

The STORYTELLING with DATA PROCESS

STEP 1: UNDERSTAND the CONTEXT

WHO is your audience?
WHAT do you need them to do?
HOW will data help make your point?

ARTICULATE
your BIG IDEA



CREATE a
STORYBOARD



→ brainstorm
→ edit
→ get feedback

STEP 4: DRAW ATTENTION where you WANT it

Use POSITION, SIZE, and COLOR to
FOCUS your AUDIENCE'S ATTENTION

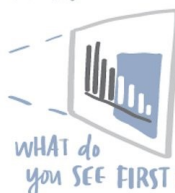
Use the
"where are
your eyes
drawn?"
test



CLOSE
EYES...



then
OPEN
EYES



WHAT do
you SEE FIRST?

STEP 2: CHOOSE an APPROPRIATE VISUAL

DRAW IT!



then... CREATE it in
your TOOL



iterate and
look at your data
different ways

SEEK FEEDBACK
from others



STEP 5: THINK LIKE a DESIGNER

FIRST FUNCTION

think about what you want your
audience to DO with the data



ANALYZE
fine detail



COMMUNICATE
key trends

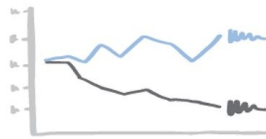
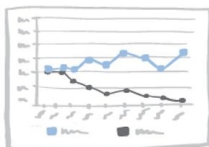
SECOND FORM

create a visualization that
will make this easy

→ Affordances
→ Accessibility
→ Aesthetics
→ Acceptance

STEP 3: ELIMINATE CLUTTER

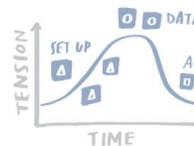
IDENTIFY UNNECESSARY
ELEMENTS and REMOVE THEM



→ Leverage white space
→ Align elements
→ Avoid diagonal components

STEP 6: TELL a STORY

RETURN to your STORYBOARD



Where and how
will data fit into
the story?

Use the narrative arc to plan
your story and form a pithy, repeatable
phrase to help your message stick