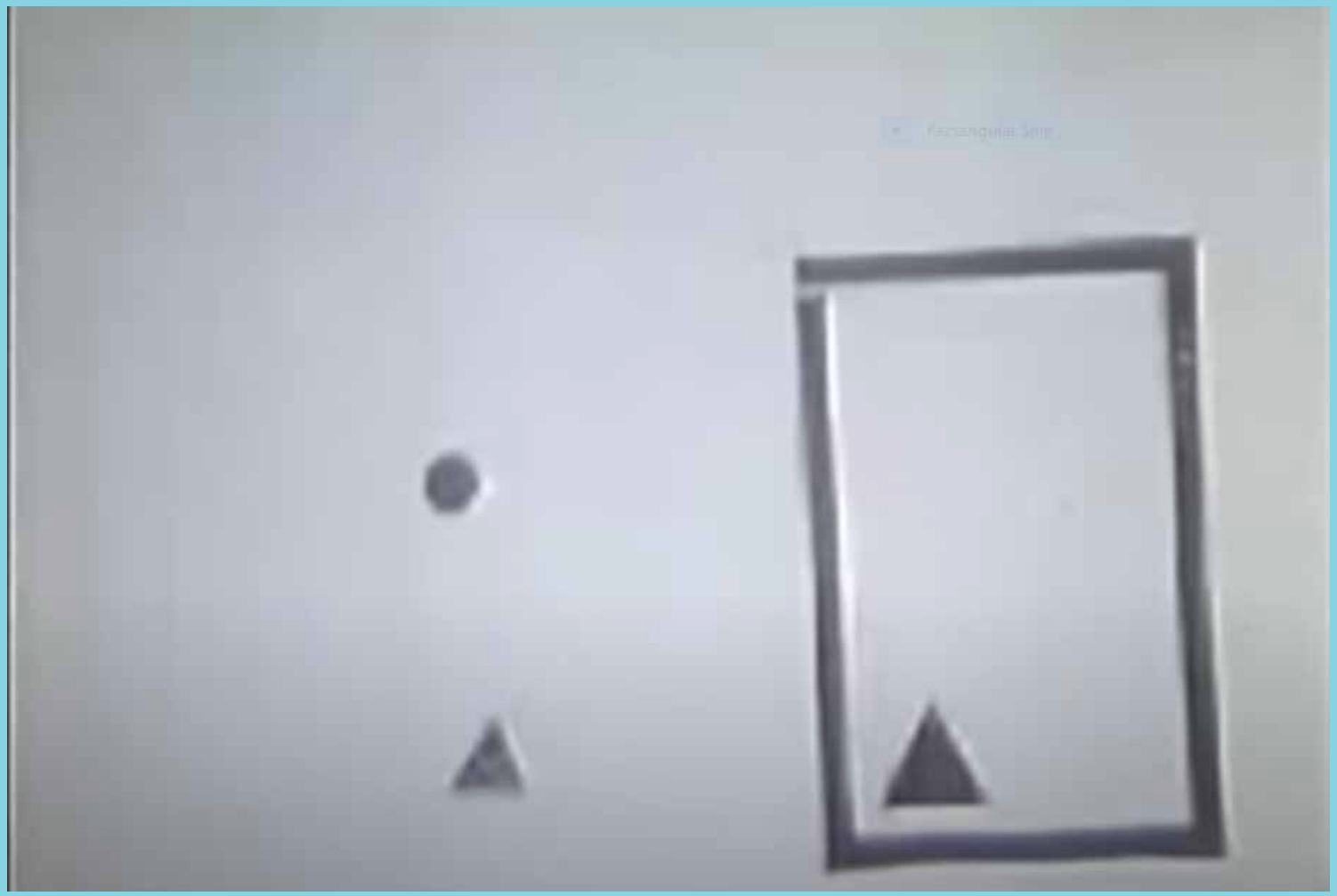
Storytelling and Visual materials in Desing presentations

Design for Government
Tania Rodriguez-Kaarto
May 2021

Agenda

10:15	Start session
10:35	Q & A
10:40	Break (10 minutes or so)
10:50	Scenario+persona exercise
11:15	Group presentation (Miro)
11:30	End



Hider and Simmel (1944)

Why do we tell stories?

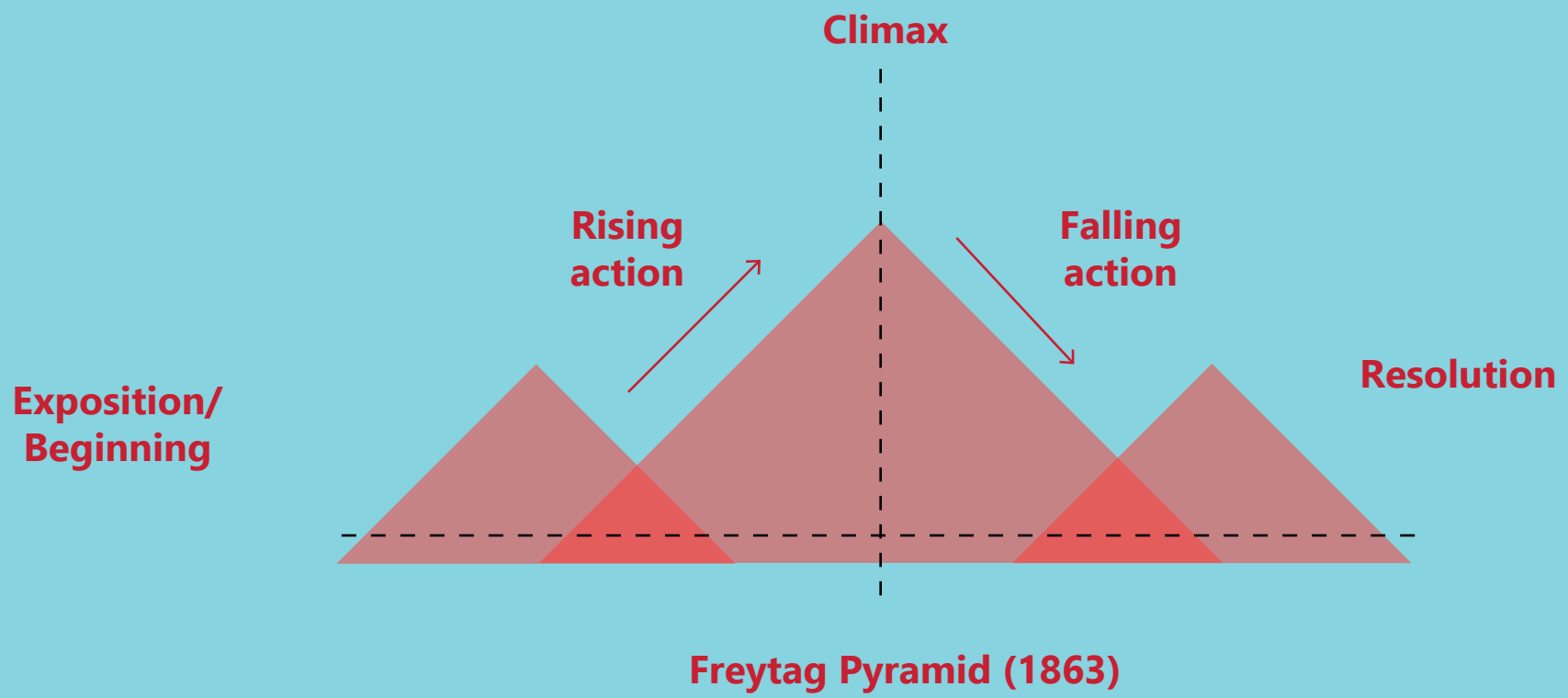
- Teach / learn

- Connect to, and recreate past experiences (myth)

- Call to action

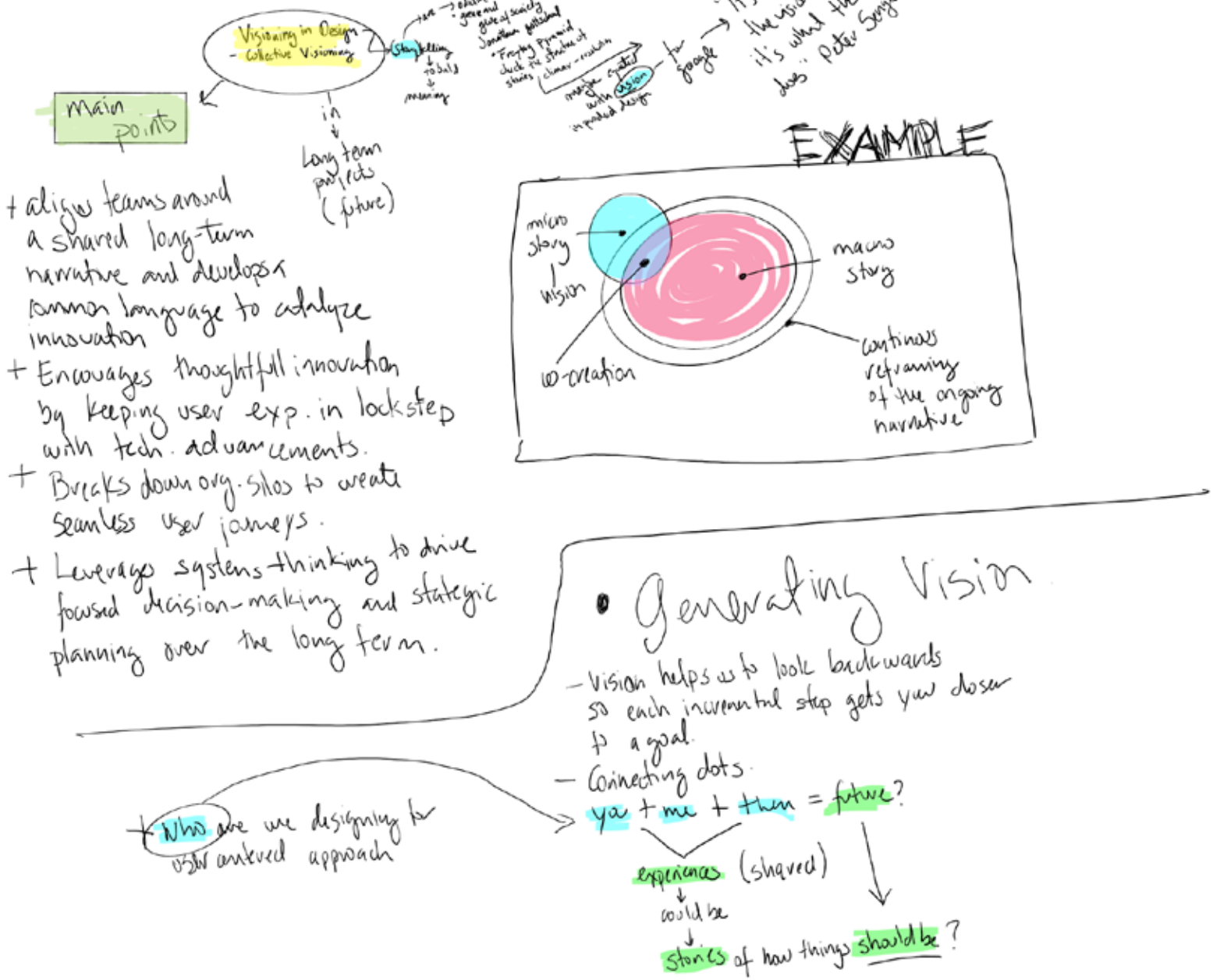
- Not only to understand the past but also to envision the future

Structure of a story.



Storytelling with Data

When exploring...
you generate insights.



From observations to display-patterns

“

[…] [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)

Explore & explain.

3 minute story.

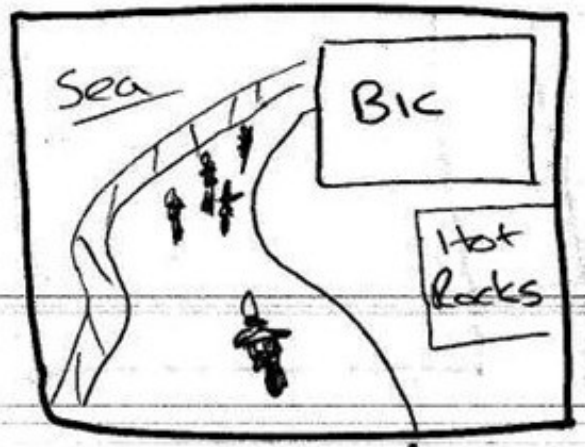
3 min. story.

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 have you uncovered that **supports** your arguments?
What data may pose a **risk**?

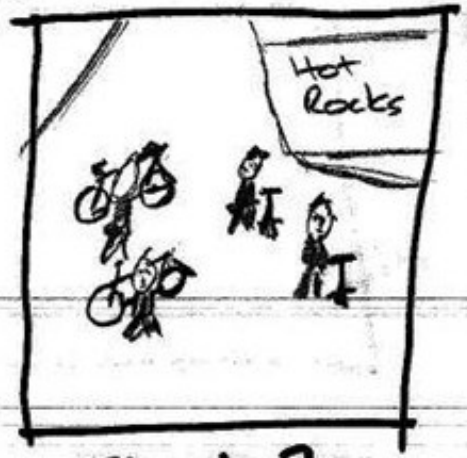
Nussbaumer K., Cole. Storytelling with Data : A Data Visualization Guide for Business Professionals. United States, John Wile & Sons, 2015

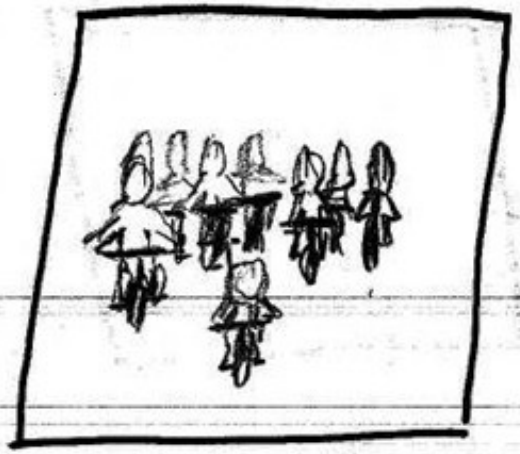
Viral Video Storyboard (modified due to location changes)



Shot 1

Note: Zoom out as cyclos come down the hill.

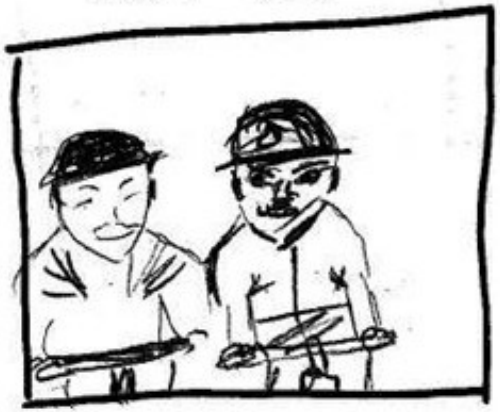




Shot 4

Note: Mid shot of groups of cycles in silohette. (vary shots)

Storyboard.

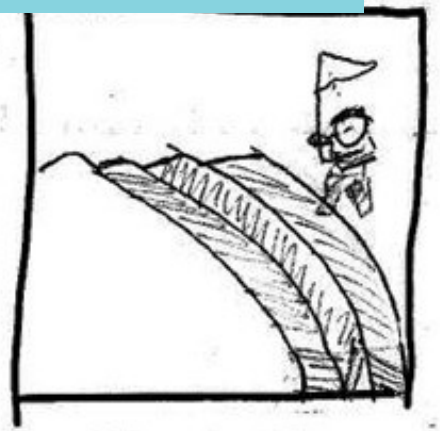


Shot 5

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

Shot 6

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



Shot 7

Note: F
runs up
(mid shot)

Shot 8

steps - race over.
(Close up)

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

Bring it to life.

Scenarios + personas
Future vision (visioning / foresight)

Citizen journey
Road map
Walk through

Visual information

“

Visual literacy is the ability

to read / decode / interpret visual statements

&

to write / encode / create visual statements

“

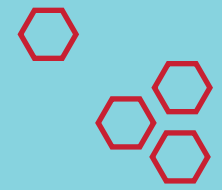
Joanna Kedra (2018)

Visual information

how do we decode?

Gestalt theory of visual perception

Gestalt = pattern



Proximity

Similarity

Continuity

Connection

Enclosure

Visual information

how do we decode?

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

Color

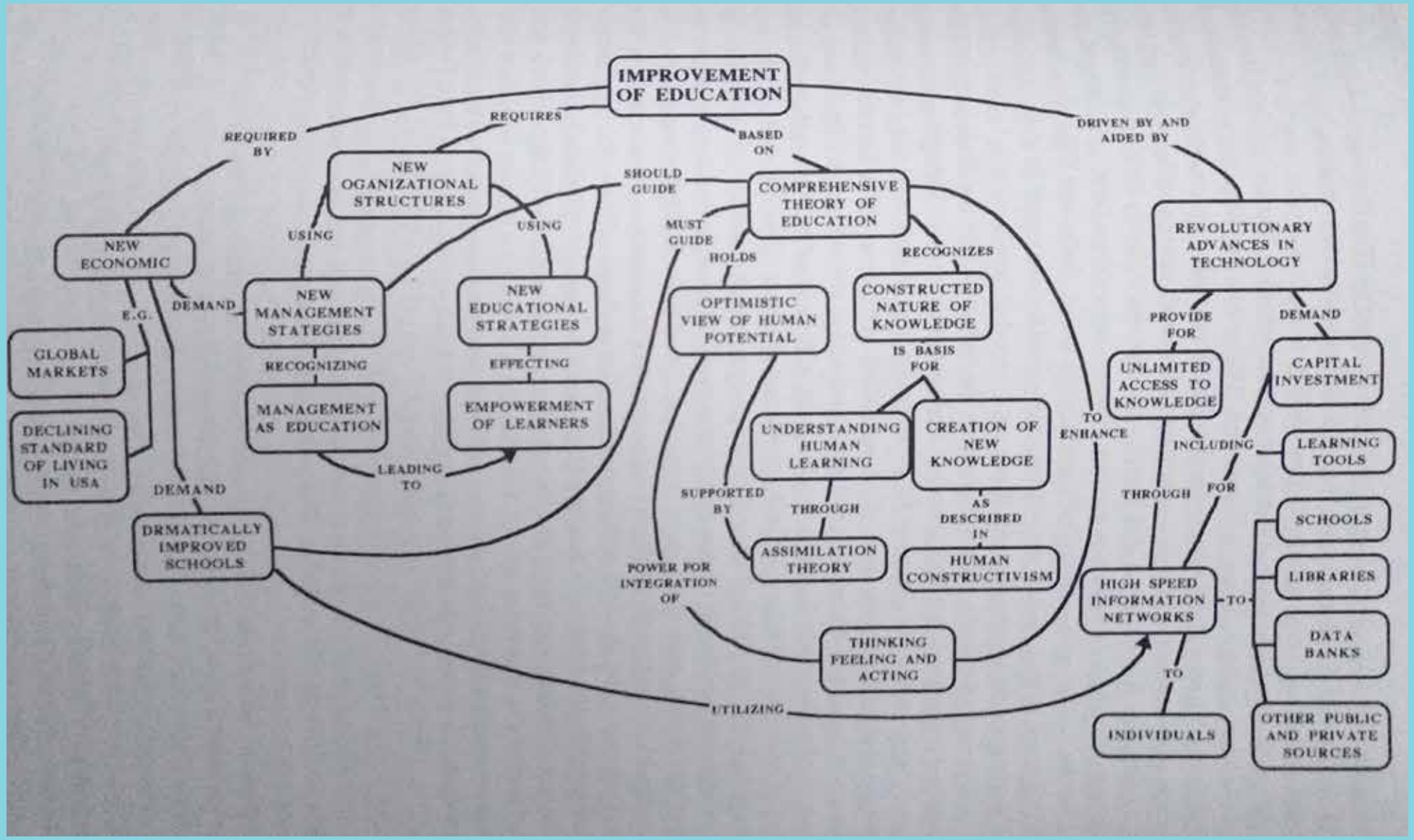
Type

Size

Spatial arrangements

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

Diagrams



Novak, Joseph D., 1998. Learning, creating and using knowledge. p. 207

Visual information how do we decode?

Edward Tufte suggests **six fundamental principles of data display design**:

- Show **comparisons**

- Show **causality**
  (Careful, Correlation does not mean causation)

- Use **multivariate data**
  (Different types: time, space, behaviour)

- Completely **integrate modes**
  (Text, images, numbers)

- Establish **credibility**

- Focus on **content**

https://sites.google.com/site/tufteondesign/home/six-fundamental-principles-of-design

Comparison

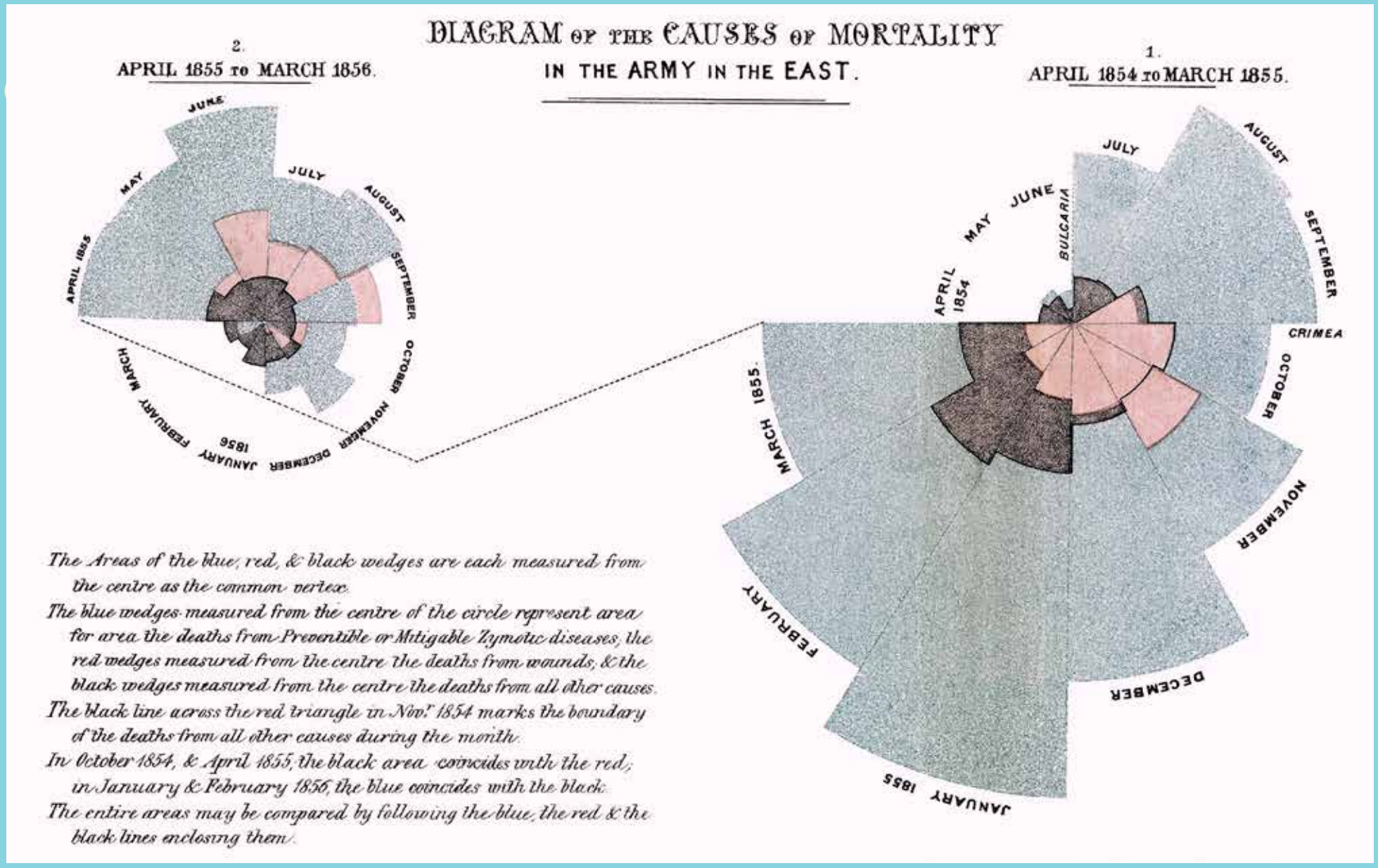
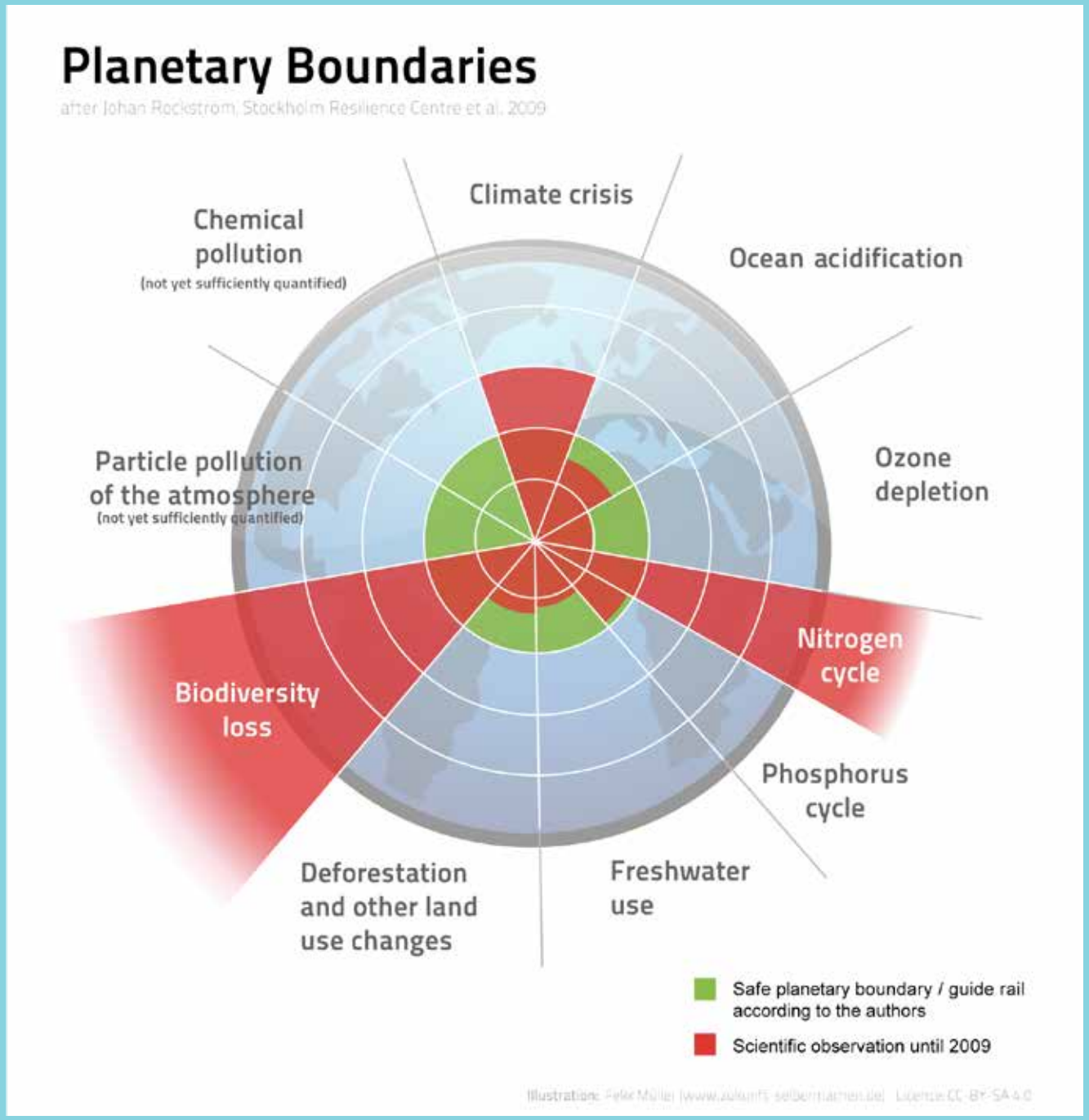


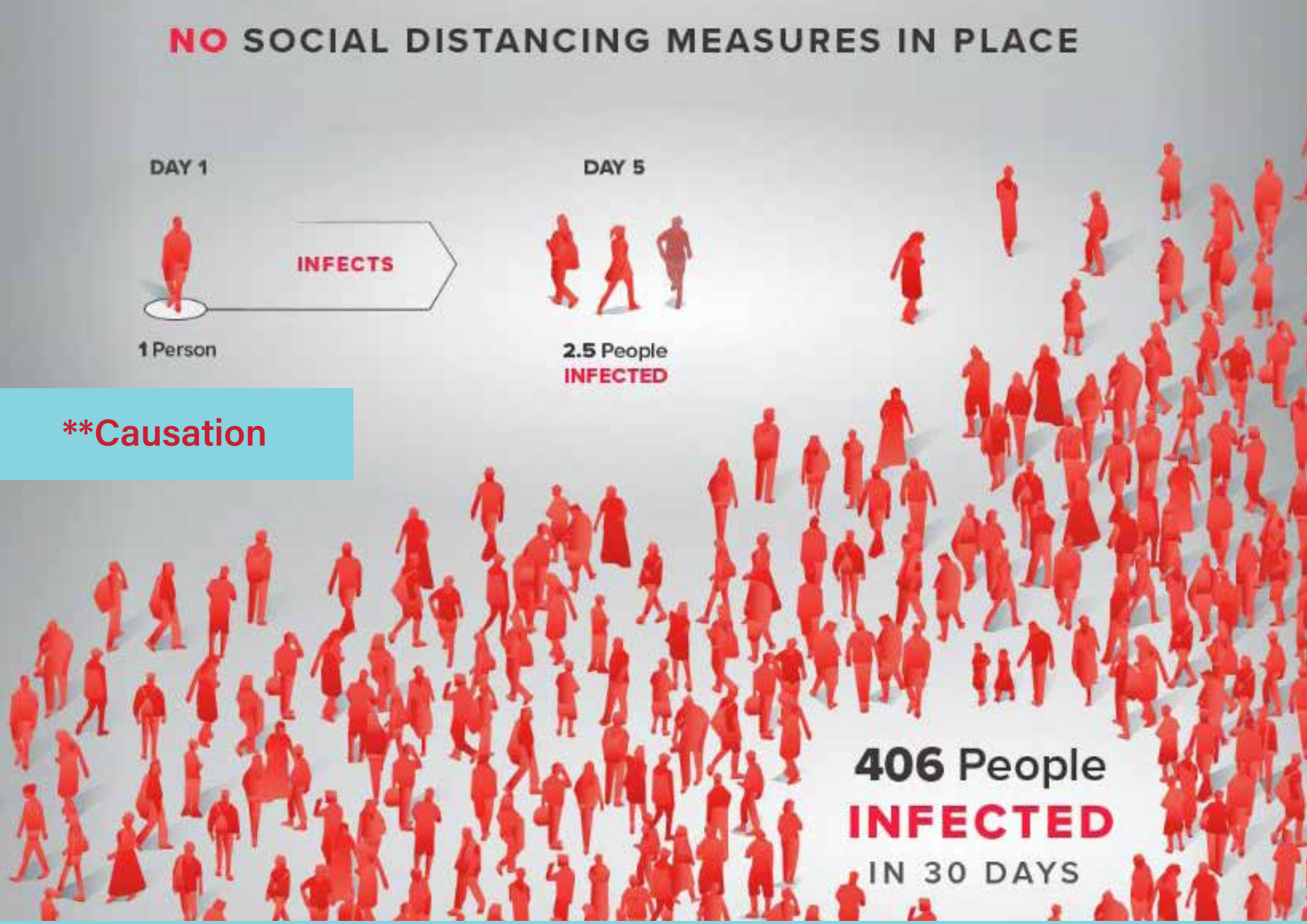
Diagram of the Causes of Mortality in the army in the East. (1850)
w: Florence Nightingale (1820–1910). / Public domain

Comparison



Planetary boundaries according to the paper by Rockström et al., published in Nature in 2009.

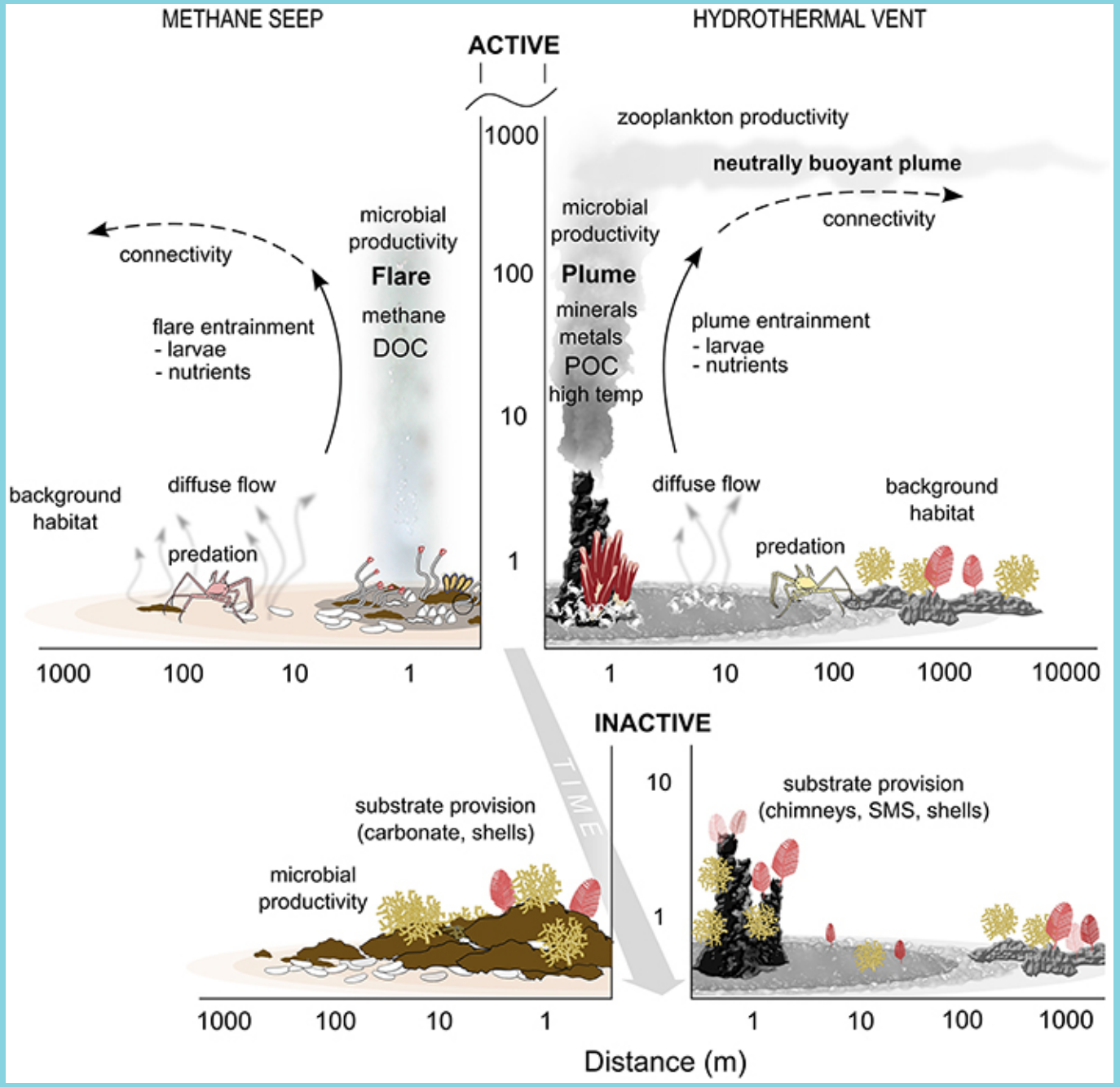
The red areas represent the estimated current state with the inner green circle being the estimated boundaries.



**Causation

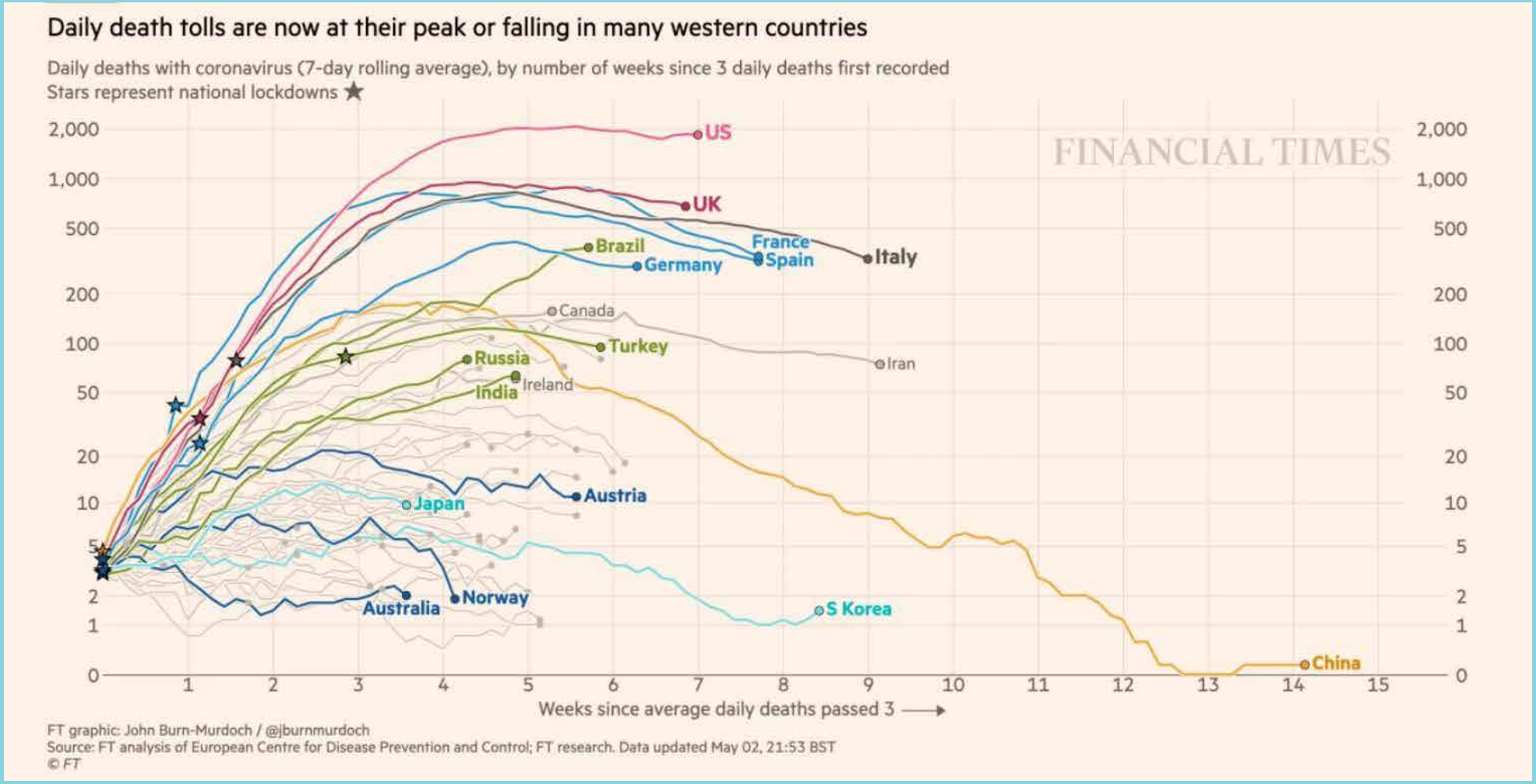
https://www.visualcapitalist.com/the-math-behind-social-distancing/

Use 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

Complete integrate modes



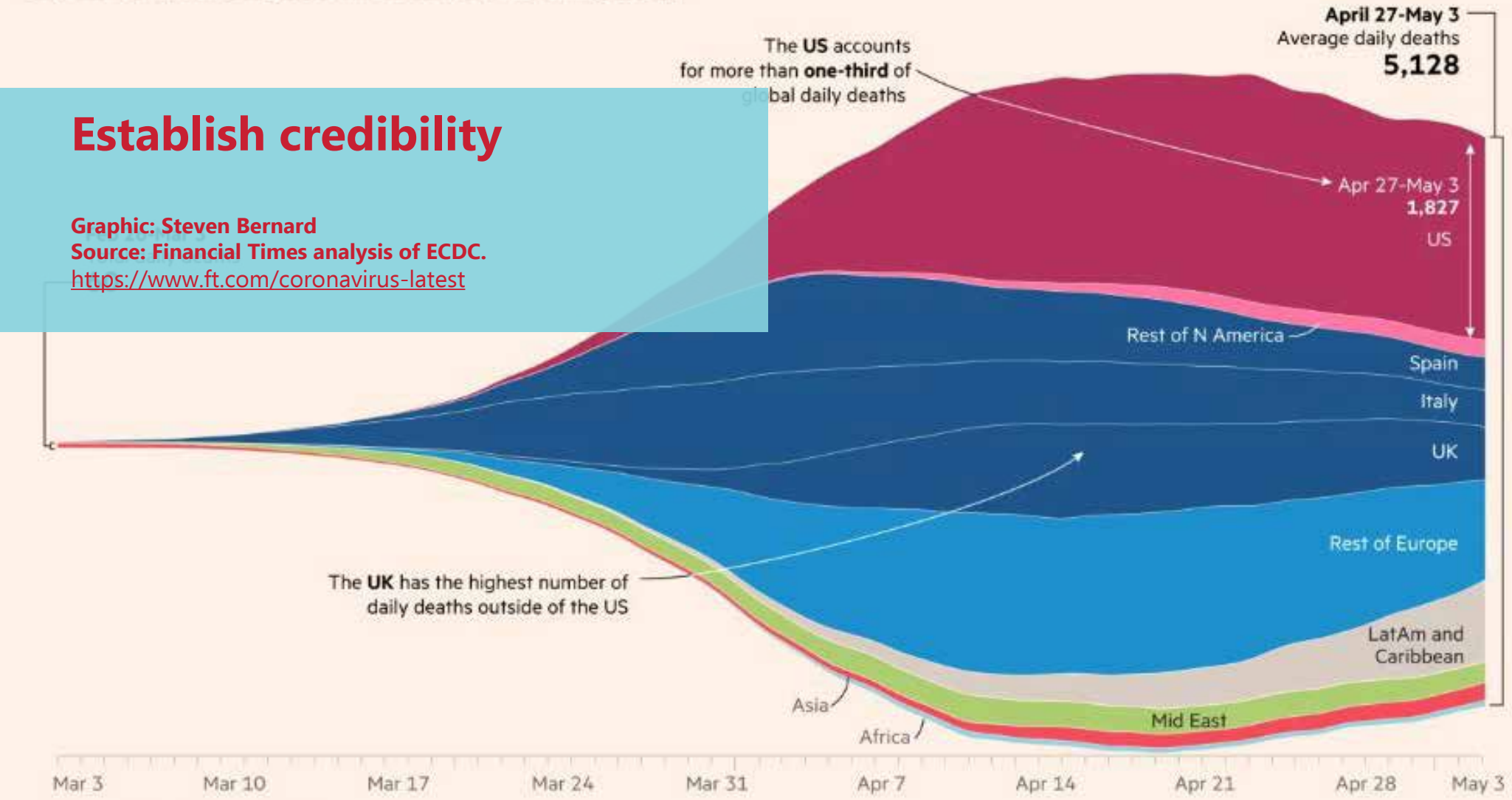
Graphic by: John Burn-Murdoch https://www.ft.com/coronavirus-latest

Focus of Covid-19 deaths has switched from Asia to Europe – and now the US

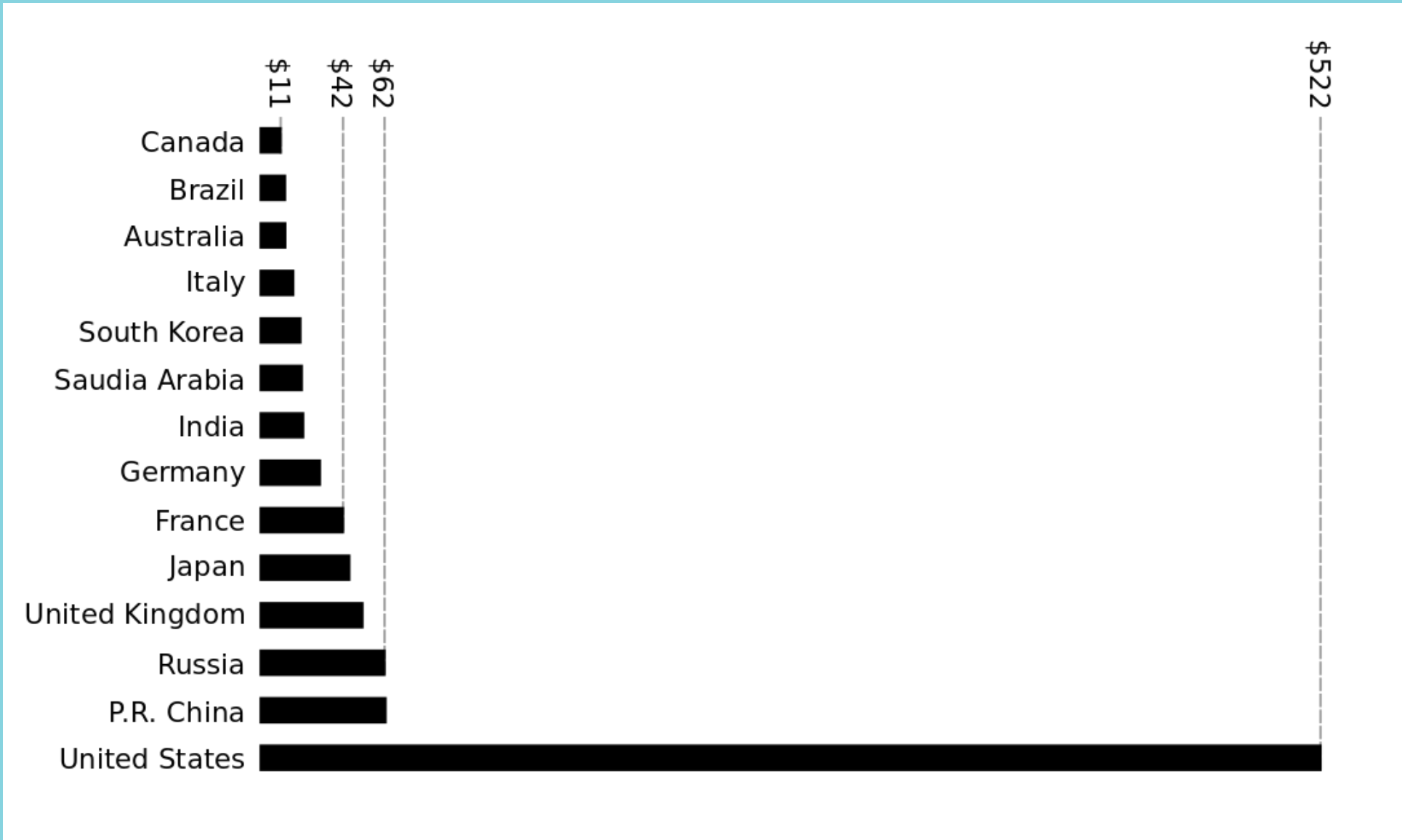
Daily deaths of patients diagnosed with coronavirus (7-day rolling average)

Establish credibility

Graphic: Steven Bernard
Source: Financial Times analysis of ECDC.
https://www.ft.com/coronavirus-latest



Focus on content



Graphic showing the top 14 worldwide military budgets.
Credit: Wikimedia commons
https://commons.wikimedia.org/wiki/File:Worldwide_military_spending_2005.svg

Remote presentations.

Consider...

- **Setting the stage**:
  be ready with materials, sound and all the works

- **Prime the audience**:
  split the screen (zoom preferences) so you can present while being visible, not only the presentation on screen.

- **Reconsider presenter view**:
  if you have presenter view your audience will see it too. Make post-its to guide you through.

- **Be brief:**
  write a clear and concise script that give you time to build up from slide to slide without taking too much time and risk loosing the attention of your audience

- **Eye-contact** (look into your camera!)

- **Speak clearly:**
  If your team decides to include more than one presenter, rehearse and edit your presentation accordingly

References:

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Videos:
https://www.youtube.com/watch?v=IIMHicxQ0LY
https://www.youtube.com/watch?v=VTNmLt7QX8E