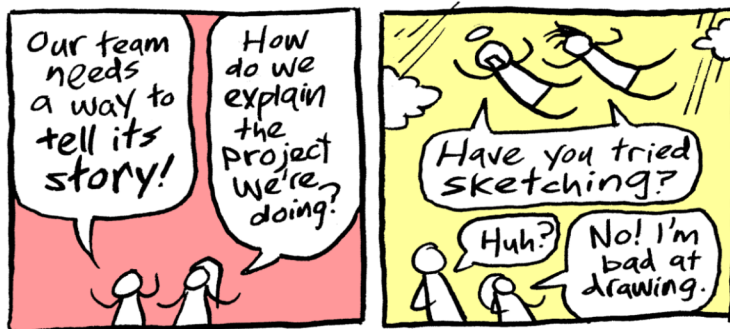


Drawing for Story



Dave & Luke's D4S workshop is designed to introduce you to sketching storyboards as a way of communicating business information.



In 2016, Luke Watson and I created Drawing for Story, a half day workshop designed to help people take on their communication challenges through sketching storyboards.

We worked at an insurance company, and we had many people come to us for help with explaining things visually: new products to customers, new processes to colleagues, new directions to senior leaders.

We didn't have time to help them all! So we decided to train them up instead.

What you'll learn

Faces and emotions

If you want to be "human-centred", get "close to customer" and create "beautiful experiences", you need to understand what positive and negative emotions look like. How is your client or customer feeling? Now you can draw it.

Story structure and clarity

The difference between a story that works and one that doesn't could be very small changes. Rearranging your points. Leading with some extra context. We help you break down what you're saying so it's understandable by anyone.

Honesty

We'll help you tell true stories, not fairy tales. Make what you're saying relevant to your audience. Make it resonate. Avoid tortured metaphor!

We have fun, but we take this stuff very seriously. We believe at least half of good design is **good communication**, and we want to help you cut through the white noise of management-speak and advocate for what you need with real, visual stories. Drop us a line if you're interested in joining us for a workshop!

David Blumenstein is a senior service designer and comics artist in Melbourne. He's one of the founders of Squishface Comic Studio, editor of Squishbook: Make comics with Squishface Studio and friends!, and deputy president of the Australian Cartoonists Association.