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Modern storytelling and design thinking

Min Pak

University of Southern Indiana, USA

With heightened use of technology in arts and humanities, we observe new challenges to the art of storytelling, its formats and platforms. One of storytelling's great strengths involves making abstract concepts concrete. Although technology has always shaped the ways we tell stories, in the 21st century, our creative tools- code, data, algorithms have changed the relationship between designer and audience and, therefore, between ways designers use stories to address an on-demand culture. Current design trends reflect strong focus on human-centered and narrative-driven elements, meaning we must learn how best our designs can appeal to and convert busy, on-the-move audiences. Indeed, a human-centered design approach, one reliant on the latest storytelling devices and methods, fuels the creation of products that resonate with an audience; such an approach results in product engagement and growth. Appealing to the audience's emotions, a designer employs narrative techniques during the design process re-trench the design product into an affective space.

Biography

Min Pak earned an MFA in interdisciplinary arts from Columbia College of Chicago, USA, and now serves as Assistant Professor of Graphic Design at University of Southern Indiana. She is an experienced creative leader and educator with expertise in all stages of digital-art direction from conceptual thinking through product launch. She has over 20 years of experience as visual designer, art director, and photo editor with 9 years of teaching experience; in her current position, she incorporates real-world design challenges into the academic environment. Her work comprises graphic design, digital photography, time-based arts, and interactive design; in addition, her academic and practice areas include theories of creative process, communication design, creative coding, design ethnography, interactive design, photographic imaging, and typography. In June 2018, she presents "Urban Abstract Design of Modern Architecture in Bauhaus" at the Design Incubation Colloquium in New York

mpak@usi.edu