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

Bob Voelker, AIA – ACAI Technologies, Inc.
David Thirlwell – ACAI Technologies, Inc.

LEVEL: Beginner/Introduction

Intended to inspire the development of storytelling techniques based on history, observation, real world application, and case studies.

CR2265 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® Suites are presented as real-life examples of storytelling’s integration with technology.

Learning Objectives

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.

About the Speaker

Bob Voelker, AIA
Director of BIM/Visualization - ACAI Technologies, Inc.

Bob with more than 30 years of design presentation experience, including 16 years utilizing Autodesk® programs, is a graduate of the University of Maryland/School of Architecture and holds architectural licenses in both New York and Florida. With a career history at businesses including ACAI Technologies, The Walt Disney Company, Robb & Stucky Interiors, and established architectural firms Bob’s primary focus has been the generation of conceptual architectural interiors and the communication of design intent to diverse audiences. Public speaking engagements have been a constant in his daily workflow conducting forums that are intimate/internal team collaborations, formal/executive client based presentations, and conference group educational sessions sharing the value of CAD/Visualization.

e-mail: RVoelker@aecmworld.com
David Thirlwell
BIM & VDC Manager - ACAI Technologies, Inc.

David has worked with various Autodesk® software for the past 15 years, covering the range of Building Design Suite products. David's academic background includes degrees in Architecture and Construction Management from the University of Florida and his working experience spans Architecture, Engineering, and Construction sectors.

Working in a rapid prototyping environment in the Engineering sector during graduate school turned-out to be the perfect preparation for BIM. Over the past six years BIM and VDC have been his primary focus for his work on large commercial design and construction projects.

Throughout David's career, it has not only been critical to effectively communicate sophisticated concepts, strategies, and workflows to every party involved on building projects, but also to be persuasive in the process. Being a good storyteller is essential to relating the value of BIM and VDC, but even more so in showcasing the results.

email: DThirlwell@acaitechworld.com

• Communication of Design Intent
  
  o “hi”- The Human Initiative (to the base “ST” storyteller)
    
    That special enhancement (added value) that can make the difference between a typical bullet point slideshow narrative presentation and a passionate/collaborative/memorable “experience”.

    ▪ Personalize your communication of “Design Intent”
    ▪ Share “your” experience
    ▪ Humanize yourself with humble overtones
    ▪ Storytelling can break down barriers

• Storytelling: Why, When, What, Who, How? (the basics)

  o Why?

    ▪ “Design Matters” – Mantra

    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. 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. “The story deserves to be told.”
Introduction to Storytelling: It’s Not Just Fairy Tales at Bedtime

- What?
  - Components of the Story (Why, What, Where, When, Who, How?)

  Storytelling has existed in a multitude of forms since the beginning of human history. This “two-way” mode of communication (BIM Collaboration) is deeply rooted in survival of the species and has evolved over time as a vehicle to entertain, educate, persuade, and communicate even the “unseen.”

<table>
<thead>
<tr>
<th>Storytelling</th>
<th>Design Intent Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setting:</td>
<td>Where &amp; When = Context, Adjacencies, Project Timeline</td>
</tr>
<tr>
<td>Characters:</td>
<td>Who = Client and End User Characteristics</td>
</tr>
<tr>
<td>Complication:</td>
<td>What &amp; Why = Design Program and Desired Results</td>
</tr>
<tr>
<td>Plot:</td>
<td>Process of Responding = Design Concept/Address Program</td>
</tr>
<tr>
<td>Resolution:</td>
<td>How = Design Solutions as Progress</td>
</tr>
<tr>
<td>Closure:</td>
<td>Final Message = Final Presentation</td>
</tr>
</tbody>
</table>

- Where and When?
  - Storytelling Timeline Path (Communication and Storytelling overlap)

  Humans are believed to have lived on earth for more than 200,000 years of planet Earth’s more than 4 billion years of existence, truly a short period in the grand scheme. Physically recorded communication traces back to approximately 40,000 years ago and has continued to evolve as knowledge and technology has advanced.

  Storytelling has been along for the ride since the beginning and shows no sign of slowing down as it has evolved with each changing generation.

  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
  1000–1100 AD  Dark Ages, Islamic Astronomers, Benedictine Monks
  1500 AD  Renaissance – “Age of Enlightenment” Explorers, Scientists, Scholars, Poets, Musicians, Artists
Introduction to Storytelling:
It's Not Just Fairy Tales at Bedtime

1700-2000 AD  Industrial Revolution and Age of Invention

1840  Transatlantic Steamship – Samuel Cunard
1876  Telephone – Alexander Graham Bell
1879  Incandescent Light – Thomas Edison
1903  First Airplane Flight – 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
2014  ? – “The Sky is the Limit”, or beyond?

○ Who?

▪  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.
• Master Storytellers – Learn from the best as their techniques relate to the communication of design intent.

Michelangelo  Artist, Sculptor, Architect, Poet

Lesson:
Study of human figure expressing movement and engagement with the viewer with color, subject, expression, and form. “awe-inspiring grandeur”

Ansel Adams  Photographer and Conservationist/Environmentalist

Lesson:
His black-and-white landscape images told a story of the natural environment with intense clarity and evoked an emotional response from the exceptional use of light, shadow, and subject.

Frank Lloyd Wright  Architect, Interior Designer, Educator, Writer

Lesson:
Space experiences through form (expansion/contraction) and light/shadow. Wright believed in designing structures which were in harmony with humanity and its environment.

James Ingo Freed  Architect of USHMM (Holocaust Museum)
Pei Cobb Freed & Partners

Lesson:
Total emersion in the interior architecture acting as a “resonator of experience.” The United State Holocaust Memorial Museum 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)
**Alfred Hitchcock**  
Film Director and Producer

**Lesson:**

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 envelopes them into the story.

**Richard Rogers & Oscar Hammerstein II**  
Rogers composer of music and Hammerstein writer of lyrics produced for 1940’s-1950’s Broadway Musicals. Storytellers through music and lyrics.

**Lesson:**

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

**Robert Sherman & Richard Sherman**  
An American song writing duo for musical films.

**Lesson:**

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

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

**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”.
Introduction to Storytelling:
It's Not Just Fairy Tales at Bedtime

- **How?**
  - **Case Studies**
    
    *Examples to showcase the importance of storyboard generation based on the basic storytelling structure and organization. Understanding the client’s perspective with empathy and encouragement of two-way storytelling, collaboration, will also be emphasized.*

  
  **CS1: Interior Design Residential**
  
  **CS2: Commercial – Educational, Admissions’ Student Center**
  
  **CS3: VDC – Commercial Virtual Design Construction**
  
  **CS4: Reverse Engineering /Theme Park – Storytelling in the physical world**

- **Recommended reference materials for pre- and post-session viewing:**
  - **Client Empathy – Cleveland Clinic**
    
    - [http://www.youtube.com/watch?v=cDDWvj_q-o8](http://www.youtube.com/watch?v=cDDWvj_q-o8)
  
  - **Stories That Move Mountains**
    
    *Storytelling and Visual Design for Persuasive Presentations*
    
    - Authored: Martin Aykes, A. Nicklas Malik and Mark D. West
  
- **Recommended AU2013 Sessions to further develop storytelling techniques:**
  
  - **AB1929-L**
    
    *Autodesk® Showcase 101: An Introduction*
  
  - **AB2873**
    
    *Understanding Autodesk® Revit® Visualizations with Autodesk® 360 Rendering*
  
  - **AC2172**
    
    *The Elements of Architectural Visualization*
  
  - **AC2303**
    
    *New to design Visualization? Click Here to Get Started.*