

## WORKSHOP PROPOSAL

### “ENCOUNTERS OF A NARRATIVE KIND”: MULTI-LINEAR STORYTELLING IN DESIGN SCENARIOS

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#### 1 Aim and Scope of Workshop

Storytelling is a prominent topic in design, as design researchers and practitioners discover its effectiveness in not only communicating ideas but understanding human behaviour, motivation and interactions. This workshop builds upon organizers' previous research on Story Intervention Method (SIM) that uses storytelling tools and techniques to help designers with problem framing at the initial stages of design process. SIM aims to help designers capture potential narratives by considering all involved characters, the setting(s) they are in, the conflict they face in trying to attain a goal and the way they resolve it, and define intervention points to create alternative conclusions of the existing narrative.

An important challenge of developing an effective and valuable design scenario is to reflect the perspective of all the involved stakeholders, from the user, the producer to the bystander who may be somehow affected. With every character that is included in the narrative, the designer needs to consider their various goals which might be diverging or even conflicting with each other as their individual narratives converge. The workshop aims to expand SIM by focusing on this issue of multi-linearity, which is especially relevant to service design or any design problem where the encounter of multiple users is in question.

The workshop theme will be *A Metro Journey*, an experience most people are familiar with, and will focus on the various narratives that unfold at the station and on the train as different users and stakeholders cross paths. The participants will be asked to create narratives for these characters, envision their encounters and design interventions that lead to alternative narratives.

#### 2 Planned Activities and Expected Outcomes

Participants, working in teams of three, are expected to:

- create a separate narrative for each stakeholder
- combine the individual narratives into a multi-linear narrative by defining intersection points
- explore potential design interventions for each intersection

The workshop consists of three phases.

**Phase 1: SIM and Beyond (50 min):** After a brief introduction to the workshop topic and definition of key storytelling concepts, personas for the different stakeholders of a design problem will be distributed to the teams. Treating this

persona as their protagonist, each team will construct a narrative by defining his/her/its *goal*, the *setting*, the *plot* and the *conflict* faced. The expected outcome of this phase is four different narratives in the form of written and/or drawn descriptions.

Phase 2: Intersecting the Narratives (50 min): Working together, the teams will structure multi-linear narratives by combining their individual narratives through intersection points. Depending on the number and specificity of the intersection points, various alternative multi-linear narrative may be formed. Participants will be guided through the process of visually generating and then selecting and combining the alternative storylines. The expected outcome of this phase is a single multi-linear narrative visually laid out as a timeline.

Phase 3: Interventions and Discussion (60 min): In the final phase, all the participants will interact with the multi-linear timeline to indicate potential design interventions, specifically targeting the intersections. The aim of these interventions will be to improve and enrich the travelling experience, whether by solving the individual problems encountered along the way or by offering new possibilities and alternative choices. At the end, there will be an informal discussion in which the participants will be asked about their opinions.

At the end of the workshop, participants will not only know how to construct more effective narratives for their design process, they will also have a better understanding of how to consider multiple perspectives, involve various stakeholders and expand solution areas.

### 3 Length of Workshop

The workshop will be 3 hours long (SIM and Beyond: 60 mins., Intersecting the Narratives: 60 mins., Interventions and Discussion: 30 mins.) There will be 10-minute breaks between each phase.

### 4 Intended Audience

The workshop is intended for practitioners, and graduate or undergraduate students from design fields including industrial design, interior design, interaction design and communication design, who are interested in analysing the use of narratives in design in order to developing more advanced and effective design scenarios. Ideal number of participants is 12, which will be divided into four groups.

### 5 Space and Equipment

A studio space, 15 chairs, 4 tables, a projector, a white board, bunch of larger size white paper (A1 or A0), coloured pencils, board markers, post-it notes.

### 6 Potential Outputs

This workshop builds upon previous research on Story Intervention Method (SIM) and aims to explore its potential for design scenarios involving multiple users or stakeholders. The outcomes of this workshop will help further develop SIM and both the method and the outcomes will be shared with the design community to showcase the implications of a narrative approach in the design process.

#### ***About the Organisers***

**Dalsu Özgen Koçyıldırım, DA.** Lecturer in METU Department of Industrial Design, with a background in Graphic Design and Motion Design (BFA: Bilkent University, MFA: Parsons School of Design, DA: MSFAU). Research interests are foundation design education, design communication and visual storytelling.

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