

Design *Thinking*: Ideation

Narrative Poster

“Telling the whole story on one big sheet”

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Definition

- Method to explore and re-illustrate outcomes/results in teams (participatory design process)
- The visualized design can be product and/or interaction.
- Used in HCI and consulting
- Relates to research posters

Story Telling

Design Cented Narration

Storytelling ...

- „Storytelling“ = central aspect of design work
 - general story
 - specific story
- Use of a variety of materials for assembling a narrative
 - Illustrate aspects of the design

Narratives Poster

The whole story at a glance

Application and Goal

- Analysis and reflection of results
 - Explore alternative views/perspectives on results and intermediate outcomes
 - IS-Analysis, TO BE-Analysis
- Generation of ideas
- Further development (innovation technique)
- Used in the middle of a design process, in steps of further development and in re-design

Poster as a Medium

- ... assists in examining and sorting of designs, insights, concepts and results
- ... is used for processing and illustrating aspects of the design(process) graphically
- ... illustrates a coherent narrative/story at a glance

Types of Narrative Posters

- Posters with sketches, glued print-outs, cut-outs (collages)
- Posters as finished prints (digitally edited layout)
- Drawn poster with glued on artifacts (ad-hoc posters)

...or a mix of all 3

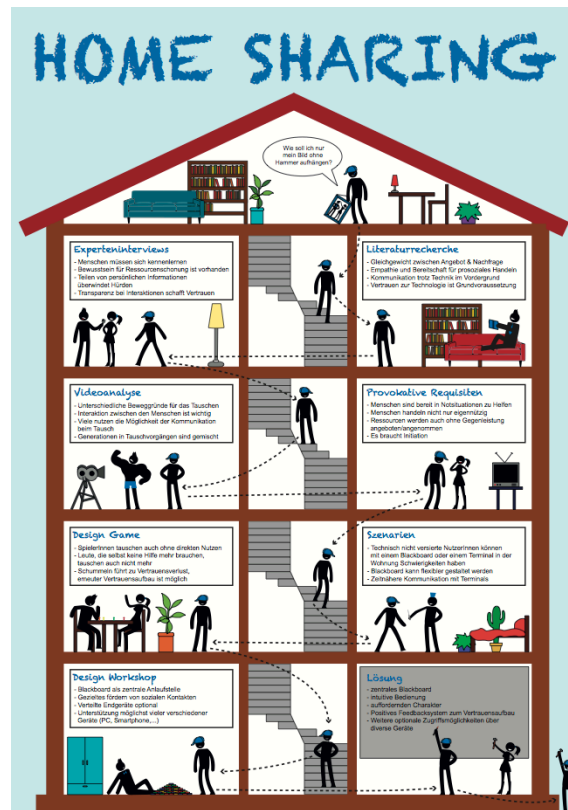
Examples from the Course:

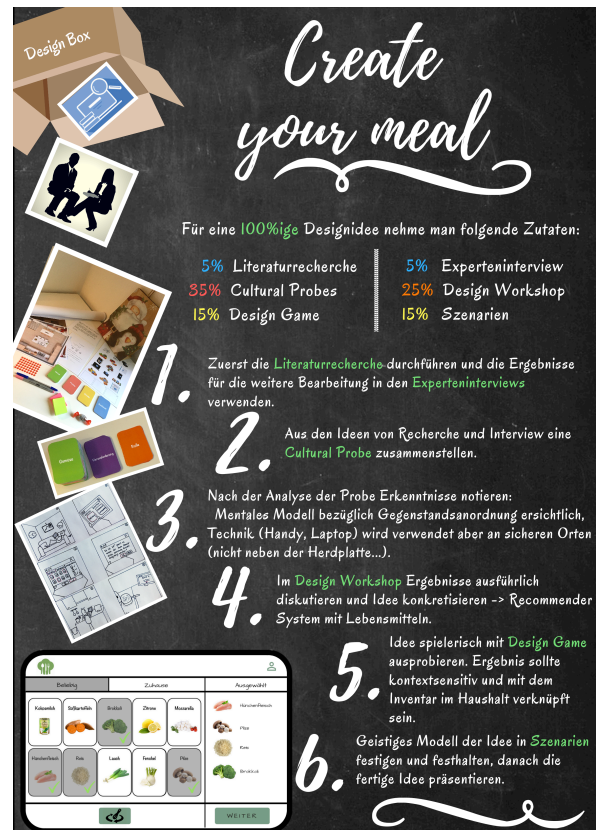
Sportmate & Setz Di' Her Samma Mehr



Examples from the Course:

Cityzense & HomeSharing





Examination & Reflection

- Examination:
 - Discussions within the team
 - Importance and Value of Contents and Results
- Reflection:
 - Gathering results in accordance to the defined goal
 - Visualize results for exploring alternative views/perspective

Arrangement & Construction

- Arrangement:
 - medial: How are the selected contents illustrated (photos, artifacts, sketches,...)?
 - spatial: How are they arranged/placed?
- Construction:
 - Frame: which narration merges the arranged contents together Narration (e.g., visual „red line“)
 - Relation: How are relations between contents constructed?; How are they set up in relation to each other?

Narrative Posters in DeTh

- Examine und sort:
 - Video-stills, associations, associated objects, key phrases, keywords, designs
- Construct the story:
 - Construct a story from the most expressive contents
 - Tell the story by arrangement and representation
 - Visualize the story in one poster.

Narrative Posters in DeTh

- Images & Graphics
 - Represent the design work of the team by images, illustrations, graphical contents and visualizations.
- Presentation
 - Tell a story
 - Present and elaborate on the 'Narrative Poster' in your final presentation

HA 7 – Narrative Poster

- Examine, sort and reflect upon the design materials you created up until now
 - Video(stills), images, associations, core insights, key phrases/words, methods' outcomes, decisions made, directions taken up or discarded,...
- Choose your most important/significant contents and set up a story
- Visualize your story on a poster (\geq DIN A1)

Document and present your Narrative Poster:

- Take a high quality photo of your Poster (sharp, no reflections, undistorted, ...) and **upload it**.
- Make the Narrative Poster part of your **final presentation**.

! CHECK OUT THE TUWEL-ASSIGNMENT FOR MORE INFORMATION