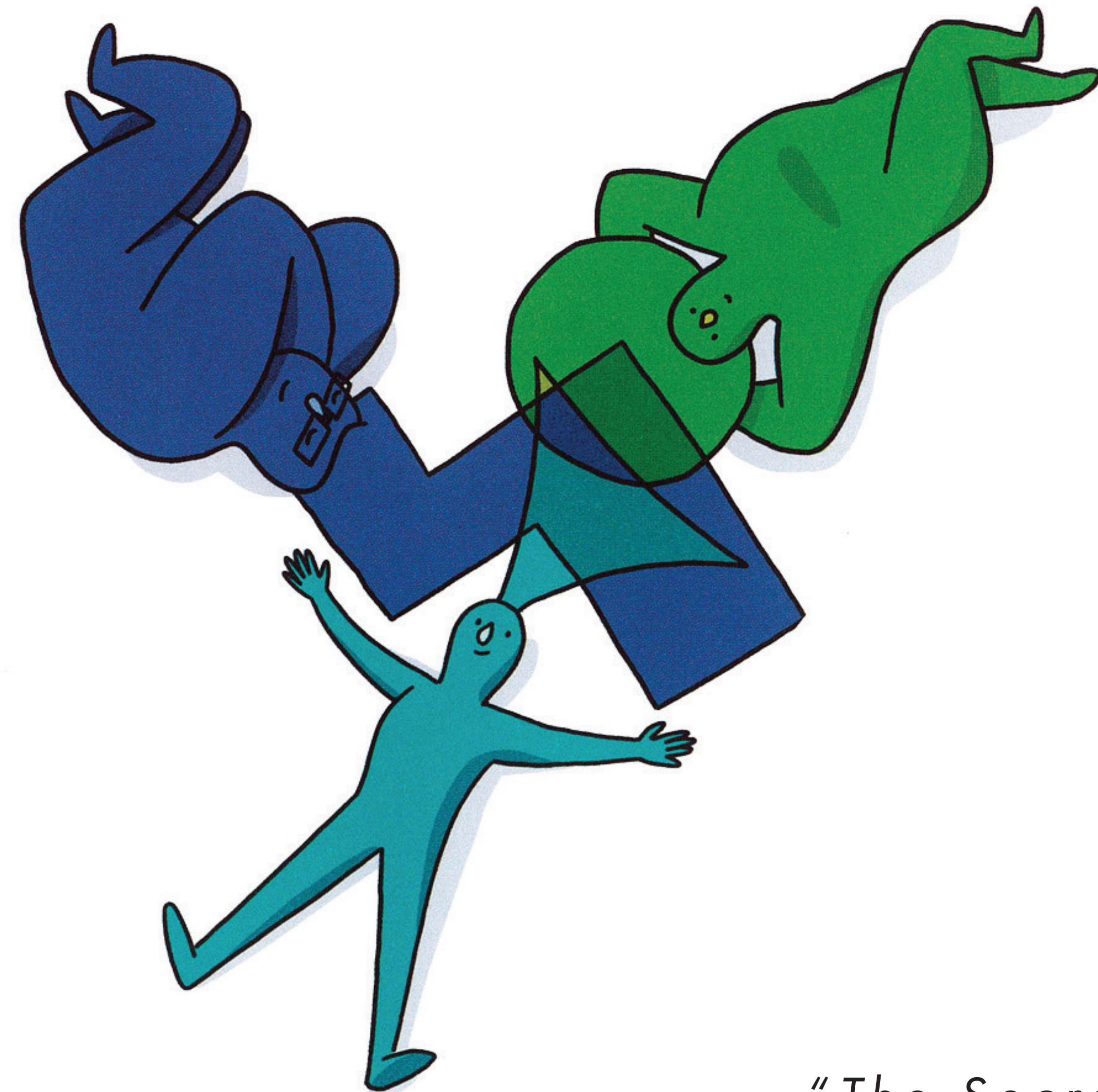


HOW TO TELL A VISUAL STORY WITH DATA



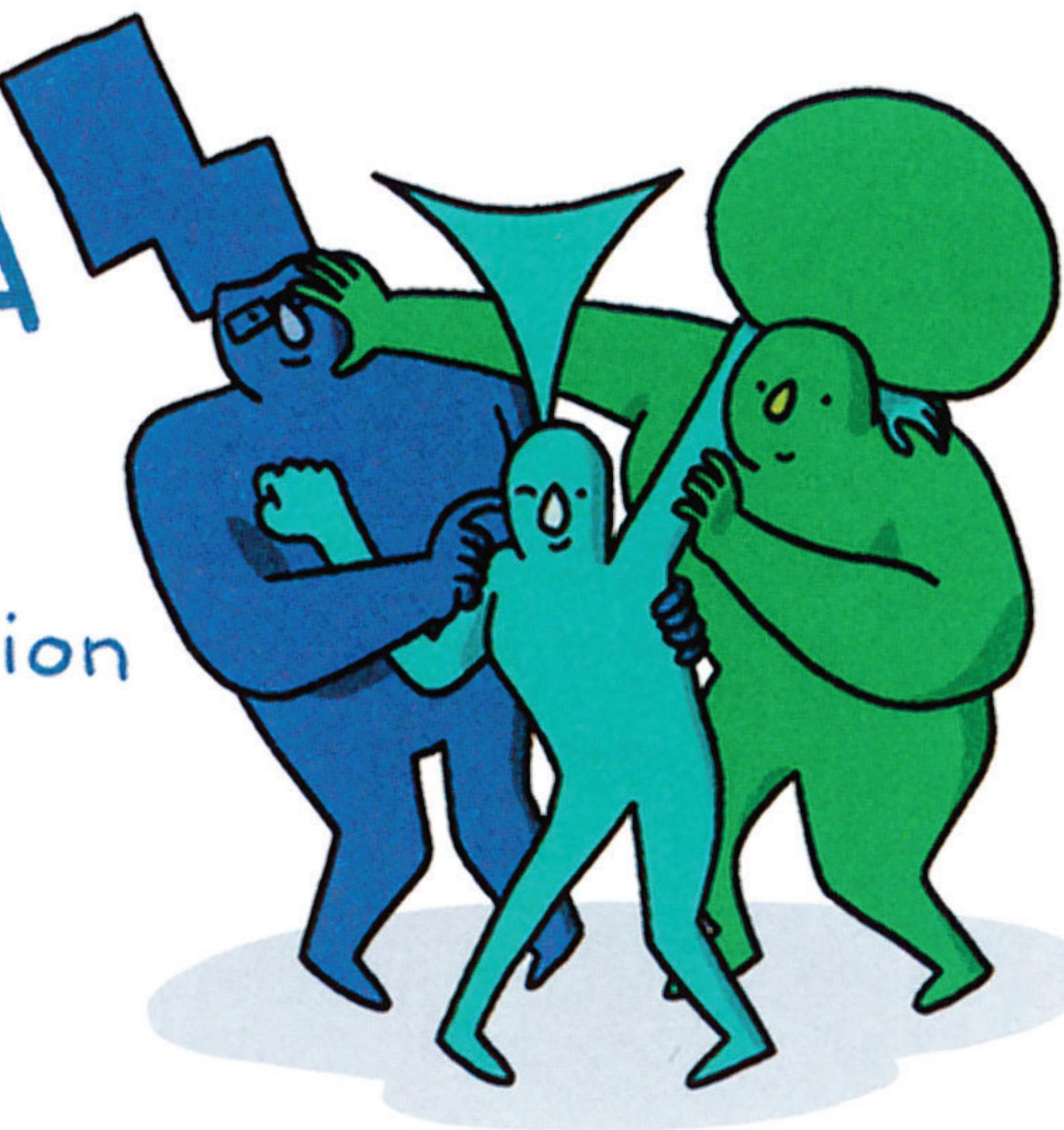
organise your database

THREE MAIN ELEMENTS

DATA

collection
selection
organization

1



CRAFT

form
material
line

3

color
text
context

BIAS

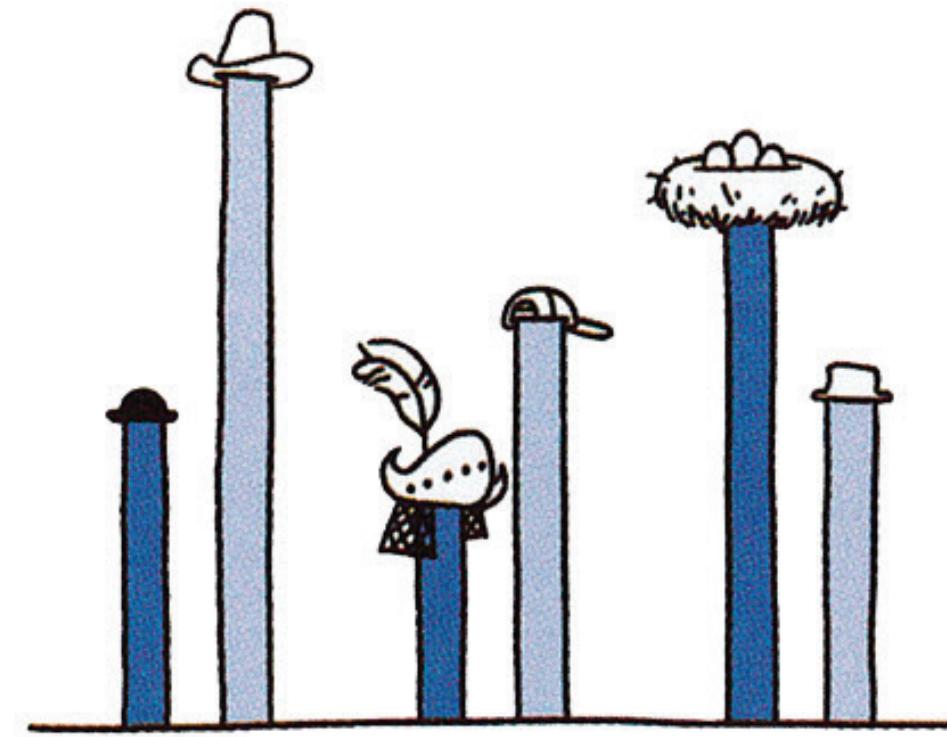
cloud
reaction
intention

2

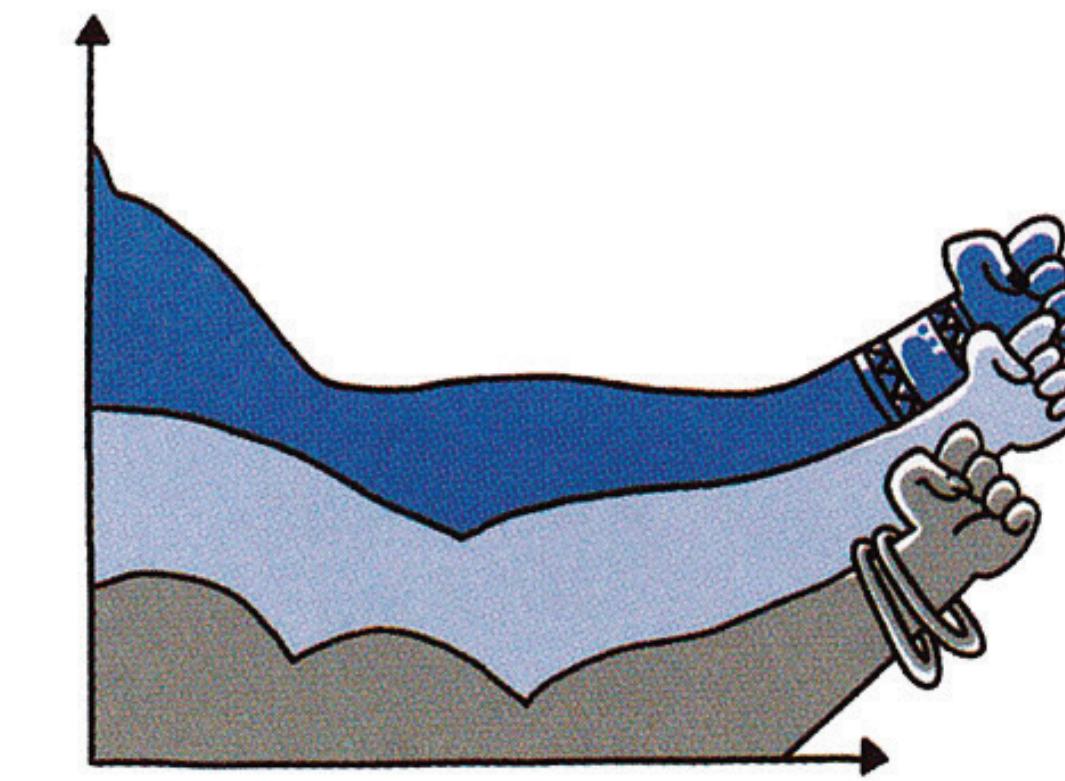
organise your database

COMMON BASE FRAMEWORKS

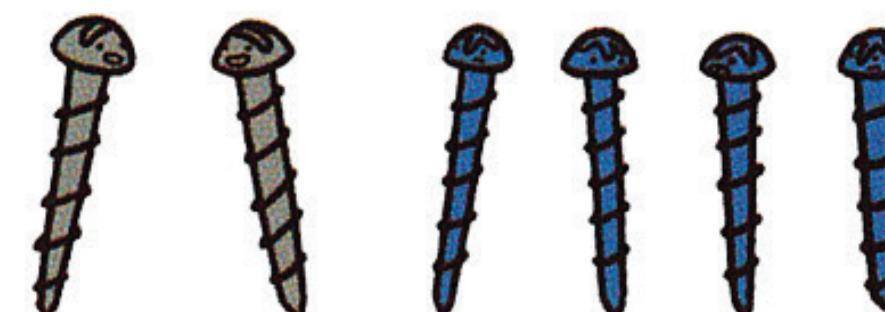
AMOUNT / RELATIVE VALUE



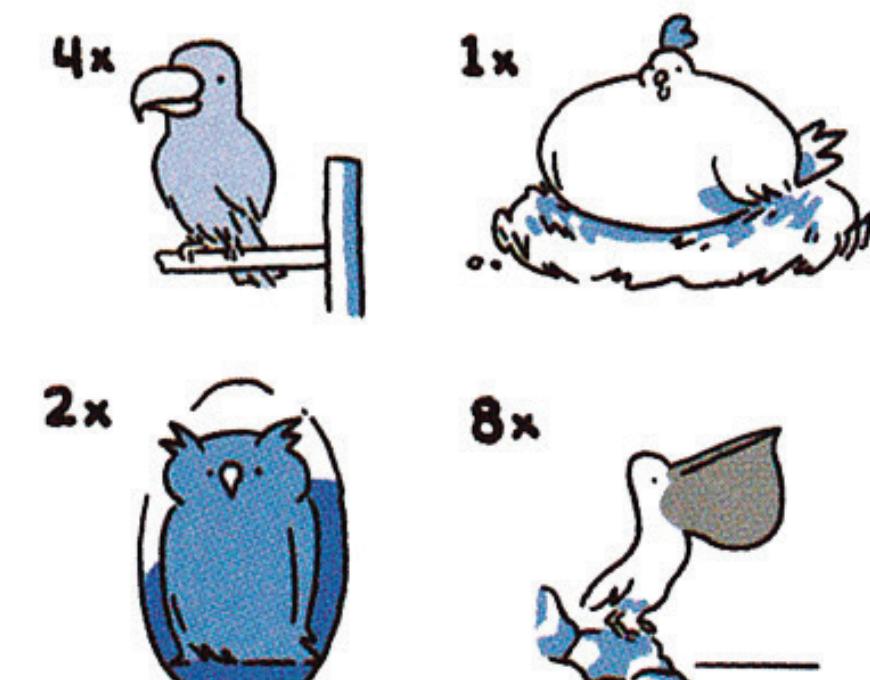
BAR CHART



LINE GRAPH / AREA GRAPH

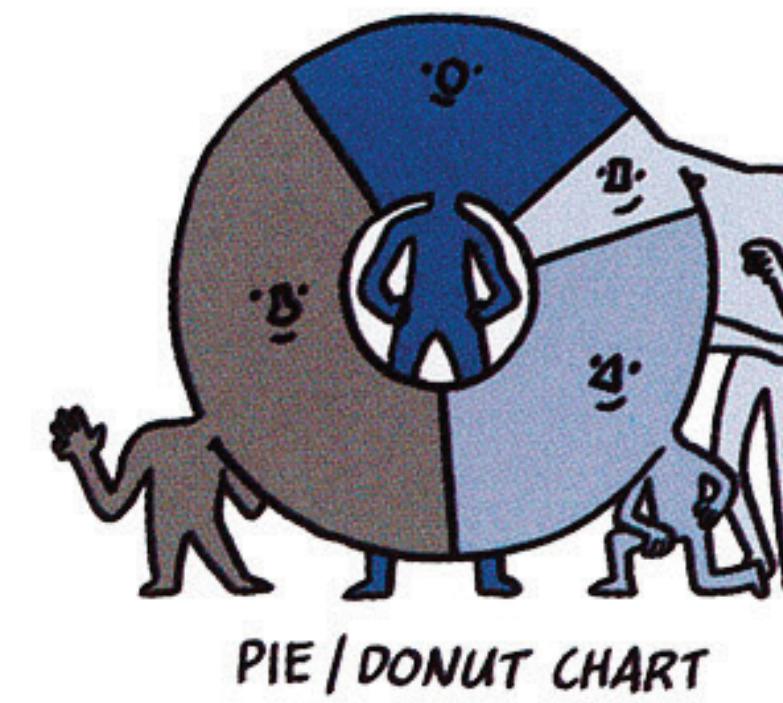


ICON REPETITION

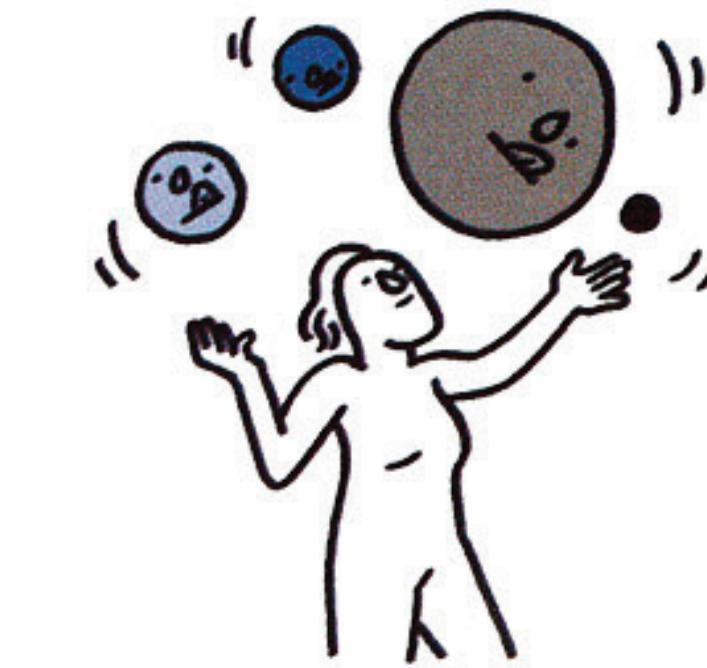


ICON COUNT

PROPORTION



PIE / DONUT CHART



RELATIVE SIZE CHART

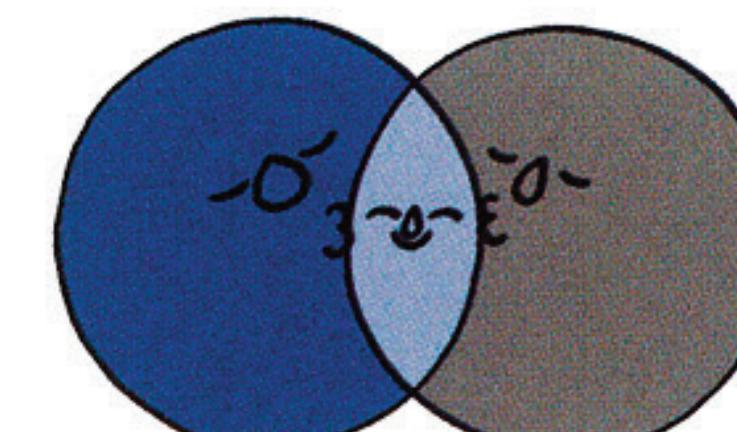


FILLED ICON

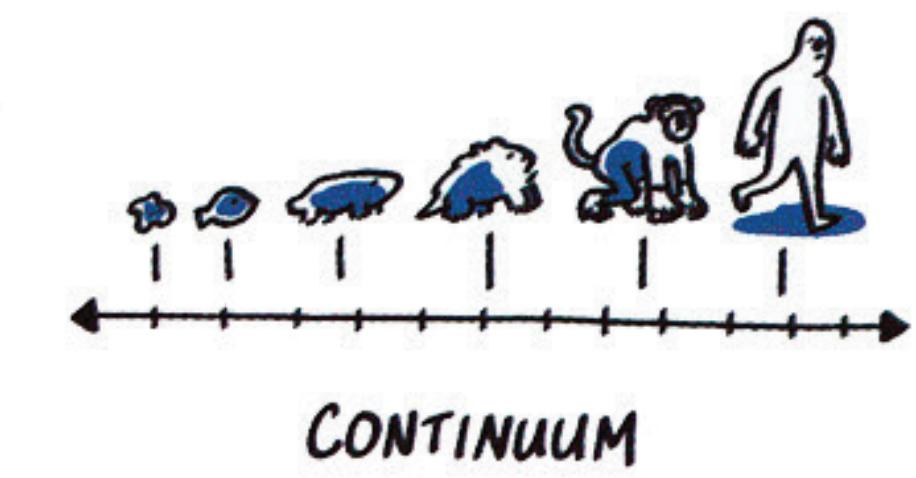


NESTED ICONS

RELATIONSHIP / TENSION

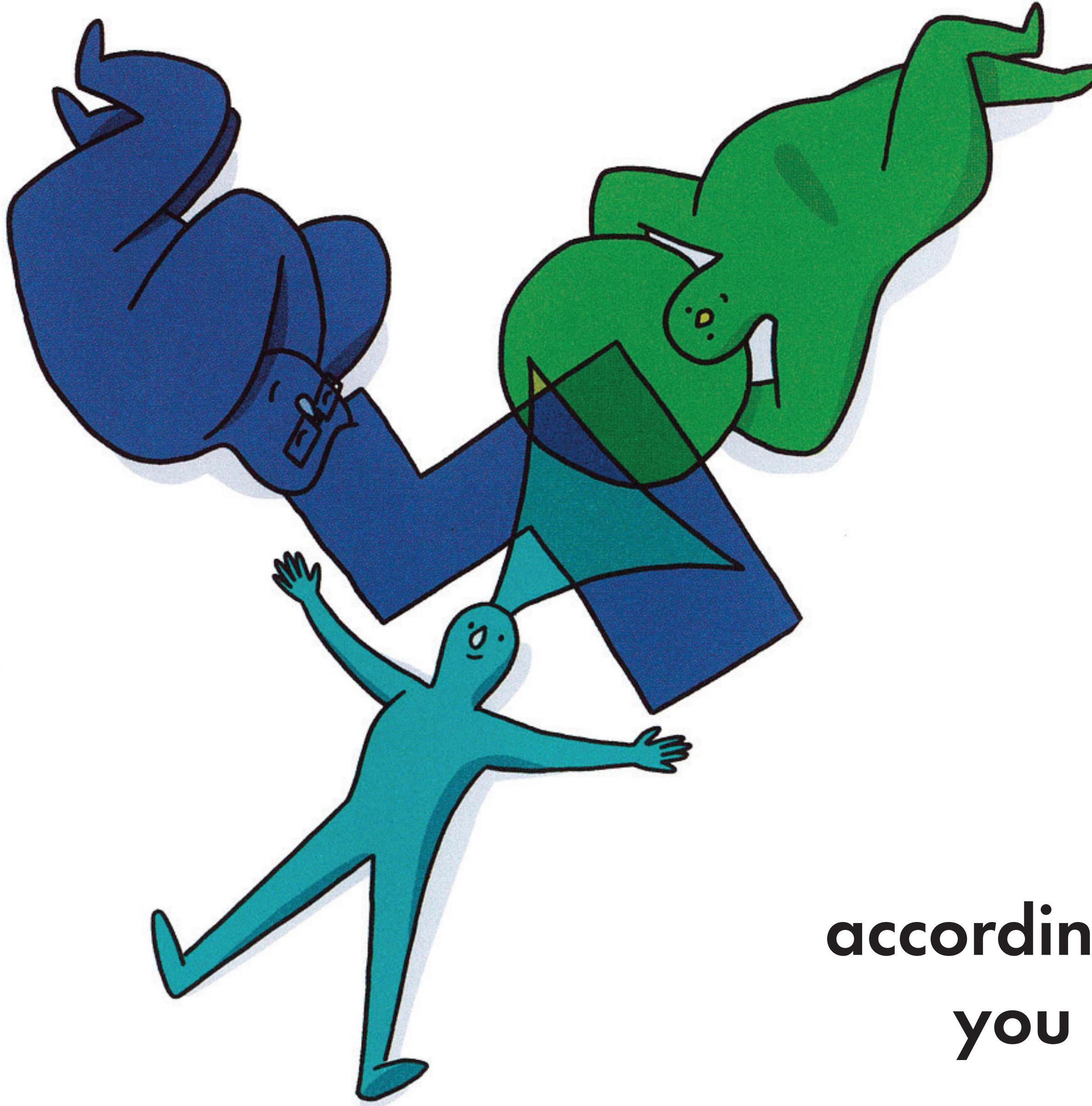


VENN DIAGRAM



CONTINUUM

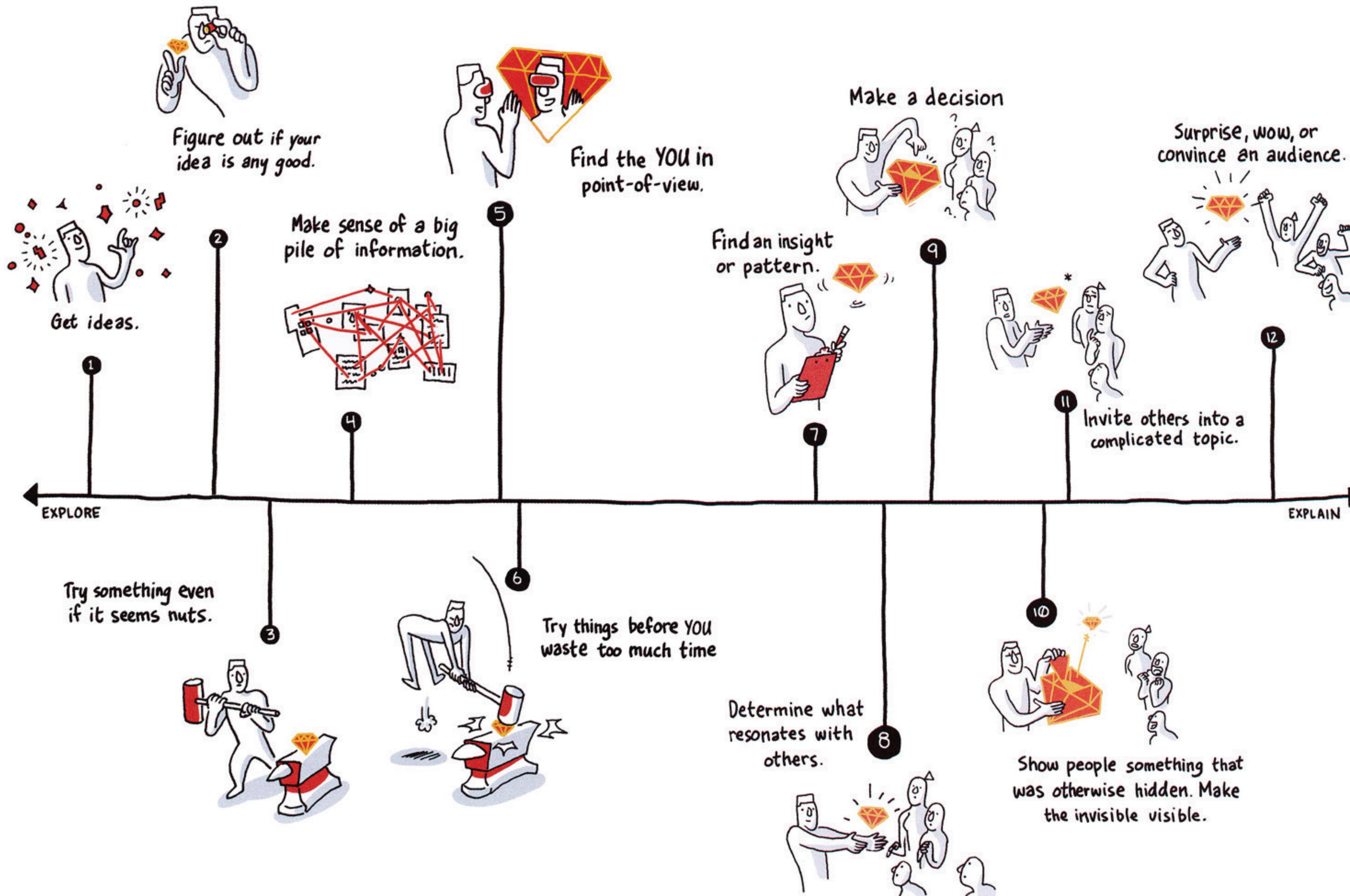
combine data, bias & looks



according to the impact
you are looking for

prepare and double check

EXPLORE BEFORE YOU EXPLAIN



tell your story

EVERY MAP HAS AN AGENDA

