

Types of Narrative Structures

- Freytag's pyramid
 - Good for stories with clear conflict and resolution
- Aristotle's Tragedy
 - Great for simple data stories
- Campbell's Hero's Journey
 - Great for complex stories
 - Great for stories with an obvious "hero" in them

Story Points

- Change Over Time
 - Shows how a variable changes over some amount of time
- Relationship
 - Shows how variables impact each other
 - When one changes the other changes with it
- Intersection
 - Shows when one variable either surpass or falls below another variable
- Compare and Contrast
 - Show how 2 variables are different
- Drill down
 - Start high-level, then talk about a specific subset of data
- Zoom out
 - Start specific, than talk about how it applies in a general context
- Cluster
 - Describes what data has in common
- Outlier
 - Describes what is not common or usual