

THOUGHTS ON

VISUAL STORYTELLING



[After] Do you remember that movie? Can you believe this year will be its 20th anniversary?

TOP GROSSING MOVIES OF ALL TIME

1. Avatar
2. Titanic
3. Star Wars VII: Force Awakens

Here you see how Titanic ranks right under another James Cameron movie as the second highest grossing movie of all time. The two together sum to almost 5 billion dollars in world wide box office sales.



Great directors have an amazing skill set. They do things that make great movies. It is not luck.



I assume you have seen some great movies like these. So what do directors of his caliber do that make their movies so popular?

**WHAT DO DIRECTORS DO
TO MAKE GREAT MOVIES?**

1:30

Create a list of the things that directors do to make great movies. You can converse among yourselves or jot down ideas on paper. But either way, come up with a list of several things that good directors do. Timer. List on the board

Story tellers

So many great ideas. I agree great directors are story tellers who guide you through a great story.

Sequence



They decide on the sequence in which the story will be told. In Titanic, we start with present day Brock Lovett exploring the sunken Titanic and bringing in a very old Rose DeWitt who flashes back to see the drawing that the charming but poor Jack Dawson drew when Rose was a young woman. We are starting with the ending! We know the Titanic will sink. We know Rose will survive. We know she was young once and there is this mysterious diamond called The Heart of the Ocean! We're captivated by the story and it's only 3 minutes into the movie.

Beautiful



Beautiful images like these command our eyes and our attention.

Engaging



You care about the characters- they are human and their story captivates us

Simple



You can focus on one thing at a time on the screen

Everything tells the story



The director edits heavily to move the story along. While the Na'vi in Avatar are a great story, they don't help tell the story of Titanic, so they are left out.

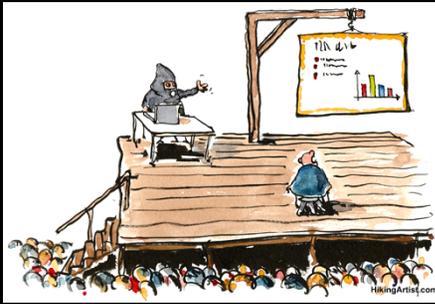
This seems like an unlikely image, right? But why? Why are Powerpoint presentations viewed as so much less than blockbuster movies?



“Death by Powerpoint” is a comic meme.



But I don't think Powerpoint presentations deserve this kind of ridicule.



Powerpoint is just a tool- the question is how are we using or abusing it?



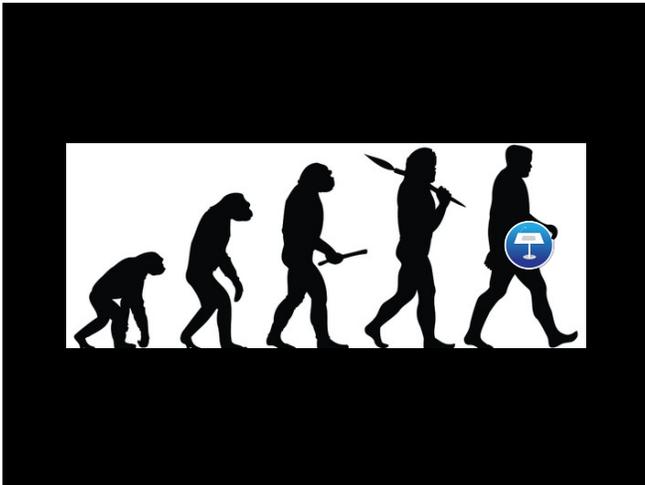
TOOL

HOW TO USE IT?

This year is the 27th anniversary of Powerpoint.. Also Google Slides and Keynote have been around a long time with a goal of improving communication. How they are used is evolving.

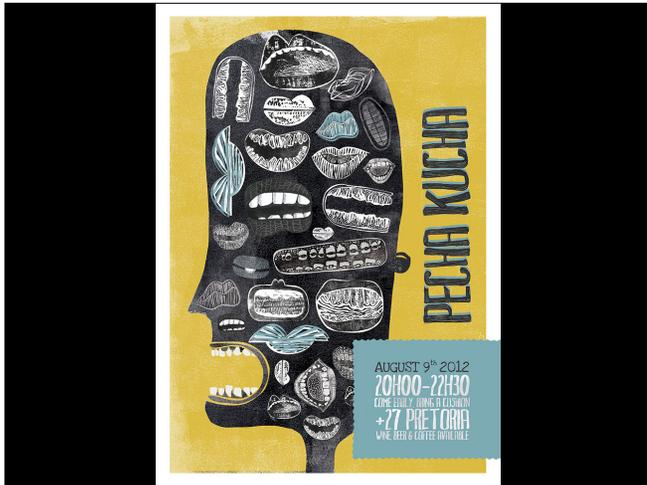


My own use of these tools has evolved. I started using them only as I had seen them being used. You may notice you've changed your use of presentation tools over the years too.





One thing that dramatically changed my style is finding out about PechaKucha. You heard of this? This is a recreational presentation where presenters show 20 slides for 20 seconds each. No words on the screen. Just images.

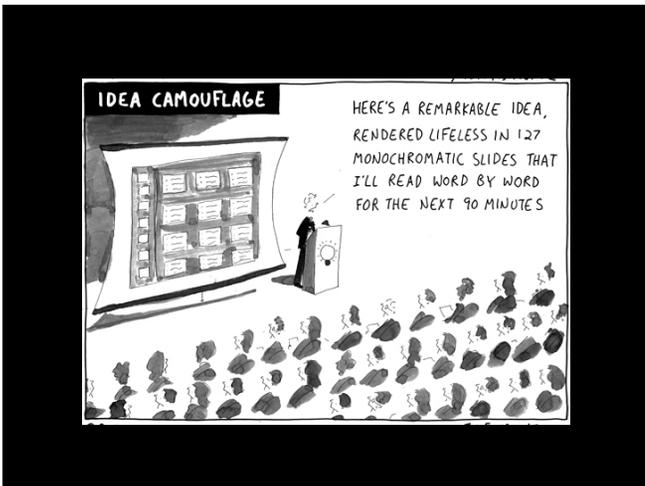


As I said, these are recreational presentations. People sometimes pay a cover charge just to come see these presentations!

At the end of the night, the audience will have eagerly seen hundreds of Powerpoint slides. And enjoyed it!



Yet, number of slides is often cited as a reason for this Death by Powerpoint



SLIDES ≠ PROBLEM

I believe having a lot of slides is not the problem. I tell people “my presentation has 180 slides” and I usually get this reaction.



[pause] And the reason is people think my slides will look like many Powerpoint slides similar to this one.

Death by PowerPoint

- I will have 75 slides for a 60minute meeting
- They will all be full of text
 - With little to no white space
 - In small font
 - With lots of colors that hurt your eyes
- I will deliver all 75 slides poorly as many ways as possible by:
 - Reading you the slides to you with no inflection
 - Attempting humor but only achieving an uncomfortable state of awkwardness in the room
 - Using "um"
 - I won't respect parallelism, spelling, or grammar
 - Not knowing the topic well enough to not constantly look back at the slide deck or say "um" many many times
 - Standing in one spot
 - You won't know whether to look at me or the screen
 - I don't need your input, I just want to bludgeon you with "information"
 - You won't even know why you showed up
 - My point will be lost as you struggle to stay awake much less focused
 - I WILL finish my slide deck, even if you have to leave or be 10 minutes late to your next engagement—it's my time that's valuable
 - I will get you all at some point

attendee status

45% some chat
38% escape to mobile device
15% leave
2% start making a grocery list

Using Images and Animations You Don't Deserve Slide 1 of 75

At this point, I've shown you 25 slides and a total of 32 words or an average of 1.5 words per slide.

281,000

The movie Titanic is made up of over a quarter million images yet it was a blockbuster. Why did those 281,000 images or slides work so well but we still feel that a lot of slides in a Powerpoint will lead to this?



Simple



Remember how directors keep things simple on screen so you can follow the plot? They don't want to bore people nor lose people with too much complexity.

Who is Doing What Well?

Green Buildings

- Energy-efficient buildings proved their worth (TI, Intel, Cymer, etc.)
 - Energy savings
 - Better resource use
 - Increased value at sale
- Metrics for credits?
 - Carbon storage
 - Energy generation
 - Selling wastestream
- ASTM E06 committee
 - Buildings first
 - Products next
- ANSI EPA Off to Races

Green Products

- SEMI members– many “one-attribute” standards to use
 - S23-0708 (Energy efficient)
 - S16-0307 (End of Life)
 - GRI G3 Guidelines
- ANSI “sustainable” SDOs in high-tech arena
 - ASTM – Products Next
 - IEEE – Ad hoc 2/09 Sustainability + Earth-monitoring network
 - Leonardo Academy – SCS-002 “LCA label”
 - Gives 25% of seat to environmentalists
 - Accreditation challenged

We've all seen slides like this right? This would NOT be simple and NOT easy to follow.

Bullets kill people

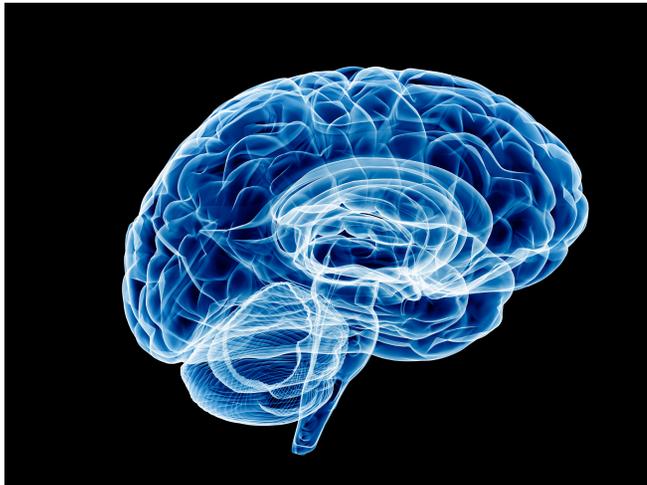


I COULD HAVE E-MAILED
YOU MY POWERPOINT
DECK, AND YOU COULD
HAVE READ IT IN FIVE
MINUTES.



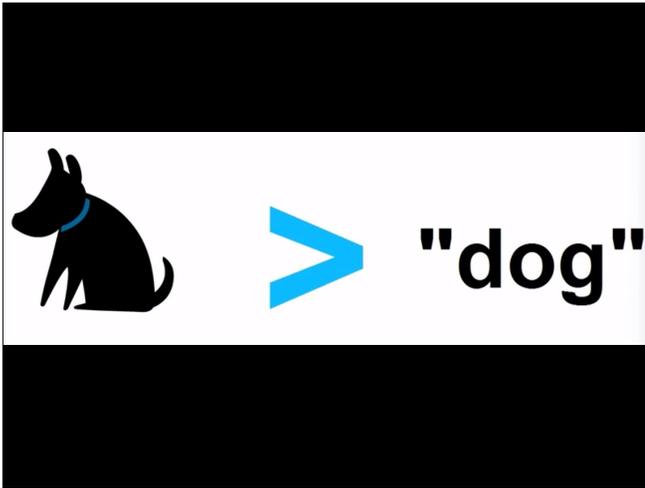


Guess how much an extra slide costs? If you're tempted to make a bullet point, consider another slide...at least one slide per idea is my personal rule.



This presentation style isn't about being "Arty"... its's about brain science.
[click] We aren't presenting with the hope that our message is forgotten, right?

See what this implies?

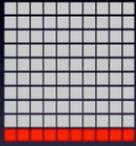


It is known as the image superiority effect. In our work with arts integration, we have learned the brain processes images more rapidly and with better retention than text alone.



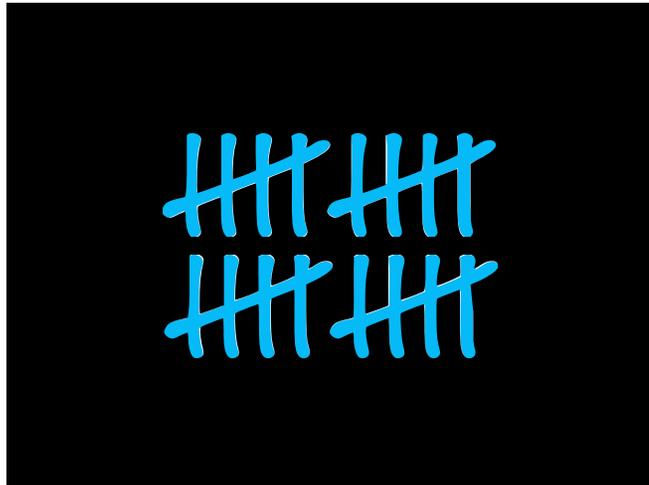
IMAGE SUPERIORITY EFFECT

Memory retention after 3 days



10%

Text or Audio Only



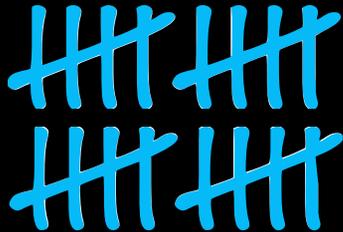
20. That's my personal maximum number of words per slide (unless I'm trying to make a point about too many words on a slide) This presentation averages under 2 words per slide.

NUMBER OF WORDS PER SLIDE

- ▶ 20 words per slide.
- ▶ That's my personal maximum number of words per slide.
- ▶ (Unless I'm trying to make a point about too many words on a slide.)
- ▶ This presentation averages under 2 words per slide.
- ▶ Do you see how this technique puts all my talking points on the screen when all I really want people to remember is the number...

Do you see how this technique puts all my talking points on the screen when all I really want people to remember is the number..

20.



I move text to the presenters notes and [click] replace as many words as I can with an image or an image and a word.



Lots of ideas? Add lots of slides. Remember, they're free!



ORIGINAL

Let's look at a typical educational presentation. I've tried to recreate an old-school Powerpoint slide here that might be used in a teacher training.

AN EXAMPLE

CLASSROOM MANAGEMENT SUGGESTIONS



- ▶ Proximity Students become hyperaware of the teacher's presence and the implicit standard that presence demands of them. When the teacher is at the front of the classroom talking to all students, then no particular individual or group feels "singled out." If instead the teacher stands close to a few students, those students feel that slightly more specific attention is directed towards them, and adjust their behaviors in a way that better fits the teacher's expectations.
- ▶ Give students choices. "Do you want to do this assignment in class or as a take-home quiz?" Choice increases students' buy-in.
- ▶ Establish routines. If you have a chaotic class, keep things predictable. Also post the day's schedule.
- ▶ Make positive phone calls home and send letters. I used to send a positive note home to every student's guardians, and that note included a magnet (100 cost about \$9.00) to encourage its placement on the refrigerator. I also left complimentary voicemails. That way, parents and kids saw me as an ally.

Look familiar? Notice how your eyes are blasted with all the information at once? Do you feel the assault on your brain? Let's look at how this could be re-made.

REMAKE 1: REVEAL

AN EXAMPLE

FOUR CLASSROOM MANAGEMENT SUGGESTIONS

1. Proximity

Students become hyperaware of the teacher's presence and the implicit standard that presence demands of them. When the teacher is at the front of the classroom talking to all students, then no particular individual or group feels "singled out." If instead the teacher stands close to a few students, those students feel that slightly more specific attention is directed towards them, and adjust their behaviors in a way that better fits the teacher's expectations.

2. Give students choices.

"Do you want to do this assignment in class or as a take-home quiz?" Choice increases students' buy-in.

3. Establish routines.

If you have a chaotic class, keep things predictable. Also post the day's schedule.

4. Make positive phone calls home and send letters.

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Step 1-Reveal if you must use bullets, reveal one at a time so participants can take in the information at an appropriate rate. [last one is wonky]

REMAKE 2: REVEAL & SIMPLIFY

The next level of remake is even better.

AN EXAMPLE

FOUR CLASSROOM MANAGEMENT SUGGESTIONS

Proximity

Choice

Routine

Positives

Remake 2: Simplify AND Reveal- use presenters notes

REMAKE 3: IDEA = IMAGE

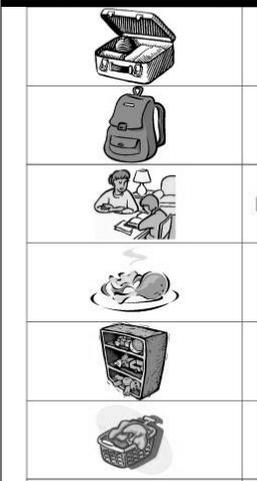
Remake 3 is going to add the image superiority effect





IDEA 2

CHOICE



IDEA 3

ROUTINE



Have you ever noticed that TED talks often start with stories? Great presentations often start with something that hooks everyone's interest. They rarely start with "Okay, today I'm going to tell you about..."

**REMAKE 4:
TELL A STORY**



This is Ms. Jackson. She loved her job at Greenview Elementary School and the students loved her. On Valentines day, her desk is covered with little gifts from the students. However, she worried that she wasn't getting the results she hoped for with Emma, the girl here..... You get the idea? Humans love story time. Make your presentations into digital story books and your audience may be on the edge of their seats.



From Remake #4 ...Think back to the original. Feel a difference?



CLASSROOM MANAGEMENT SUGGESTIONS

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Sequence



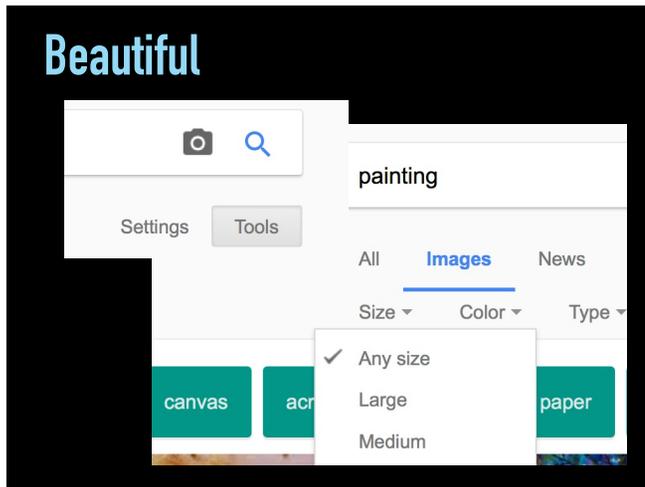
Heather and I presented at the STEAM conference and we built everything up to a dance/ movement exercise about how atoms move in different states like solids, liquids and gases. To this day I wonder if we sequenced it correctly. If we had done the dance portion first, every discussion point would have tied back to the dance experience. Consider the sequence of your presentation like James Cameron did by starting with the end of the movie.

Beautiful



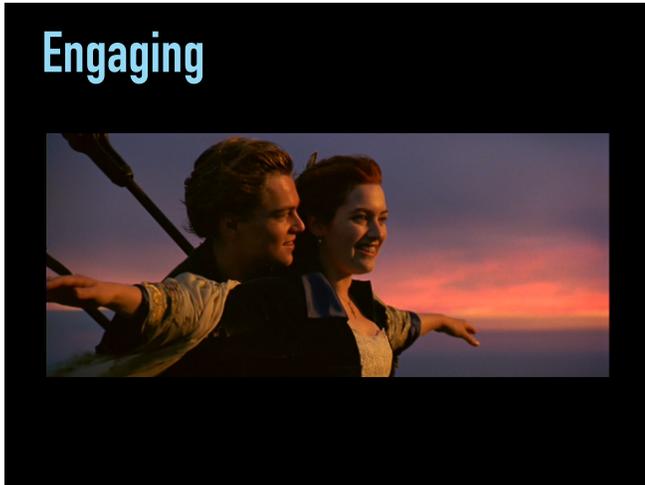
Beautiful images command our eyes and our attention on the large and small screen.

Beautiful



When using Google image search and explore the “Tools” which can lead you to images that are large enough to project beautifully.

Engaging



Make your presentations “TED worthy”. Tell a story about yourself or a student. Pose a question. Be unpredictable. There is no rule you have to start with the lesson objective. If you feel you must tell people the learning objective, decide on the BEST place tell that that. It might not be at the start.

Simple



One idea= one image. That's the rule I set for myself.

Bullets kill presentations



Everything tells the story



Remember how we leave the Na'vi out of Titanic? The same is true in presentations. If it doesn't further your story, leave it out.

Animations

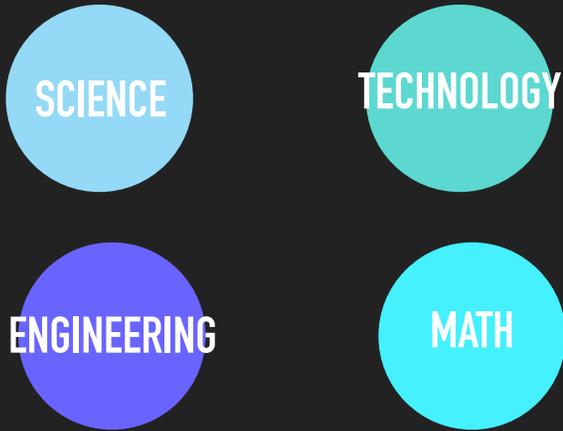
Powerpoint animations are a classic case of this.

Can Be

DISTRACTING

WHEN TO ANIMATE

Animations can be so much fun but do they help tell your story? I have a few examples I feel that did tell the story well.



SCIENCE

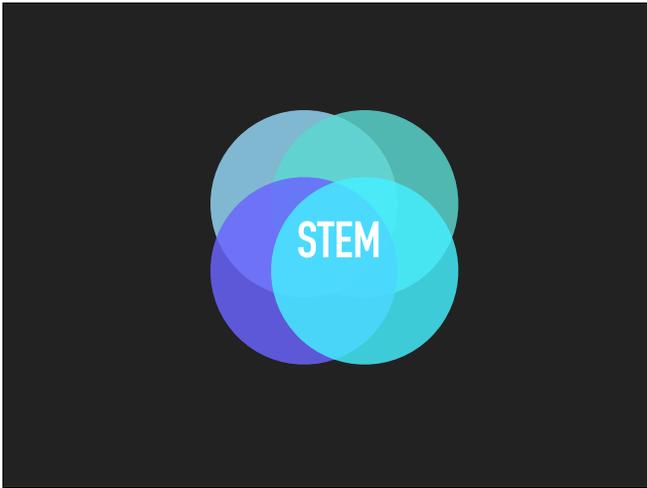
TECHNOLOGY

ENGINEERING

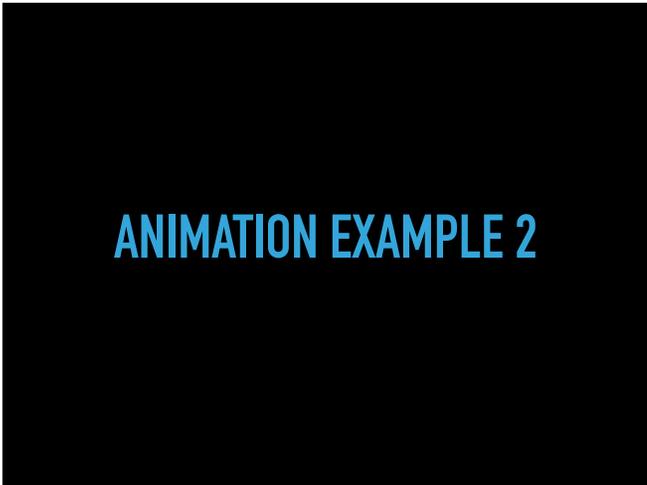
MATH

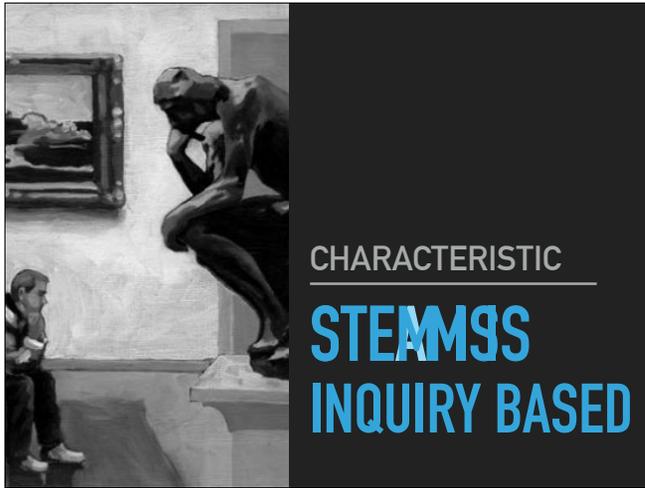
In this example I was making the point that some schools approach STEM like this. Students walk from one class to another. Teachers plan by themselves and don't share prep periods with other teachers. Topics are silo-ed and crossover is rare. This is not a STEM model.

Outstanding STEM education is integrated. See how the animation helped tell the story of integrating the subjects?



Here's another animation that I feel helped tell my story





In this animation, I wanted to make the point that the characteristic of good STEM lessons is they are inquiry based as are good Arts lessons. The arts foster curiosity and transfers ownership of learning to students. I thought this animation helped tell the story that what we discussed for STEM [click] applies to STEAM.



I will try to succinctly summarize or submit a synopsis of the several subjects I've suggested.

Sequence

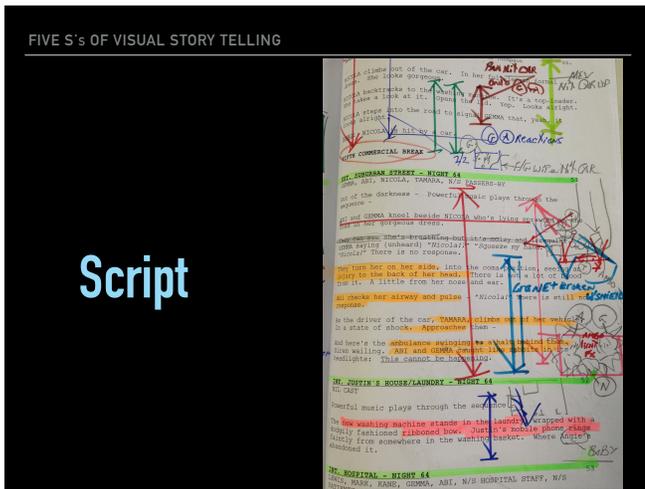


First, Sequence- order matters- standard order is not superlative. It might not occur to you to start with the end but it might make a better story like it did in Titanic.

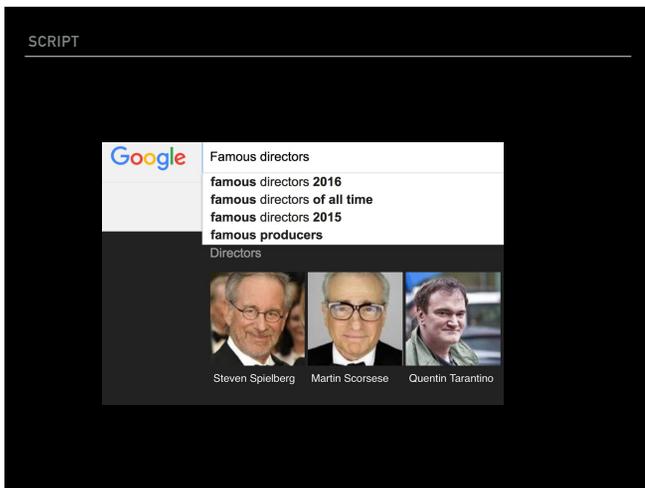
Story



Second, Story- humans love an engaging story even when if we're in a professional setting. The brain doesn't remember boring.



A great story is told with a careful script. I create presentations using the following technique.



First I do my research.

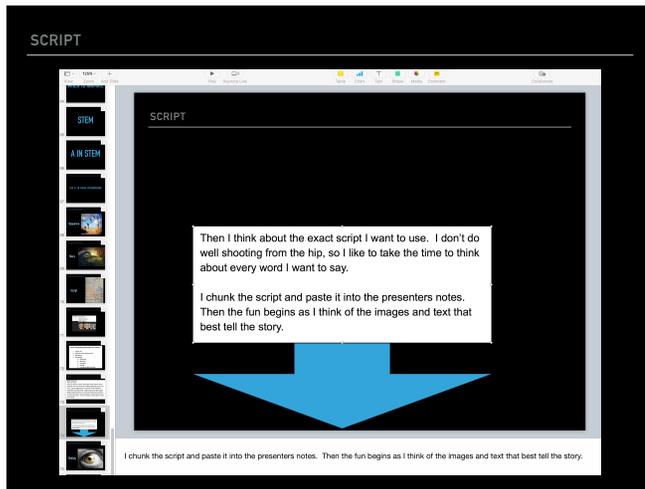
Visual storytelling presentation for coaches

1. Titanic clip
2. What do movie directors do?
3. Brainstorm
4. Storytelling
 - a. Sequence
 - b. Beautiful
 - c. Engaging
 - d. Simple
 - e. Everything tells the story

Next I start my outline

Open: Titanic clip
Who saw Titanic?
Here you see how Titanic ranks right under another Cameron movie as the second highest grossing movie of all time. The two together sum to almost 5 billion dollars in worldwide box office sales. I assume you have seen some of the great movies like these. So what do directors of his

Then I think about the exact script I want to use. I don't do well shooting from the hip, so I like to take the time to think about every word I want to say.

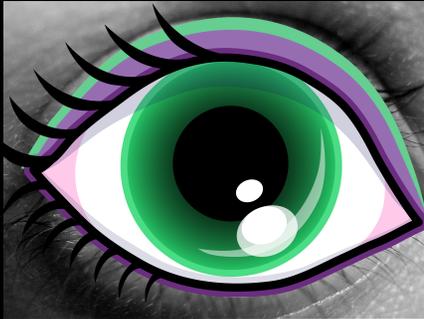


I chunk the script and paste it into the presenters notes. Then the fun begins as I think of the images and text that best tell the story.



Words and pictures remain a captivating way to tell a story OR create a blockbuster movie. Images are the original communication method and still one of the best. Psychologists tell us that images plus text are recalled almost seven times better than text or audio alone.

Seeing



I avoid cheap clipart. Good photographs are free and memorable. Keep your presentations beautiful.

Simple



Clutter distracts from the message. Keep your presentations simple and clean. The brain processes best this way.

FIVE S's OF VISUAL PRESENTATIONS

Sequence

Story

Script

Seeing

Simple

YOUR TURN

So now it is your turn. How will you evolve your storytelling methods? I will be showing this to the ECS coaches on Thursday. They are bringing in a presentation and making adjustments based on what resonated with them about my suggestions for visual storytelling. What presentation will you be giving soon?

[For Coaches only: Think of a project you are working on. It might be for Teacher Academy, your classroom or some other upcoming presentation. Go through the presentation and remake it using the concepts I've shared that you would like to start using yourself. It's hard in the beginning but gets easier with practice and you'll find your own style that works best for you.

THANK YOU

I hope this was helpful.
