



Dashboards and Storytelling with Tableau

Framing, Conventions, and Priming



Framing:

1. What to include/exclude
2. Granularity level
3. Appropriate tone
4. Domain context



Frame data story within
design considerations:

Purpose

Audience / relationship

Presentation constraints

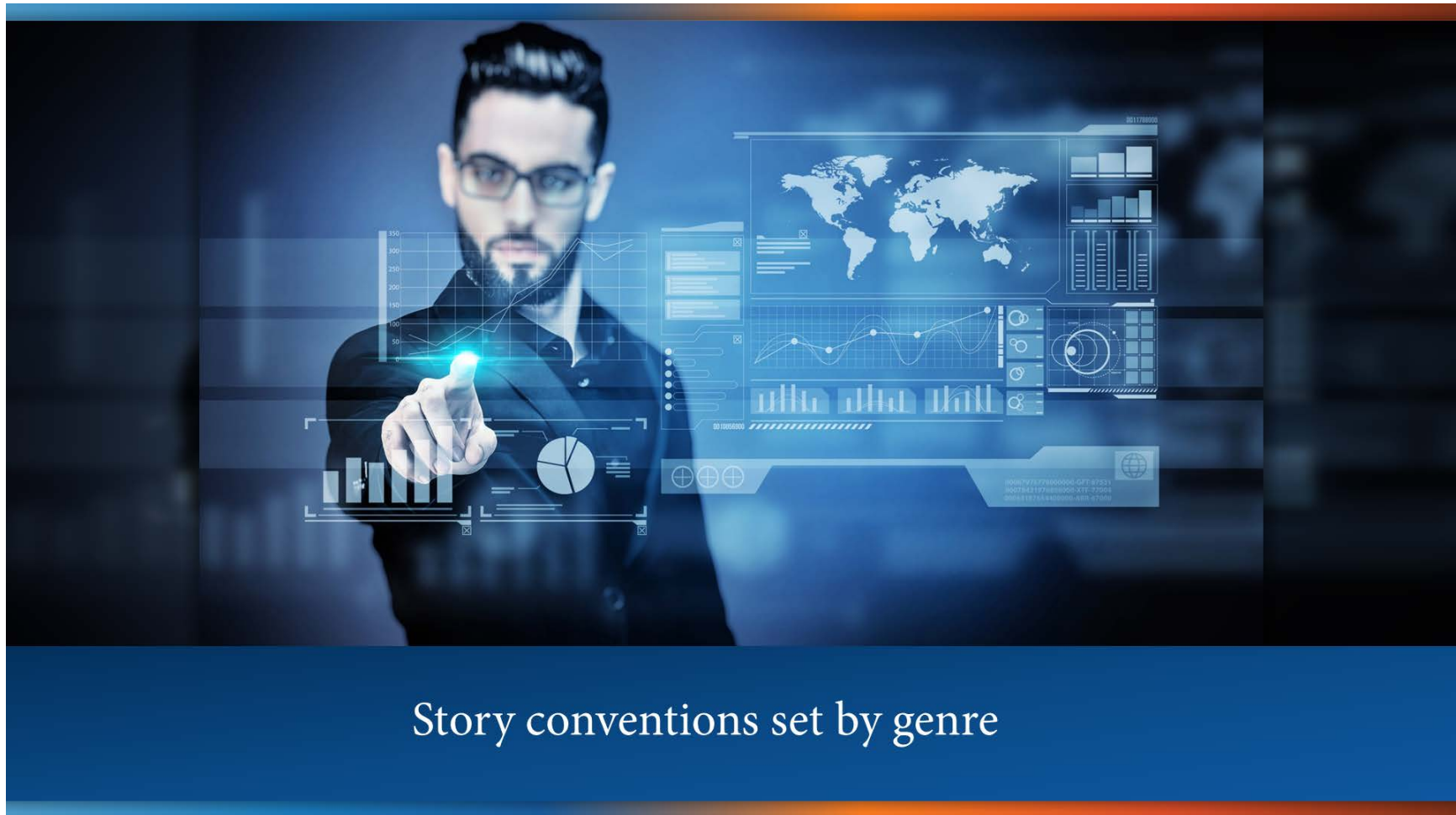
Format, tone
and level of detail

Indicate level
of uncertainty

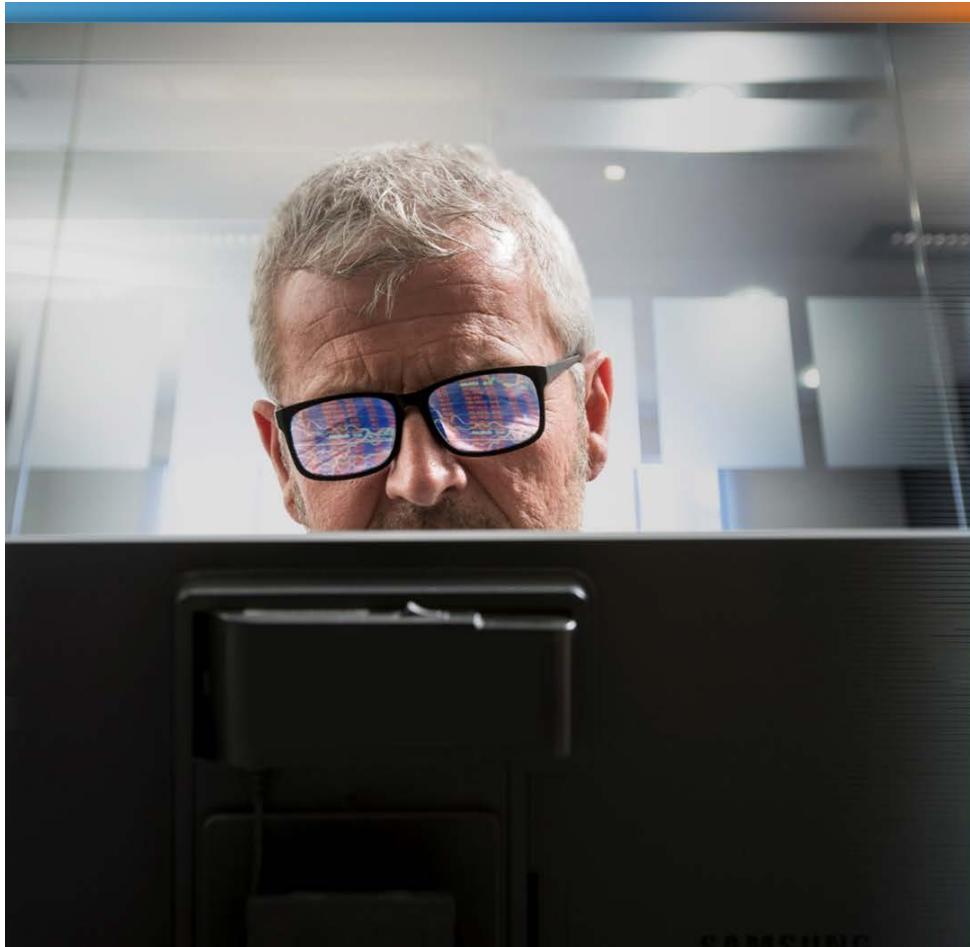
Need for further
verification

Level of detail





Story conventions set by genre



Data visualization
conventions
less clear-cut

Know conventions
before breaking them

Know why and how
to break conventions

Indicate level
of uncertainty

Need for further
verification

Level of detail





Look at the dog,
the Dalmatian in this
image, do you see it?



Think about how
framing, conventions
and **priming** audience
perception shapes
your data story