



SLIDEGENIUS

Visual Storytelling: How Stories are Told in Pictures



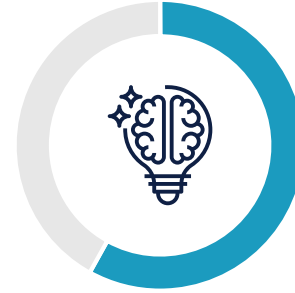
Are Pictures Really
Worth a Thousand
Words?

LET'S TAKE A
LOOK AT SOME
FACTS.



40%

of people will respond
better to information
presented visually.



83%

of human learning
is visual.



44%

of users are more likely
to engage with brands
on social platforms if
they post pictures.

Articles and blog posts that contain images get
94% more views than those without.

VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

There's Proof in the Way Our Minds Work

The human brain can process visuals **60,000 times faster** than information presented through text. In fact, we're all highly attuned to our sense of sight. According to Dr. John Medina, **vision trumps all of our other senses.**





VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

Images are Important to Presentations & Marketing

Through visual storytelling, you can use pictures **to create stronger emotional impact.** Pictures can tell a story that immediately allows your audience to connect with the message you're sharing.

VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

Images are Important to Presentations & Marketing

Whether you're delivering a presentation or revamping your social media profiles, visual storytelling is the best way to go. When selecting pictures to use, try to keep in mind the **four key characteristics of visual storytelling**.



VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

AUTHENTIC



The best stories come from candid moments. It's why photo sharing has become so prevalent in the age of social media.



Authentic

Replace the super-polished stock photos with snapshots that allow others to see the world through a **more personal perspective.**



VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

Authentic

Take, for example, Dove's Real Beauty campaign. Instead of featuring photoshopped models, Dove featured everyday women and **challenged today's absurd beauty standards.**

To find images that are more authentic to your story, **focus on what your brand stands for.** Look for images that convey your identity and experiences as a brand, and that will resonate with your audience.

VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

RELEVANT



Visual storytelling should also take into account what's happening in the world. After all, your message doesn't exist in a bubble.

Relevant

Your message is contextualized in a milieu - a world **where billions of individuals are discovering new things** every single day.



Make sure your visual stories are **relatable and relevant** to the audience you want to target.

VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

SENSORY



The only thing better than a picture is the real thing. Since you can't have real situations on a PowerPoint slide, you must settle for the next best thing.



VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

Sensory

Close-up and macro shots are great for showing **textures that audiences can almost touch**. Alternatively, a long shot can also take your audience into a scene, to **experience it through a wider perspective**.

Visual storytelling thrives on imagery that **heightens emotions and senses**.

VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

ARCHETYPAL



The best of visual storytelling alludes to narratives that are as old as time.

Archetypal

All of your favorite stories are tied together by **recurring themes and archetypes**. These are universal symbols - they can be found across many different countries and cultures.

Find an archetype that **relates to your brand and make it your own**. Get to know your new character and find images that correspond to this new version of a well-loved symbols.



To create successful visual stories,
you must take these symbols and turn it into your own.



VISUAL STORYTELLING:
HOW STORIES ARE TOLD IN PICTURES

Visual Storytelling

Visual Storytelling is a great technique to use in presentations and marketing efforts.

By weaving imagery together, you can create a story that speaks volumes about your core message.

