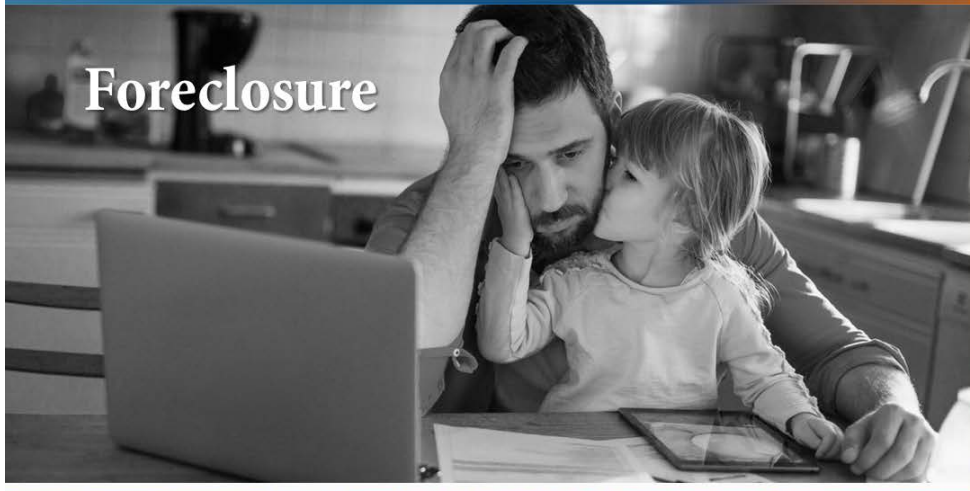




Dashboards and Storytelling with Tableau

Emotion Modulators: Color, Language, and Other Design Elements

Foreclosure



Mobile Data Usage

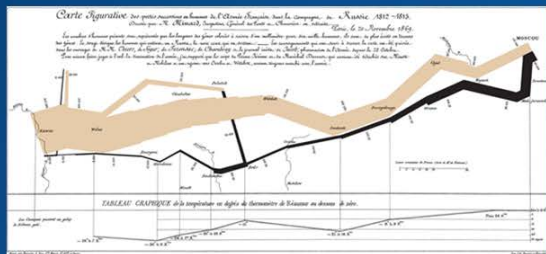


Design decisions
impact experience
and interpretation

Does aesthetic
approach support or
undermine the tone,
tenor and content
of your story?

Color selection can
reinforce and intensify
your message

Know the cultural
color scheme





Language and word
choice influence
experience

Ask if your words are...

Shocking?

Emotion-charged?

Judgmental?

Concise?

Language too strong?

Beware the backlash

Make it compelling
without “yelling”





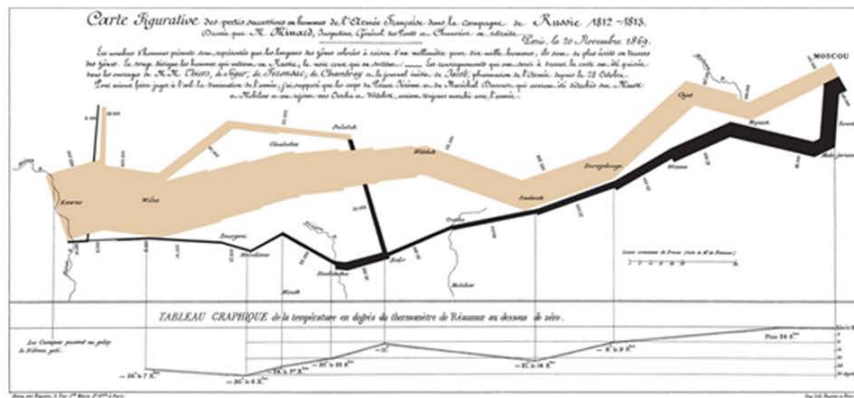
Pre-plan to hit right
emotional notes

Know story purpose

Know the data

Empathize
with audiences

Design elements also influence emotional tone



Attend first to basics:

Data choice

Story framework

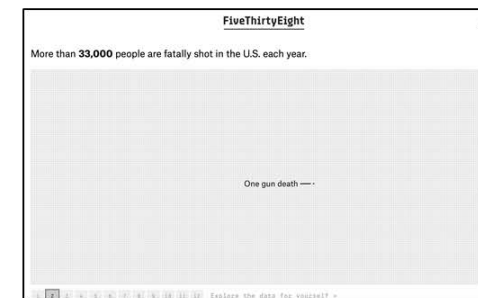
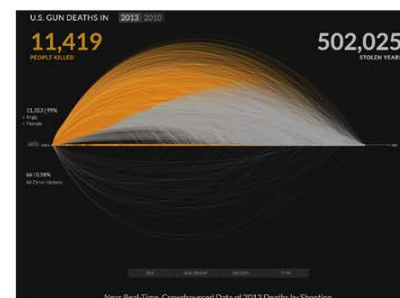
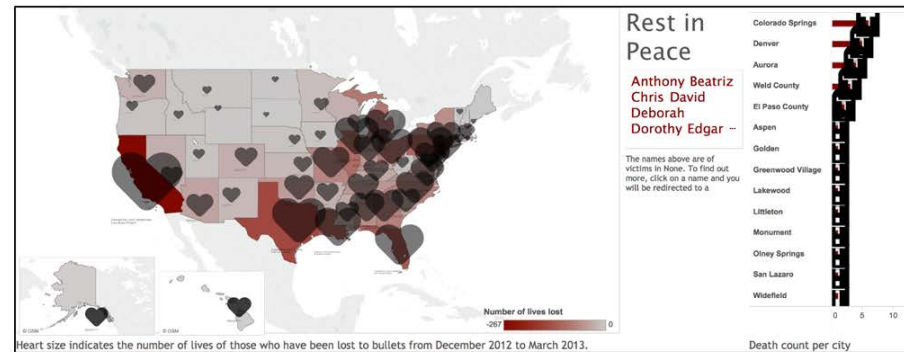


Consider 3 visualizations on gun deaths:

Think about **tradeoffs**

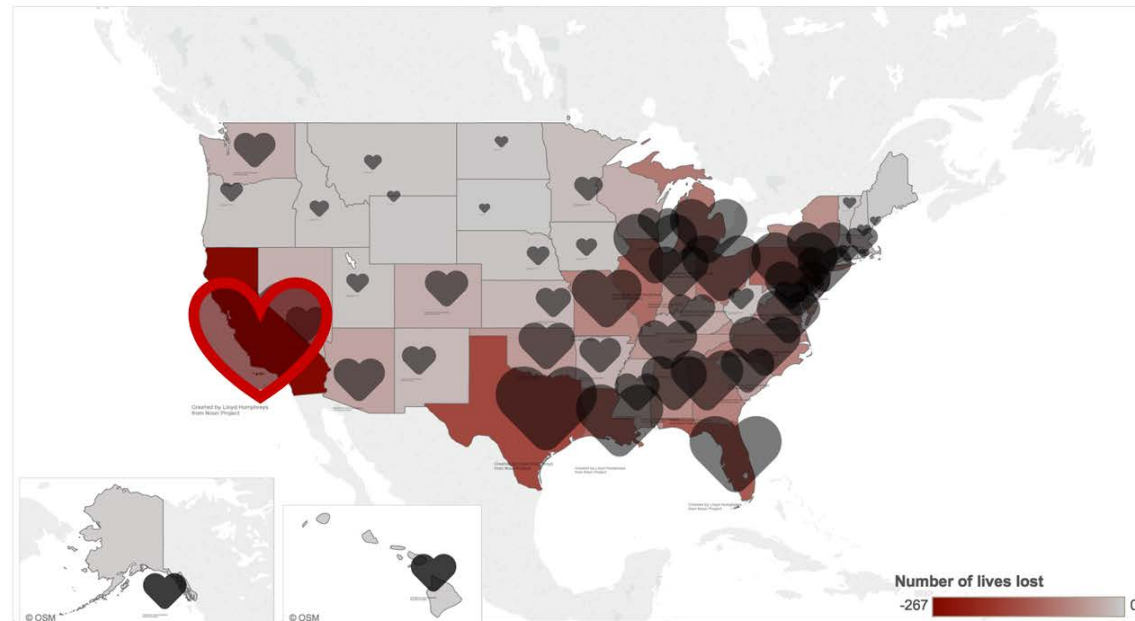
What does emotional emphasis **gain** or **lose**?

What's better emotional design for **audience**?



The Top Killing Machine in the USA

Delve into the shocking number of gun deaths by clicking through states on the map



Heart size indicates the number of lives of those who have been lost to bullets from December 2012 to March 2013.

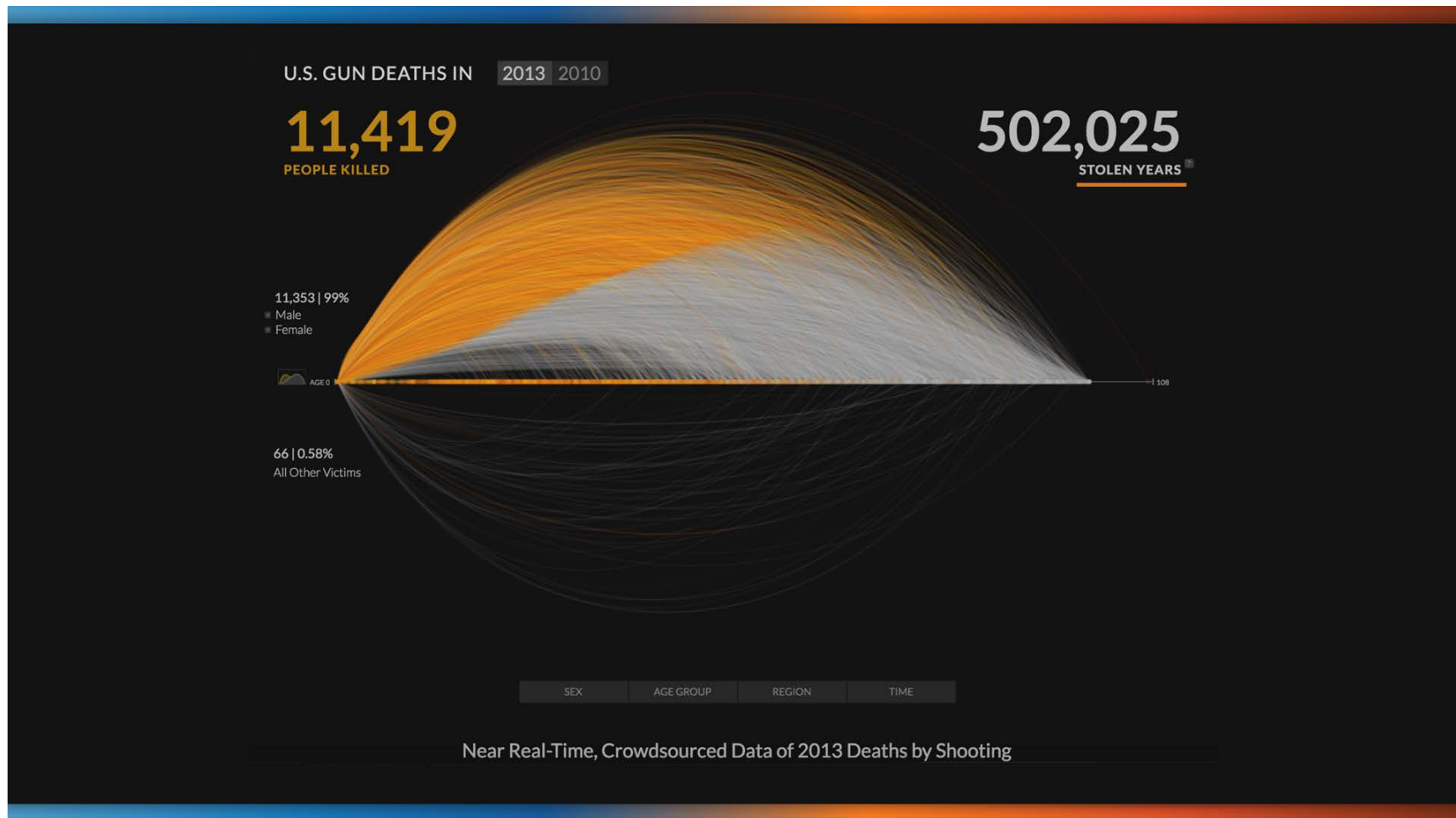
Rest in Peace

Anthony Beatriz
Chris David
Deborah
Dorothy Edgar ...

The names above are of victims in None. To find out more, click on a name and you will be redirected to a



Death count per city



FiveThirtyEight

More than **33,000** people are fatally shot in the U.S. each year.



