

Drawing for Story



Experience
Illustration.

In 2016, Luke Watson and I started designing Drawing for Story, a two (now three) hour workshop.

Working at an insurance company as experience designers (with cartoonist skills in our back pockets), we found that a lot of people came to us with requests for help explaining all sorts of things -- new products to customers, new process to colleagues, new directions to senior leadership -- and we simply didn't have time to help them all.

The idea of Drawing for Story was to train up as many people as possible in taking on their own communication challenges.



The ideas at the heart of it are:

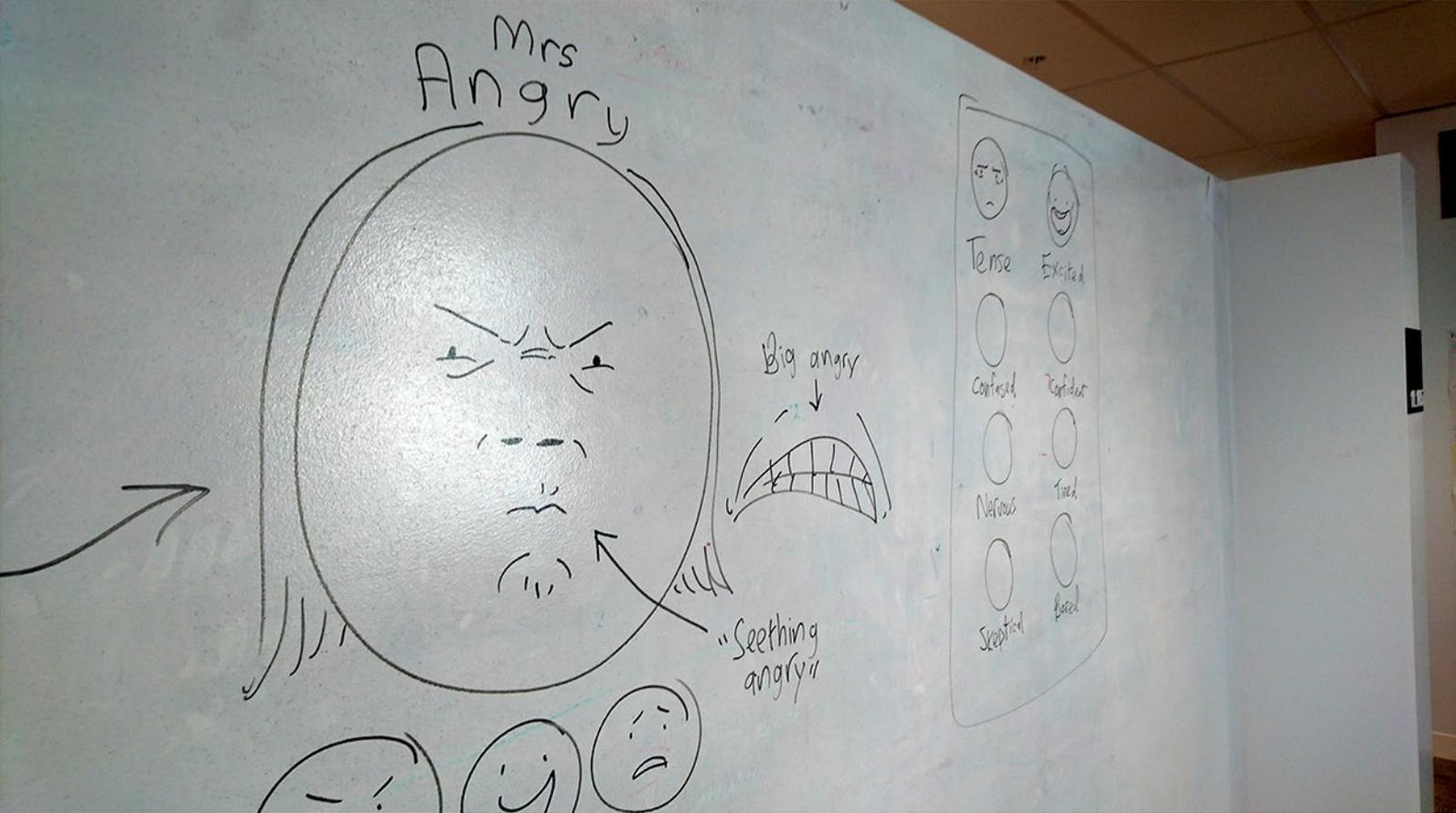
Faces and emotions

Drawing for Story concentrates a lot of its time on the human face and expressions. It may be possible to draw a process using faceless stick figures, but in organisations wanting to get "closer to customer" and create "delightful experiences", it only makes sense to be able to draw how that customer feels.

In future we may build bodies/physical acting into a longer version!

**Product,
service,
strategy,
communication
design**

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Story structure and clarity

The difference between a story well told and a story that doesn't quite work is sometimes in the small things. Rearranging your points, leading with an extra bit of context. When it's visuals it might be a confusing expression or a character that looks too much like a different character.

Honesty

We want you to tell true stories, not fairy tales. We won't be helping you draw any of these things:



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"Fun"?

Existing drawing courses for people in organisations focus either on how to visually facilitate meetings or on "fun" and team-building activity. We like fun, but people in an insurance company are very busy and it's not an easy sell to get them off the phones or out of meetings for three hours. So we cram a lot of value in there.



Dave & Luke's 3 hr workshop is designed to introduce you to sketching storyboards as a way of communicating business information.



What we're teaching is serious shit. Being able to tell a story, especially visually, is kind of a superpower, and we take the responsibility seriously. We want to help you cut through the white noise of management-speak and advocate for what you need with real stories.

If you're looking to host a class at your organisation, drop us a line.



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Make contact.

David Blumenstein is a service designer and visual communicator in Melbourne.

He's also a cartoonist/comics journalist for outlets like Daily Review, Junkee, The Nib and SBS Comedy.

In 2012, David co-founded Squishface Studio, Australia's first open comics studio, which functions as a workplace, retail space and classroom.

He's finally getting some time to work on his graphic novel, *Sciensatics*, which is about the gap between ambition and success and the search for a missing cult leader!

He loves working with innovation teams, designers and ethical organisations on tricky service/strategic problems involving humans. AND he wants to work more with scientists, journalists or researchers on social challenges. Say hi if that's you.

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