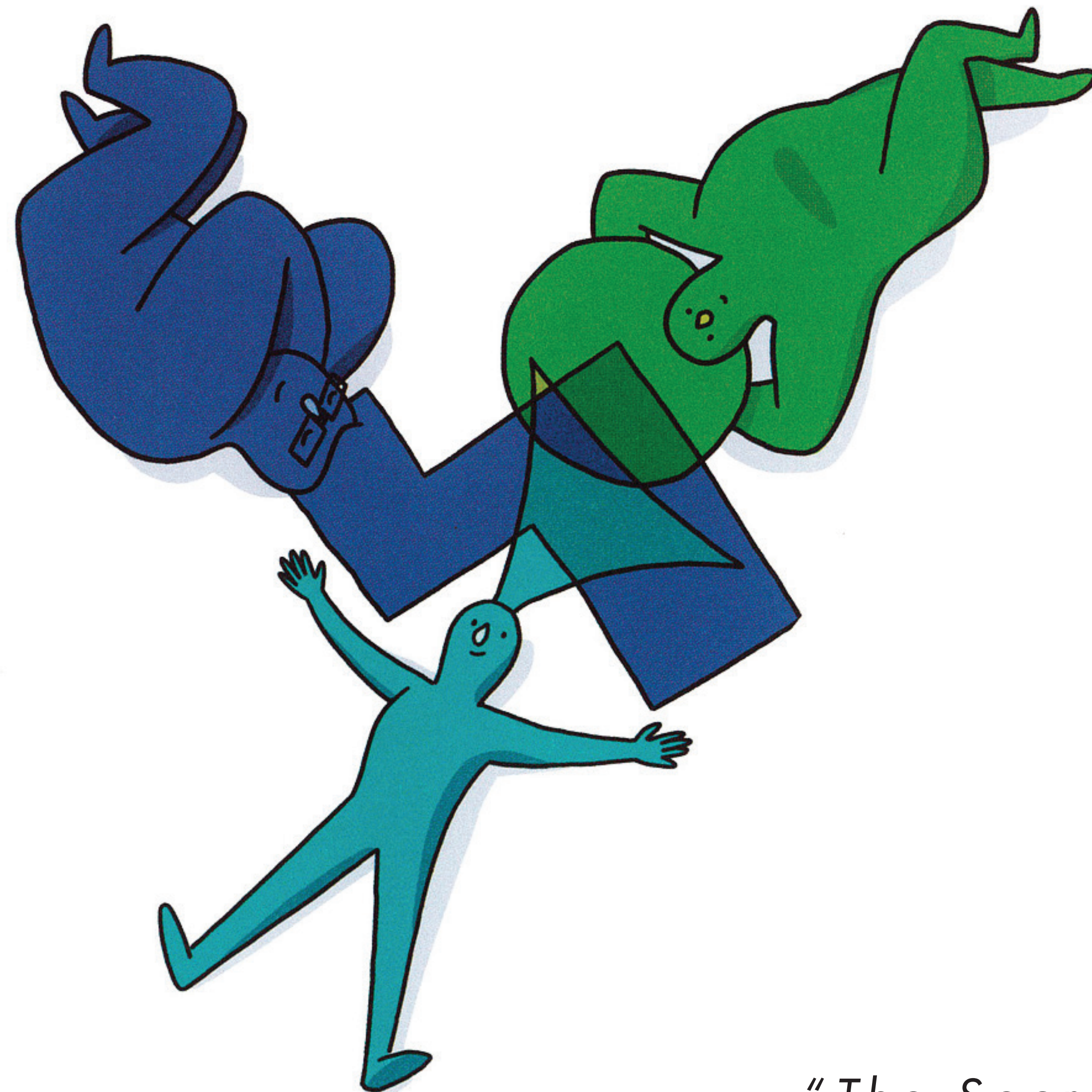


HOW TO TELL A VISUAL STORY WITH DATA

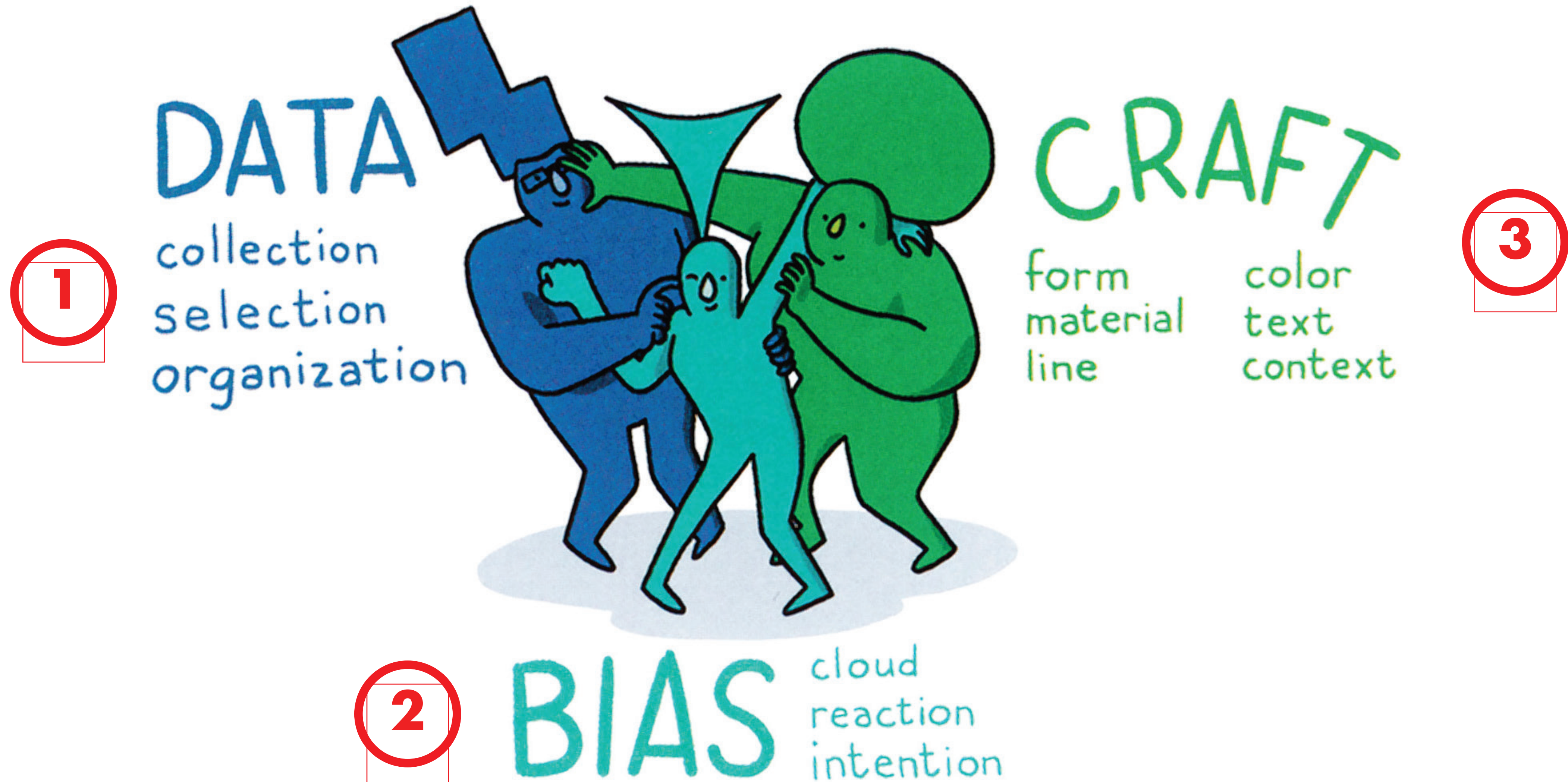


HASSO PLATTNER
Institute of Design at Stanford

by Carissa Carter
"The Secret Language of MAPS"

organise your database

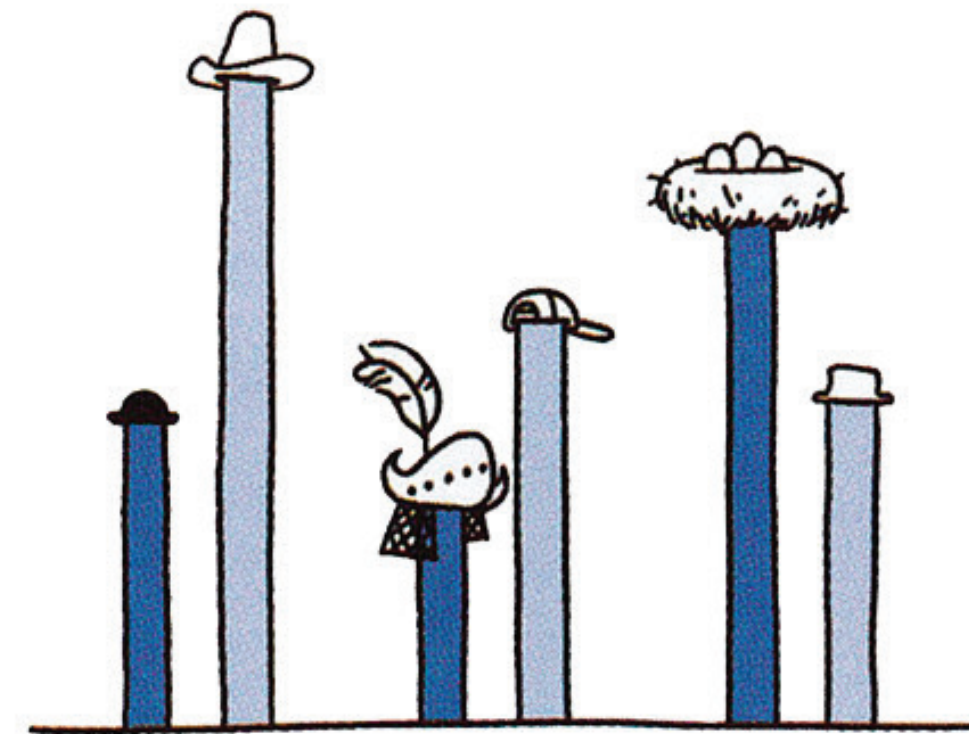
THREE MAIN ELEMENTS



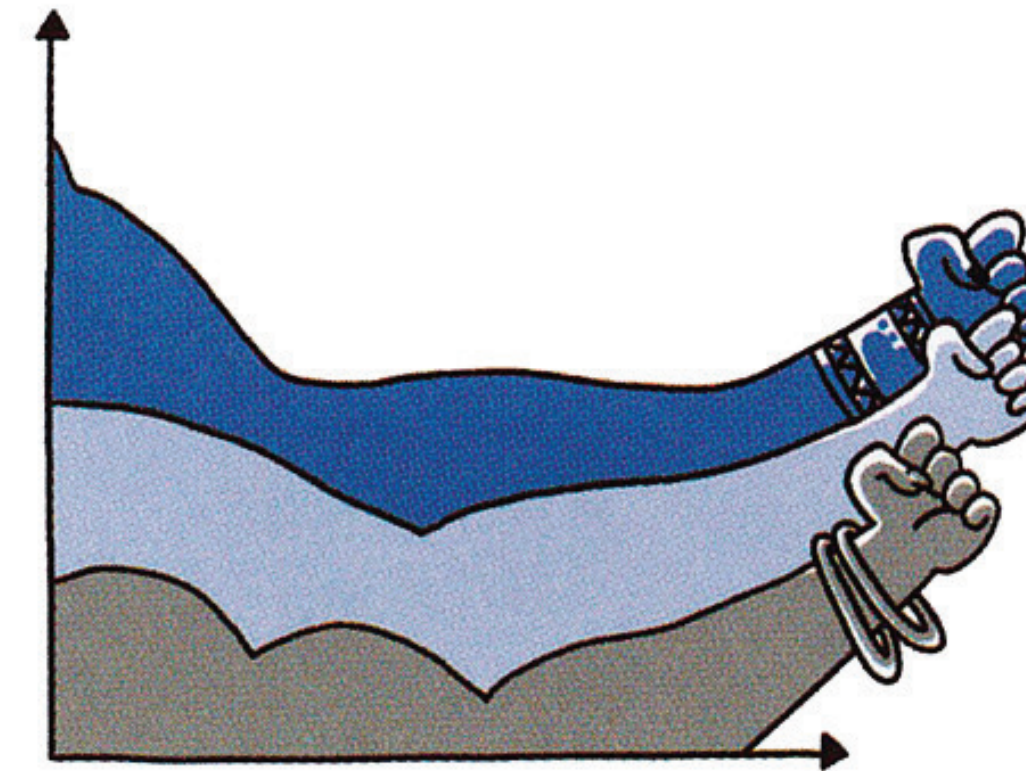
organise your database

COMMON BASE FRAMEWORKS

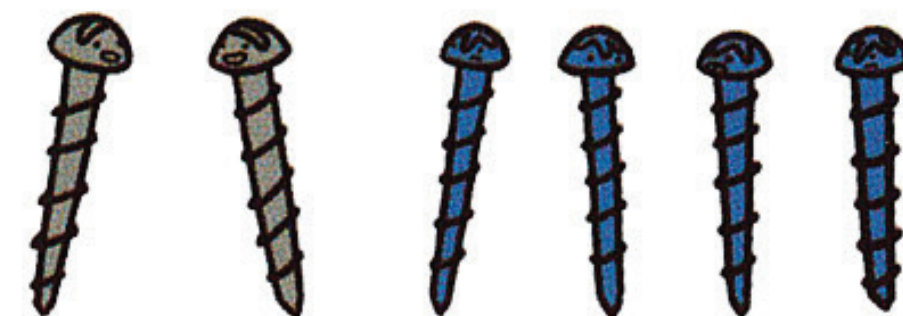
AMOUNT / RELATIVE VALUE



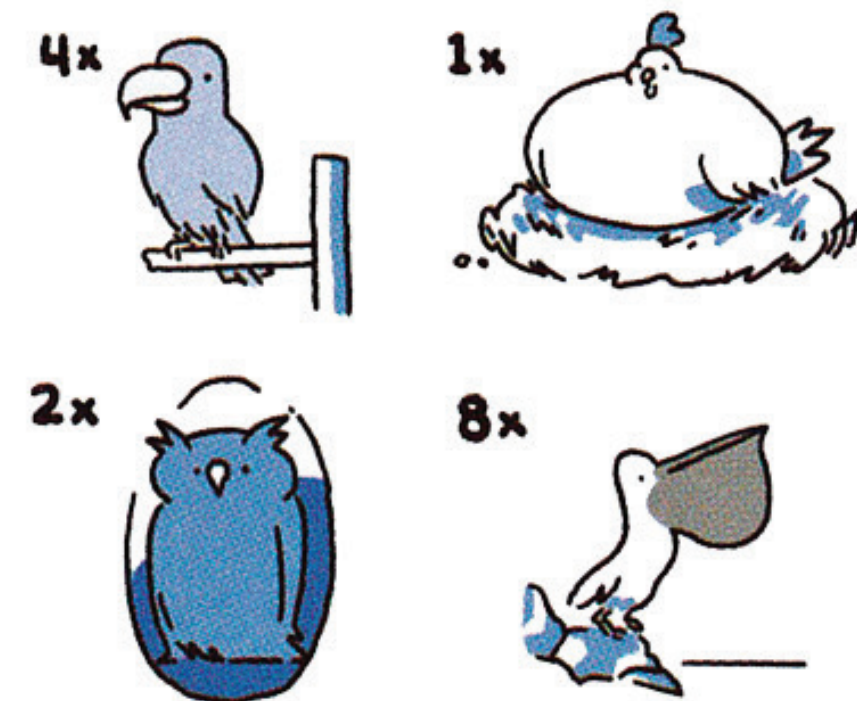
BAR CHART



LINE GRAPH / AREA GRAPH

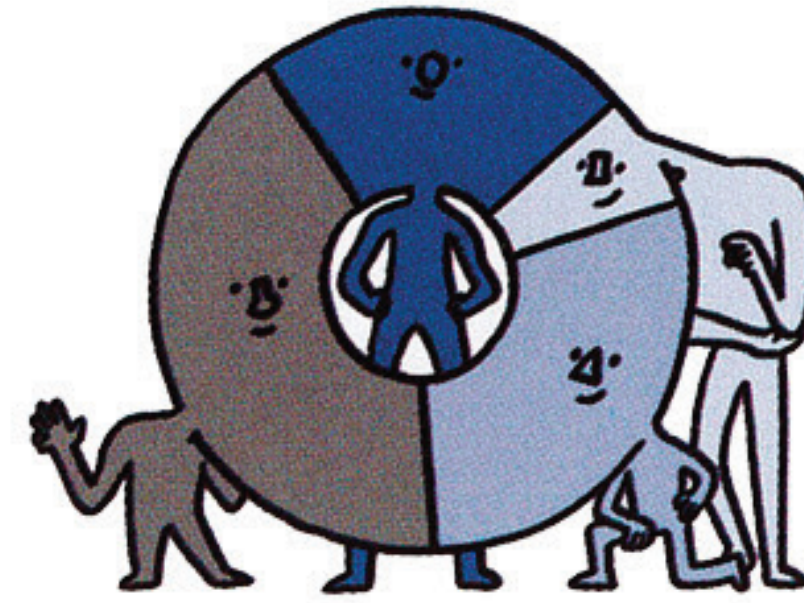


ICON REPETITION



ICON COUNT

PROPORTION



PIE / DONUT CHART



RELATIVE SIZE CHART

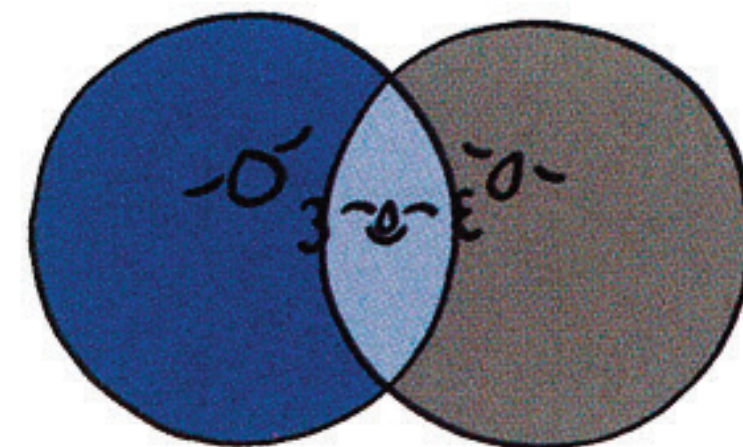


FILLED ICON

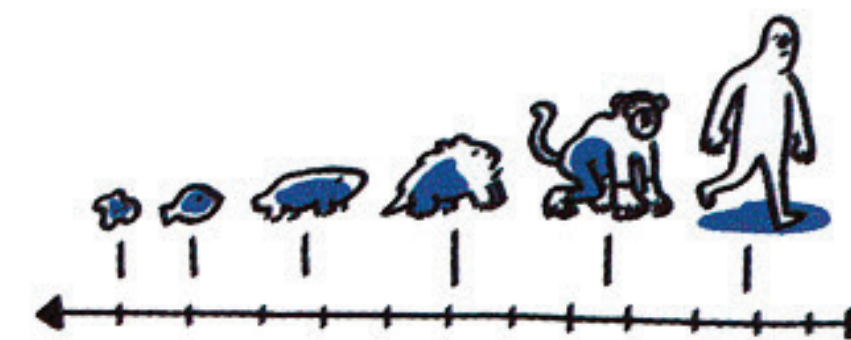


NESTED ICONS

RELATIONSHIP / TENSION



VENN DIAGRAM



CONTINUUM

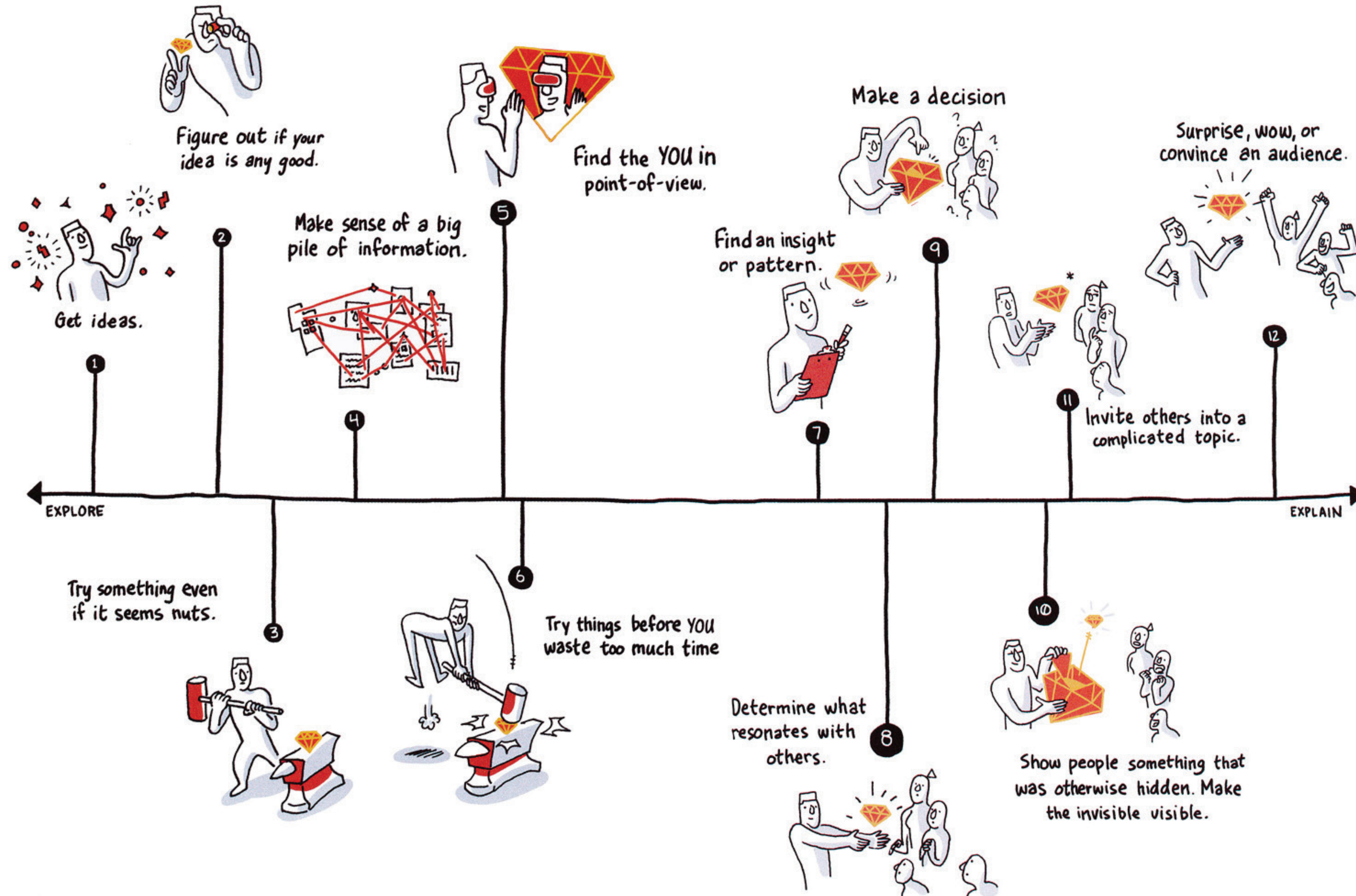
combine data, bias & looks



according to the impact
you are looking for

prepare and double check

EXPLORE BEFORE YOU EXPLAIN



tell your story

EVERY MAP HAS AN AGENDA

