

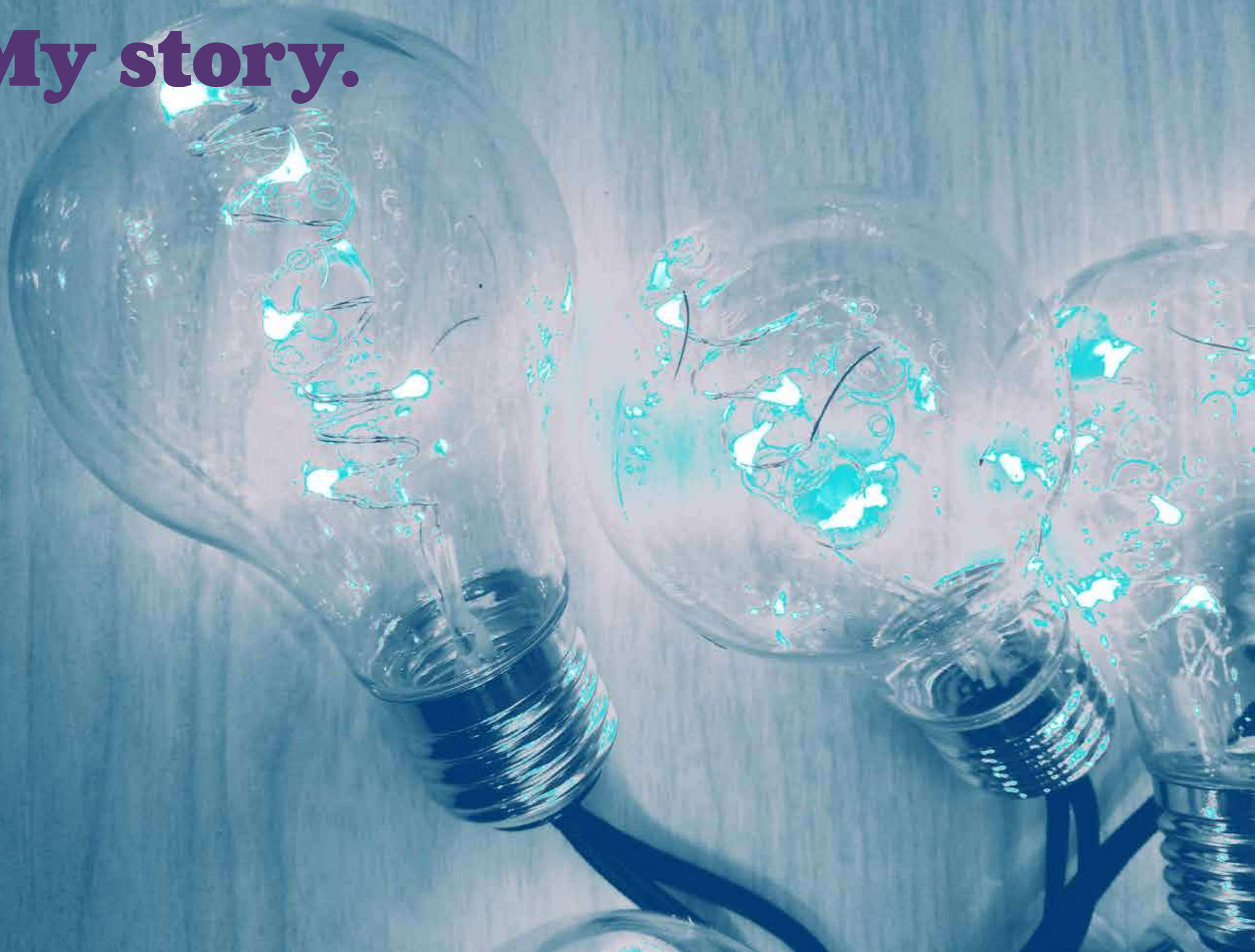


Storytelling and data visualization

Design for Government
7.05.2019

Tania Rodriguez-Kaarto

My story.



Storytelling is...





**An adventure
... a transformation
and a call to action**

A close-up photograph of a glowing lightbulb. Inside the bulb, a string of small, warm-white LED lights is tangled, creating a complex, web-like pattern. The bulb is part of a larger string of similar lights, with other bulbs visible in the foreground and background, all resting on a light-colored wooden surface. The overall mood is warm and creative.

How to create a story?

Sorting your data

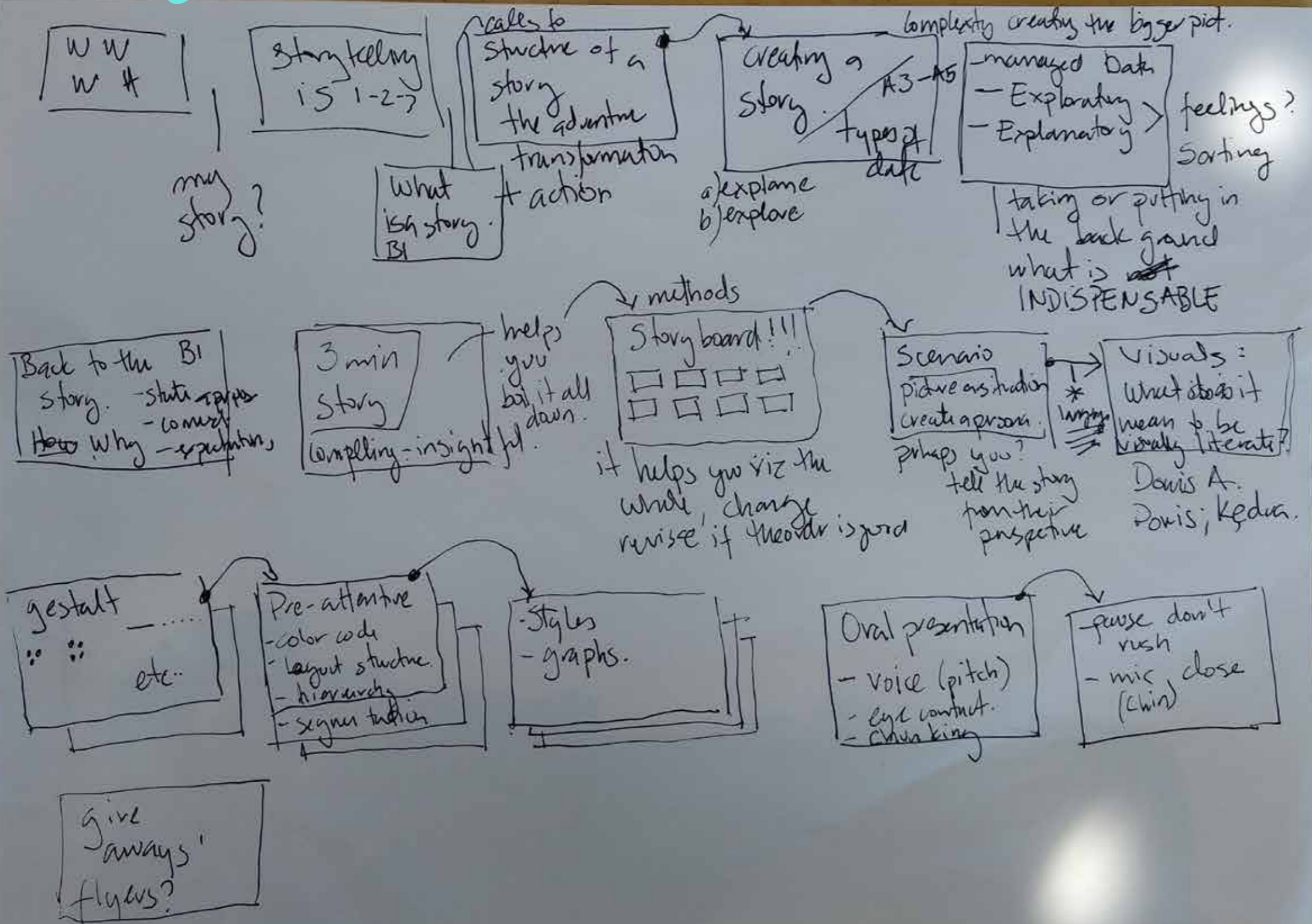


**Exploratory
&
Explanatory**

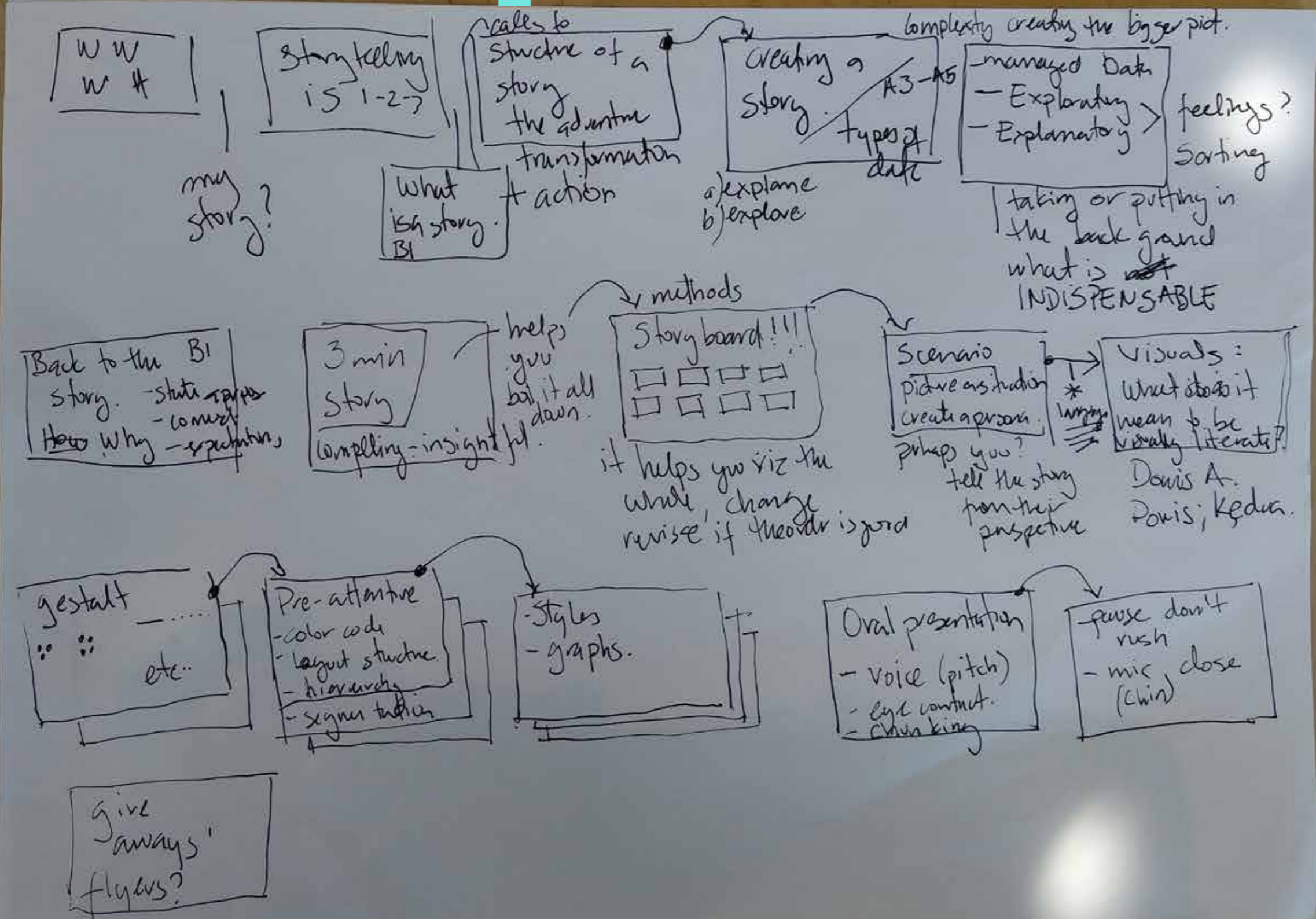
3

minute story

Storyboard



Scenario + personas



Visuals

Visual literacy is the ability
to *read / decode / interpret* visual statements

and

to *write / encode / create* visual statements

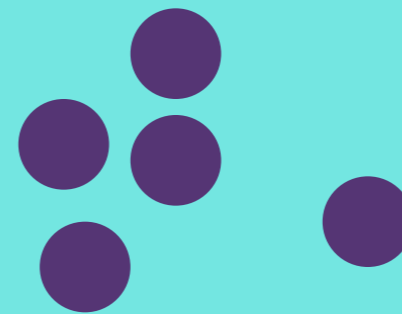
Joanna Kedra (2018)

Gestalt = pattern

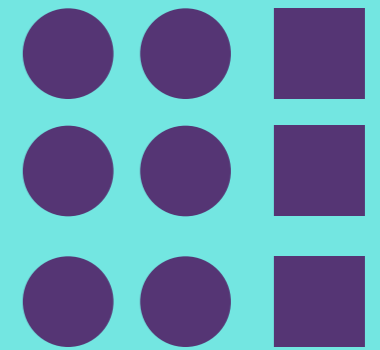
Continuity



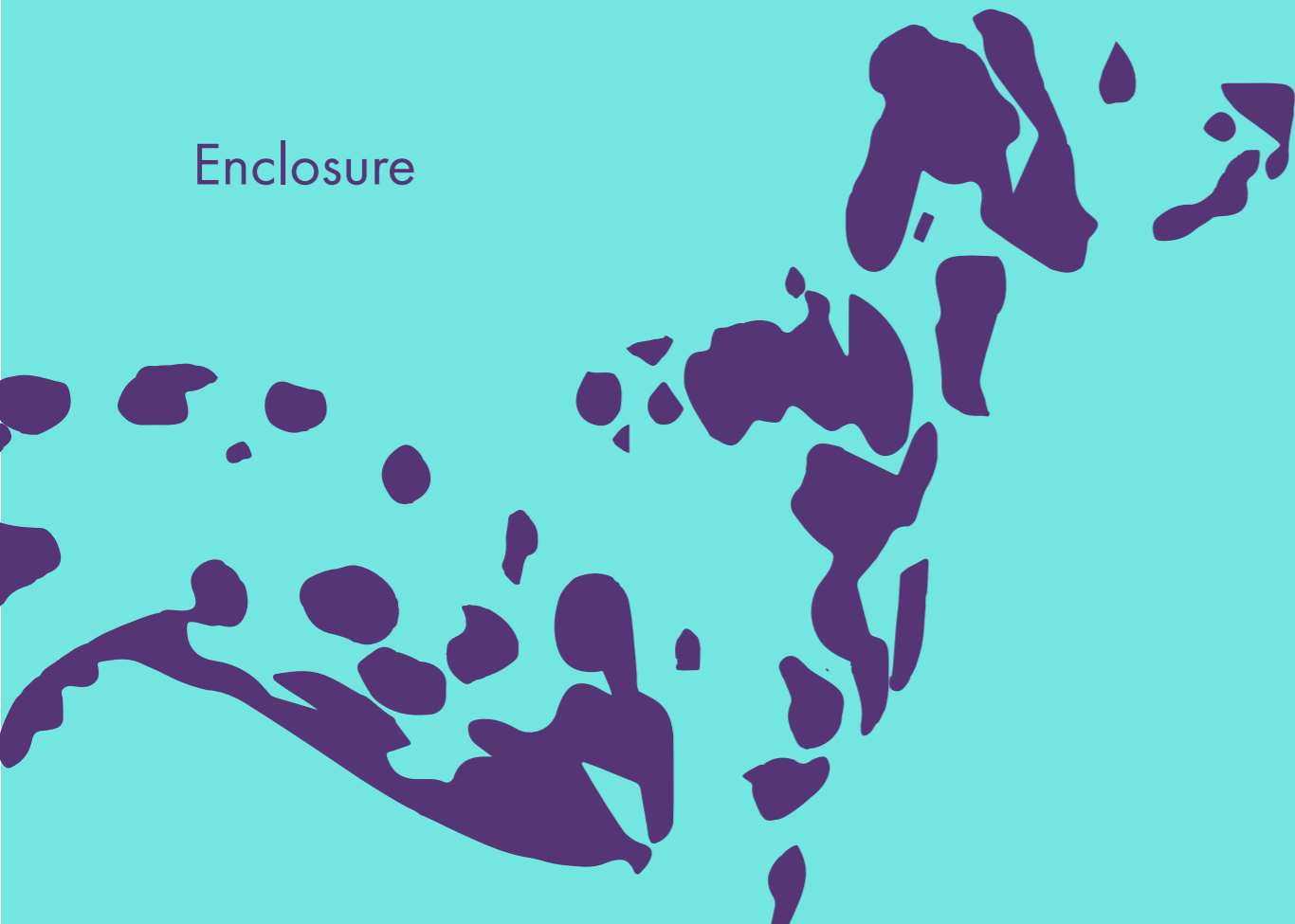
Proximity



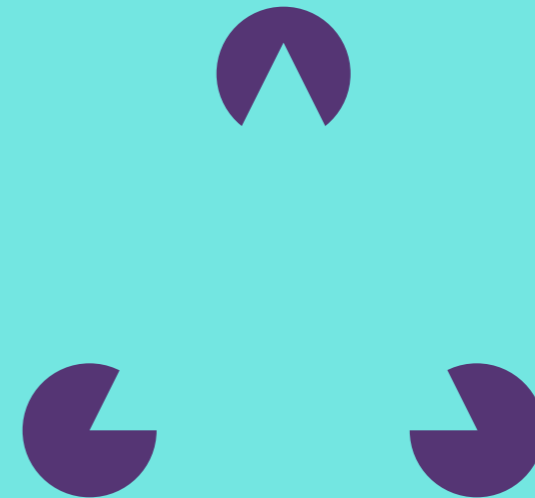
Similarity



Enclosure



Connection



Pre-attentive features

Colors are used to create **hierarchy**, **layering** and **coding**

<http://khroma.co/>

Fonts:

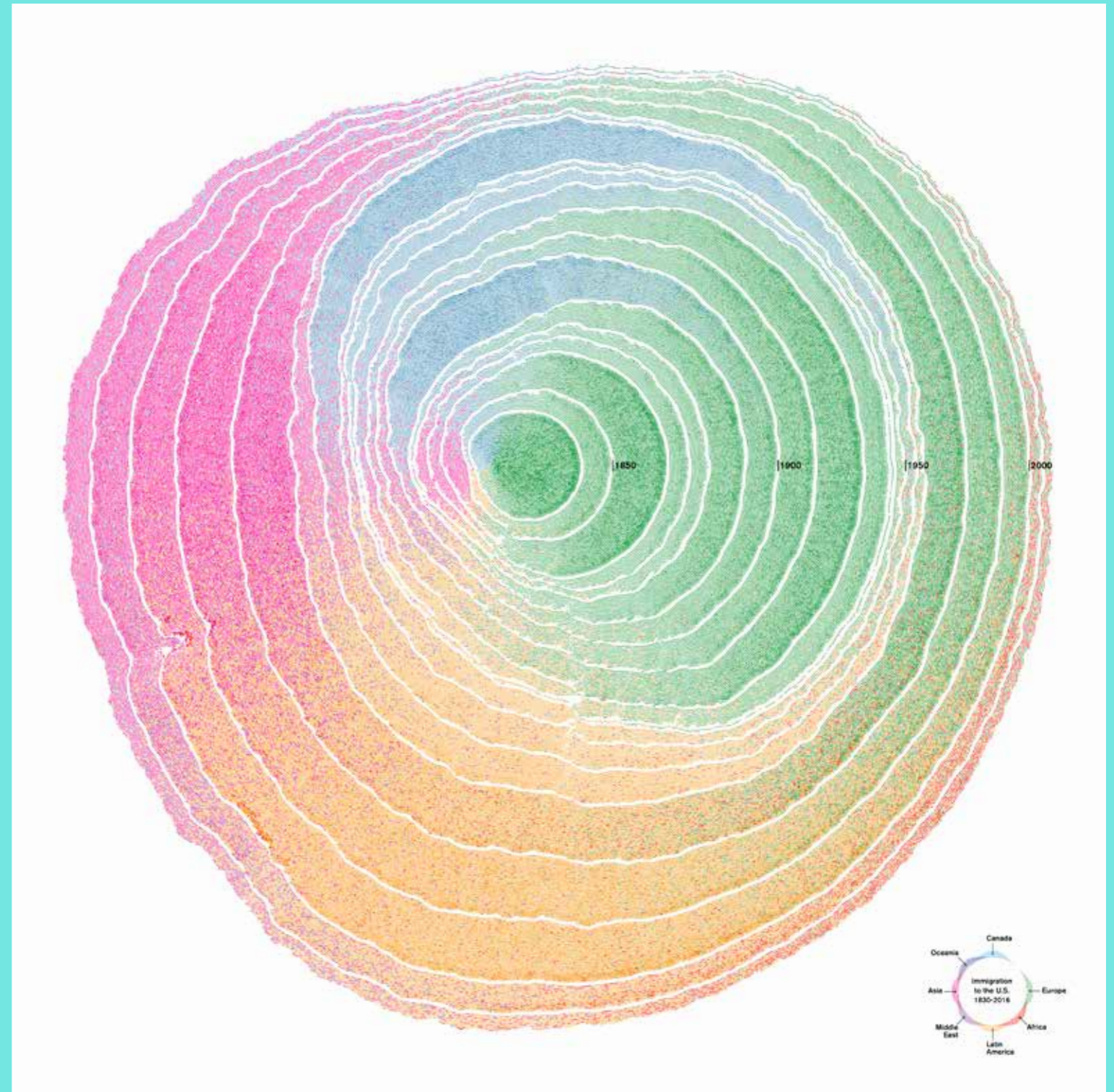
Choose a bullet proof-font family,
hierarchy and access structures

Size:

Hierarchy, emphasis and contrast

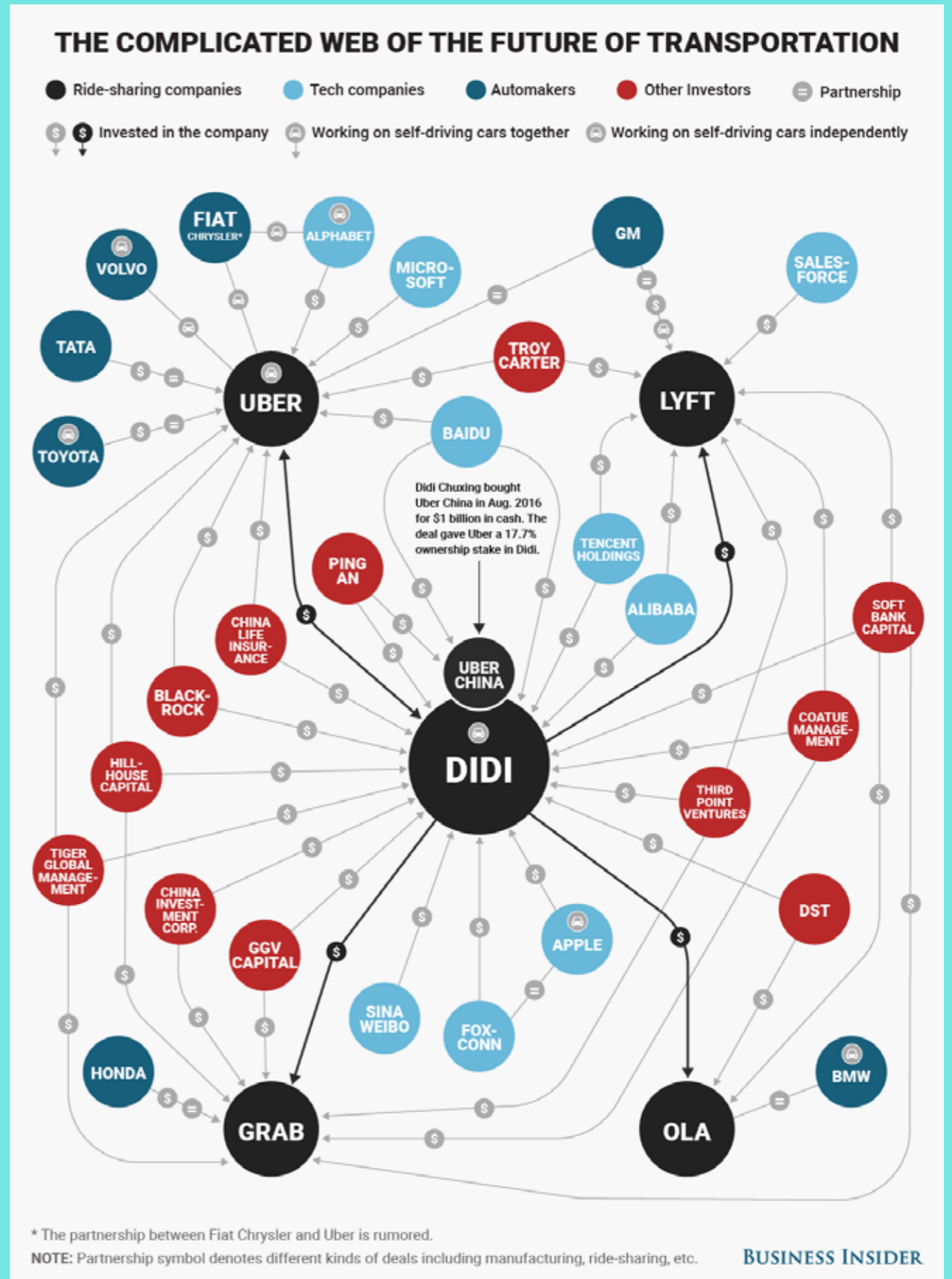
This helps regulate cognitive load (5-7 elements per slide)

Different graphic styles



Credits :
Simulated Dendrochronology of U.S. Immigration
1790-2016
Pedro M. Cruz; John Wihbey; Avni Ghael; Felipe
Shibuya -
National Geographic

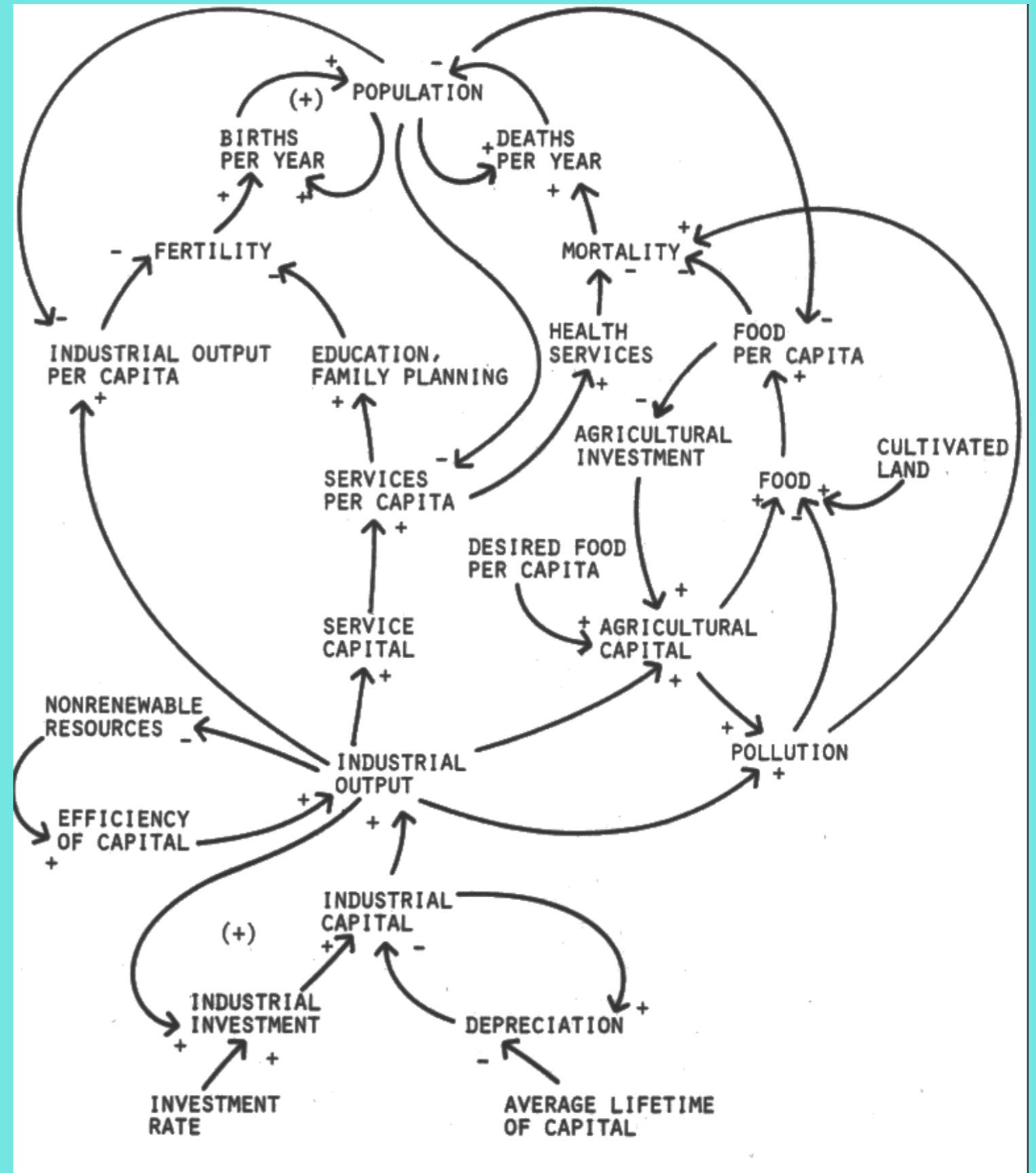
Different graphic styles



Credits :
 Skye Gould (designer), Avery Hartmans (reporter), Biz Carson (reporter), Mike Nudelman (graphics editor)

Diagrams

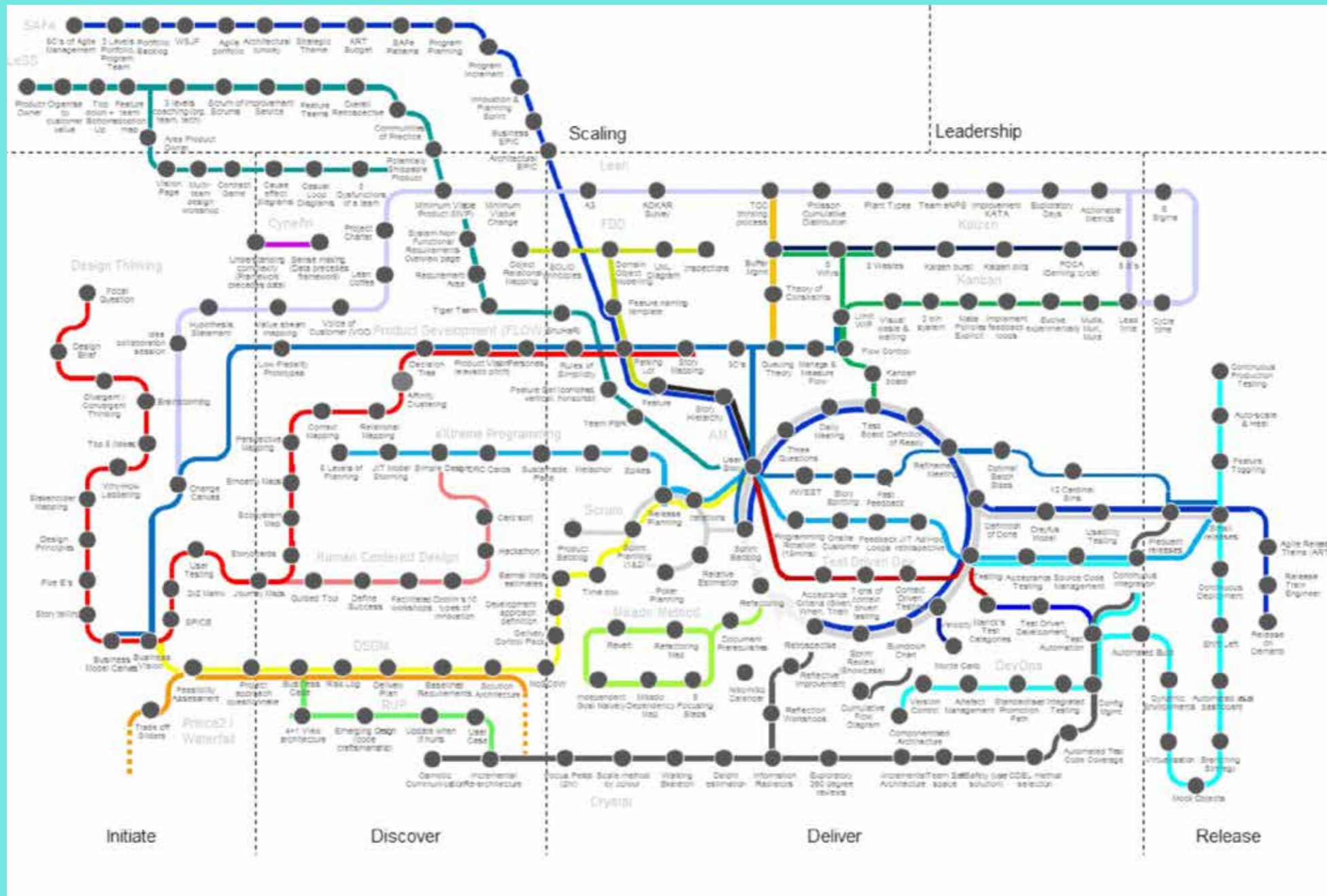
- Depicts a “skeleton set of relationships”
- It’s a different way of picture making; it presents concepts in a pictorial way
- It takes advantage of the minds spatial memory



Credit:
 Causal-loops diagram of several
 important feedback loops in World 3
 The Limits to Growth, Meadows
 et al., 1970, 1980,
 © Visible Language, 2001

Diagrams

Diagrams also allow us to break down information into smaller digestible bites



Credit:
[Navigating the Agile Landscape](#), written by Chris Webb back in March 7, 2016.

Graphic styles resources



[Sefaria](#)

[Behance](#)

[Dribbble](#)

[Information is beautiful](#)

When you present

Craft a story that connects with your audience

Know your data; 3 minute story

Cognitive load ranges between 5-7 elements per slide

When dealing with visual complexity (diagrams for example) use color and type variations to break information into more digestible chunks.

When you present

Voice volume

Eye contact

Speak slowly, try not to rush

When using a microphone, place it against your chin

----- Practice!

References

www.

Visual literacy site: <https://visualliteracytoday.org/what-is-visual-literacy/>

Sefaria: <https://www.sefaria.org/explore/Psalms>

Dribbble:

Information is beautiful: <https://www.informationisbeautifulawards.com/showcase/2219-this-is-the-tangled-future-of-tech-and-transportation>

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Koponen, J., Hilden, J., Vapaasalo, T. *Tieto Näkyvästi, Informaatio Muotoilun Perusteet*. Aalto Yliopisto, 2016.

Neurath, Otto. *International picture language*. London: Kegan Paul, 1936. Facsimile reprint: Department of Typography & Graphic Communication, University of Reading, 1980.

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

Tufte, Edward. *The Visual Display of Quantitative Information*. Cheshire, CT: Graphics Press, 2001.