

Storytelling and Visual materials in Design presentations

Design for Government
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Schedule

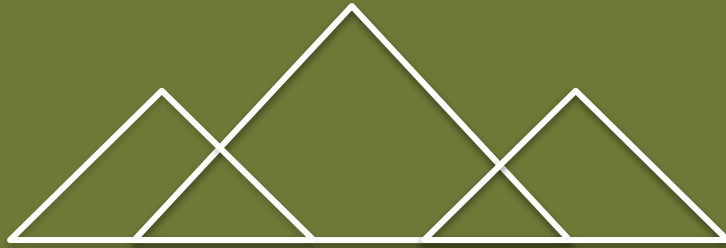
- 10:00 Start session
- 10:30 Q & A
- 10:40 Break (10 minutes or so)
- 10:50 Scenario+persona exercise
- 11:20 Group presentation
- 11:50 Comments & Q/A

Why do we tell stories

- Teach / learn
- Connect to, and recreate past experiences (myth)
- Call to action
- To understand the past and to envision the future

Joseph Campbell
The stories that guide us

How are stories structured?



Structure of stories.

Freytag Pyramid (1863)

Characters:

your personas and stakeholders

Settings:

Preamble, background...

Conflict:

The root of the problem

Resolutions:

How did the problem get solved

The age of insights

Explanatory

“

[...] [visualizing] is when they [researchers]
convert transitory observations into durable records;

when they manage those records as evidence,
and when they communicate evidence patterns to others.

”

Jon Wagner (2012)

**Boil it down
to a 3min. story**

For the perfect brew

Consider:

What background information is relevant or essential?

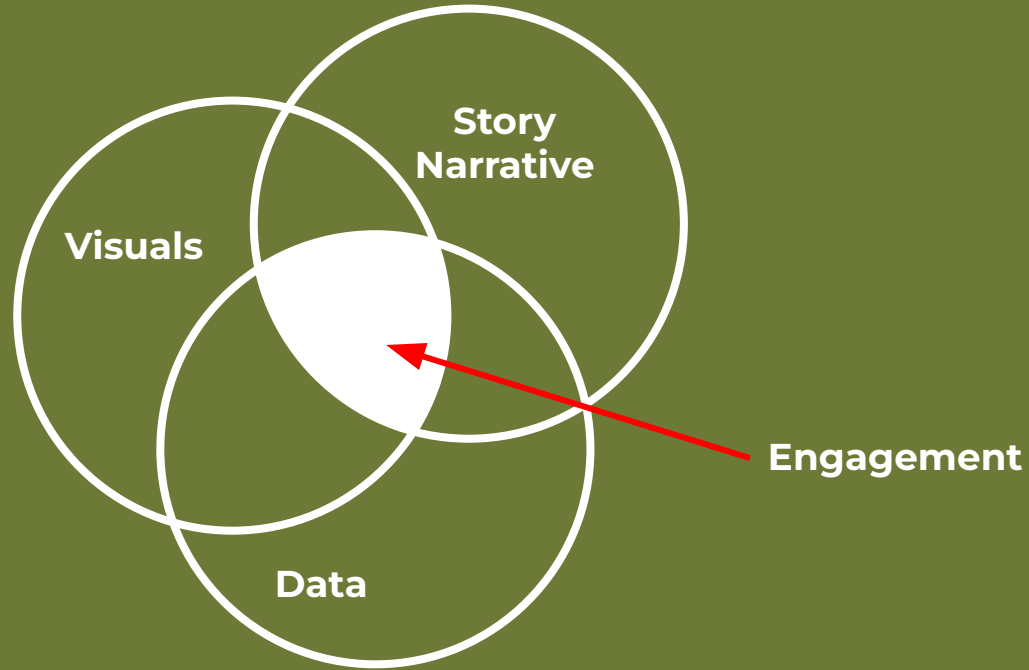
Who is your audience and who the decision makers?

Could there be any biases amongst members of the audience?

What data supports your arguments?

What data may pose a risk?

Tell a story with your data



The tools

Scenarios + personas

Scenarios + personas

Future vision (visioning / foresight)

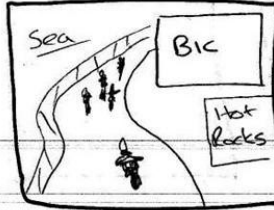
Citizen journey

Road map

Walk through

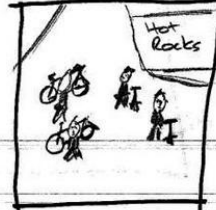
Storyboard

Viral Video Storyboard (modified due to location changes)



Shot 1

Note: Zoom out as cyclists come down the hill.



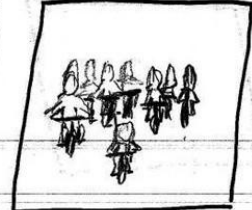
Shot 2

Note: As the cyclist walks, their bikes around us filming.



Shot 3

Note: Close up of the Flag Carrier following the car.



Shot 4

Note: Mid shot of groups of cycles in silhouette. (Vary shots)



Shot 5

Note: Close ups & mid shots of cyclist try and zoom in on faces - linger & then move on. (Vary shots)



Shot 6

Note: Cycle around roundabout x2 then follow flag carrier as he dismounts and runs towards steps (wide shot)



Shot 7

Note: Flag carrier runs up the steps. (mid shot)



Shot 8

Note: Flag carrier waves the flag at the top of the steps - race over. (Close up)

A review of IDEO's Storyboarding technique:
<https://medium.com/@yarsky/a-review-of-ideos-storyboarding-technique-36723847f4dc>

Visual Information

“

Visual literacy is the ability
to read / decode / interpret visual statements
&
to write / encode / create visual statements

”

Joanna Kedra (2018)

Visual decoding



Continuity



Enclosure



Proximity

Similarity



Visual decoding

Pre-attentive attributes are used to create hierarchy, stratification, segmentation, and coding.

Color

Type

Size

Spatial arrangements

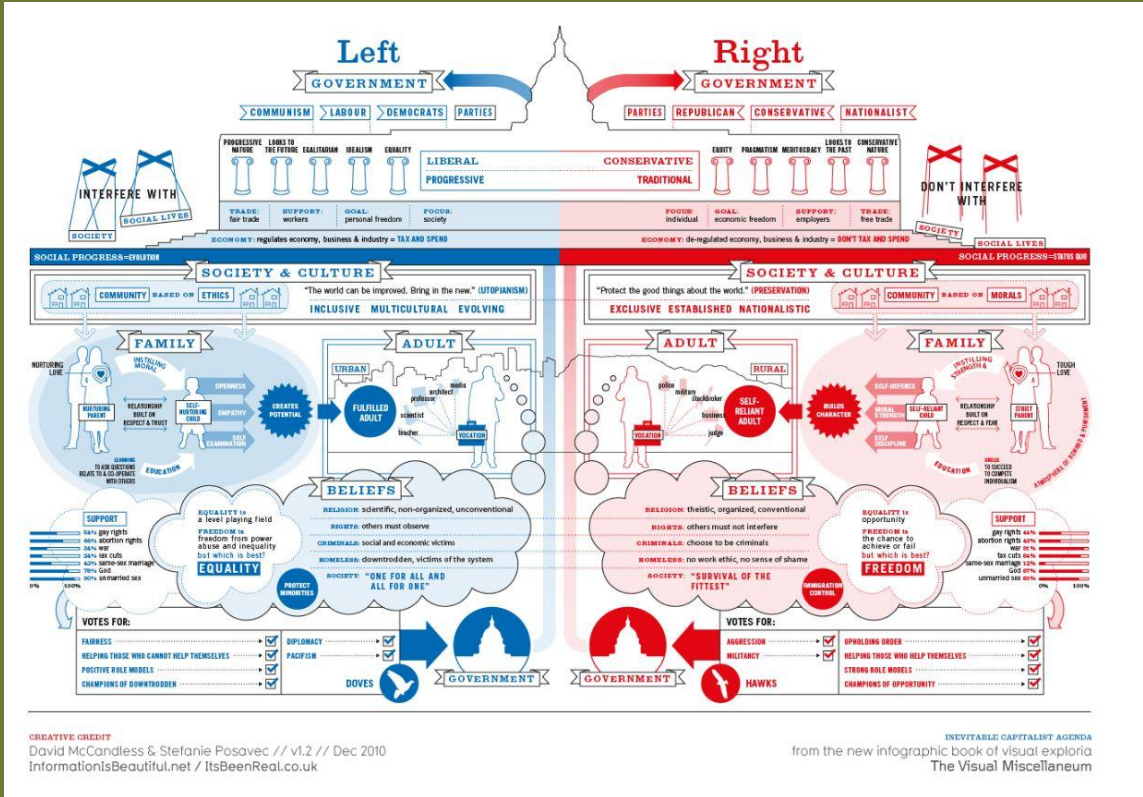
**Cognitive load (5-7 elements per slide)

Diagrams

Edward Tufte suggests six fundamental principles of data display design:

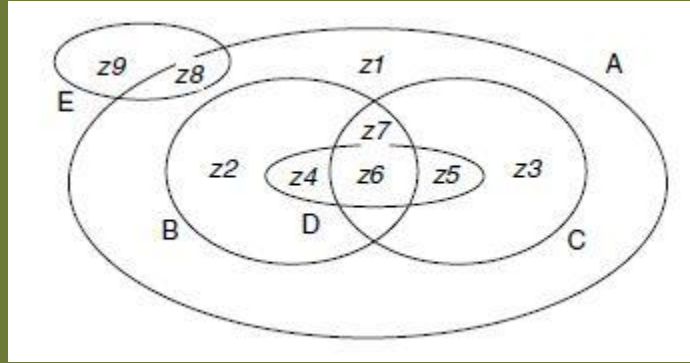
- **Show comparisons**
- **Show causality**
- **Use multivariate data**
(Different types: time, space, behaviour)
- **Completely integrated modes**
(Text, images, numbers)
- **Use them to establish credibility**
- **Focus on content**

Comparison



Concept & Research:
David McCandless
Design: David
McCandless & Stefanie
Posavec

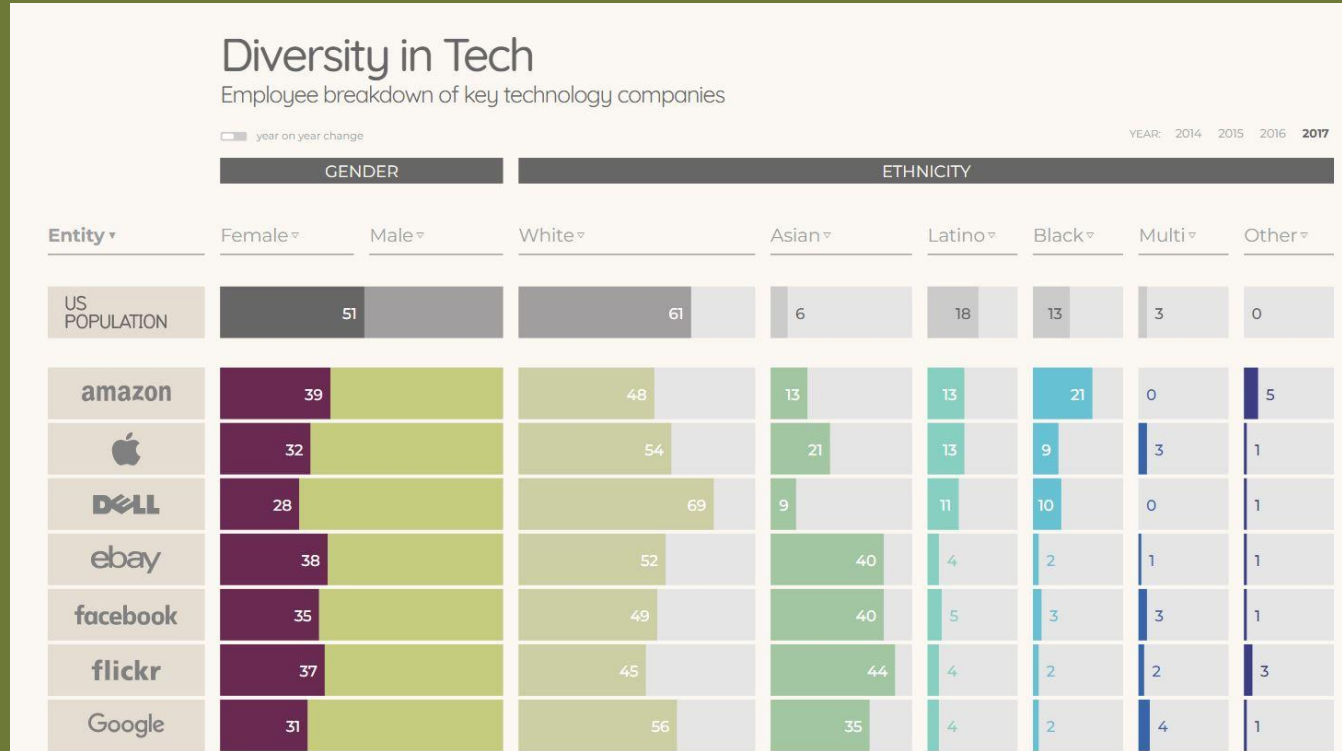
Integrated mode



$$\begin{aligned} z_1 &= \{A\} & z_2 &= \{A, B\} & z_3 &= \{A, C\} \\ z_4 &= \{A, B, D\} & z_5 &= \{A, C, D\} & z_6 &= \{A, B, C, D\} \\ z_7 &= \{A, B, C\} & z_8 &= \{A, E\} & z_9 &= \{E\} \end{aligned}$$

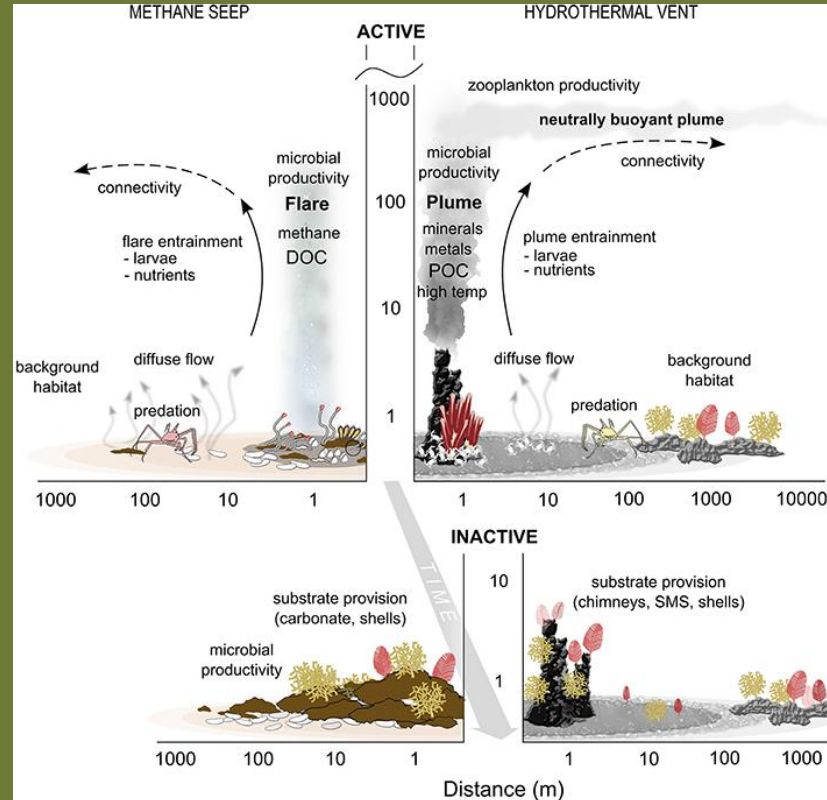
Algorithmic
representation.
Joseph (Tossi) et. al.,
Theory and Application
of Diagrams (2000)

Completely integrated mode



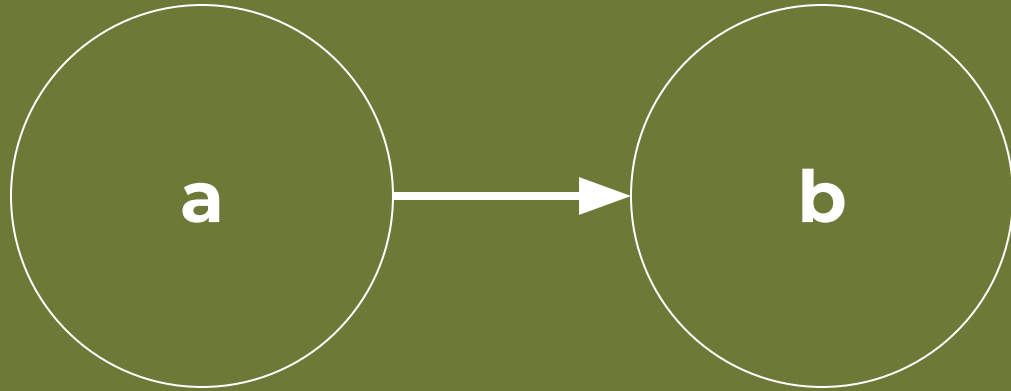
Concept & design: [David McCandless](#). Research: [Miriam Quick](#), [Dr Stephanie Tomasevic](#). Code & Additional design: [Fabio Bergamaschi](#)

Multivariate data

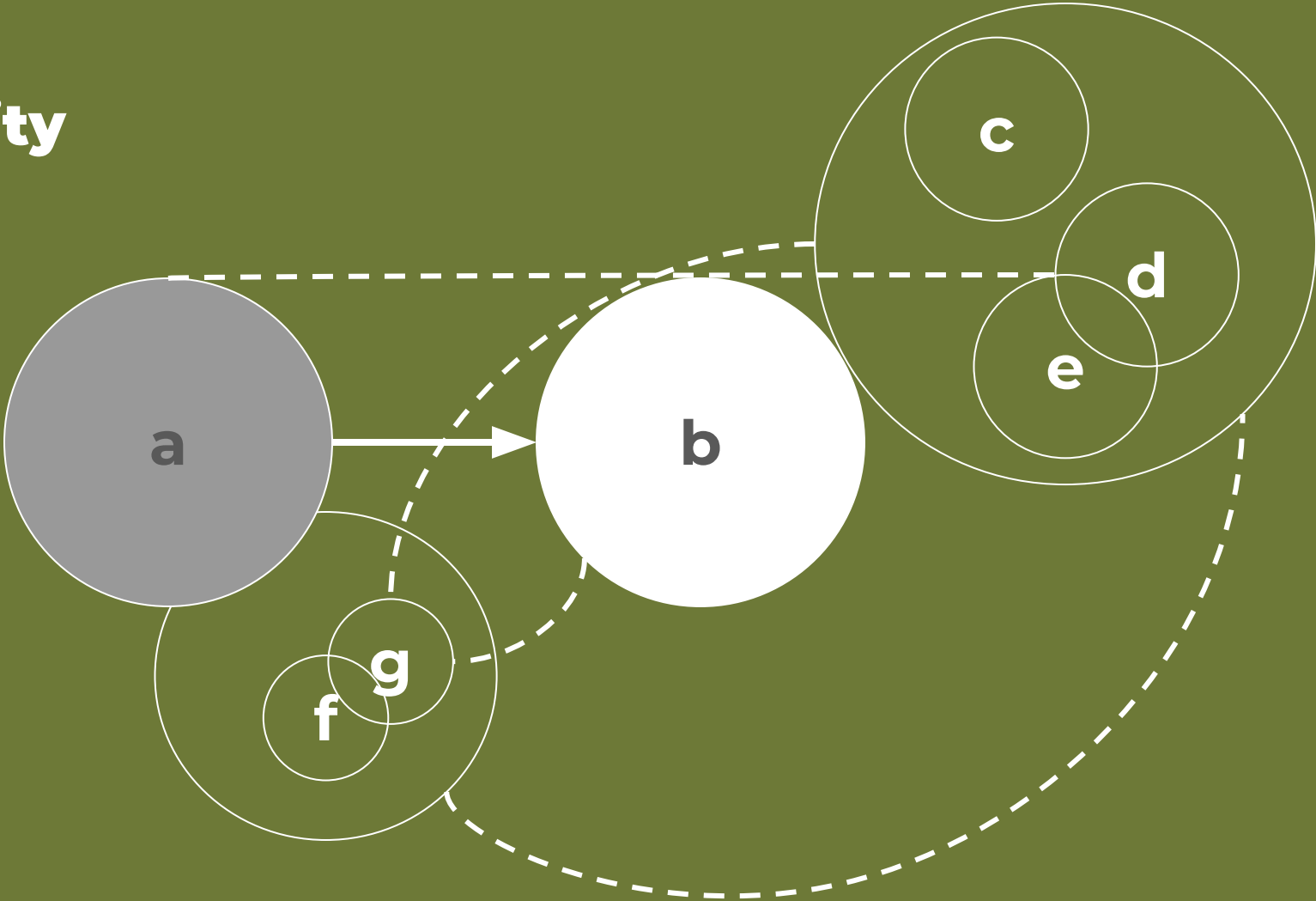


Credit: Levin LA, Baco AR, Bowden DA, Colaco A, Cordes EE, Cunha MR, Demopoulos AWJ, Gobin J, Grupe BM, Le J, Metaxas A, Netburn AN, Rouse GW, Thurber AR, Tunnicliffe V, Van Dover CL, Vanreusel A and Watling

Causality

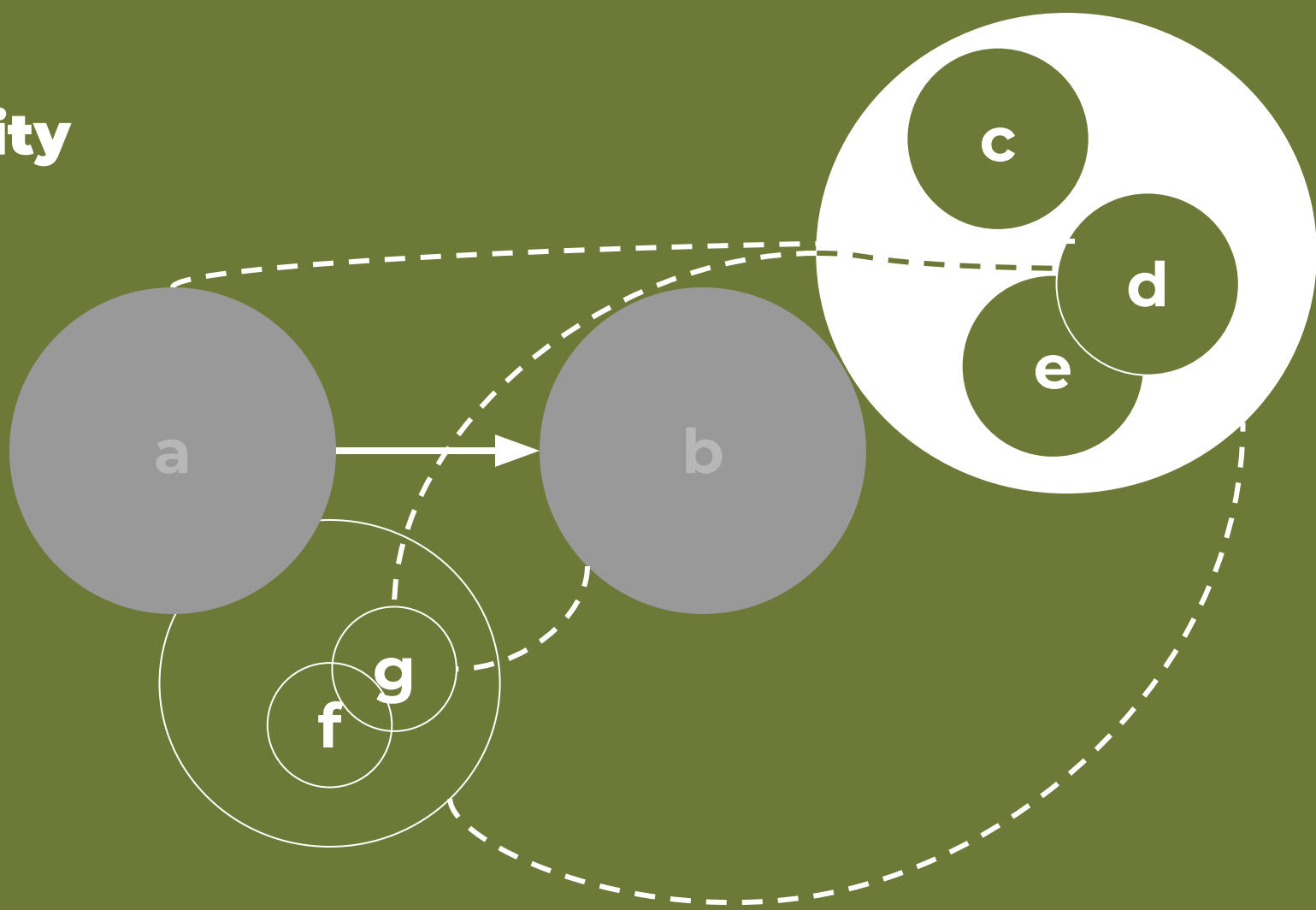


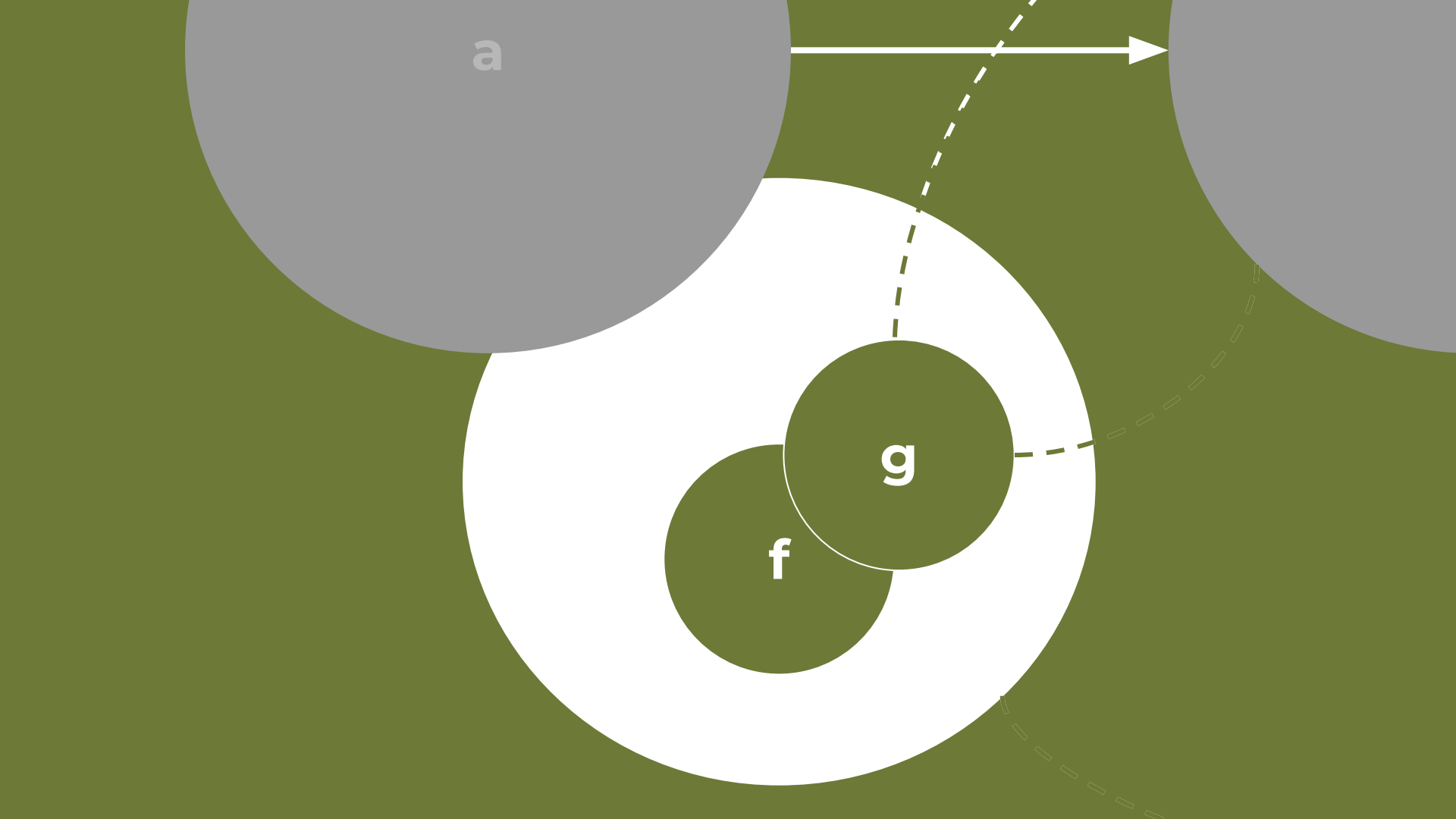
Causality



Information is beautiful

Causality





a

f

g

Final presentation

- Setting the stage:
be ready with materials, sound and all the works
- Be brief:
write a clear and concise script that give you time to build up from slide to slide
- Eye-contact
- Speak clearly:
If your team decides to include more than one presenter,
rehearse your presentation accordingly
- Rehearse again!

Exercise

1. Create a persona (prototypical user)
2. Create and describe a potential scenario to test your plausible solutions
3. Try it out using Storyboarding
4. Present it.

Referneces

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Referneces

Videos:

[Joseph Campbell. Stories that guide us](#)

[The age of Insight](#)

Diagrams:

Comparison: David McCandless Design: David McCandless & Stefanie Posavec

Integrated mode: Joseph (Tossi) et. al., Theory and Application of Diagrams (2000)

David McCandless. Research: Miriam Quick, Dr Stephanie Tomasevic. Code & Additional design: Fabio Bergamaschi

Multivariate data: Levin LA, Baco AR, Bowden DA, Colaco A, Cordes EE, Cunha MR, Demopoulos AWJ, Gobin J, Grupe BM, Le J, Metaxas A, Netburn AN, Rouse GW, Thurber AR, Tunnicliffe V, Van Dover CL, Vanreusel A and Watling i