Narratives in Design - toolkit

Silvia Grimaldi

where it comes from
D&E conference 2012
submitted reworked version of my
RF3

Had lots of interesting conversations
that started quite a few longer term
partnerships

One of these was with Steven
Fokkinga

Grimaldi, S., 2012. *Cinematic Narratives of Product Interaction Experiences. Methods for Cross-Media Fertilisation of the Design Process*, in: Proceedings of 8th International Design and Emotion Conference London 2012 Central Saint Martins College of Arts & Design. London.

TU Delft Study Trip
November 2013

Steven organised the workshop inviting also Ioana, and organising a series of meetings with researchers at Delft about the project as well as skype meetings with other researchers.

"PhD car wash" for our individual PhDs as well.

Presented this project and our PhDs at the end of the third day to the ID Studiolab in TU Delft.

Steven Fokkinga

Delft University of Technology,
The Netherlands

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Ioana Ocnarescu

Alcatel-Lucent Bell Labs
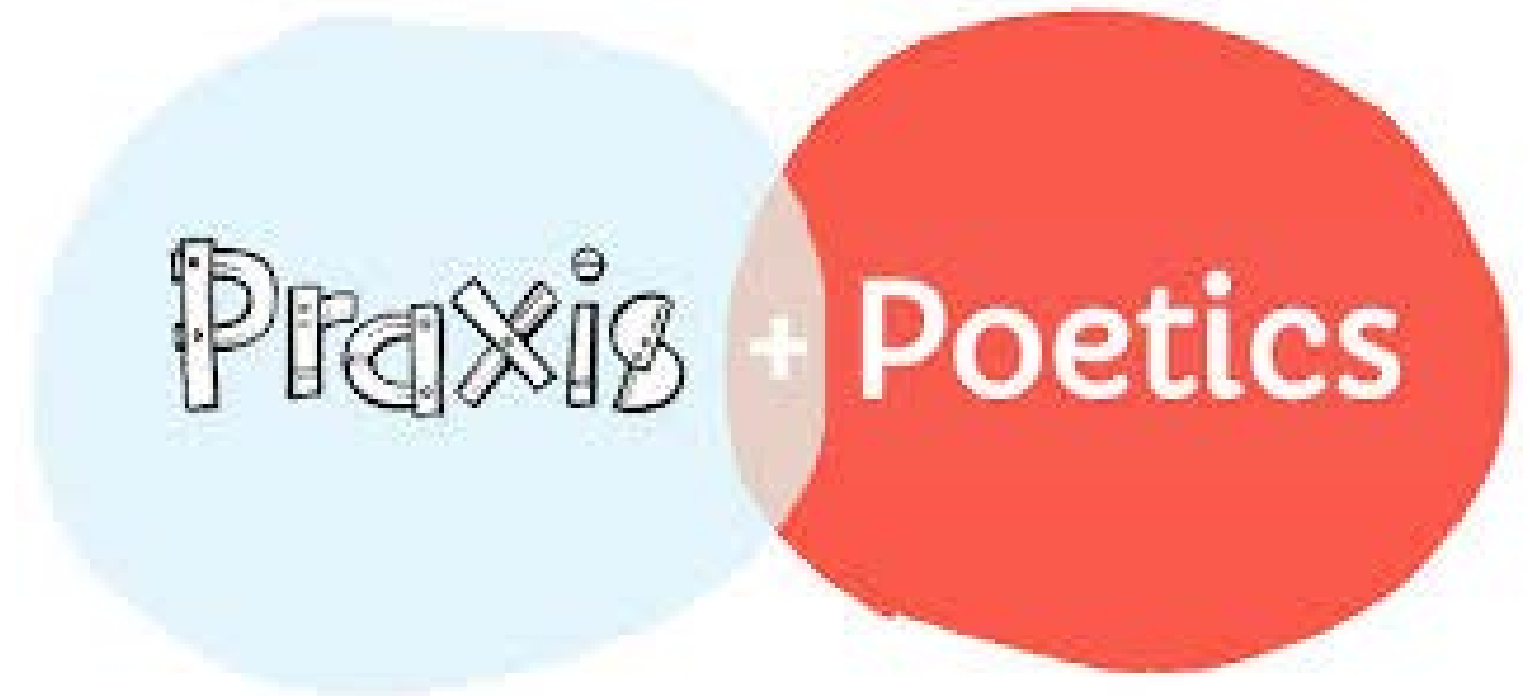France

ioana.ocnarescu@gmail.com

DPPI 2013

Then continued to work through Google Hangouts to write paper

Paper submitted to CHI 2013 (not got in) and to DPPI 2013 (got in)

Great feedback there - decided to bring it further . Steven and Ioana were busy getting their PhDs, so I carried it further

Grimaldi, S., Fokkinga, S., Ocnarescu, I., 2013. *Narratives in Design : A Study of the Types , Applications and Functions of Narratives in Design Practice,* in: Praxis + Poetics DPPI2013. Presented at the DPPI 2013 Designing Pleasureable Products and Interfaces, ACM, Newcastle upon Tyne & Gateshead, UK, pp. 201–210.

Narratives in Design Toolkit

2014

reframed the project from a paedagogic and research point of view - the idea is that it should be a tool for designers to aid in the design process.

Research project grant from LCC to turn it into a toolkit and test it

Testing the Toolkit

2014

with:

MA Narrative Environments, CSM
MDES Service Design Innovation, LCC
MA Information Experience Design, RCA
MA Graphic Design, LCC
Workshop, Ateliers UX, FLUPA, Paris
Design Fictions course for MA Design students, Kolding Design School, DK

basis of Erasmus teaching exchange with Kolding Design School, DK

Next steps

2014

The original paper was reworked into 2 chapters for my confirmation document (practice review and part of the literature review).

Journal paper (in progress).

Promote it to be used on courses.

Narratives in Design - toolkit

Who (creator and audience)

When (design process or user experience)

Where (internal to artefact or external)

Why (what does the narrative do or achieve)

What (what type of narrative is used)

Dunne and Raby
Nipple Chair

part of the Placebo Project

Dunne and Raby
Nipple Chair

part of the Placebo Project

WHO

CREATOR ⟶ AUDIENCE

User ⟶ User

User ⟶ Designer

Designer ⟶ Designer

Designer ⟶ User

Dunne and Raby
Nipple Chair

part of the Placebo Project

In the design process

In the user experience

Dunne and Raby
Nipple Chair

part of the Placebo Project

WHERE

Internal to the object

External to the object

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Nipple Chair

part of the Placebo Project

Communication & Conveying Information

Evoking Reflectivity

Showing & Teaching Values

Empathy, Identification & Bypassing Social Structures

Imagination & Creativity

Memorability

Engaging & Delighting

Persuading

Cohesion & Comprehension

Dunne and Raby
Nipple Chair

part of the Placebo Project

Minimal Narrative

Sequenced Narrative

Logically Sequenced Narrative

Value-Laden Narrative

Entertainment Narrative

Examples to analyse in the workshop

Studio Weave
Freya and Robin

Gaver, Dunne, Piacenti
Dream Recorder

part of the Cultural Probes

Glenn and Walker
Rubber Band Gun

part of the Significant Objects Project

Rokos
My Other Half

Narratives in Design - toolkit

More info at https://narrativesindesign.wordpress.com/

Any questions or comments or to order toolkits to use in your classes s.grimaldi@lcc.arts.ac.uk

Original paper at https://www.academia.edu/4506199/Narratives_in_Design_a_study_of_the_types_applications_and_functions_of_narratives_in_design_practice