



The Story of Stories

The Process

What's your story?



Project Brief

The Story of Stories is a showcase of the strategy, design, copywriting, and development of Tim Rosenberg.

1. Strategy

We are wired for stories. From our ancient days in the caves to today's digital landscape, stories give us meaning. Across centuries and cultures, technology has evolved and changed, but the need for compelling stories has stayed the same.

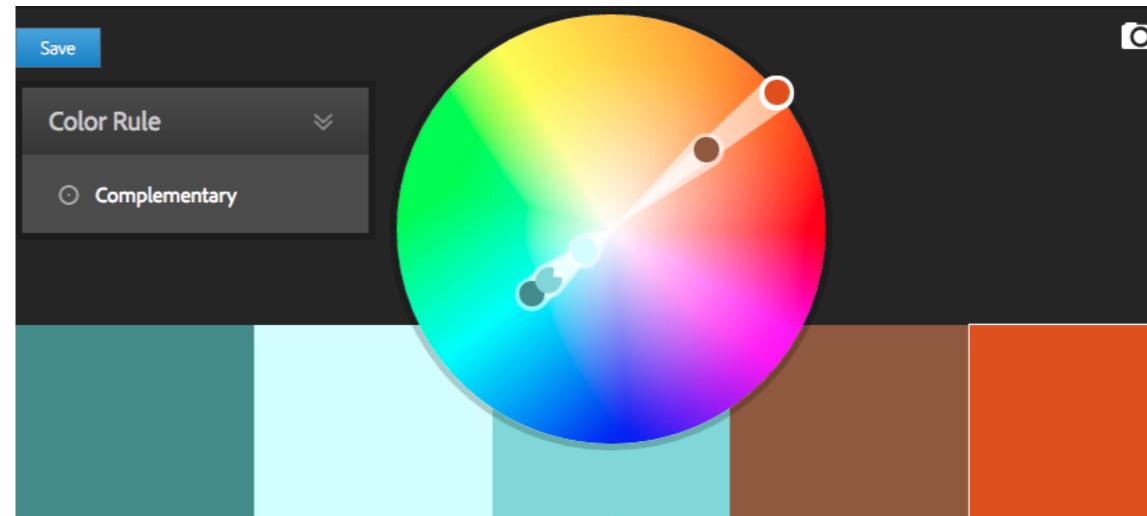
Comparison

The digital strategy for "The Story of Stories" compares the similarities of storytelling across time. Ancient tribes and modern CEOs have the same facial features and use similar illustration styles to communicate this similarity.

Contrast

"The Story of Stories" uses visual contrast to communicate the difference between the heroes and the establishment. Heroes are depicted with full facial details and soft colors, while the establishment is depicted as impersonal with harsh blocky facial features. The establishment does not have eyes. This communicates its impersonal and mechanical nature.

2. Creative Approach



Hybrid Style: Flat meets Hatching

The illustration style combines traditional hatch shading with flat vectors to communicate the blend between ancient times and the modern day.

Contrasting Color Palette

A complimentary color palette was chosen to create visual emphasis and communicate contrast between the hero and the establishment.

3. Low Fidelity Wireframes

Content:
different ancient cultures with an iconic emblem above them.
It is instantly recognizable.



Content:
es standing against pharaoh

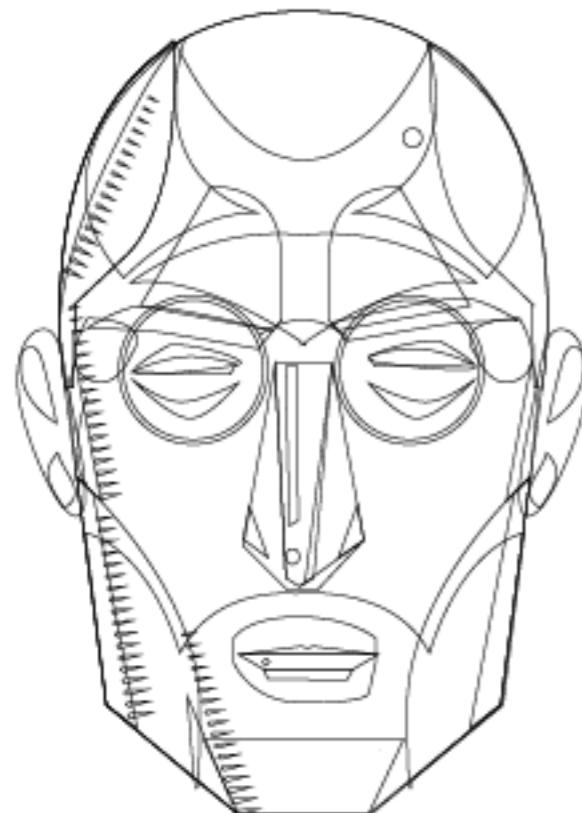
Only the brave
could stand up against these forces
to create a new chapter and tell a
different story.



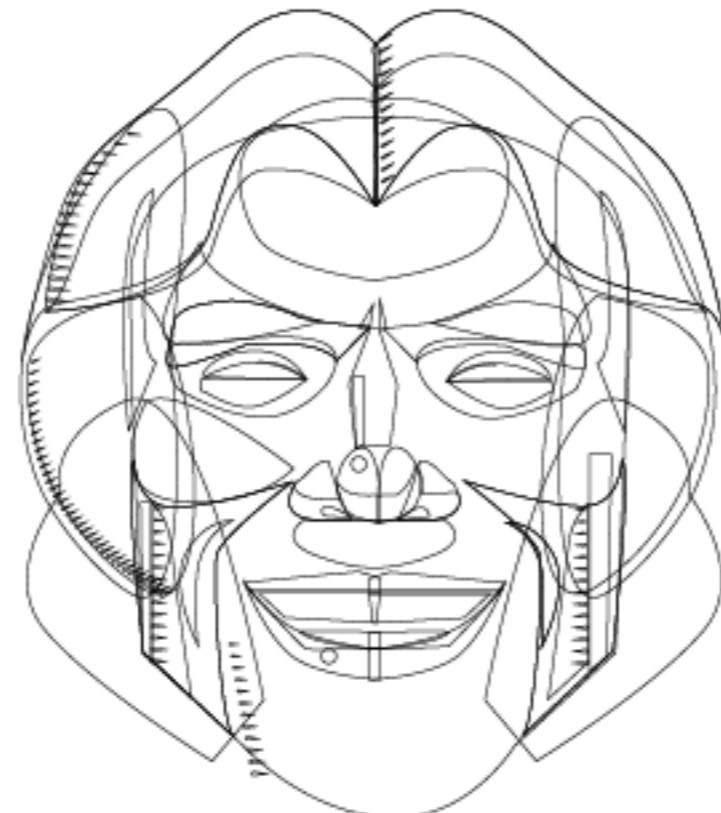
Content:
Pharaoh



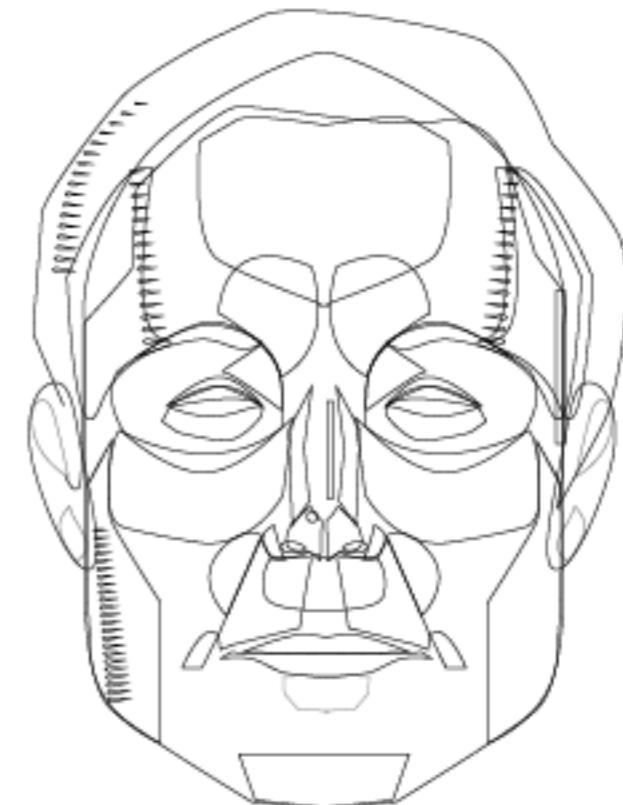
4. Custom Vector Illustrations



Steve Jobs

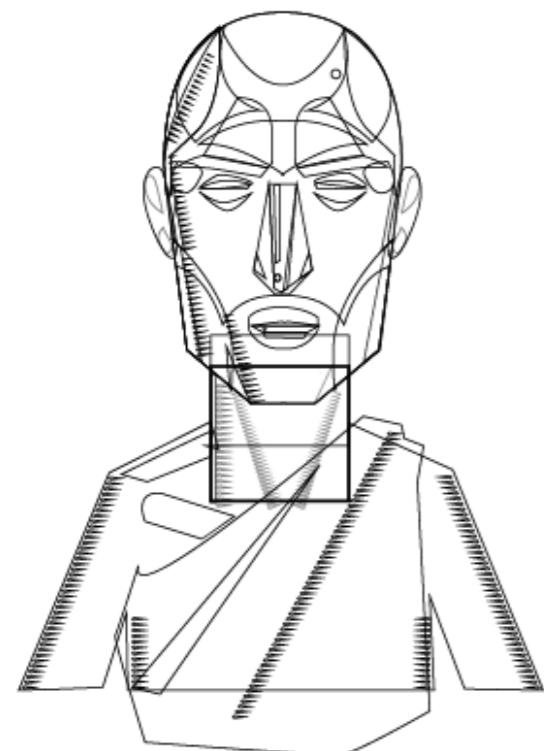


Richard Branson

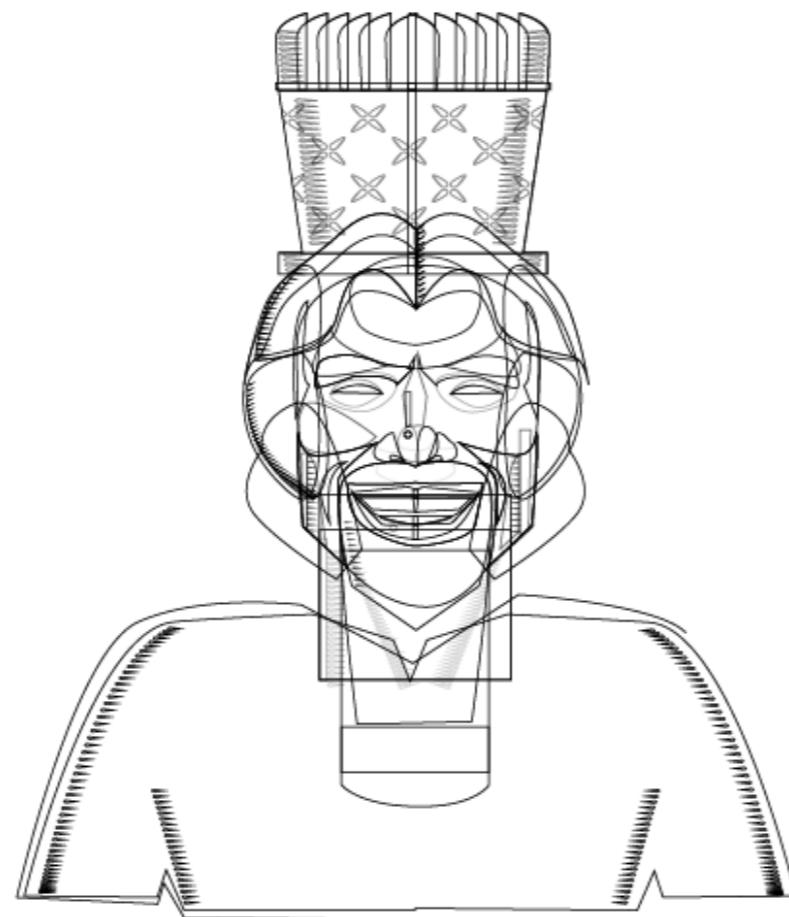


Elon Musk

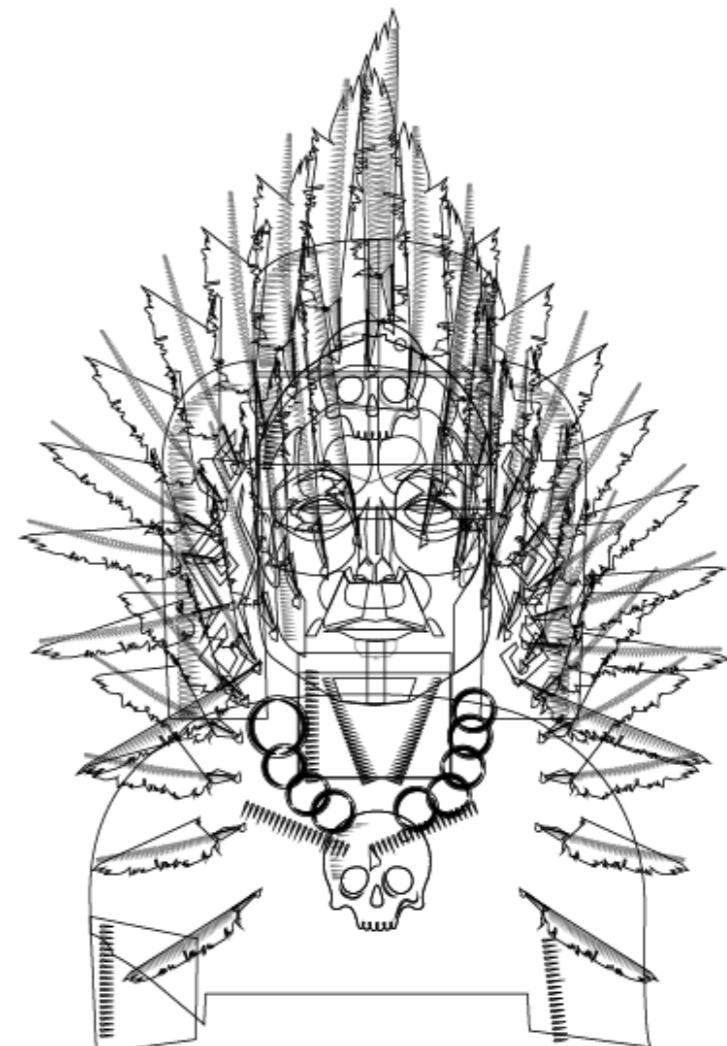
4. Custom Vector Illustrations



Greece

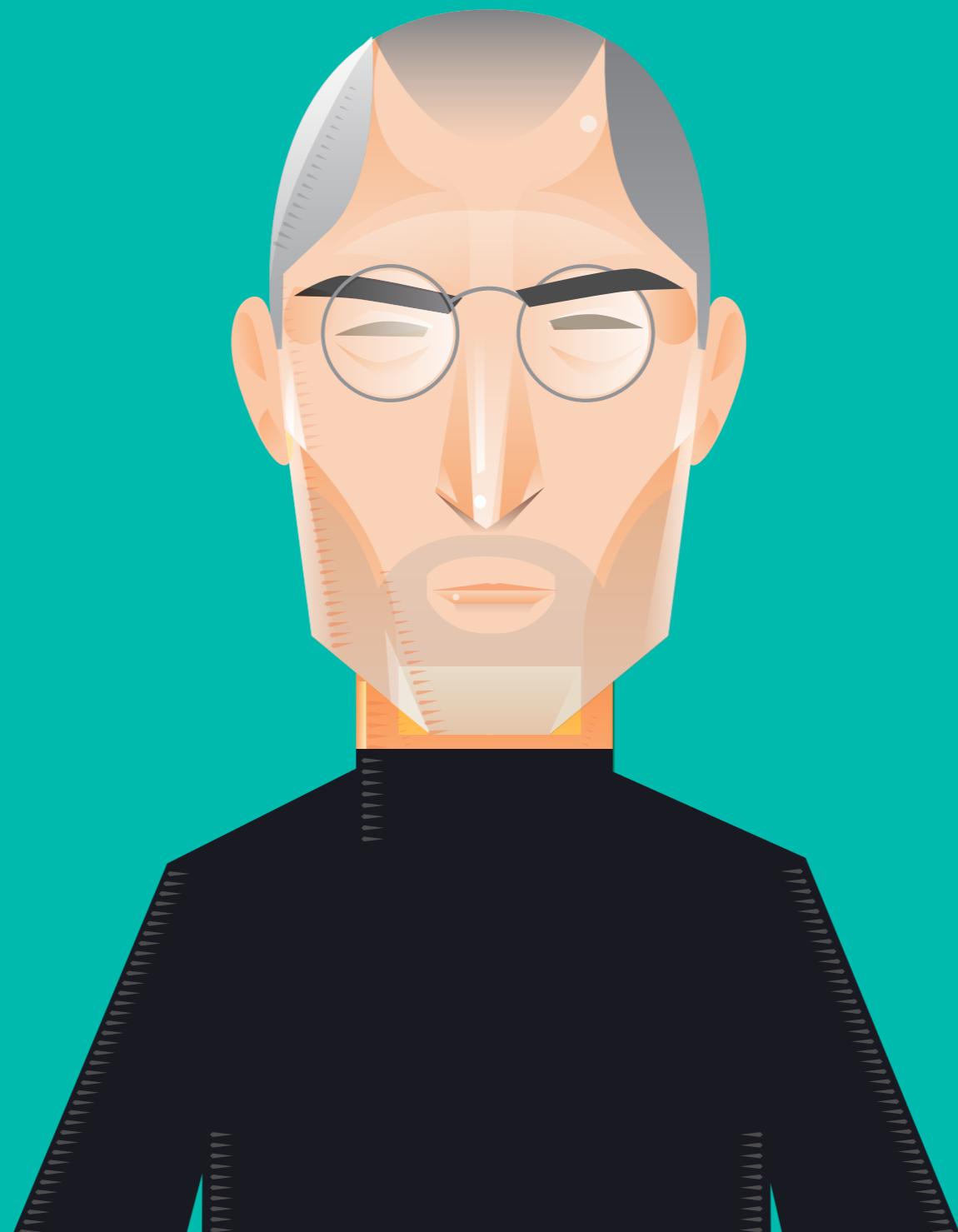


Babylon



Aztec

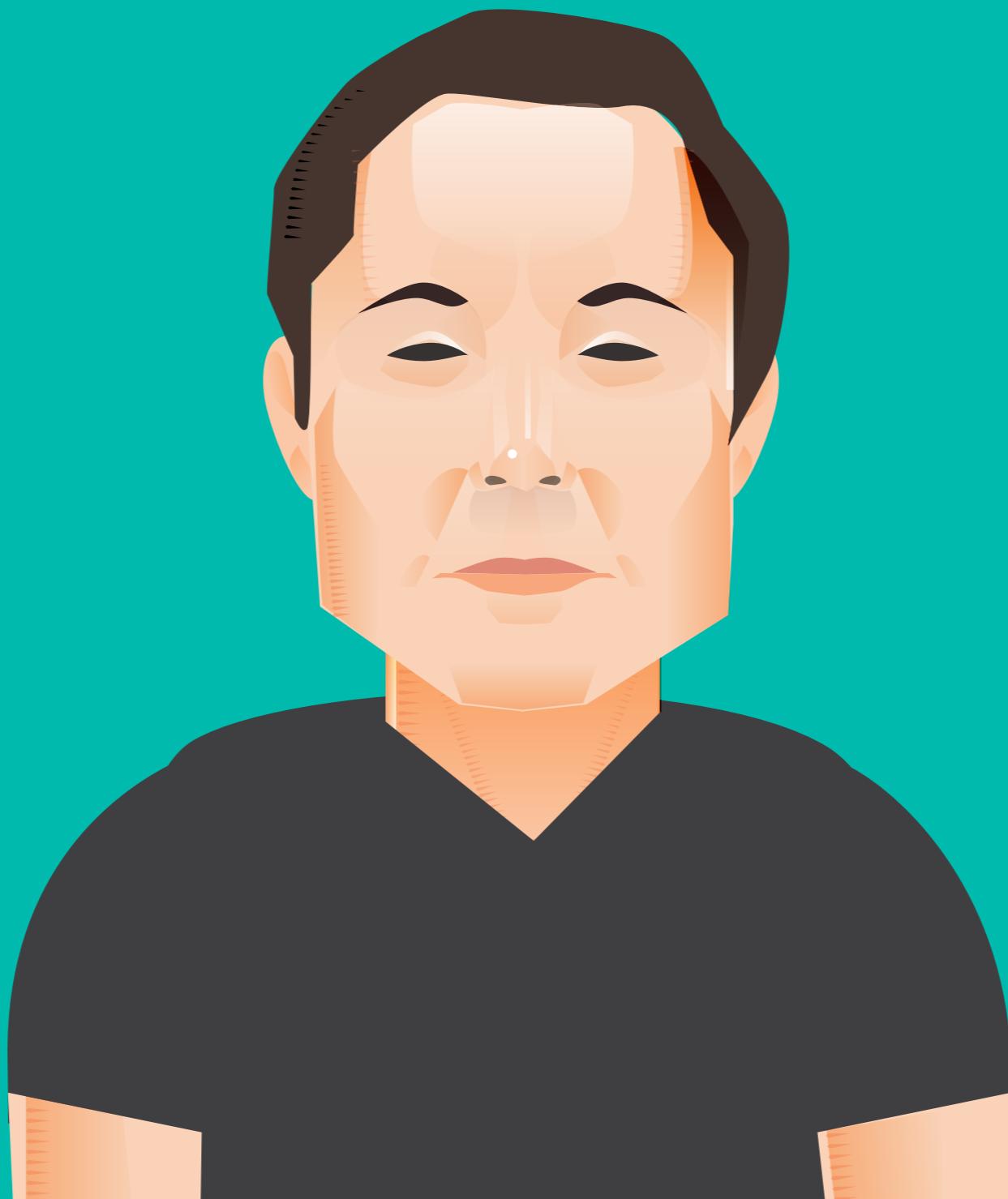
5. Rendering



5. Rendering



5.Rendering



5. Rendering



5. Rendering



5.Rendering



Development

Take a look at the code.

“The Story of Stories” is a responsive site that uses these frameworks:

6. Development



HTML5 on Bootstrap

Responsive HTML framework for rapid scaffolding.



Superscrollorama

Scroll-activated animations for fade-in and slide.



SVG

Scalable vector graphic images with CSS attributes.



Sass is the most mature, stable, and powerful professional grade CSS extension language in the world.

CSS3 on SASS

Advanced CSS framework for optimized work flow.



Bourbon

SASS mixin library for powerful CSS with little code.



Typeflow.js

Responsive typography framework for tablet and mobile.



Thank you!

