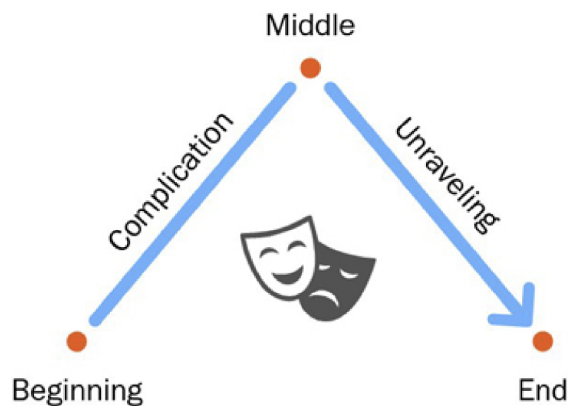


Can fit Aristotle's tragedy, Freytag's pyramid, or Campbell's hero's journey. Freytag's pyramid is a good target to follow. Aristotle's is good for simple stories. Campbell's is good for complex stories or stories that have a hero.

ARISTOTLE'S TRAGEDY STRUCTURE



DATA STORYTELLING ARC

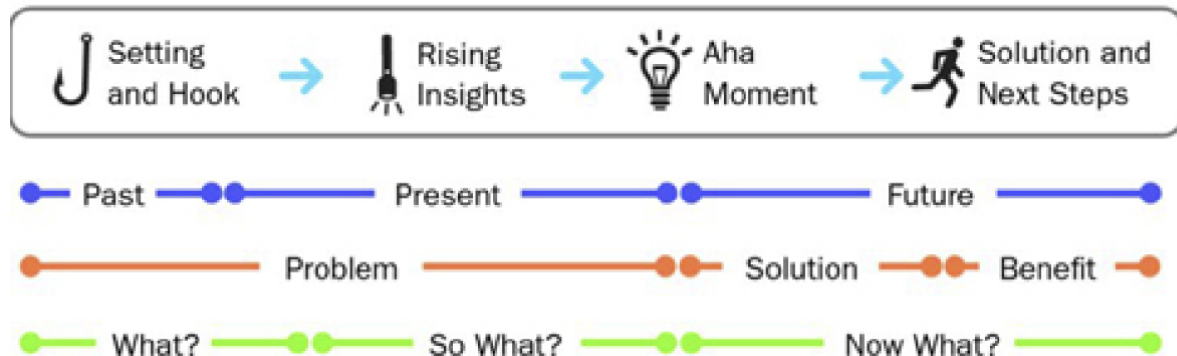


CAMPBELL'S HERO'S JOURNEY



Broad communication model:

COMPARISON OF COMMUNICATION MODELS



There are ~9 different types of story points, stories can use multiple.

Change over time: Focuses on data over time

Relationship: Focuses on relationships between data

Intersection: Focuses on the moment when one part of data surpasses the other

Project forward: Focuses on the potential future number

Compare and contrast: Focuses on the differences between two sets of data

Drill down: Focuses on a single data point in a set

Zoom out: Focuses on many data points at one time

Cluster: Focuses on a part of the data

Outlier: Focuses on a single or few outliers

NINE COMMON TYPES OF STORY POINTS

