

Geography 572: Challenge Description

Lab #1: Visual Storytelling Challenge

Lab Objectives:

- Demonstrate your knowledge of visual storytelling
- Demonstrate your knowledge of bivariate/multivariate mapping
- Combine disparate information to unite maps with other supporting graphics
- Execute a cartographic workflow across ArcMap and Illustrator

Evaluation:

This lab is worth **25 points** toward the Lab Assignments evaluation item, which is worth **40%** of your overall course grade. A grading rubric is provided at the end of the lab to inform your work.

Schedule of Deliverables:

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| • 9/9: Lab #1 Assigned | //request from Yau |
| • 9/16: Storyboard Due | //submit storyboard; peer feedback |
| • 9/23: Lab #1 Work Period | //external consulting |
| • 9/30: Lab #1 & Reflections Essay Due | //visual stories submitted |

Challenge Description

Nathan Yau has invited you to contribute a **longform infographic** to his popular Flowing Data blog (<http://www.flowingdata.com>; @flowingdata). While Nathan first will blog about your information graphic, his ultimate intention is to include it in a second, web-only edition of his popular *Visualize This* practical guide to information visualization. Nathan hopes that your contribution will strengthen *Visualize This* in two ways: **(1)** expand the number of longform examples that go beyond a single information graphic to tell a compelling visual story and **(2)** expand the number of longform examples that make use of advanced cartographic techniques, such as bivariate and multivariate mapping. Nathan has given you creative freedom over the topic you choose for your visual story.

A **storyboard** along with **all** necessary data must be submitted for approval on **September 16th**. Nathan hopes to promote your piece along with your **reflections** on **September 30th**.

Notes from Flowing Data

- The visual story must follow recommendations in visual storytelling, including a **three-act narrative** and use of **design tropes**.
- Your visual story must include at least **one** bivariate or multivariate map (using quantitative, statistical information).
- Your visual story must include at least **one** supporting non-map histogram, scatterplot, or other statistical graphic.
- You may include as many other maps, graphics, and images as necessary to tell a compelling visual story.
- You must construct your visual story as a single, longform image file, submitted in **.png** format.
- You should design your visual story with the intention that it will be displayed on a web page with a width of no more than **960pixels** and scrolled through **vertically**.