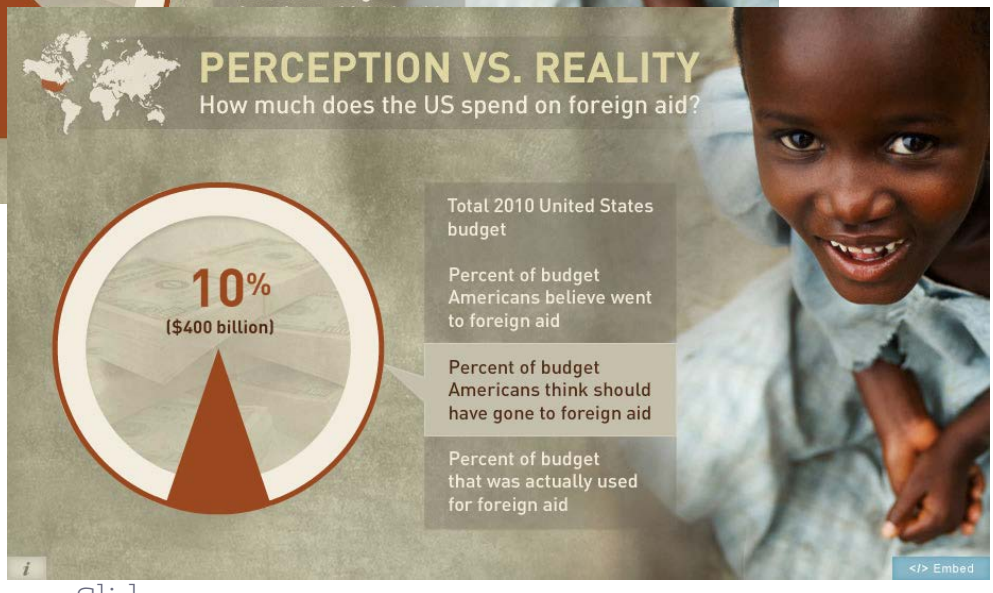


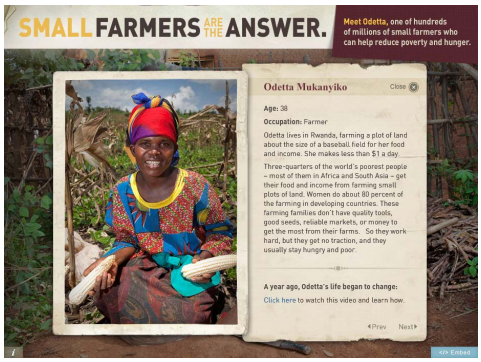
Slide 2



Slide 3

Interactive

Click and reveal stories are hard to resist. They rely on the same compulsions as video games to engage readers: they are often non-linear, they entice readers to hunt and explore, and they can divulge information surprises.



Graphic Novel

Comic strips convey a lot of information in a small space and work best for lively and active stories. These pieces use the device of a character to drive the narrative, provide a human touch and add interesting visual cues that substitute for text and add sequencing.

Video Documentary

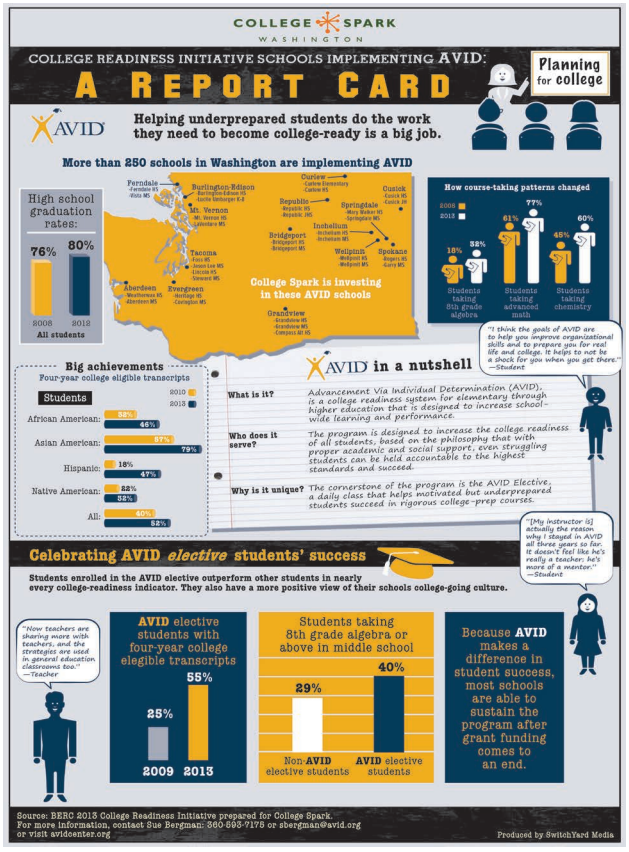
Movement, sound, spontaneity, and hearing people tell their stories in their own words adds a dynamic element for the right type of story. We like to mix mediums with our videos, conveying some information and data with graphical inserts that can also be used independently on other platforms.

Layout

How does your infographic fill the page?

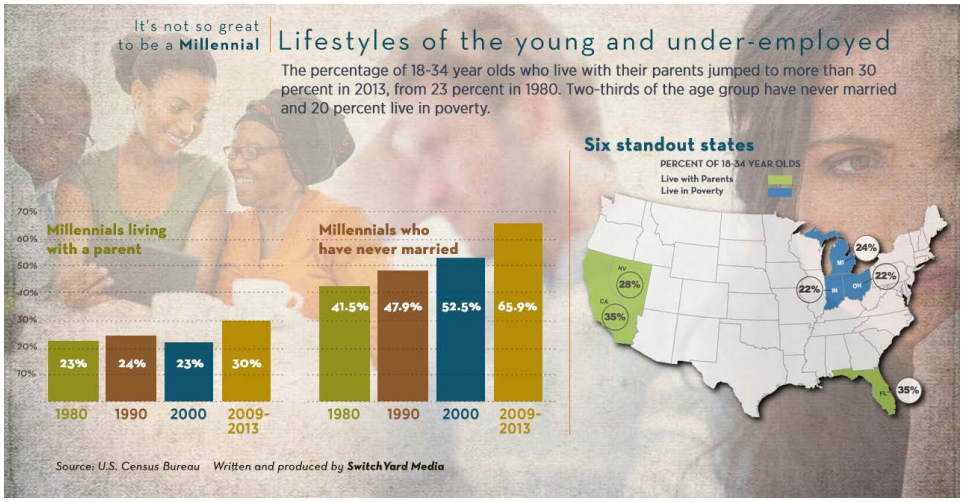
Vertical

Pretty much the standard for web content, it easily allows for expansion via scrolling and is easy to implement into most websites.



Horizontal

More novel, horizontal layouts call attention to themselves. They also work better for 1 page graphics where you want the viewer to see everything at once. They can be segmented for mobile.

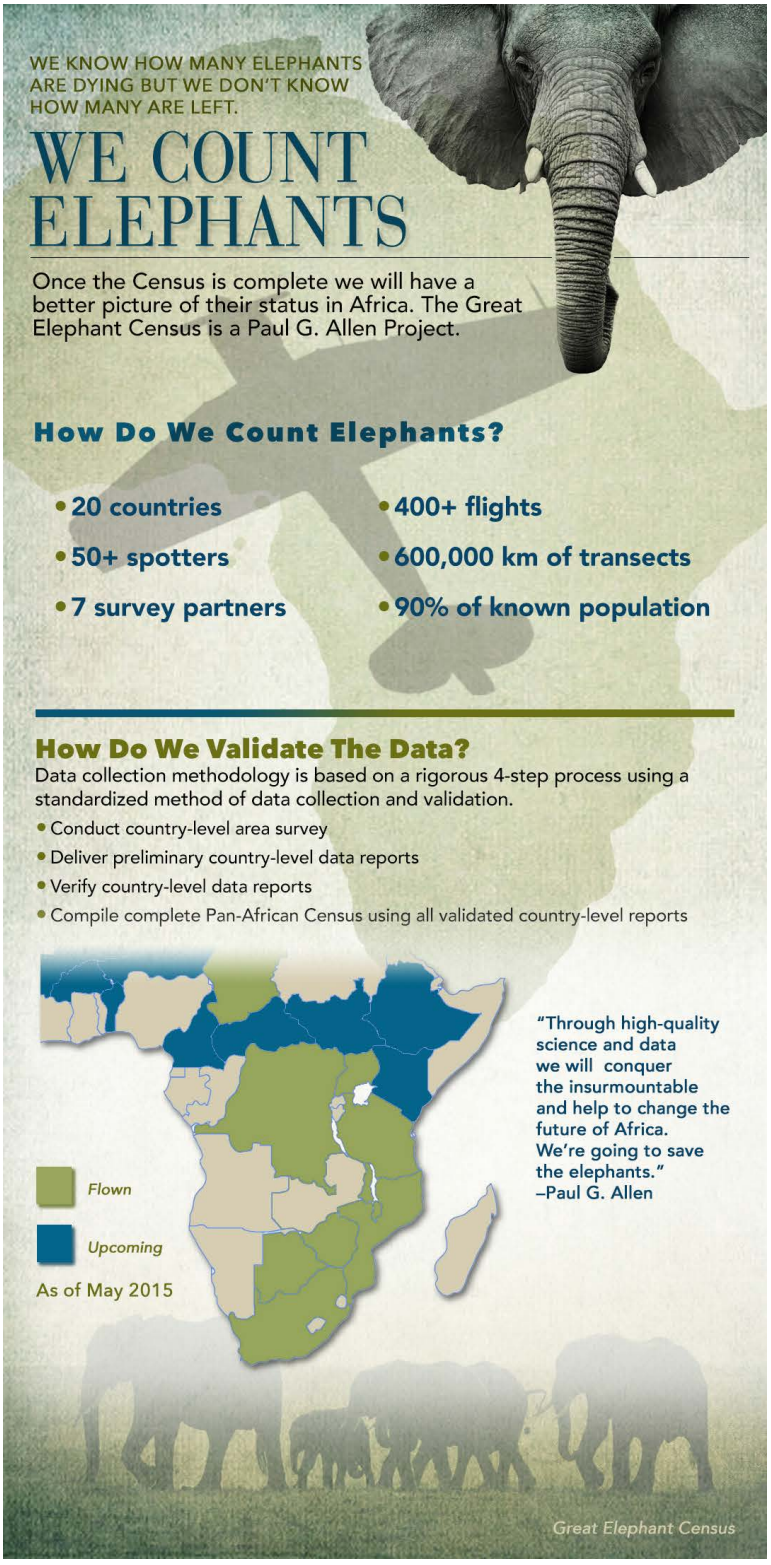


Motif

How is your content presented thematically?

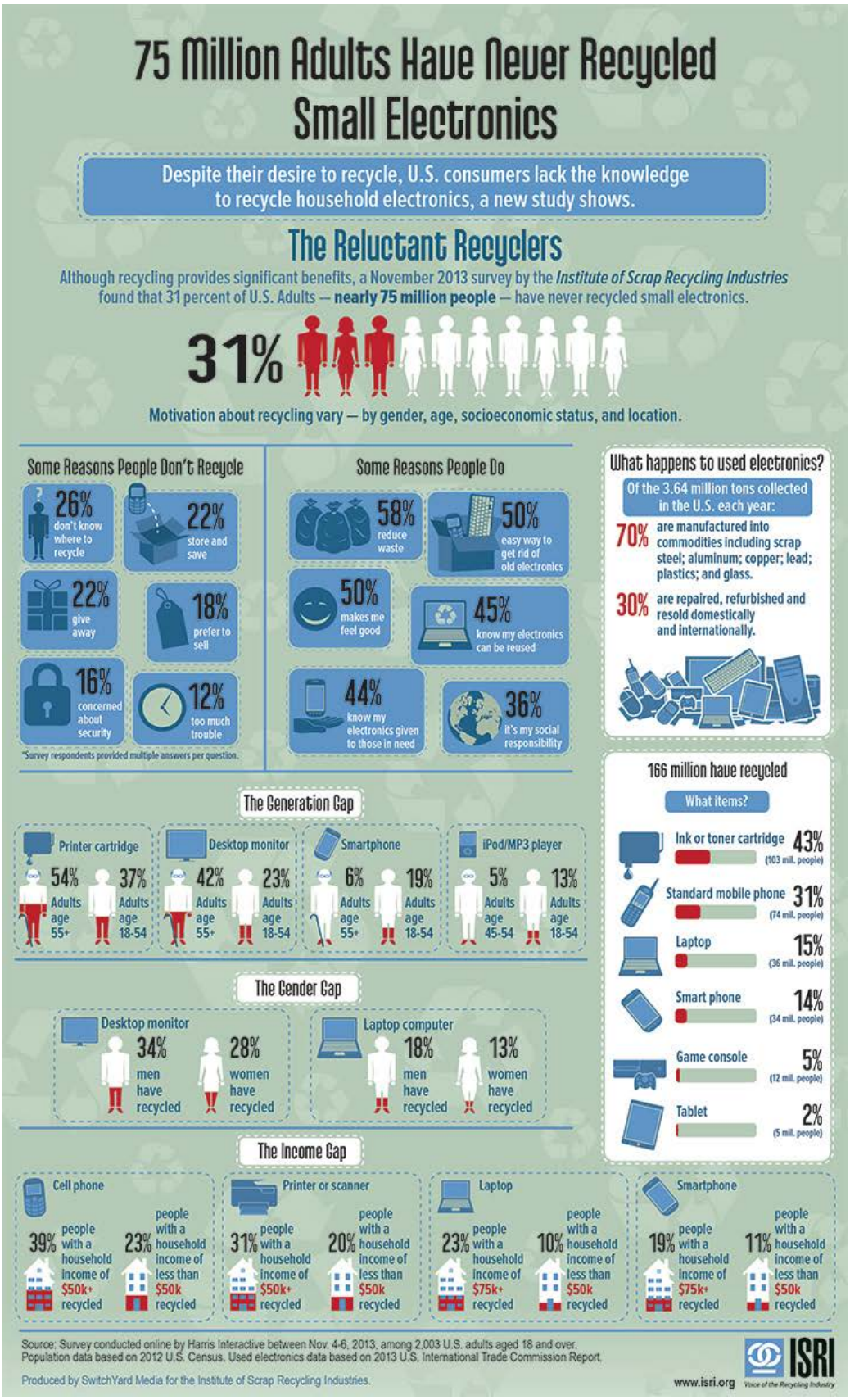
Singular graphic

Clean, simple and direct, this particular graphic uses photo-illustration. The large elephant image is an attention-getter, and the shadow of the airplane over a map of Africa is a non-verbal way of conveying information. The color scheme is warm, an approximation of the savanna.



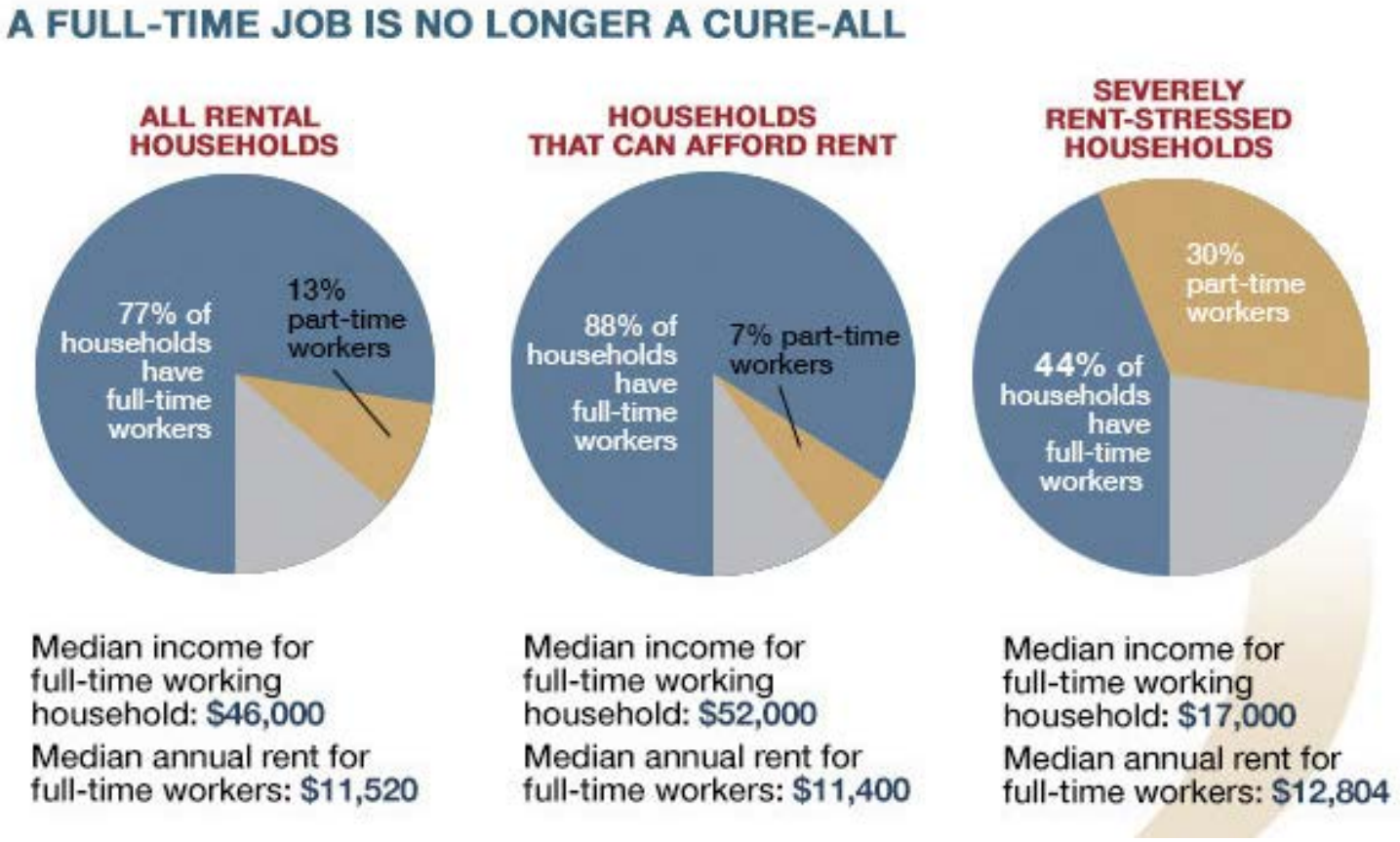
Mixed Charts

Simple illustrations and icons can add a layer of understanding to data and information.



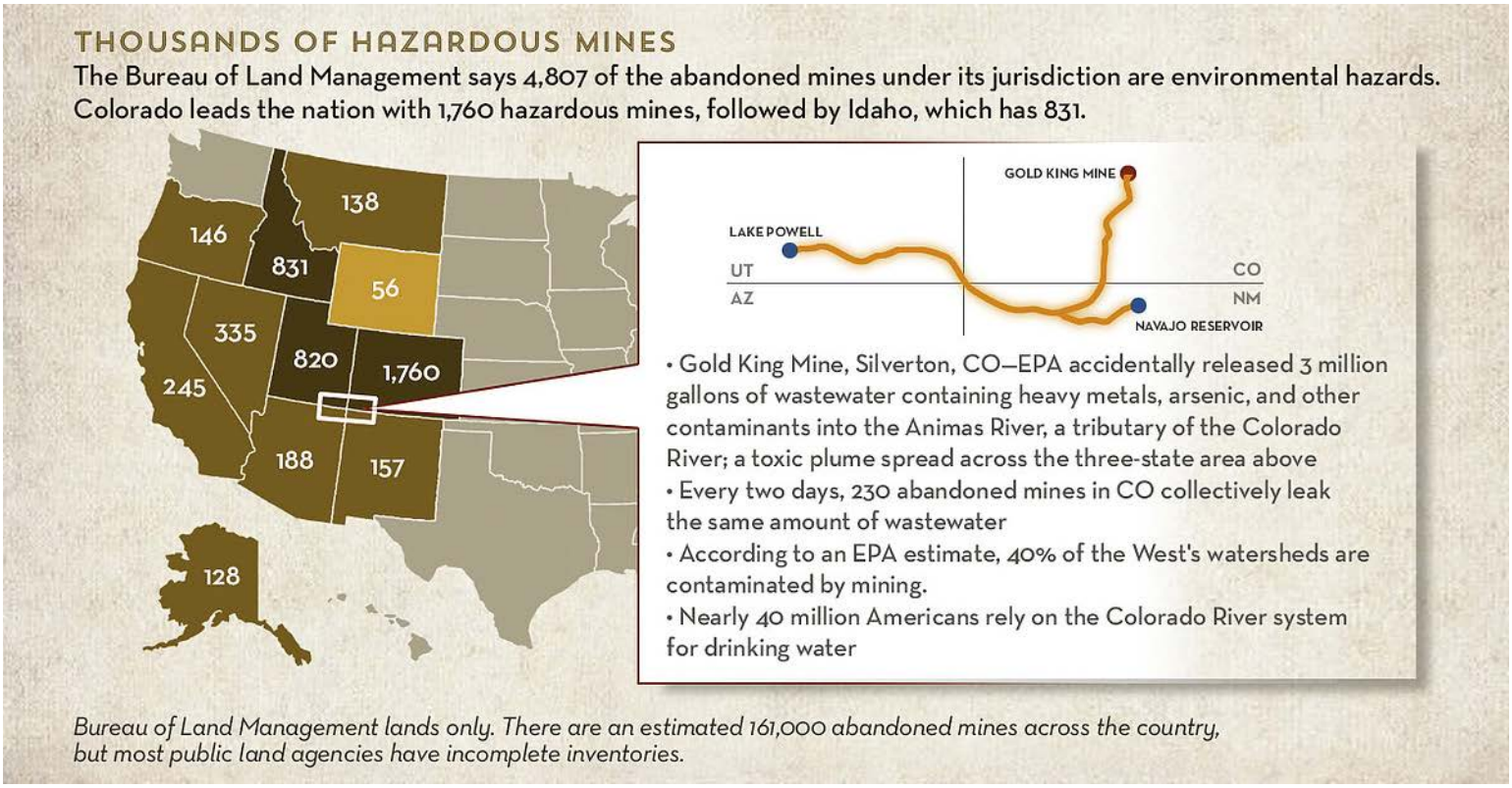
Comparison Charts

Pie charts date back to William Playfair's Statistical Breviary of 1801, and they are still effective ways of comparing data and putting numbers in perspective.



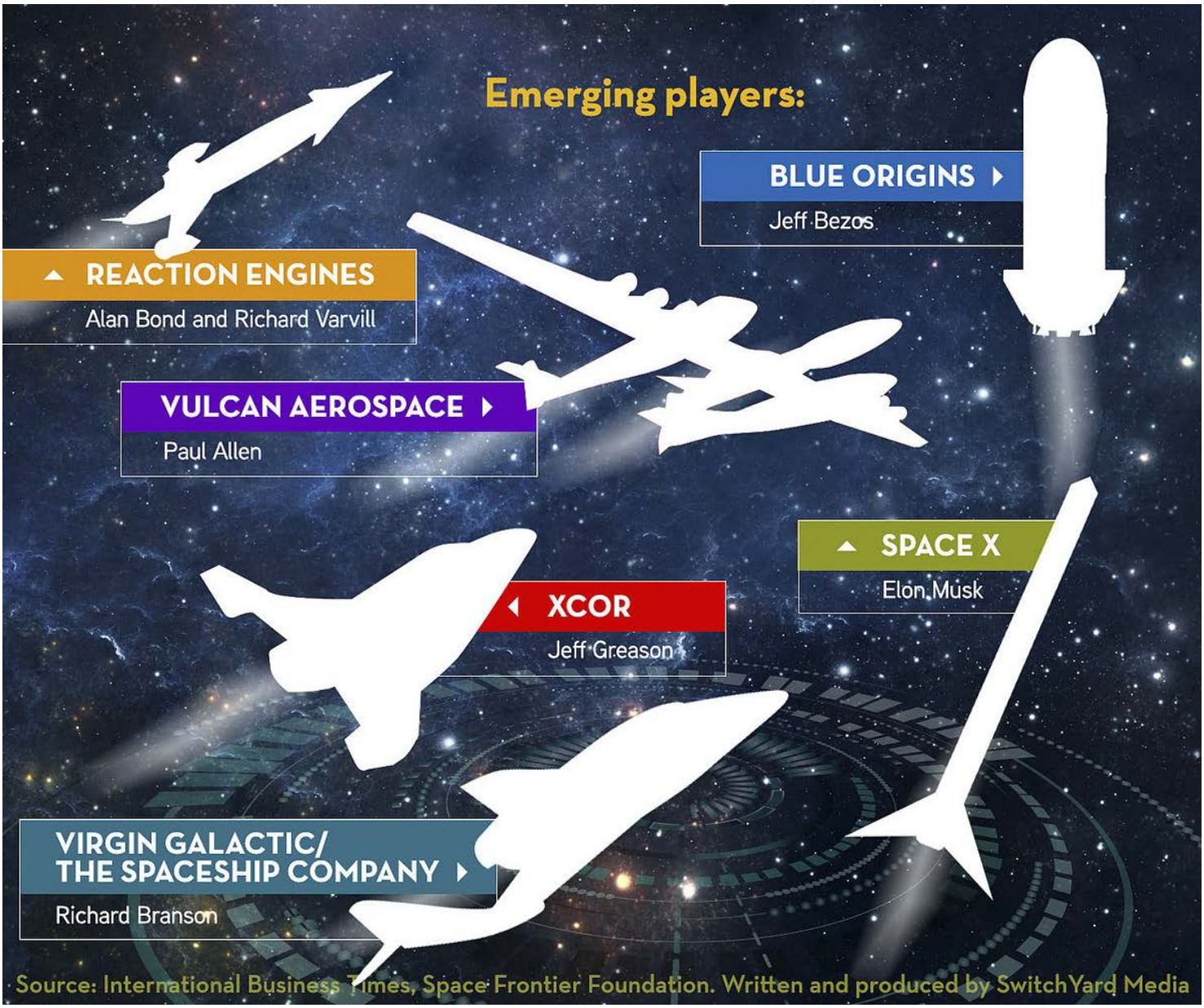
Map overlaid with data

Many stories benefit from identifying where the action is taking place. Maps are a faithful element of visual storytelling, a tried and true method of conveying location information without words.



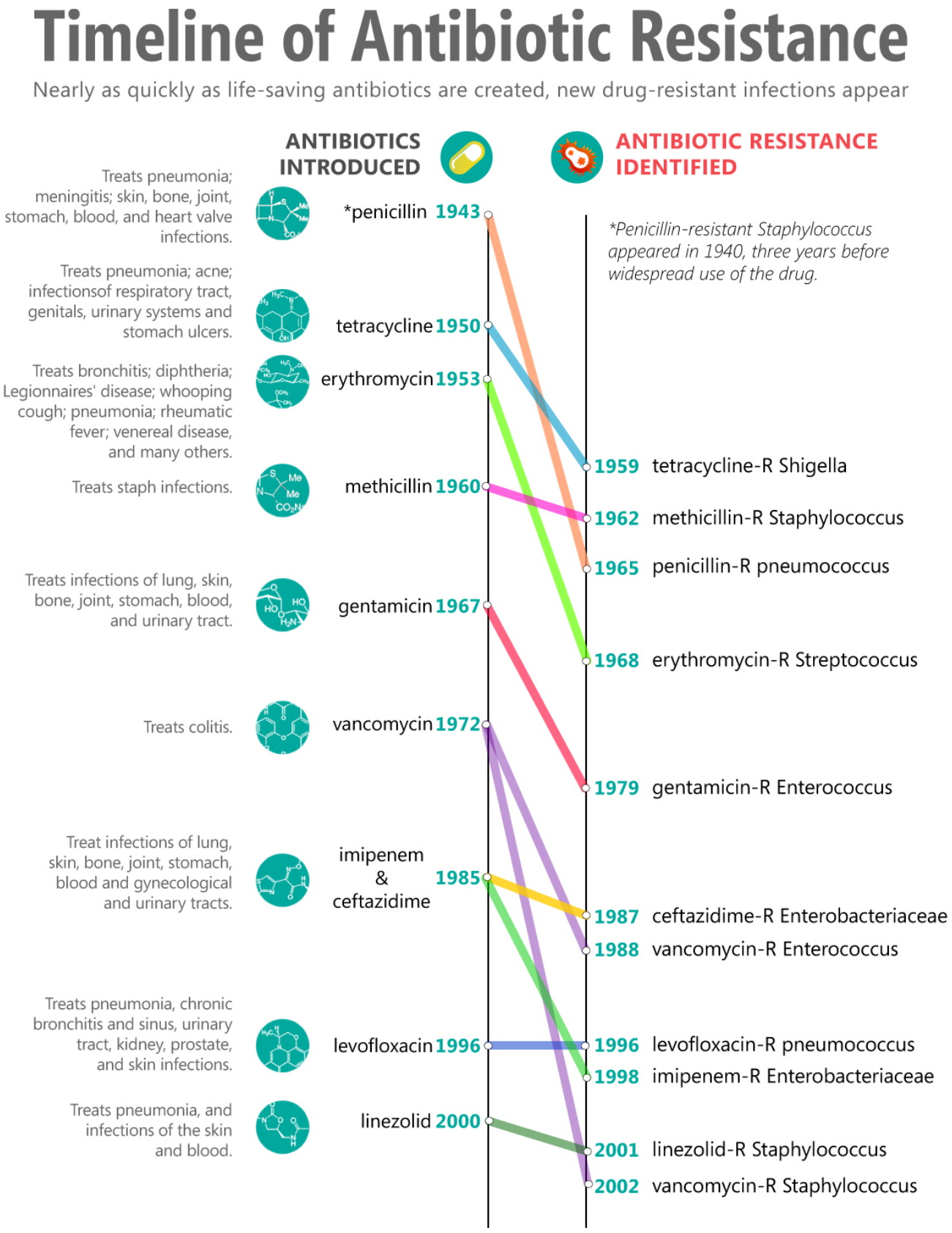
Visualized List

Allows for a visual based survey of data points or subjects. This motif works particularly well as a slideshow.



Timeline

Best used to depict a linear process and put information into a chronological perspective.



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* Most Important *

Sometimes we fail to consider the little things. But addressing categories such as “fonts” can vastly speed along a project. Take a minute to consider these:

- **Color**
  Bright or Subdued?
- **Font**
  Large or small?
  Contemporary or Traditional?
- **Design**
  Realistic or Symbolic?
  Contemporary or Traditional?
- **Dimensions**
  Horizontal or Vertical?
  For Web, Device, Presentation, Print, Poster?
- **Tone**
  Serious or Whimsical?
  Educational?
- **Language & Text**
  Are you addressing the general public or a well-informed audience?
  Jargon ok?
  Acronyms?
- **Narrative**
  Explanatory or List?

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Contact us to better explore your project's vision.

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