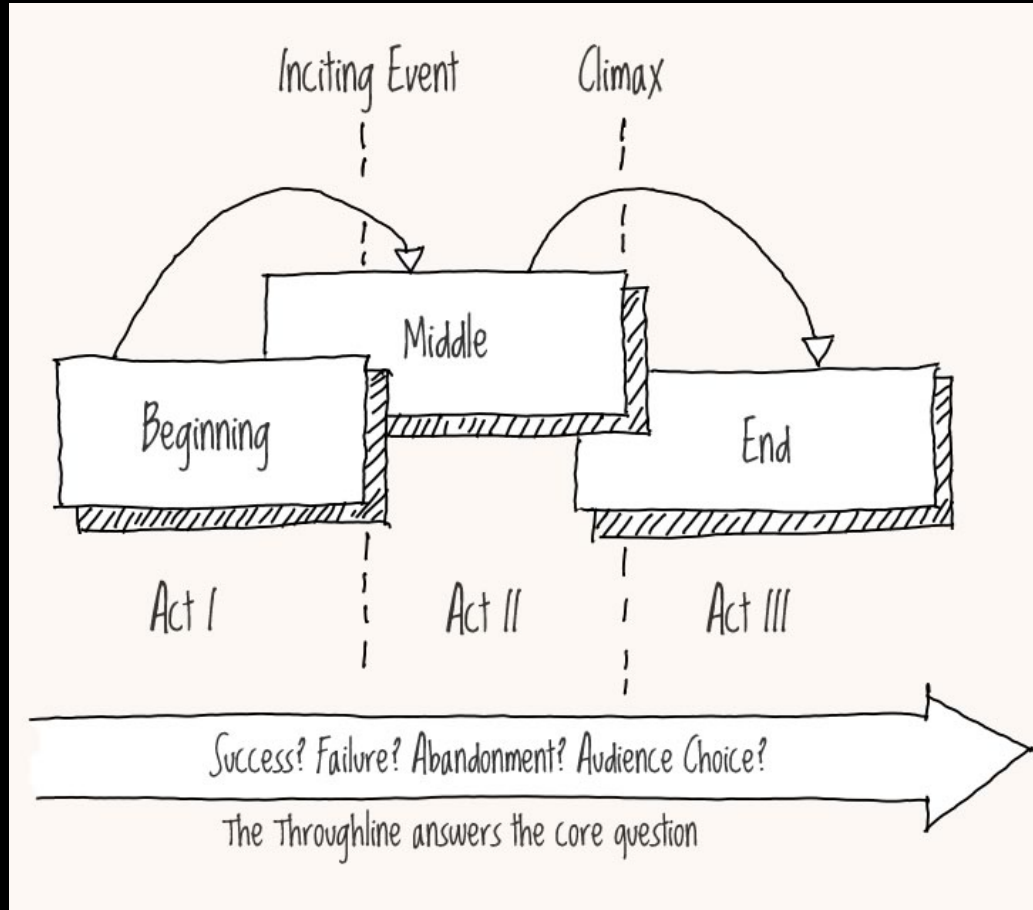# Storytelling

Introduction to Data Visualization

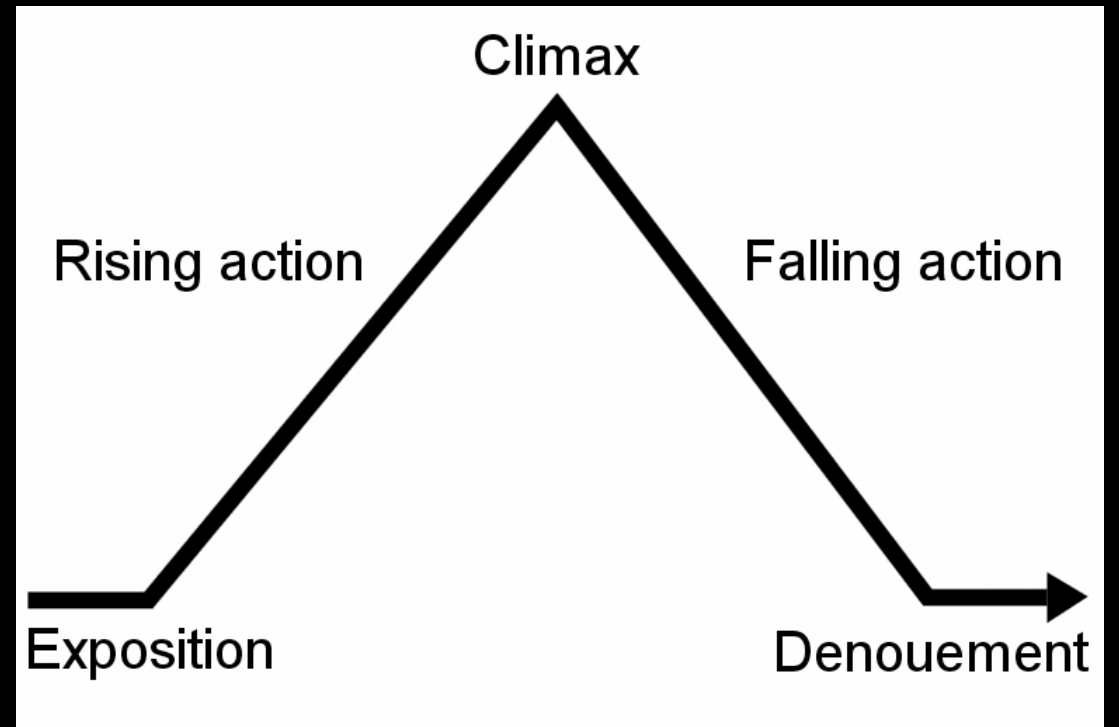The Graduate Center at CUNY | Summer 2018

June 20, 2018

Five Minute Reflection

- What was your favorite story from childhood (or adulthood)?
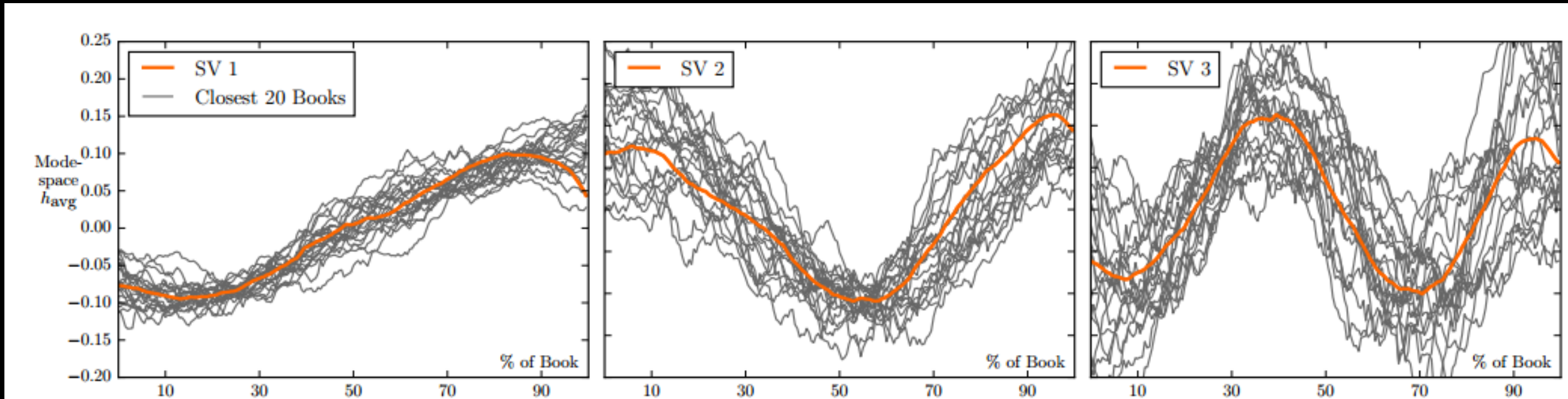 - Book
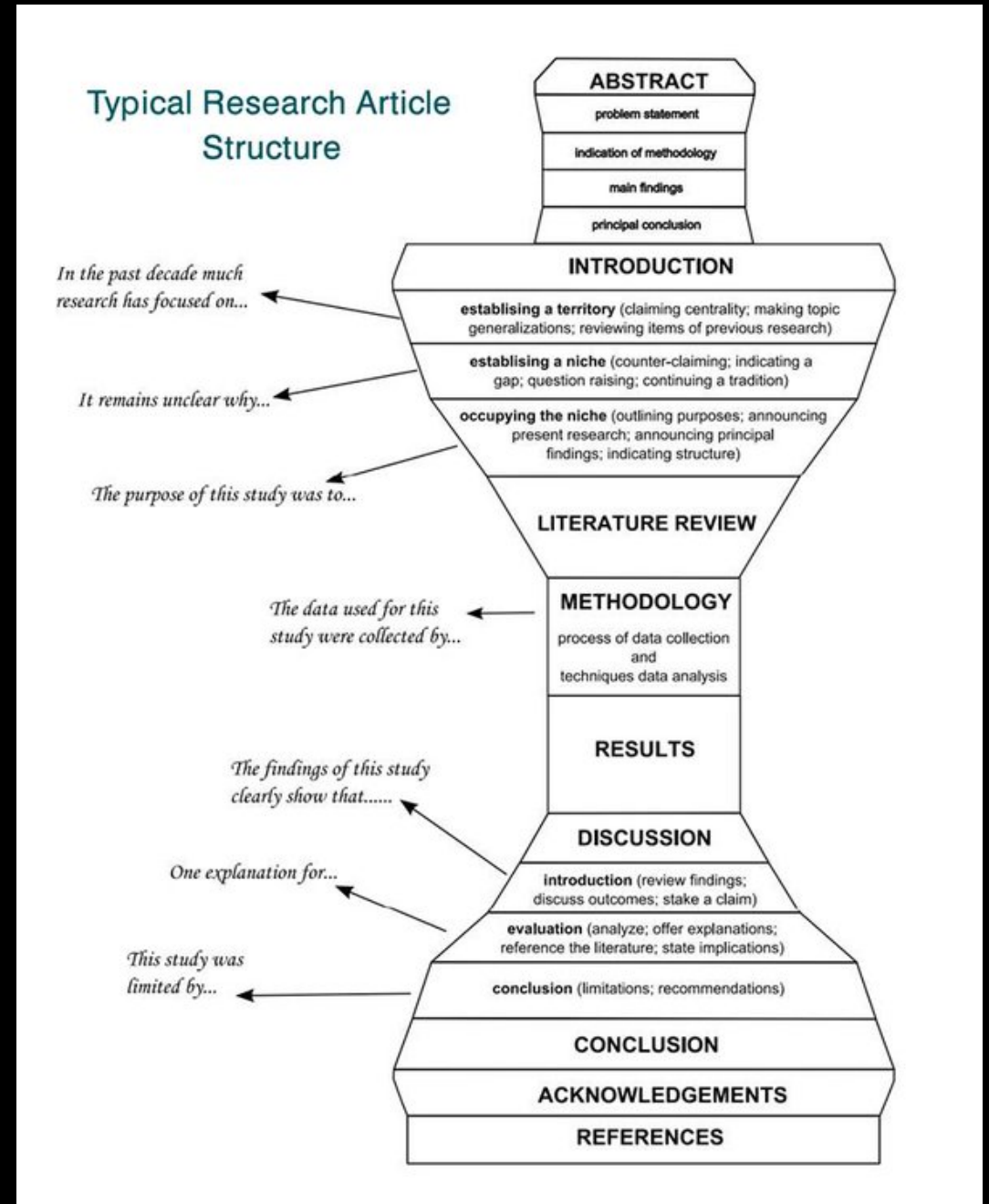 - Movie
  - Etc.

Narrative

Freytag's Pyramid

Narrative in Data: 6 story Arcs in Western Lit

- Constant rise (rags-to-riches)
- Constant fall (tragedies)
- Fall and rise (man-in-a-hole)
- Rise and fall (Icarus)
- Rise-fall-rise (Cinderella)
- Fall-rise-fall (Oedipus)

Author-Centered Stories

- Research Question

- Data

- Methods

- Results

- Conclusion

https://umc.libguides.com/c.php?g=685373&p=4843026

Reader-centered (data) stories

- Begin with the finale

- Engage

- Expose

- Explain

- Extrapolate

Storyboarding

- The ending: 1 major takeaway you want your audience to get
- All of the subpoints that will get you there
- The problem or tension
- Future implications
- Discard pile

Storyboarding - organization