Introduction to Storytelling:
It’s Not Just Fairy Tales at Bedtime

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Introduction to Storytelling: It’s Not Just Fairy Tales at Bedtime

General Business:

“Please” Silence mobile devices

“Hold” questions until the “Q&A” at the end of the session

Welcome to a fellowship of “storytellers”
We are all communicators of “Design Intent”

“Remember” to complete the class survey after this session.

We would appreciate your feedback and recommendations for a future intermediate or advanced sessions for AU2014. Each completed session survey enters attendee in today’s drawing for a free AU2014 pass.
Introduction to Storytelling: It’s Not Just Fairy Tales at Bedtime

Class Summary:

This class presents an overview of “storytelling” which is the human side of communication. Thought provoking case studies of master storytellers will be presented to stimulate the principle that “Design Matters”.

Storytelling guidelines will be discussed to formulate a combination of best practices, CAD/Visualization tools, empathy for the client’s perspective, and passionate delivery of design intent.

A special emphasis is placed on storytelling in the physical world where the “words” are actually the visualization of architecture and landscape elements.

Workflow case studies that use mixed media Autodesk® software such as included in Autodesk® Building Design Suites are presented as real-life examples of storytelling’s integration with technology.
Introduction to Storytelling: It’s Not Just Fairy Tales at Bedtime

Sometimes we need to take a “PAUSE” to hit a “RESET” button ... rethink the possible...adapt to the new environment ... ”EVOLVE”

At the end of this class, you will be able to:

- **Organize** graphical, visual, diagrammatic, and data elements as a well orchestrated presentation.
- **Generate** compelling presentations into thoughtful, passionate, and entertaining storytelling formats.
- **Persuade** positive responses with well presented supportive design features prior to the final crescendo.
- **Combine Autodesk®** presentation programs and personalized storytelling techniques to achieve desired results.

**Mixed Media:**

Autodesk® Building Design Suite including:
AutoCAD, Revit, SketchBook Designer, Showcase, 3ds Max Design, and Navisworks.

Charles Darwin – 1809-1882
Theory of Evolution 1859
Galapagos Islands
Session Overview:

• “Hi” – Human Initiative (to the base “ST”/Storyteller)

• The Structure of Storytelling (Why, What, When, Who, How)

• “Learning Lessons” from some of the Masters of Storytelling as they relate to the communication of “Design Intent”.

• Case Studies
  o Interior Design Residential
  o Educational Commercial Design
  o VDC – Virtual Design & Construction
  o Reverse Engineering – Theme Park – Storytelling in the physical world

• Your “Toolbox”:
  Autodesk® Software options to consider adding to your storytelling repertoire

• Conclusion/Recap

• Q/A: Questions and Answers
The “Human” Initiative

That special enhancement that can make the difference between a “typical” Bullet-point slideshow narrative presentation and a passionate/collaborative/memorable “experience”.

“Hi” the human initiative to the base ST “storyteller”
Communication of “Design Intent”

The “Human” Initiative

We are lonesome animals. We spend all our life trying to be less lonesome.

One of our ancient methods is to tell a story begging the listener to say --- and to feel --- “Yes, that’s the way it is, or at least that’s the way I feel it. You’re not as alone as you thought.”

--- John Steinbeck
How do I include storytelling to maximize the successful communication of design intent?

“Organize” your “design intent”
“Empathize” with your end-user
“Resonate” with your viewer
“Evoke” an emotional response from your audience

*BIM = Collaboration = VDC = 2-way Storytelling*

Transport your viewer to a place “yet to be seen”

Invite your viewer into your life and share the design experience

Humanize your communication of design intent with “storytelling”

Be passionate, Be humble, Be concerned, “Believe” in your design intent
Why “Storytelling?”

“Design Matters”

Communication through spoken word, graphics, and visual stimulus is critical to the success of any design collaboration. Technology continues to advance giving the design community additional tools and palettes to support the ever evolving visualization effort.

There is sincere joy in telling the design “story” and guiding others along the path to a space yet to be seen. You are the “guide” to educate and collaborate as you share your design story.

The designed environment is a constant in the world that sets the stage for human life and human spirit and should be held to the highest standard.

Just add visuals?... Is it that simple?
Polished Virtual Images?... Might just be “Pretty Pictures”
Why “Storytelling?”

Would you like to see our home movies or maybe slide images of our vacation? lol

..only about “3000” images? 😊

“A picture may be worth a thousand words”

. . . . . but . . . . .

How memorable are a thousand images?
Our Trip to Walt Disney World
“Family Album”

- Make reservations
  - Rental Car
  - Hotel
  - Park Admission

- Pack the car
  - Clothes
  - Snacks
  - Fuel

- Drive to Orlando
  - Take toll Sun Pass
  - Bring Road Map
  - Plan rest stops

- Arrive Walt Disney World
  - Hotel
    - Check into room
    - Unpack
    - Eat lunch

- On to the Theme Parks!
  - Magic Kingdom
  - Epcot Center
  - Disney’s Animal Kingdom Park
  - Disney’s Hollywood Studios

- Fun! Fun! Fun!
Our Trip to Walt Disney World
Family Album

Who are the characters?
Where are they?
What is expected?
Why should I care?
What do I feel?

Great Images with “No Story”
“CAUTION”

Storytelling pitfall: Do not skip to “The END”

Even though 3D modeling and visualization has developed to a level of artistic-virtual representation your audience has an opinion on design based on their own life experience and education.

“Design” is subject to diverse interpretation.

Final presentations of polished renderings can lead misinterpretations and undesired emotional responses.

Consider:

Today’s client is becoming more “BIM” savvy and has come to expect the opportunity to collaborate during the design process.

We as designers have the opportunity to guide and educate our client during the design process with the added value of storytelling.
Storytelling Structure: When?
When?

Communication – Storytelling
Timeline Path

4.54 Billion Years
Planet Earth
When?

Communication – Storytelling Timeline Path

200 Thousand Years
Humans on Earth
When?

Communication – Storytelling Timeline Path

- 38,000 BC Cave Paintings of Santander, Spain
- 1567-1085 BC Egyptian hieroglyphics, papyrus, written communication
- 900 BC Phoenician Merchants: exchange of goods via ships navigated by the stars
- 428 BC Greek Theatre and the Roman Empire
- 1000-1100AD Dark Ages, Islamic Astronomers, Benedictine Monks
- 1500 AD Renaissance – “Age of Enlightenment” Explorers, Scientists, Scholars, Poets, Musicians, Artists
- 1700-2000 AD Industrial Revolution and “Age of Invention”
Communication – Storytelling
Timeline Path

“Age of Invention”

CR2265: Pre-Session Survey
Generational Classification Results

- 0% Lucky Few 1925-1942 (88/71)
- 25% Baby Boomers 1946-1964 (67/49)
- 41% Generation X 1965-1980 (48/33)
- 34% Generation Y 1980-2000 (33/13)
- 0% Millenials 2000-2013 (13/?)
- 1840 Transatlantic Steamship – Samuel Cunard
- 1876 Telephone – Alexander Graham Bell
- 1879 Incandescent Light – Thomas Edison
- 1903 First Airplane – The Wright Brothers
- 1957 First Personal Computer IBM 610
- 1967 Hand Held Calculator – Texas Instruments
- 1977 Apple mass produced personal computer
- 1981 IBM PC desktop
- 1982 AutoCAD Version 1.0
- 1993 IBM Smart Phone
- 2007 Apple iPhone
- 2010 Apple iPad
- 2013 Apple iPad Air
When has “Storytelling” occurred through time?

All paths can benefit by having a guide to lead the way and engage the audience to create a collaborative design environment.
Who? Characters/Viewers
Be a Great Storyteller:

Character Development  and Client Empathy

Identify the characteristics of the End Users and related requirements of the design project. Gain additional understanding by researching and “experiencing” the actual environment. Introduce these players as your story’s primary Characters.

Fully explore your client’s perspective and agenda (desired results). Be prepared to guide your client through your design process while being sensitive to their level of comfort with technology. Customize your development to have your design story resonate with your client’s experience, design intentions, and expectations.
Be a Great Storyteller:

- Know your audience and learn to empathize from their perspective.

- Guide your viewer to visualize from your character’s point of view.

- Allow your audience to enter into the experience and into your life. Share your experience……….

- Learn visualization techniques from Master Storytellers and develop your own personal style.
Storytellers
Great Storytellers:

Learn from the “masters of visualization”. Evoke emotional responses from your viewers with sensory descriptives that resonate with your audience.

Senses:

- Sight
- Touch
- Taste
- Smell
- Hearing
Great Storytellers: “Learn from the Masters of Visualization”

Michelangelo – Artist, Sculptor, Architect, Poet

1475 – 1564

Lesson:

Study of the human figure expressing movement and engagement with the viewer through use of color, subject, composition, expression and form.

How do your feel?
Great Storytellers:
“Learn from the Masters of Visualization”

Ansel Adams – Photographer and Conservationist/Environmentalist

1902 – 1984

Lesson:

His black-and-white landscape images tell a story of the natural environment with intense clarity and evoke an emotional response form the exceptional use of light, shadow, reflection, and subject.

How do you feel?
Great Storytellers: “Learn from the Masters of Visualization”

Frank Lloyd Wright – Architect, Interior Designer, Educator, Writer

1867 – 1959

Lesson:

Frank Lloyd Wright created space experiences through form (expansion/contraction) and light/shadow. Wright believed in designing structures which were in harmony with humanity and its environment.

How do your feel?
Great Storytellers: “Learn from the Masters of Visualization”

James Ingo Freed – Architect of USHMM
Pei Cobb Freed & Partners

1930 – 2005

Lesson:

Total emersion in the interior architecture physical space acting as a “resonator of experience”. The United States Holocaust Memorial evokes an emotional response from its visitors using its thoughtful design to express the human essence of this historic event. (design for the senses to express the story and subject)

How do you feel?
Great Storytellers:
“Learn from the Masters of Visualization”

Alfred Hitchcock – Film Director and Producer

1899 – 1980

Lesson:

Alfred Hitchcock pioneered many techniques in suspense and psychological thriller genres. His use of camera angle, light, and shadow evoke emotional responses that capture his audience as he envelops them into the story.

(Ex: Psycho – 1960, shower sequence)

How do your feel?
Great Storytellers: “Learn from the Masters of Visualization”

Richard Rogers & Oscar Hammerstein II – Composer of music and Writer of lyrics for Broadway Musicals

1940’s-1950’s

Lesson:

The team created inspired pieces of work to transport their audience and characters to an experience center with sensory changes to move cast and viewers from place to place. (Ex. Sound of Music, “I have confidence” transports from Abbey to Castle)

How do your feel?
Great Storytellers:
“Learn from the Masters of Visualization”

Robert Sherman & Richard Sherman – An American song writing duo for musical films “Disney Staff Writers”

1951-current day

Lesson:

Character development was achieved in song, both in lyrics and melody. The songs as in many of Disney classics evoked emotional responses from viewers and allowed audiences to connect with characters on a personal note. (Mary Poppins)

How do your feel?
Great Storytellers: “Learn from the Masters of Visualization”

Walt Disney – Artist, Cartoonist, Animator, Film Producer, TV Series – “Wonderful World of Disney”, Theme Park Designer, Master Storyteller.

1901-1966

Lesson:

Walt Disney focused on the minute details while being sensitive to how those details contribute to the image the audience will see. Viewers would be totally immersed into the story, both audience and characters. Disney was able to have us leave the real world behind “for a moment.”

How do your feel?
Case Studies
Case Study 1

Residential Interior

Project Title Page

Storyboard Development
Case Study 1

Residential Interior

Theme/Metaphor

Storyboard Development
Case Study 1

Residential Interior

Inspiration/Mood Images

Storyboard Development
<table>
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Case Study 1

Residential Interior

"Roll the Opening Credits"

Storyboard Development
Case Study 1

Residential Interior

“Personalize/Resonate”

Storyboard Development
Case Study 1

Residential Interior

Set the Stage
Add Style & “Flavor”

Storyboard Development
Case Study 1

Residential Interior

“Hint/Tease” of yet to come

Storyboard Development
Case Study 1

Residential Interior

Diagram Context Overview

Storyboard Development
Case Study 1

Residential Interior

Diagram Detail Overview

Storyboard Development
Case Study 1

Residential Interior

Diagram Detail Overview

Storyboard Development
Case Study 1

Residential Interior

Model Preliminary Sketch

Storyboard Development
Case Study 1

Residential Interior

Model Blank Canvas Sketch

Storyboard Development
Case Study 1

Residential Interior

Post Collaboration Render

Storyboard Development
Case Study 1

Residential Interior

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Create a “mood” and evoke an emotional response with light, shadow, composition, and accessories.

“Set the stage”

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk® Showcase®

Material Options

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk® Showcase®

Material Options

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk ® Showcase ®

Material Options

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk ® Showcase ®

Material Options

Collaborative (BIM) Progress Design

DATE: 12/13/2013
PROJECT No: 154080
PG 19

DR. Schreiber Residence
Bay View Drive, Fort Lauderdale Florida

AUTODESK UNIVERSITY 2013
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk ® Showcase ®

Material Options

Collaborative (BIM) Progress Design
Case Study 1

Residential Interior

Collaborative interactive design presentations

Autodesk ® Showcase ®

Material Options

Collaborative (BIM) Progress Design
Case Study 2
Commercial Interior

Theme/Metaphor

Storyboard Development
Case Study 2
Commercial Interior

Inspiration/Mood Images

Storyboard Development
Case Study 2

Commercial Interior

Inspiration/Mood Images

Storyboard Development
Case Study 2

Commercial Interior

“Personalize/Resonate”
Add Style & “Flavor”

Diagram Context Overview
Storyboard Development
Case Study 2

Commercial Interior

Diagram Context Overview

Storyboard Development
Case Study 2

Commercial Interior

Storyboard Development

Diagram Detail Overview
Case Study 2
Commercial Interior

Storyboard Development

“Hint/Tease” of yet to come
Case Study 2
Commercial Interior

Model Collaboration Sketch

Storyboard Development
Case Study 2

Commercial Interior

Storyboard Development

Model Collaboration Render
Case Study 2

Commercial Interior

Diagram Detail Overview

Storyboard Development
Case Study 2

Commercial Interior

“Hint/Tease” of yet to come

Storyboard Development
Case Study 2

Commercial Interior

Model Collaboration Sketch

Storyboard Development
Case Study 2

Commercial Interior

Storyboard Development

Model Collaboration Render
Case Study 2

Commercial Interior

Collaborative interactive design presentations

Autodesk® SketchBook®

Preliminary Concept

Progress Design
Case Study 2

Commercial Interior

Collaborative interactive design presentations

Autodesk® AutoCad®

Perspective Render

Presentation

NOVA Southeastern University
CENTER FOR COLLABORATIVE RESEARCH
Case Study 2

Commercial Interior

Collaborative interactive design presentations

Autodesk® SketchBook®

Preliminary Concept

Progress Design
Case Study 2

Commercial Interior

Collaborative interactive design presentations

Autodesk® AutoCad®

Perspective Render

Presentation
CASE STUDY 3: VIRTUAL DESIGN & CONSTRUCTION

- What is Building Information Modeling?
- What is Virtual Design & Construction?
THE SCRAMBLE

- Project team discovers problems
  - Architecture
  - Structure
  - Mechanical
THE SCRAMBLE

- Relations are strained
  - Architecture
  - Structure
  - Mechanical
Dan
Expert in:
- Programming
- Design
- Code
- Specifications
- AutoCAD

Not BIM
THE CONTRACTOR

- Mike
- Expert in:
  - Constructability
  - Cost
  - Scheduling
  - Quality
- Not BIM
THE OWNER

- Ben
- Expertise:
  - Feasibility
  - Oversight
  - Quality
  - Cost
  - Not BIM
THE VDC MANAGER

- David
- Expert in:
  - BIM
  - Visualization
  - Collaborative Process
- Not
  - Feasibility
  - Code
  - Programming
  - Scheduling
THE BIMs

- Fire Protection
- Plumbing
- Electrical
- Mechanical
- Structural
- Architectural
- Civil
THE PROBLEMS

- The project had not been planned using BIM
- Subjective interpretation and partial understanding
- Design revisions
- Schedule constraints
GETTING BUY-IN

- Diplomacy
- Visualization
- Constructability Review
- Coordination
- Schedule
- Cost
- Cooperation
REINFORCING THE DESIGN INTENT

- BIM is the Toolset
  - Software
  - Create BIMs
  - Visualization
  - Assembly Composition
  - Constructability
  - Layout Drawings
VISUALIZATION PROMOTES COLLABORATION

- BIM Visualization
  - Software
  - Visualization
  - Collaboration
IMPROVING THE INFORMATION TO THE FIELD

- VDC is Applying BIM
  - Software
  - Aggregation of BIMs
  - Clash Detection
  - Assignment of Issues
  - Visualization
  - Collaboration
  - Digital Layout
  - Layout Verification
THE VDC PROCESS USING AUTODESK® BDS

DESIGN & DOCUMENTATION

AUTODESK INVENTOR

AUTODESK AUTOCAD CIVIL 3D

AUTODESK AUTOCAD

AUTODESK REVIT

AUTODESK NAVISWORKS

3DS MAX

SHOWCASE

DESIGN REVIEW

CONSTRUCTION

POINT LAYOUT

Autodesk®
THE RESULTS OF SUCCESSFUL VDC

- Better information yields better results in the field
- Participants are happier
- Everyone makes money
Case Study 4

Walt Disney World
Main Street USA

Did you miss the Story?

Storytelling by architecture
“more than meets the eye”
Case Study 4

Walt Disney World
Main Street USA

Storytelling by architecture
“more than meets the eye”

Roll out the Red Carpet.............

Truly “On-Stage and On The Set”

40% 60% 100%
Case Study 4

Walt Disney World
Main Street USA

Storytelling by architecture “more than meets the eye”

Why do you not see Cinderella Castle when you arrive?
Case Study 4

Walt Disney World
Main Street USA

Storytelling by architecture
“more than meets the eye”

“Roll the Credits” and let’s start the show…….
Summary/Re-Cap

Storytelling: Communication of your “design intent”

“Hi” – Human Initiative
- Add that extra personal touch, share your stories, create an experience (it’s ok to be humble)

Design Matters
- Present design intent with the passion and excitement of its creation (“design” deserves to be heard)

Empathize with your client so that your story resonates
- “Know” your audience and extended audience (end users) of your intended design from their perspective

You are a Cast Member, “on stage”, an instrument of the story itself
- Be a “guide” to educate and collaborate as you share your design story and travel the path.

Set the Stage
- Transport your audience with diverse visualization tools to share the experience of your design

Add Characters, Plot, Props, and Sensory Stimulus
- Create an experience by describing sensory occurrences by the character in the function of your design

Learn from Master Storytellers – most stories, like architecture, are available for reinterpretation
- Develop your personally unique style that expresses your passion and humanity

Explore new technical presentation tools to add to your palette (Mixed Media)
- Technology and communication is ever changing. Evolve and adapt to remain competitive in today’s market
How do I include storytelling to maximize the successful communication of design intent?

“Organize” your “design intent”
“Empathize” with your end-user
“Resonate” with your viewer
“Evoke” an emotional response from your audience

BIM = Collaboration = VDC = 2-way Storytelling

Transport your viewer to a place “yet to be seen”

Invite your viewer into your life and share the design experience

Humanize your communication of design intent with “storytelling”

Be passionate, Be humble, Be concerned, “Believe” in your design intent
“Feed the birds – tuppence a bag”

Storytelling:

Adding a little “human touch” can make a world of difference. Enhance the communication of your “design intent” with setting the stage, developing characters, sharing your related experiences, and transporting your audience to a place “yet to be seen”.

“… it doesn’t take very much to give that extra dimension, to give that extra love….giving to the people that need paid attention to.

--- The Sherman Brothers
Disney staff writers

Walt Disney’s
Mary Poppins
Disney
Saving Mr. Banks (December 2013)
Where her book ended, their story began…….
Q & A: Questions/Answers
“Thank You”

Life is a journey – Share your stories along the path