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DSC 640

Climate Warning

Three Minute Story Documentation

February 2021

For the three-minute story on climate change, I decided to take a few chances. I didn’t want to just do a collection of slides for a general audience. So, I thought about some of the infomercials and public service announcements that I had seen. I was also limited in the tools at my disposal. I thought Microsoft’s Power Point was the tool that I could most readily pull this off with, and I was inspired by the Hans Rosling presentation. However, I did not have a production team of video experts like he did. I knew that I wanted something more interactive at least in feel that would capture and keep the audience’s attention. I wanted the audience to feel part of the story, because in this crisis, they very much are.

I tried to stick to common vernacular and reduce the scientific jargon as much as possible. I went with an animated story. I knew that would create some risk for it coming across too whimsically, so I tried to keep the animations at a reasonable level. I pulled in music and images from the Creative Commons to avoid licensing concerns. I started out with a sound recording to get everyone’s attention much like the beginning of a news program. Then I had my character approach the audience as if they were out at a park on a pleasant weather day. The choice of using animations for the story telling left me with a dilemma. How to transition to the graphs? I thought of a projector screen often used in popular movie night events held in city parks. This seemed to merge the two cohesively. After I start the presentation, I use a spyglass to highlight areas as I go along. I stuck with the navy color theme from previous works for the graphs to allow for as much reuse and resource conservation as possible. Tableau was used for most of the visuals, but for the human waffle chart, I used Canvas. I selected pictures to try to break up the charts into chapters of my story and often highlighted it with an animated graphic to drive my point. On the acidification ocean water slide there was little in the way of a graphic to show, so I chose to highlight the data by enlarging and capitalizing the important part of the text. I took advantage of the public’s general attitude toward the cuteness of polar bears in garnering sympathy on lost ice in the Arctic slides and during my final call to action.

The data for the first graph about the last 800,000 years of carbon levels was provided by our World in Data (2020). The carbon release per second data was taken from a video provided by NASA (n.d.). The data on climate expert consensus was provided by John Cook et al. and found at IOP Science (2016). Data for the line graphs on increasing ocean temperatures, rising water levels and coastal sea level map were gathered by the EPA (2016). References to lost wetlands were also taken from a [PDF](https://19january2017snapshot.epa.gov/sites/production/files/2016-09/documents/climate-change-la.pdf) provided by the EPA (2016). The data from ice extents in the arctic was collected by the National Snow and Ice Data Center (2020). Additional reporting on polar bears was provided by Peter Molnar et al. and published in Nature (2020). The data for the acidification of ocean water which was a new source and concern in the project was provided by the European Environment Agency (2020). Given the logarithmic nature of PH change, an online calculator provided by [Rechner Online](https://rechneronline.de/log-scale/ph-value.php) was used to calculate the percent change in acidity.

References:

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