

JUST TELLING STORIES WEBSITE

Design & Wire Frame



you craft words, paint pictures, and in the end find that you are really

just telling stories



Home

Portfolio

Resume

Contact Me

My Blog

my online portfolio

Terrell Taggart

Thank you...

for taking the time to look through my website, and listen to my stories. I hope you have enjoyed them. If you would like further information please contact me at any of the following:

Address:

Terrell Taggart 2002 West 3800
South West Valley City, Utah
84119

Phone:

801-990-6861

Email:

ttaggart@lmjusttellingstories.com

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Design

They tell you that design is about contrast and relationships, about choosing colors and fonts, or understanding everything there is to know about visual hierarchy.

What they don't tell you is that its all so that when people look at your work, they discover the right thing, at the right time. You beguile and intrigue, they explore and discover, and if you have done it right, they remember what you have told them after you are done.

Its in knowing how to do that that you find the adventure.

Please enjoy these samples of my work in design.



Art Institute's "Passion" surveys

This series of program-focused direct marketing surveys targets its audience by specific interest, and relies upon a "follow your passion" message to resonate with its life-style driven audience.

(Please click on image for larger view.)



my passion has a name
and that name is **creativity**

It's the right education.

name your passion...

The key to turning your creative passion into your creative career...

the meaning of it all

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Illustration

Illustration is narration with pictures, that's the thing I remember learning from my first illustration class. An illustration should not only retell the story it accompanies, but enhance the story and make it stronger. And if you are really good, some of your own style will show through as you do it.

That's the fascinating part, making the pictures tell more of the story than the words can do alone. And doing it in a way that is all your own.

I hope you like these samples of my work in illustration.



Cinders and Tears

An inset illustration that decorates the cover of a short book of poems.



(Please click on image for larger view.)



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"A picture is worth a thousand words." ...it's the copy that sells." Which says more, the copy, or the design? The battle has raged on and on. But I can't think of any ad, web page, or TV commercial I liked that didn't combine copy with design to tell the story.

Its the integration of copy, design, media, and just about everything else that makes a communication work. We lose sight of that at our own peril. But, you use it right, and you are out there on the edge where only the brave dare walk.

Here are samples of work I have designed, illustrated, and copy written to tell a complete story.



WGU - "She was the Swan" Series

These print ads use an emotionally charged story to tell why the narrator's life events are more important than the demands of an inflexible school schedule, and how WGU solves that problem.

(Please click on image to see larger view.)



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A good storyteller

Think about it this way, a good storyteller is able to lead their audience through a process of discovery. They reveal each part of their story when, and how, they want it revealed. The story is exciting, or heartbreaking, or funny. And the audience is immersed in the world that the storyteller creates for them, one that resonates in their memory.

Good design, illustration, or copy writing, do the same thing. The storyteller uses them to capture the imagination of the audience.

And with that, welcome to my online portfolio.

[My portfolio](#)

Pictures, narrative, personas, color, tone, are all tools for telling stories. Here, in my [portfolio](#), are stories I have told through Design or Illustration. Along with work I have designed, illustrated and copy written to tell complete Stories.

[My resume](#)

A few simple words can only tell a part of the story of someone's career, but at least they tell a part of it. Here are few very short comments, along with my [resume](#).

[Contact me](#)

If I have told my stories on these pages with any kind of skill, you will want to hear more. This page will tell you how to [contact me](#).

JTS Website Marketing Wire frame: Home Page

Audience

The primary audience for this site will be design and advertising professionals. However, any discussion of audience should also include the mention of potential clients, who will be my secondary audience.

Action Objective

Drive the visitor to explore the site further by visiting the portfolio or resume pages.

Communication Objective

This page should say “welcome to the site”, and “I am a professional communicator with many years of experience.”

The graphics should illustrate the personality of my design and illustration work by using both computer and hand-generated design elements.

Visitor’s Role

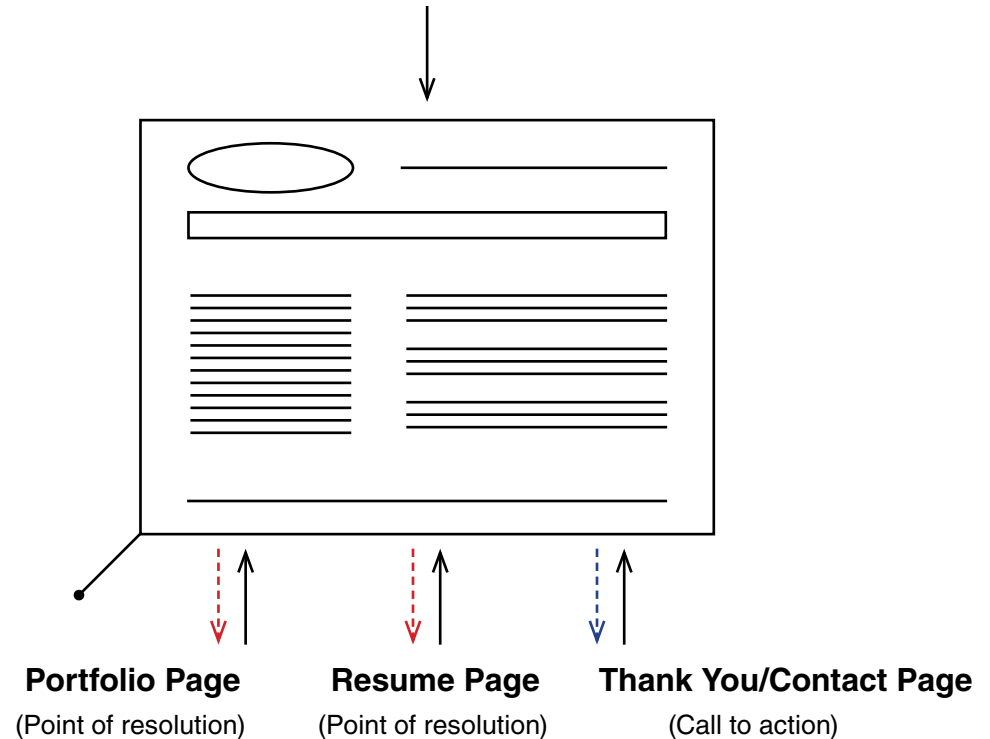
The visitor is here to learn more about my professional experience and abilities.

Visitor’s Status

(Place in the persuasion process.)

At this stage the visitor is interested and wants to know more.

Prospect is driven to the site through organic search, or referral



Key:	
Termination Point	—●
Entry Point (No role)	—→
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—→ (red)
Exit Point (Resolution)	- - - -> (red)
Entry Point (Call to action)	—→ (blue)
Exit Point (Call to action)	- - - -> (blue)

JTS Website Marketing Wire frame: Portfolio - Design Page

Action Objective

Drive the visitor to explore the site further by visiting the other two versions of this page (Illustration, Copy & Design), or the resume page.

Or, drive them to ask for more information by proceeding to the Thank you/Contact page.

Communication Objective

The object of this page is to illustrate my work in design. Prospects should leave feeling that they have seen professional work that impresses them.

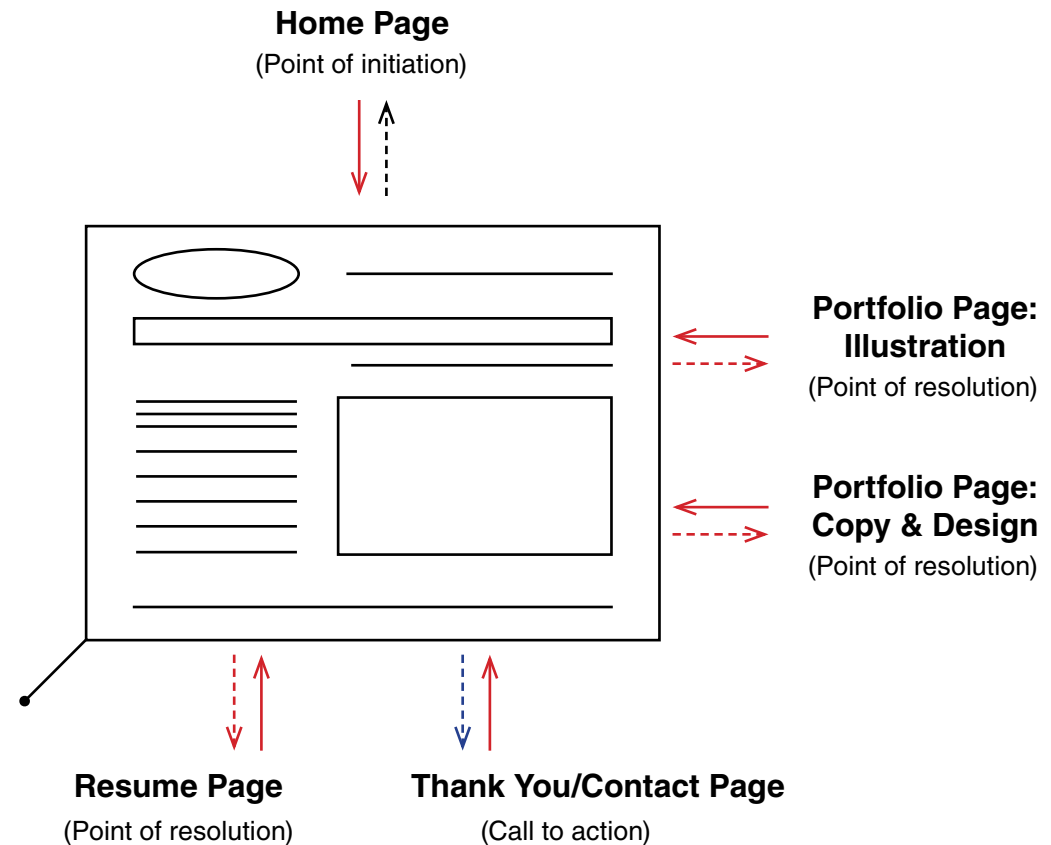
Visitor's Role

The visitor is here to learn more about my professional experience and abilities specific to design.

Visitor's Status

(Place in the persuasion process.)

At this stage the visitor has shown interest, wants to know more, and is looking to assess skill and style.



Key:	
Termination Point	—●
Entry Point (No role)	—>
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—>
Exit Point (Resolution)	- - - ->
Entry Point (Call to action)	—>
Exit Point (Call to action)	- - - ->

JTS Website Marketing Wire frame: Portfolio Page - Illustration

Action Objective

Drive the visitor to explore the site further by visiting the other two versions of this page (Design, Copy & Design), or the resume page.

Or, drive them to ask for more information by proceeding to the Thank you/ Contact page.

Communication Objective

The object of this page is to illustrate my work as an illustrator. Prospects should leave feeling that they have seen professional work that impresses them.

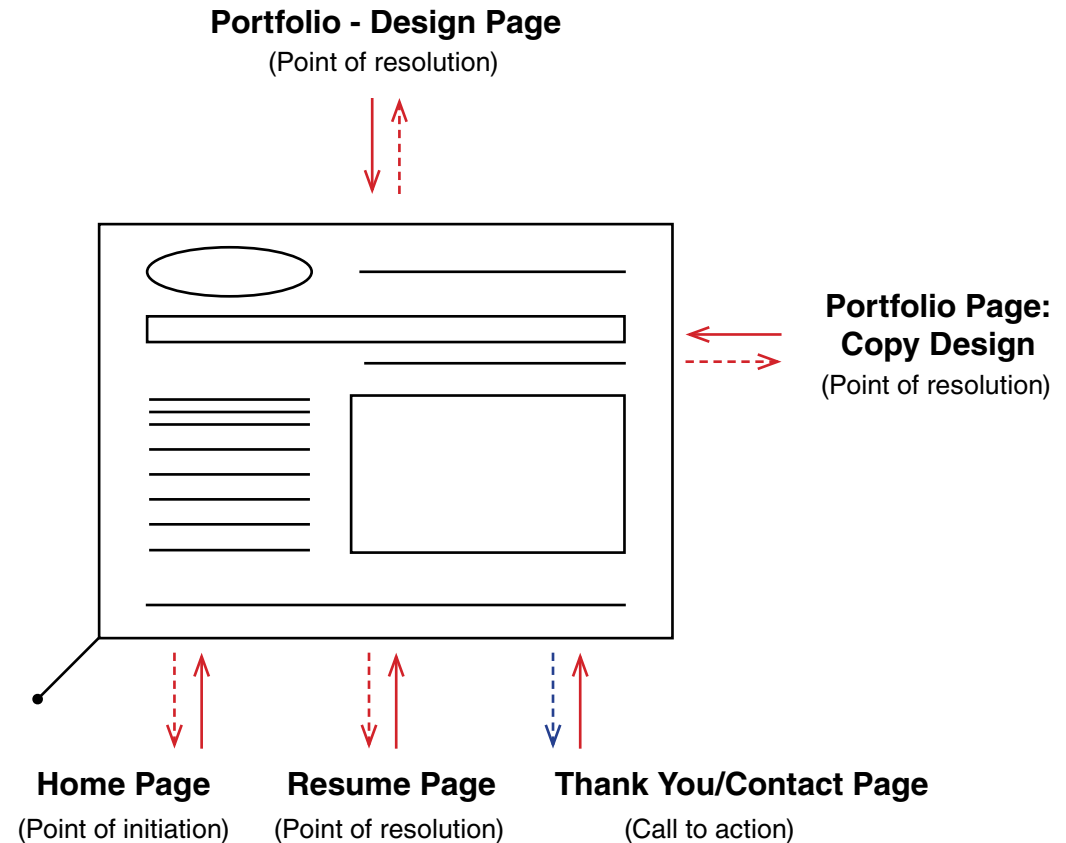
Visitor's Role

The visitor is here to learn more about my professional experience and abilities specific to Illustration.

Visitor's Status

(Place in the persuasion process.)

At this stage the visitor has shown interest, wants to know more, and is looking to assess skill and style.



Key:	
Termination Point	—●
Entry Point (No role)	—→
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—→
Exit Point (Resolution)	- - - ->
Entry Point (Call to action)	—→
Exit Point (Call to action)	- - - ->

JTS Website Marketing Wire frame: Portfolio Copy & Design Page

Action Objective

Drive the visitor to explore the site further by visiting the other two versions of this page (Design, Illustration), or the resume page.

Or, drive them to ask for more information by proceeding to the Thank you/ Contact page.

Communication Objective

The object of this page is to illustrate my work that combines the two disciplines, copy writing and design. Prospects should leave feeling that they have seen professional work that impresses them.

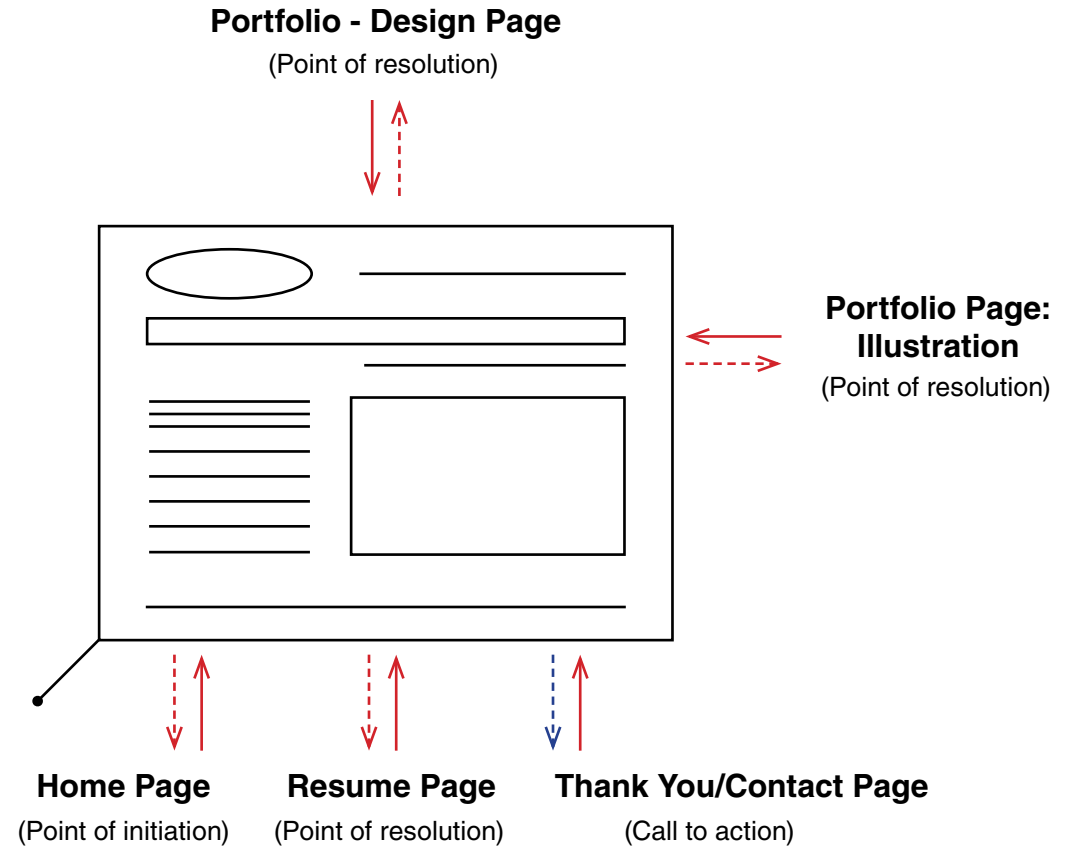
Visitor's Role

The visitor is here to learn more about my professional experience and abilities specific to the two disciplines, copy writing and design.

Visitor's Status

(Place in the persuasion process.)

At this stage the visitor has shown interest, wants to know more, and is looking to assess skill and style.



Key:	
Termination Point	—●
Entry Point (No role)	—→
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—→
Exit Point (Resolution)	- - - ->
Entry Point (Call to action)	—→
Exit Point (Call to action)	- - - ->

JTS Website Marketing Wire frame: Resume

Action Objective

Drive the visitor to explore the site further by visiting the portfolio page.

Or, drive them to ask for more information by proceeding to the Thank you/ Contact page.

Communication Objective

The purpose of this page is to provide the prospect with an online version of my resume. That information should be clearly and effectively presented.

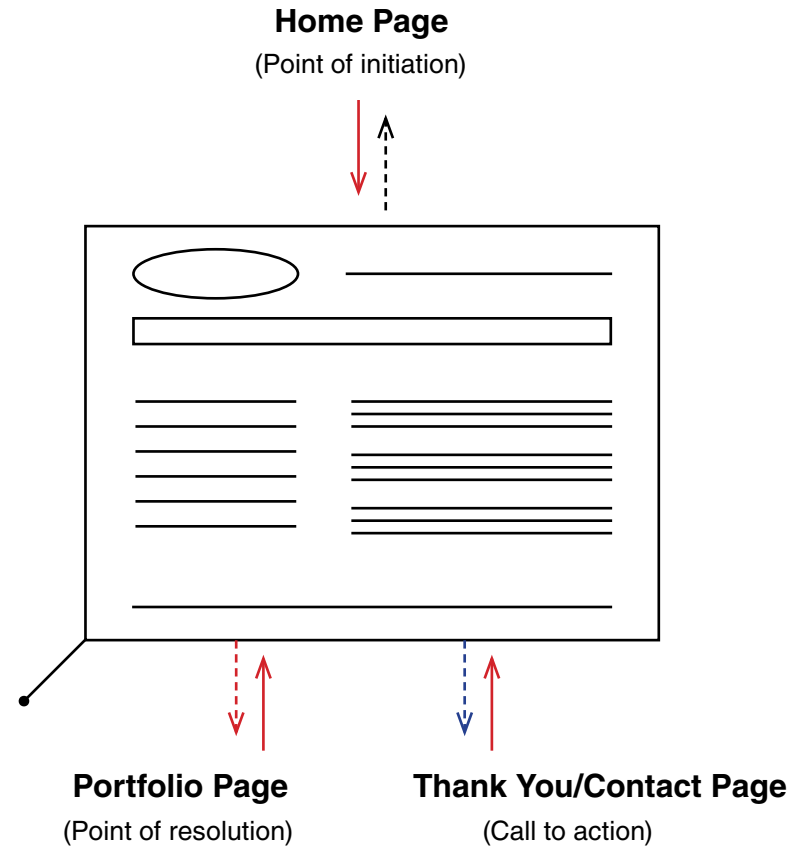
Visitor's Role

The visitor is here to learn more about my professional experience and abilities.

Visitor's Status

(Place in the persuasion process.)

At this stage the visitor has shown interest, wants to know more, and is looking to assess experience and education.



Key:	
Termination Point	—●
Entry Point (No role)	—→
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—→
Exit Point (Resolution)	- - - ->
Entry Point (Call to action)	—→
Exit Point (Call to action)	- - - ->

JTS Website Marketing Wire frame: Thank you/Contact Page

Action Objective

Drive the visitor to ask for more information and contact me.

Communication Objective

This is the call to action. The message on this page should drive the visitor to contact me by email, phone, or ground-mail. But, it should still be a soft-sell.

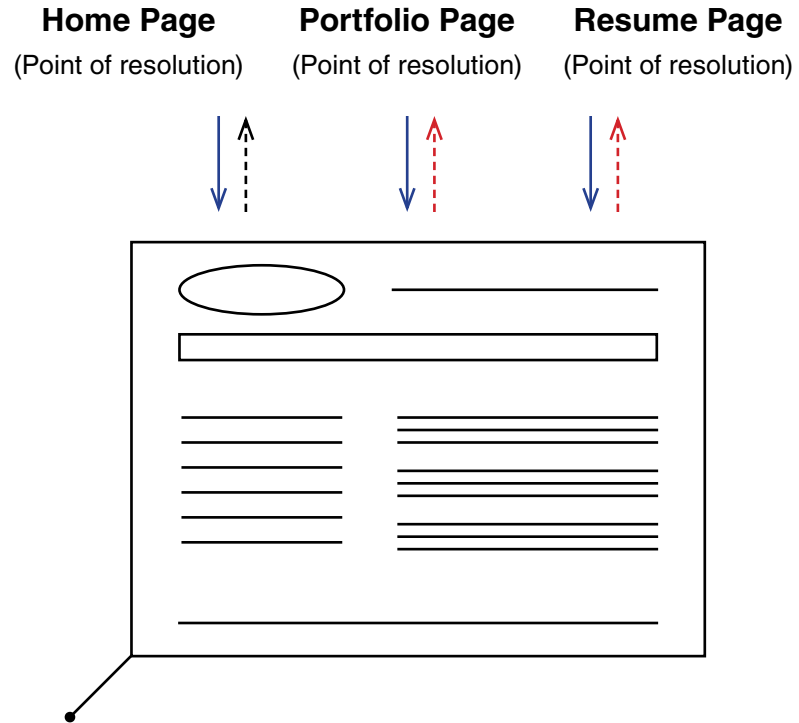
Visitor's Role

At this point the visitor is here because they want to contact me to discuss my work.

Visitor's Status

(Place in the persuasion process.)

The visitor has seen my work, assessed my experience, and is ready to close the deal,



Key:	
Termination Point	—●
Entry Point (No role)	—→
Exit Point (No role)	- - - ->
Entry Point (Resolution)	—→
Exit Point (Resolution)	- - - ->
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JTS Website Marketing Wire frame: Site Map

