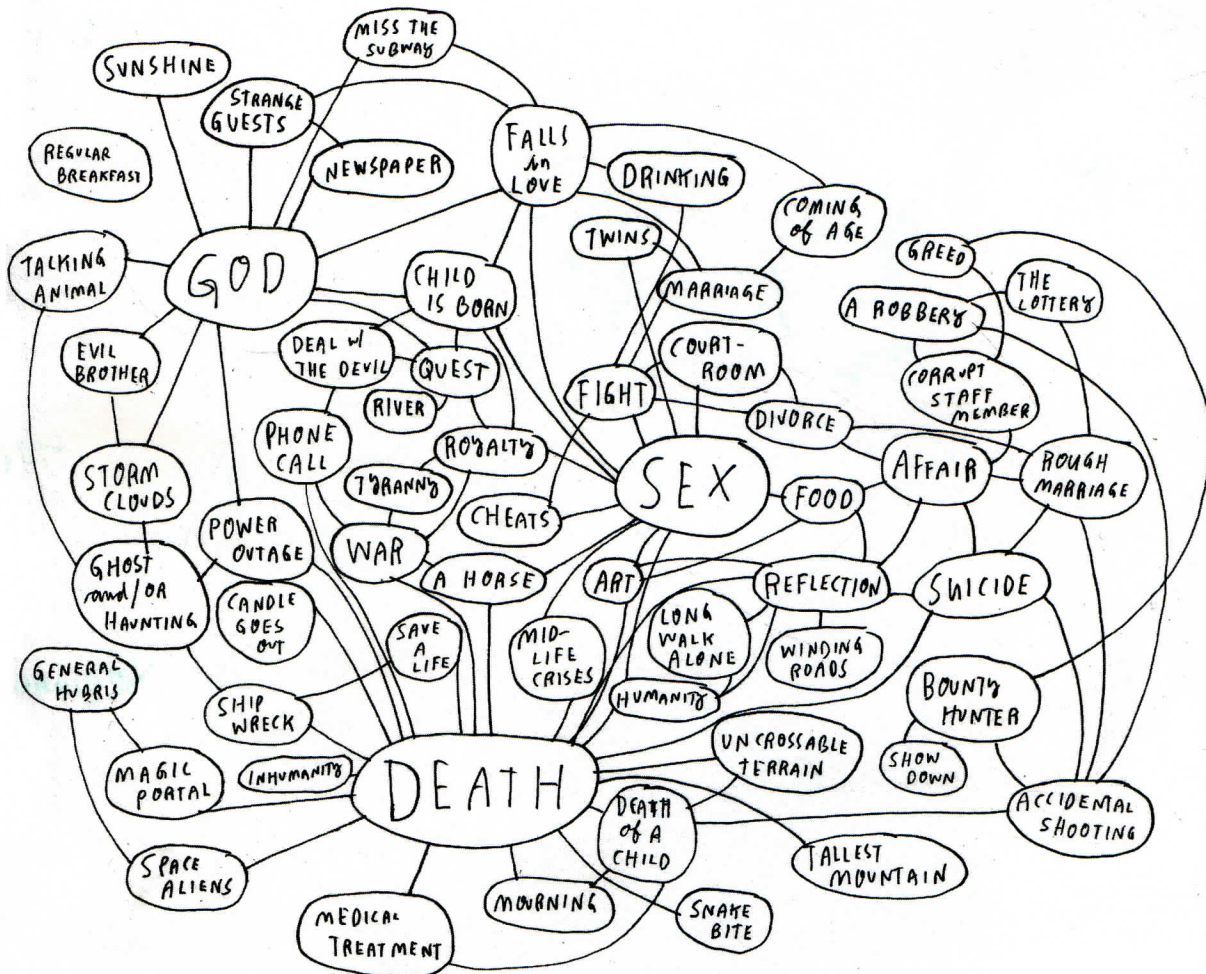


# PRINT

67.5 OCTOBER 2013

Cover artist Wendy MacNaughton created this useful infographic that identifies elements of every story ever told.



ALL THE STORIES in THE WORLD

## Storytelling Issue

**A GREAT STORY** is the heart and soul of all outstanding graphic design work. An authentic narrative is what sets a brand apart from its competitors, even making it beloved. No design project should begin without a thorough exploration of a product or company's back story; the tale you spin will become your client's legacy—so it better be a true one. In this issue, we look at storytelling from every angle. We even share personal stories from designers themselves. After all, every successful designer is really a great storyteller at heart. — Sarah Whitman

**Cover design** by Wendy MacNaughton ([www.wendymacnaughton.com](http://www.wendymacnaughton.com))

**Back cover photo** courtesy of Shutterstock ([www.shutterstock.com](http://www.shutterstock.com))

**Art direction** by Ronson Slagle  
Wendy MacNaughton is an illustrator and graphic journalist based in San Francisco. Learn more about this issue's cover at [Printmag.com/October-2013](http://Printmag.com/October-2013).

**"A great product can't be designed without knowing the brand's story. Otherwise, what are you designing the product against?"**

—Stanley Hainsworth, page 12

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EDITED BY BRIAN SINGER

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# PRINT

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