

Storytelling with Video: A Transformation of Ecology and Community



Session SUN-C08
Sunday, Nov 21 4:00-5:00pm

Conference on
Landscape Architecture
November 19-22 2021
Nashville, TN

Session Overview:

Digital storytelling can be an invaluable business development and communication tool for landscape architects. As digital media increasingly becomes the prevailing source of information consumption, it is essential for design professionals to understand how to and when to leverage video in their business.

Learning Objectives:

1. Understand the benefits & scale of online video for Landscape Architects.
2. Explore Case Study of how video can be used to document and storytell the design and community involvement process.
3. Understand the time & equipment involved in producing & publishing video.
4. Explore ways that firms can incorporate online video into their marketing strategies today.





Jacek Krokowski, ASLA, LEED AP

“Jake” is a 22+ year Landscape Architect and Principal of JWK DESIGN, a Residential Design practice based in Greenville, SC. Since founding the practice in 2015, he has also created 2 different YouTube channels: JWK DESIGN helps homeowners navigate the process of working with design professionals, and a channel of his own name centers around the “from Architecture to PROFITecture” video podcast, helping design professionals attract clients through focused marketing messaging, online video and social media.



Jenna Jones, ASLA, LEED Green Associate

Jenna Jones is the Director of Marketing and Communications at site design group, ltd. (site). Trained as a landscape architect with degrees from the University of Minnesota (BED) and University of Michigan (MLA), she has a strong background in the field. Communication of design and the creative process is an integral part of her day-to-day role, which includes leading the firm’s proposals, social media, web presence, and outreach.



Brodie Kerst, Brodie Kerst Productions

Brodie is a trained architect turned storyteller. He graduated from UW-Milwaukee with his degree in Architecture and soon after started his video production business where he works with traditional and landscape architecture firms to help story tell their brands and their designs. His films have not only made their way to the hearts of people who watch them but also a finalist in two video competitions.

