

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

KOVALEVA Diana Vitalievna

**VISUAL STORYTELLING AS A COMMUNICATION TOOL IN DESIGN**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Aliaksandr J. Sarna

Doctor of Philosophy in Philosophy,  
Associate Professor

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## ABSTRACT

The object of this master's thesis is visual storytelling as a form of communication. The subject of the research is the features of visual storytelling as a tool of communication in design. The aim of the master's thesis is to identify the features of visual storytelling as a tool of communication in graphic design. The methodological basis of the master's thesis consisted of general scientific methods of analysis and synthesis, induction and deduction, the iconographic method of image analysis, as well as the method of process and product analysis in the framework of marketing research.

In the process of writing this work such concepts as visual communication, visual art, visual storytelling, graphic design were formulated, and their features and relationship were studied. Various aspects of visual storytelling and their use in graphic design were analyzed using examples of successful implementation of the author's concept.

The study revealed that visual storytelling is an effective means of communication in design, which helps to convey a message and express the idea, to convince and interest the audience. It allows you to attract the attention of the audience, to create an emotional connection between the brand and the consumer, increase brand awareness.

Materials and results of the work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

*Keywords: visual storytelling, visual communications, visual art, design, graphic design, marketing, color, typography, storytelling.*