

Designers Lighting Forum

Design Storytelling: Communicating the Value of Impactful Lighting Design

Jonathan Hoyle, Xingying Peng
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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

Speakers



Jonathan Hoyle



Xingying Peng *Design Member IALD*


Learning Objectives

At the end of this course, participants will be able to:

1. Attendees will understand the impact of storytelling and how to effectively communicate the “why” of lighting design.
2. Attendees will learn methods of conceptualizing the story of the lighting design.
3. Attendees will learn methods of communicating the goals of the lighting design.
4. Attendees will learn how to educate the architect and stakeholders on the value of lighting design.

What is Design Storytelling



The background is a dark, deep blue space filled with a complex network of glowing, filamentary structures. These structures are primarily orange and red, with some brighter yellow-orange highlights. They resemble a web of interconnected lines, possibly representing neural pathways or a molecular structure. Several small, translucent spheres are scattered throughout the scene, some appearing to be part of the filamentary network. The overall effect is one of dynamic, organic complexity.

Why Storytelling Matters



Why Storytelling Matters

CONCEPTUALIZING THE STORY OF LIGHTING DESIGN



Defining the “Story” of the Lighting Design

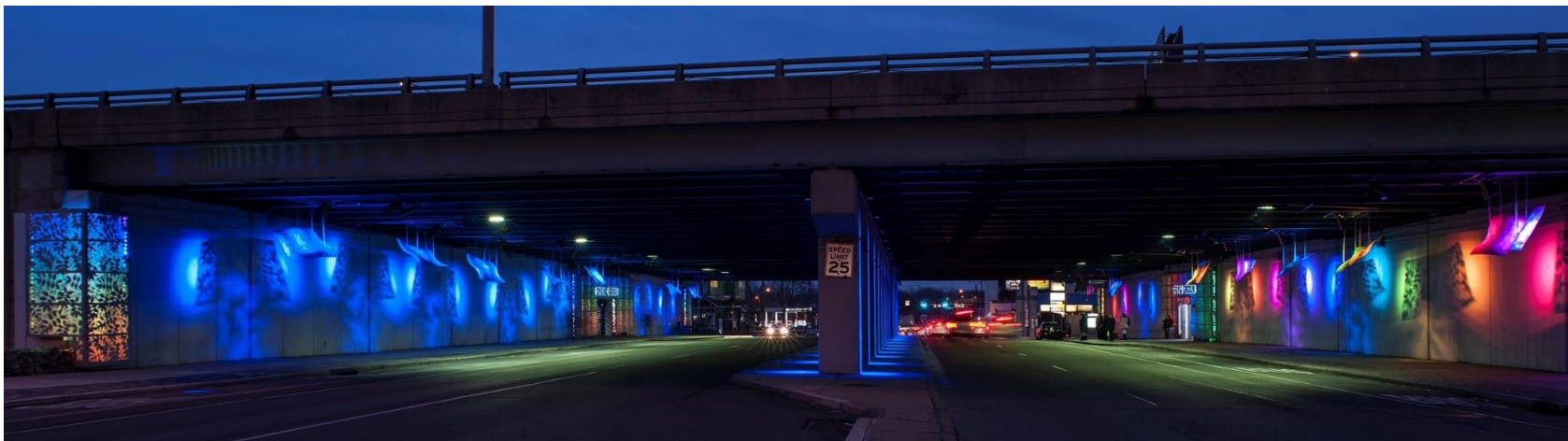
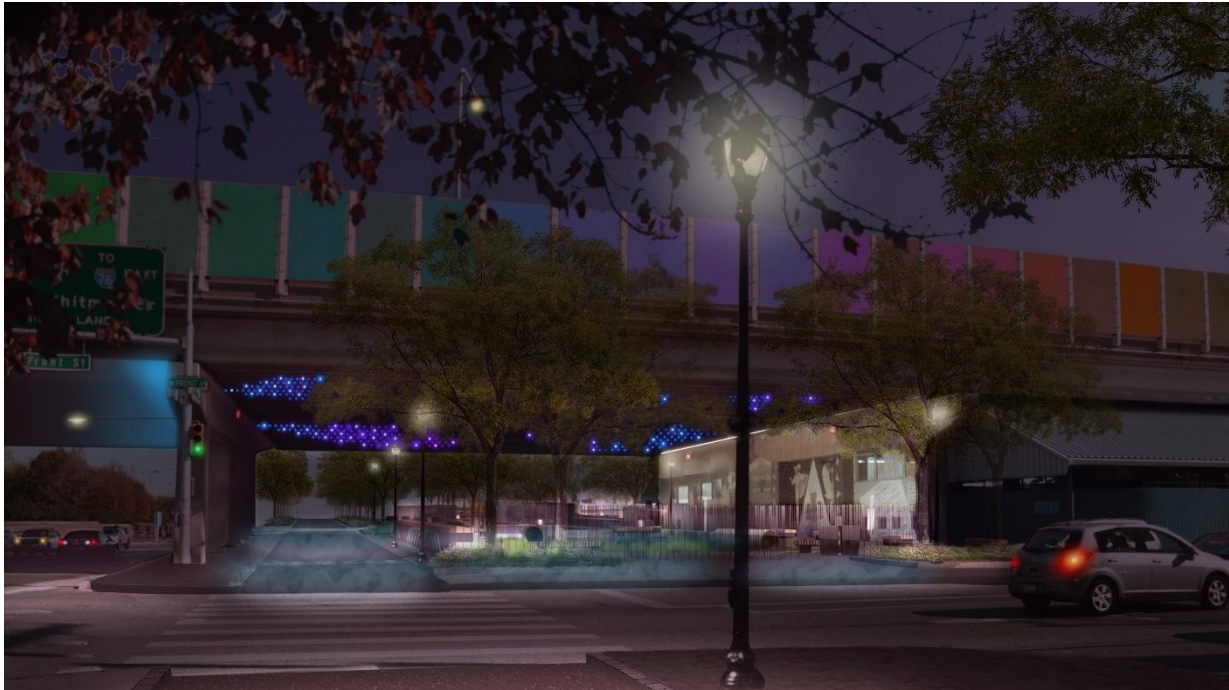
An architectural rendering of a park space. In the foreground, there's a paved walkway with a wooden bench. The middle ground features a green lawn with several young trees planted in individual wooden frames. To the right, there's a modern playground with wooden structures and slides. In the background, there are modern buildings, including a prominent pink one. The sky is a clear, light blue.

CASE STUDY: I-95 CAP

Who is the client

- 501(c)3
- Catalyst
- Steward
- Design / Develop / Manage
- Transform into a vibrant destination
- Open, transparent, accountable

Conceptualizing the Story of Lighting Design



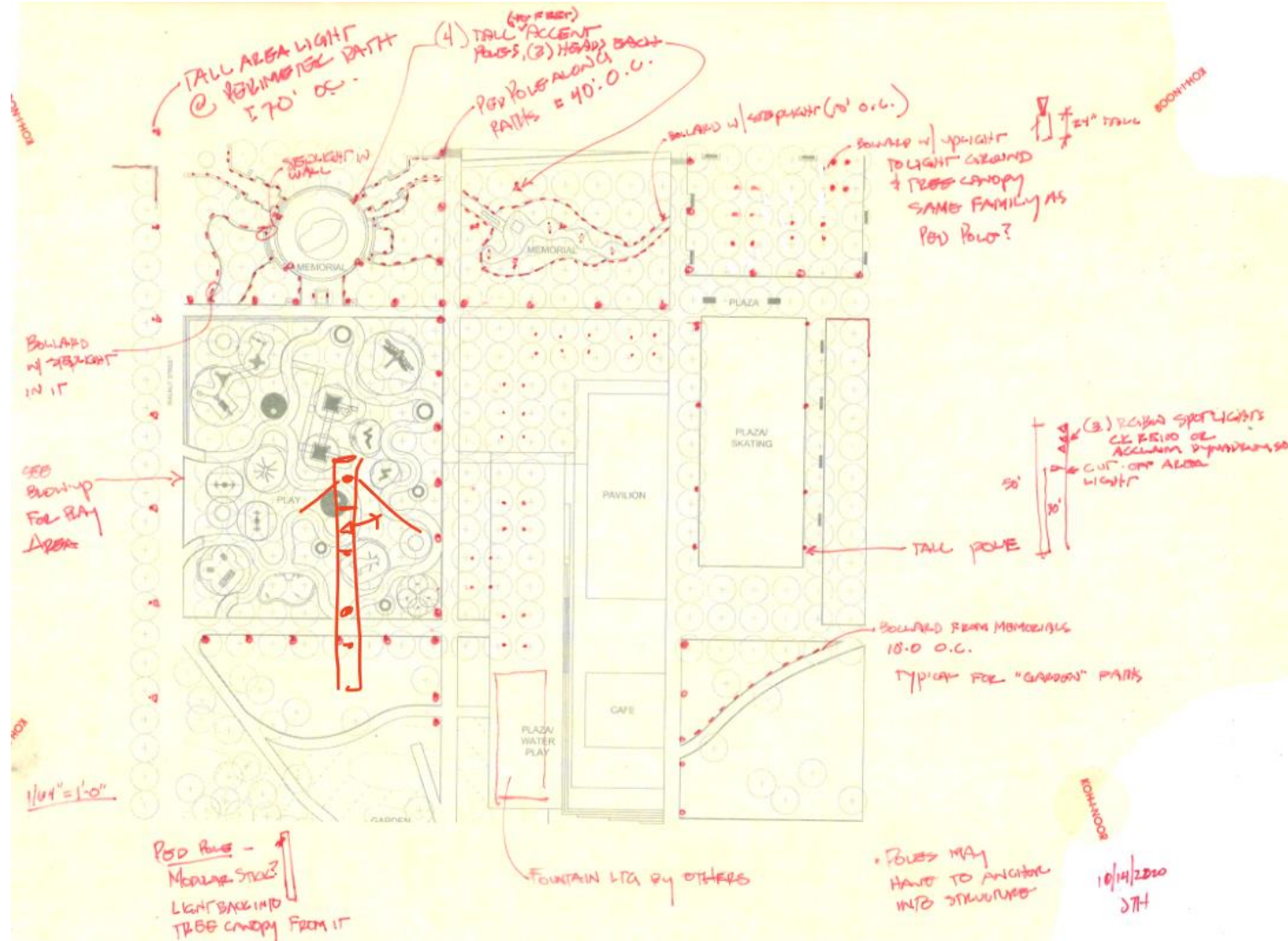
Conceptualizing the Story of Lighting Design



Conceptualizing the Story of Lighting Design



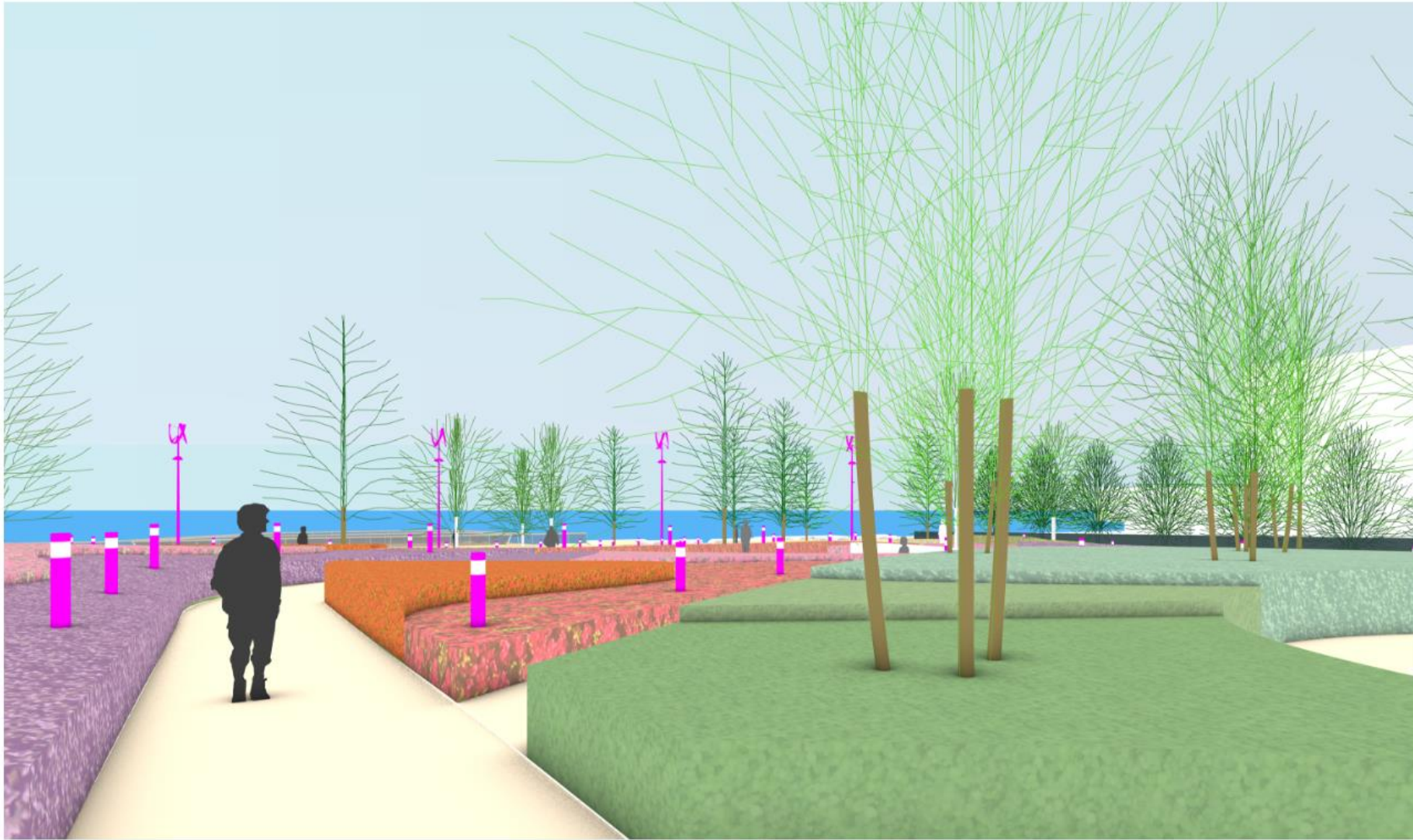
Conceptualizing the Story of Lighting Design



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Conceptualizing the Story of Lighting Design

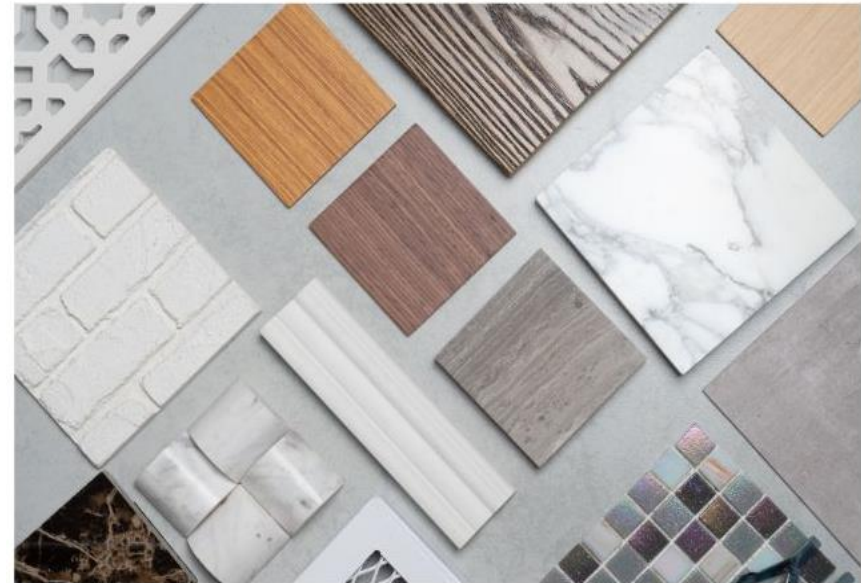
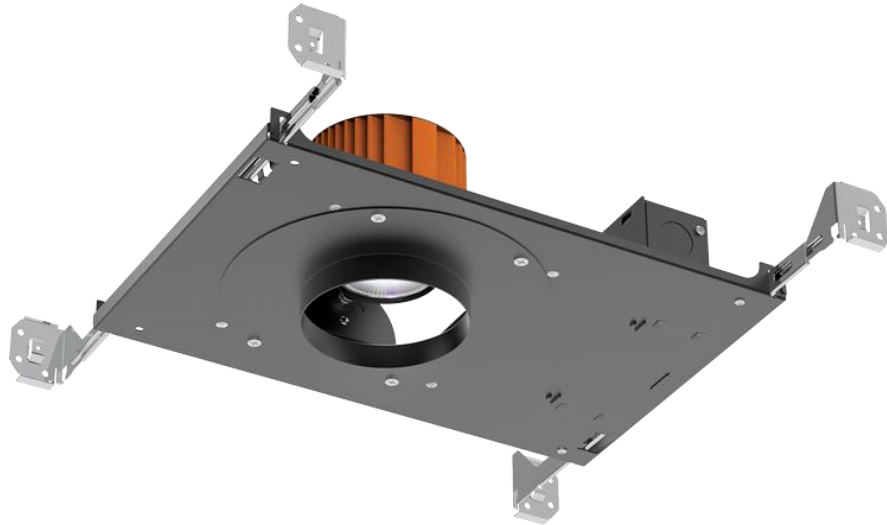


Conceptualizing the Story of Lighting Design



COMMUNICATING THE GOALS OF LIGHTING DESIGN

Challenges in Communication



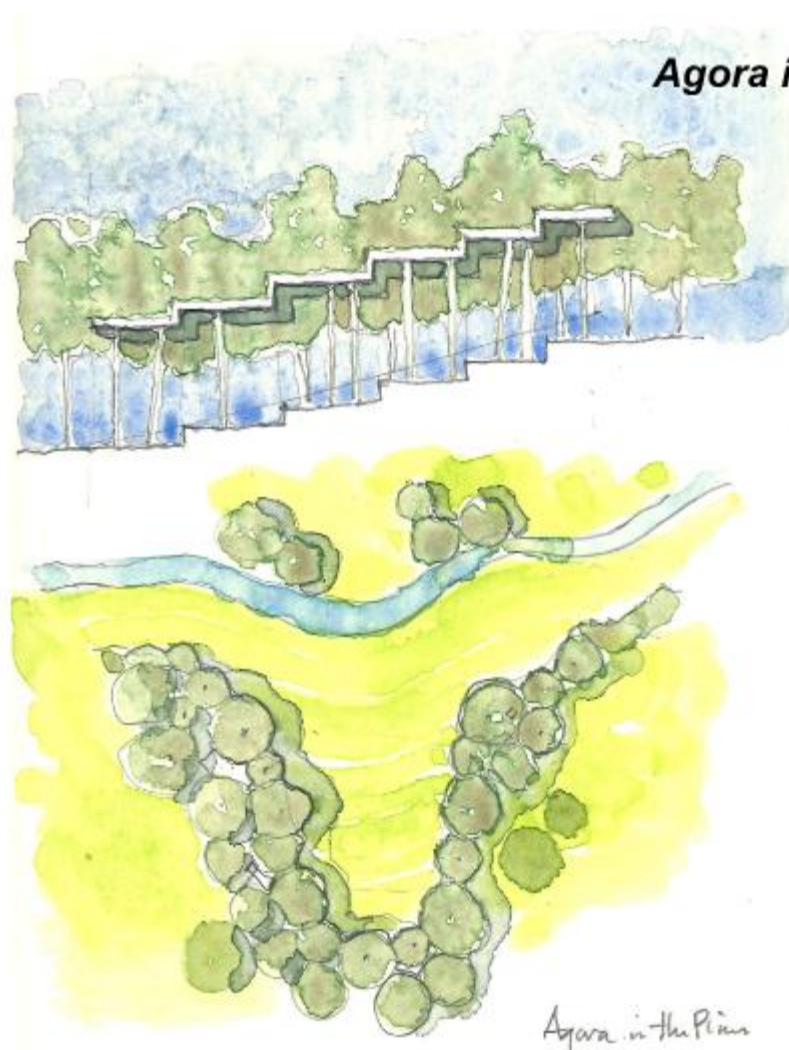
Effective Communication Tools

- Mood boards
- renderings and other visualizations
- Mock-up, sketches
- Budget comparisons
- Active listening
- “Code Switching”

CASE STUDY: Rowan University Student Center Expansion



Rendering by Architect

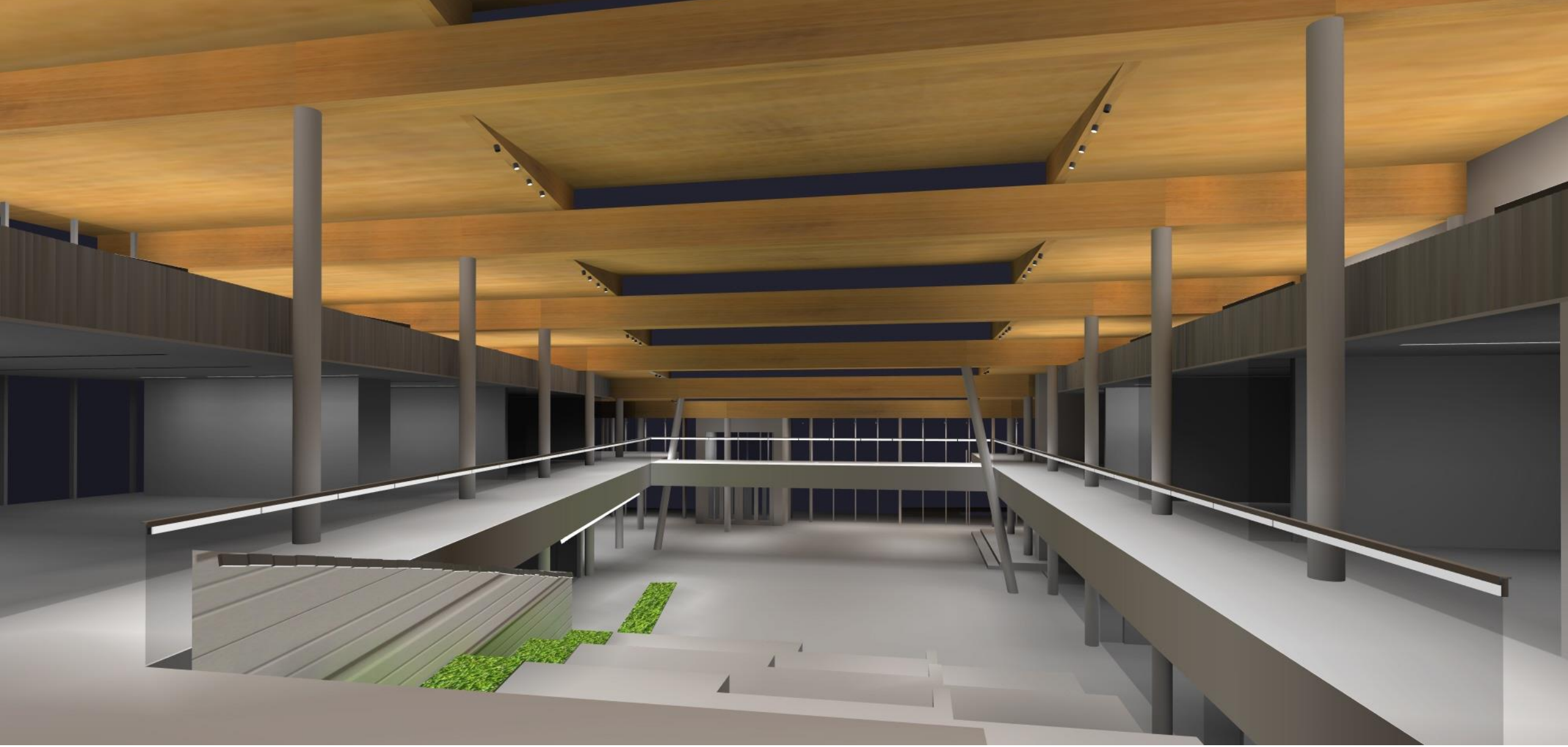




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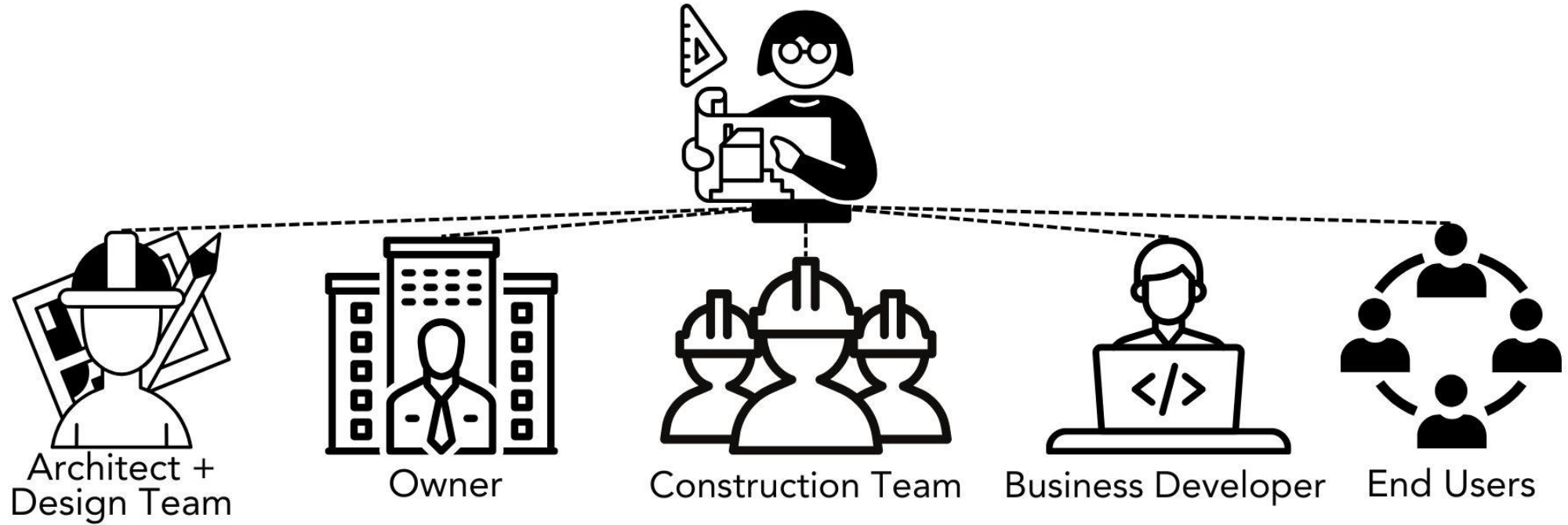


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EDUCATING ARCHITECTS AND STAKEHOLDERS ON THE VALUE OF LIGHTING DESIGN

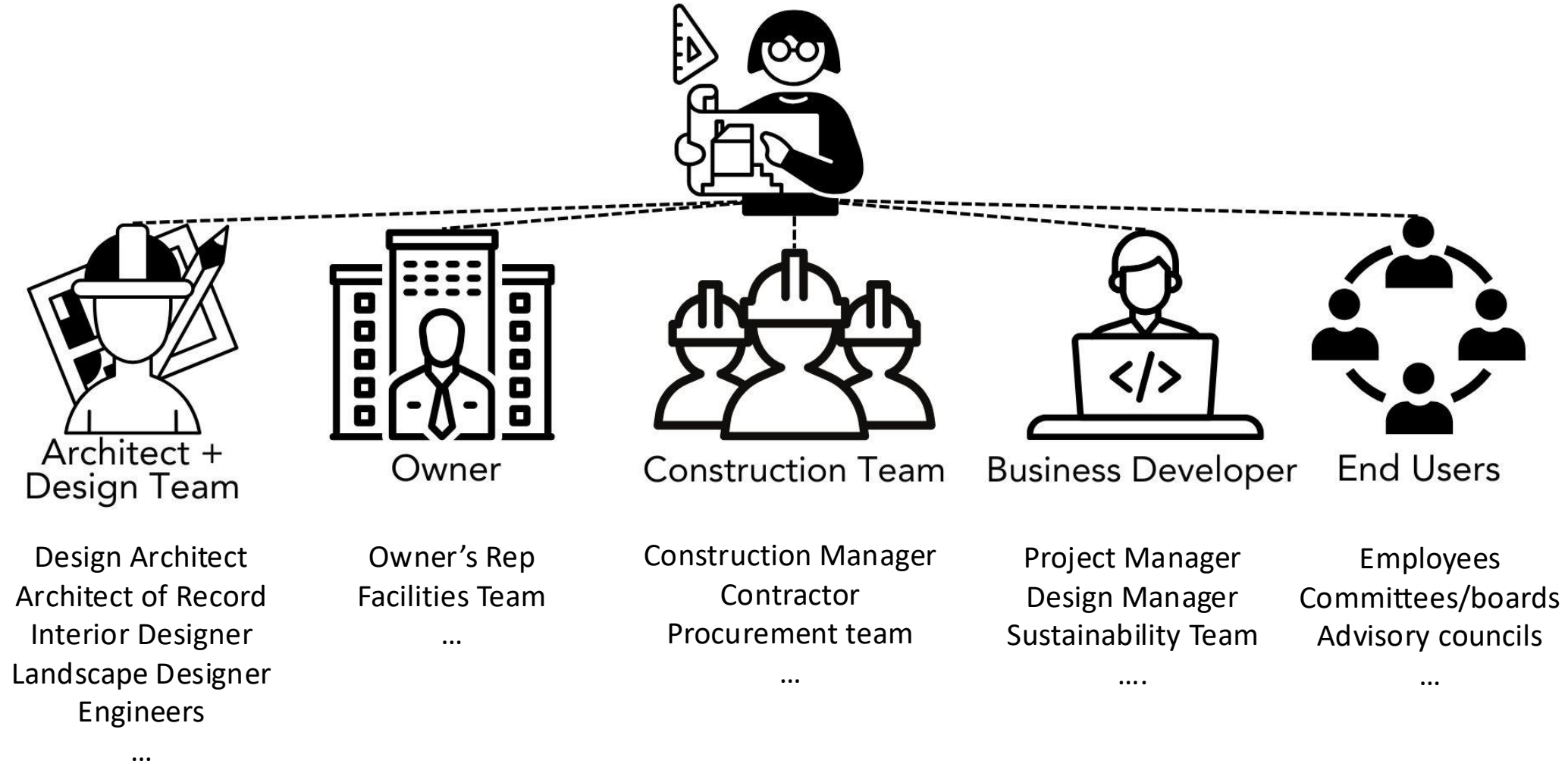
Know your Audience: Who are the stakeholders?

Who is your target?



Know your Audience: Who are the stakeholders?

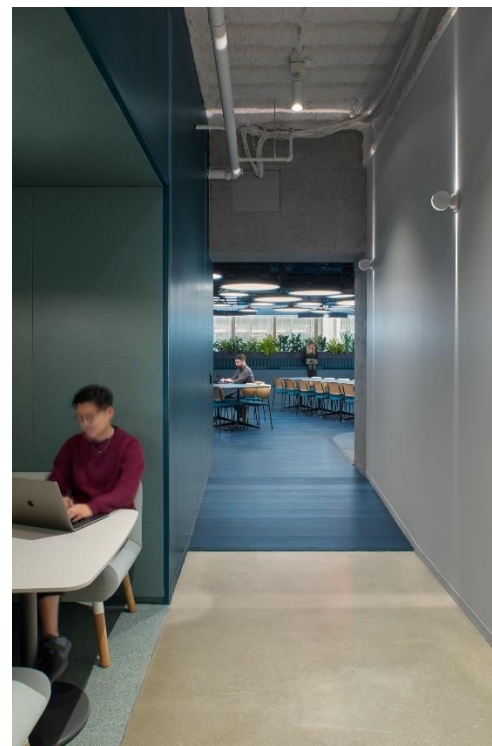
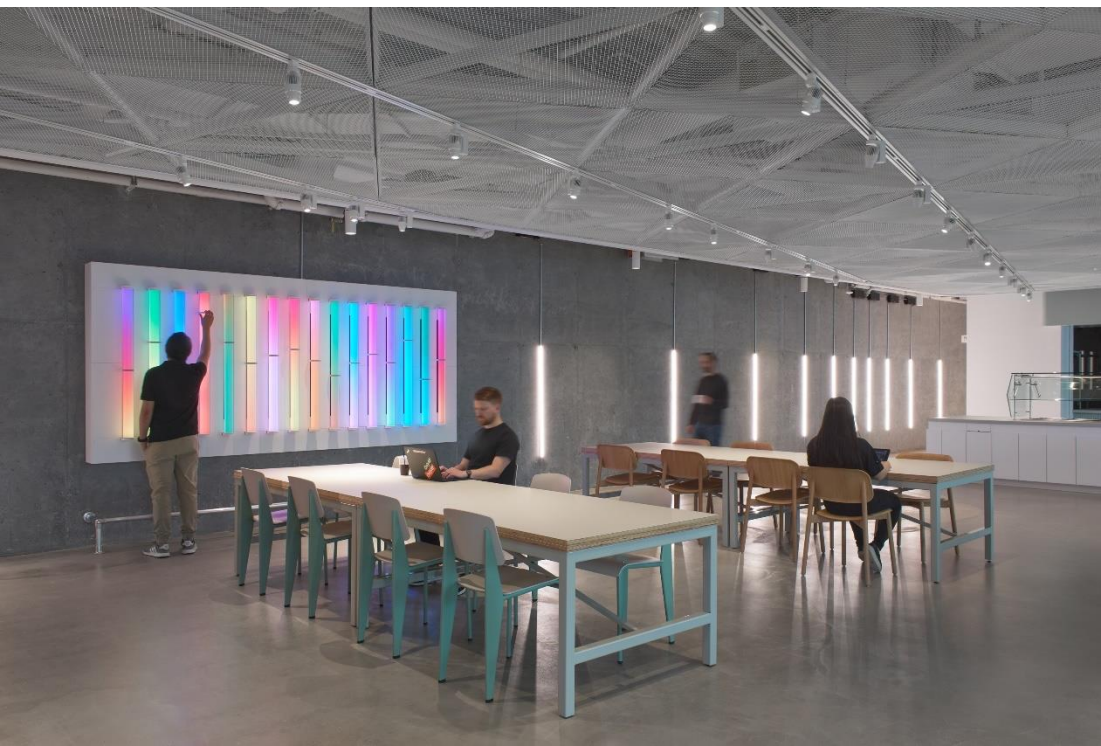
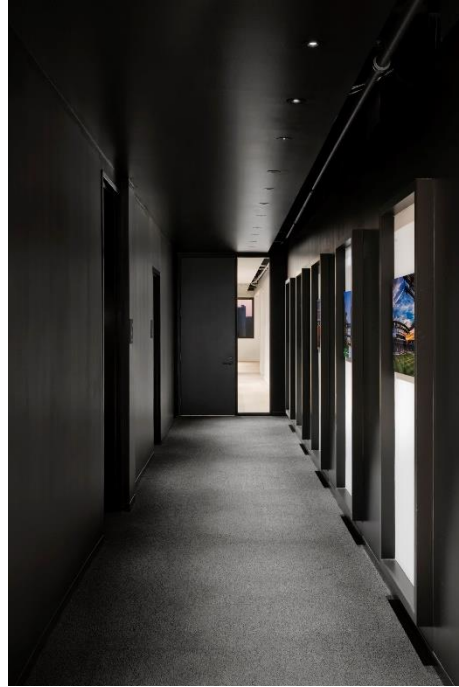
Who is your target?



REGULATORY AUTHORITIES

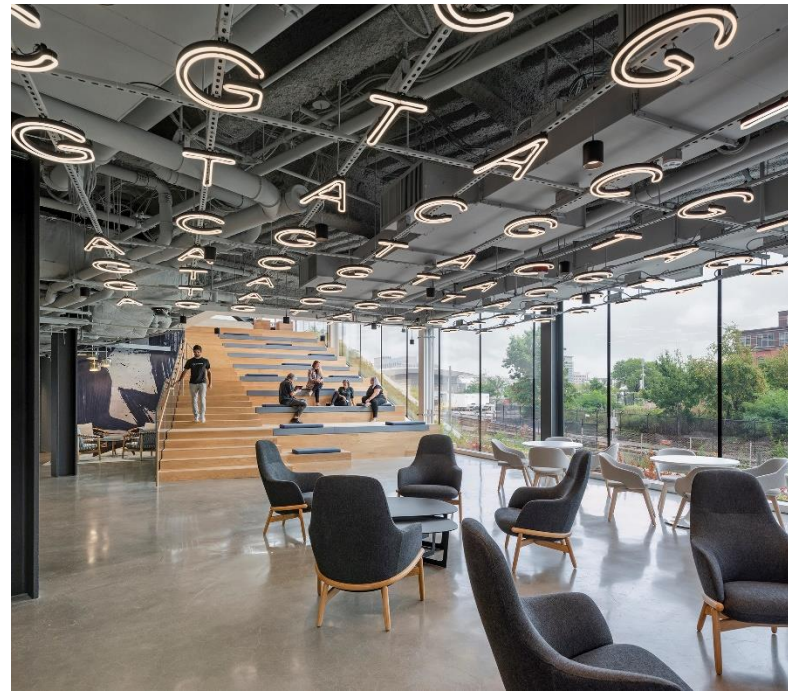
Why Stakeholders need to understand the value of lighting design





Lighting influences:

- User behavior
- Wayfinding
- Mood



Lighting contributes to:

- Branding
- User engagement
- Visual Composition

BEST PRACTICES FOR EDUCATING STAKEHOLDERS

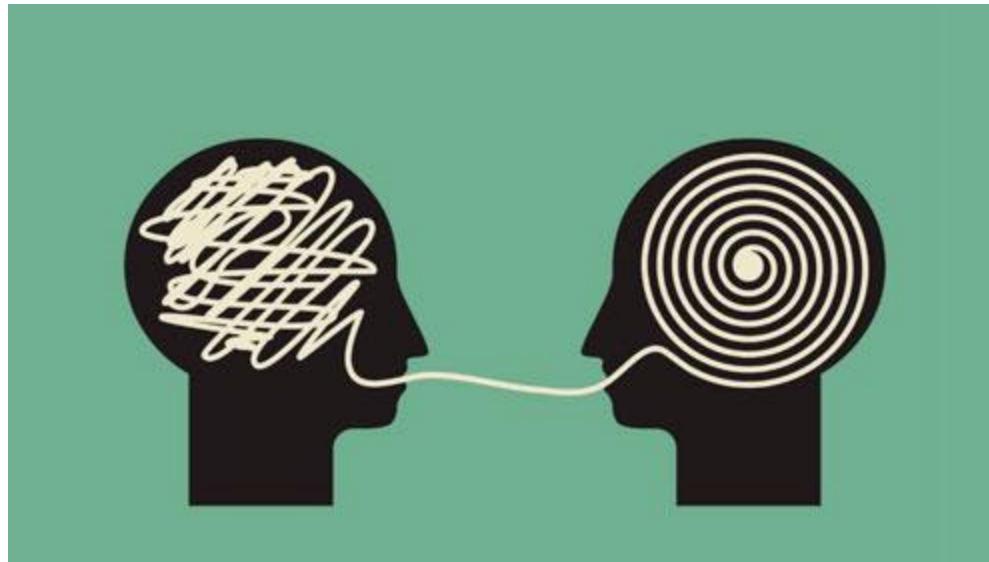
Best Practices for Educating Stakeholders

- Find out who are they, what do they care about, what motivates them
- Engage with them
 - Ask about former successes and failures and why
 - Ask what will make this project a success and why

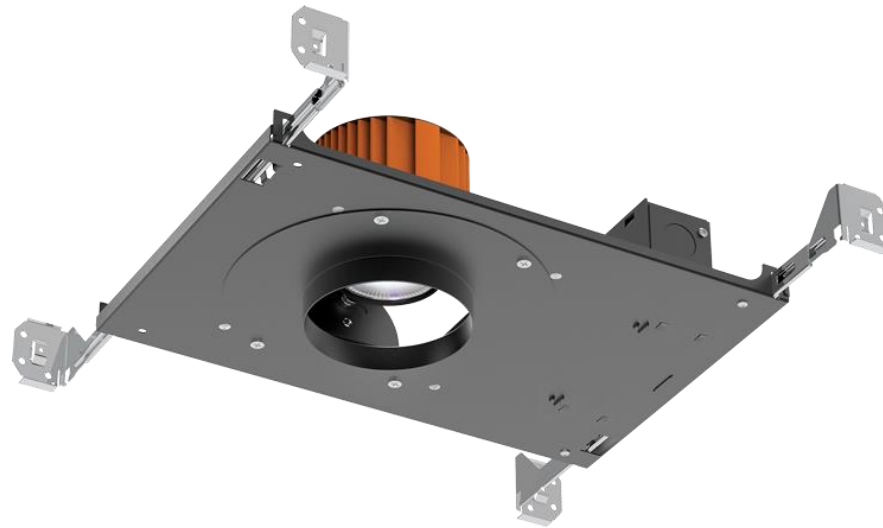


Best Practices for Educating Stakeholders

- "Code Switching": use jargon when appropriate
 - "Code-switching is a linguistic phenomenon in which speakers switch back and forth between two or more languages or language varieties in the context of a single conversation or utterance" (Rampton, 1995)

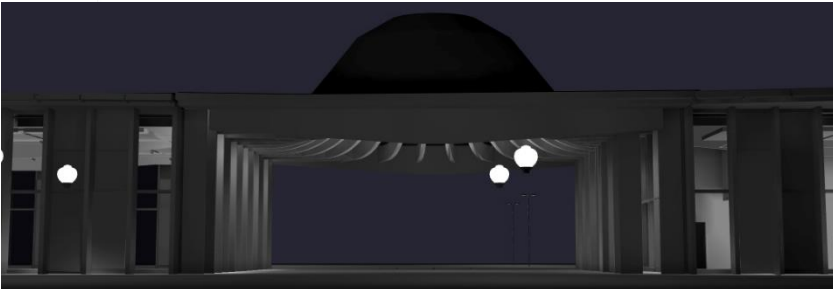
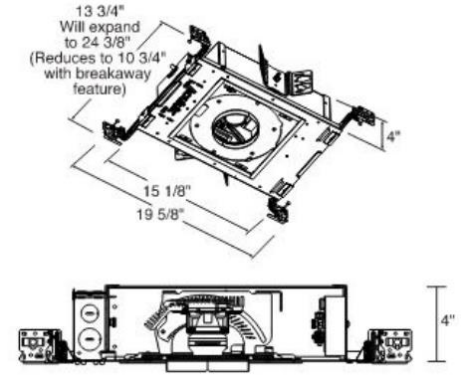
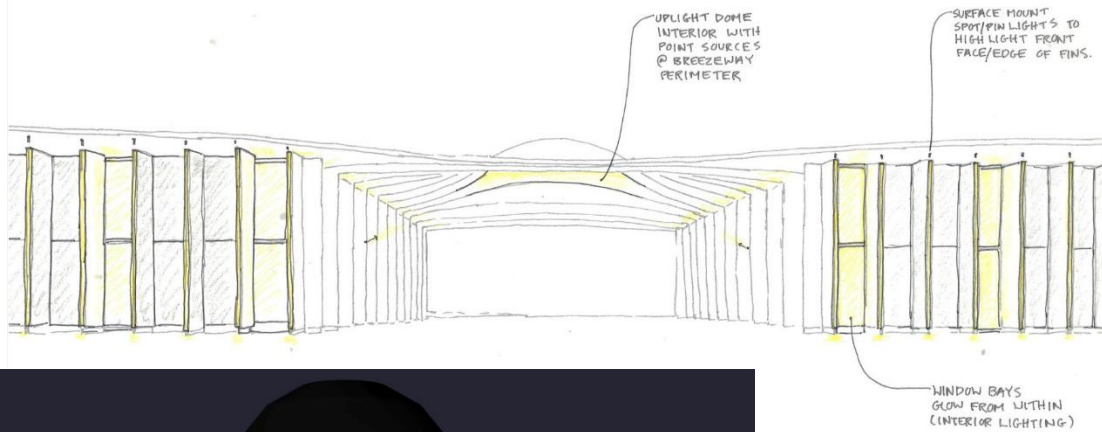
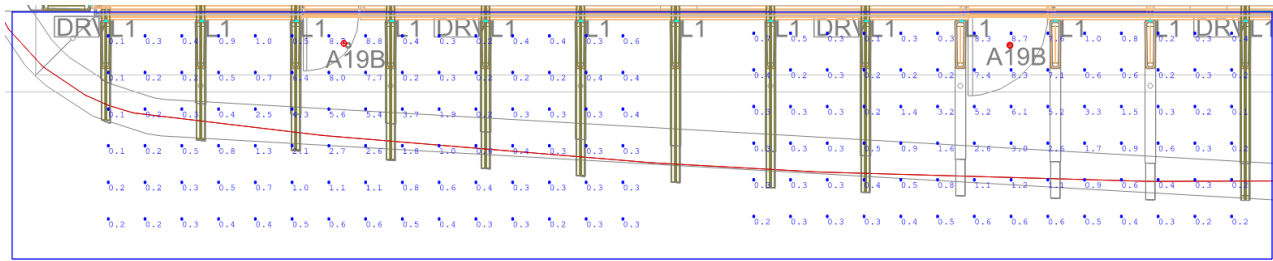


Best Practices for Educating Stakeholders



Best Practices for Educating Stakeholders

- “Code Switching”: use the appropriate jargon



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Summary

- The Importance of Storytelling in Lighting Design
- Conceptualize the Story of Lighting Design
- Communicate the Goals of Lighting Design
- Educate Architects and Stakeholders on the Value of Lighting Design
- Best Practices for Educating Stakeholders

This concludes The American Institute of Architects Continuing
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Thank you for attending!

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