Freytag's Pyramid for Data Stories

SETTING = Set-up/Background
RISING-CILMAX = Supporting Facts
RESOLUTION = Conclusion
Main Insight

SETTING

Narrative Pattern	Data Flow	Visual Communication		
Introducing visualizations	Introducing data attributes	Building up the visualization		
Statistic hook	Abnormal or significant data facts	Counting numbers	100	148	200
		Basic charts with visual cues		
Preview	Showing changes over time	Fastforwarding the visualization animation		
Raising a question	Questions surrounding the climax fact	*Big text		
Introducing backgrounds	Context of data	*Related icons / cartoons / archival footage		
Presenting concrete characters	Individuals behind the data	*Cartoons		
		*Cut out people		

RESOLUTION

Narrative Pattern	Data Flow	Visual Communication		
Recap	Facts to be emphasized	Juxtaposing displayed visualizations		
		Replaying the visualization animation		
		Showing a summary chart		
Predicting the future	From present to future	Adding new data points		
Echoing the beginning	Facts in the beginning	*Reusing elements		
Next steps		*Listing solutions		
		*Presenting the slogan		
		Presenting the ideal chart		

RISING-CLIMAX

Narrative Pattern	Data Flow	Visual Communication		
Showing contrast	Contrasting in different measures	Juxtaposing difference		
	Contrasting in different subspaces	Vis-to-vis morphing		
	Contrasting in different granularity	Shaking the scene		
	From the presumption to truth	Digital distortion		
		Zoom burst		
Showing accumulated significance	Adding up in different measures	Staging of elements		
	Adding up in different subspaces	Staging of visual cues		
		Repetitive short shots		
		Increasing animation intensity		
		Close-up to overview		
Showing the decisive moment	Showing changes over time	Speed-up		
		First person view		
		Multi-take cut		
		Close-up tracking		
		Speed lines		
Showing ranking	Counting down values	Close-up tracking		
		Rescaling		
		Showing depth with camera		