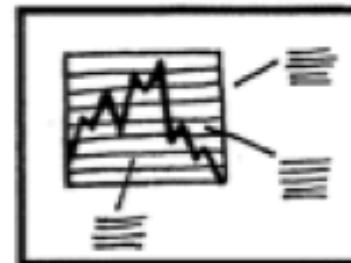


Narrative Techniques

Seven Genres



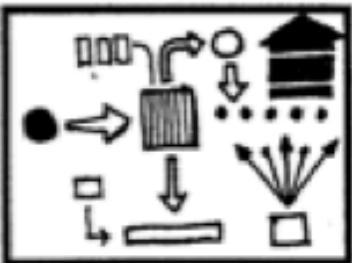
Magazine Style



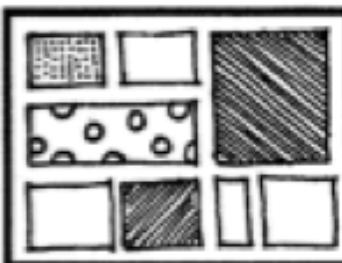
Annotated Chart



Partitioned Poster



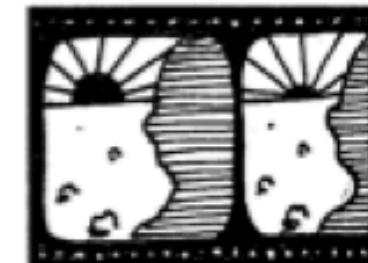
Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

Magazine Style

In Need of a New Hip, but Priced Out of the U.S.

By ELISABETH ROSENTHAL | Published: August 3, 2013



Michael Shopenn, who has an artificial hip, on Copper Mountain in Colorado. Joint replacements have grown sharply.



Source: Agency for Healthcare Research and Quality

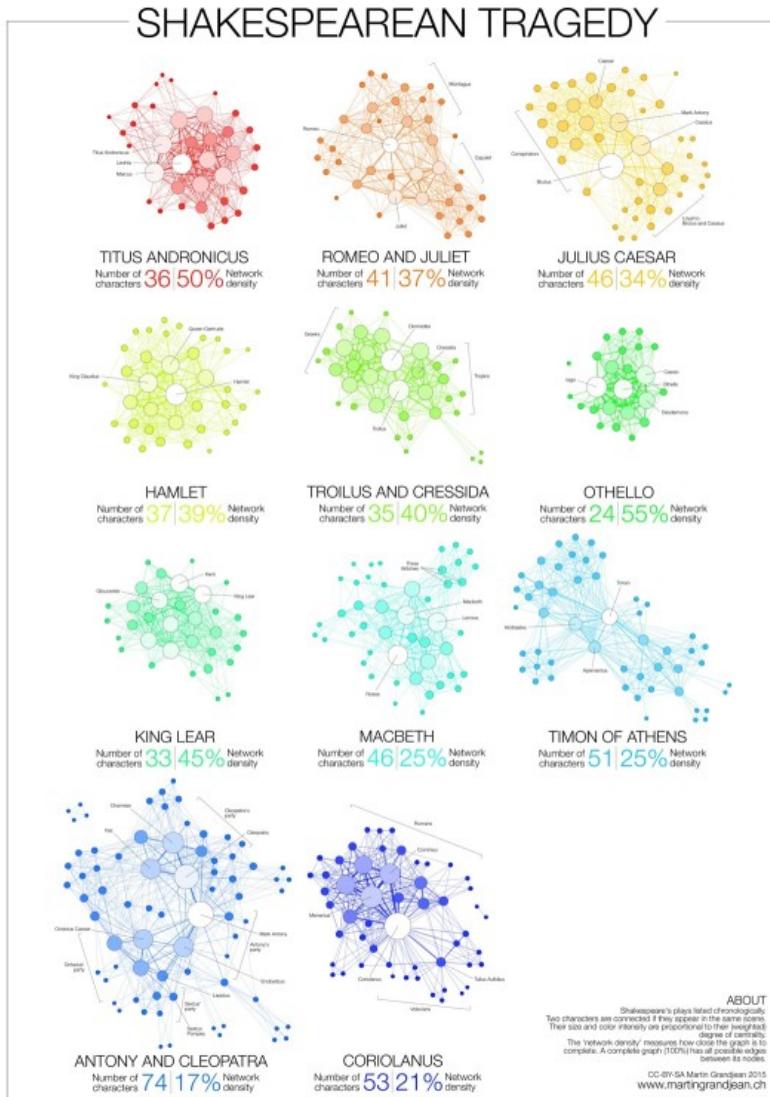
If you have considered a joint replacement, which factors have influenced your decision about whether to have one?

Annotated Chart

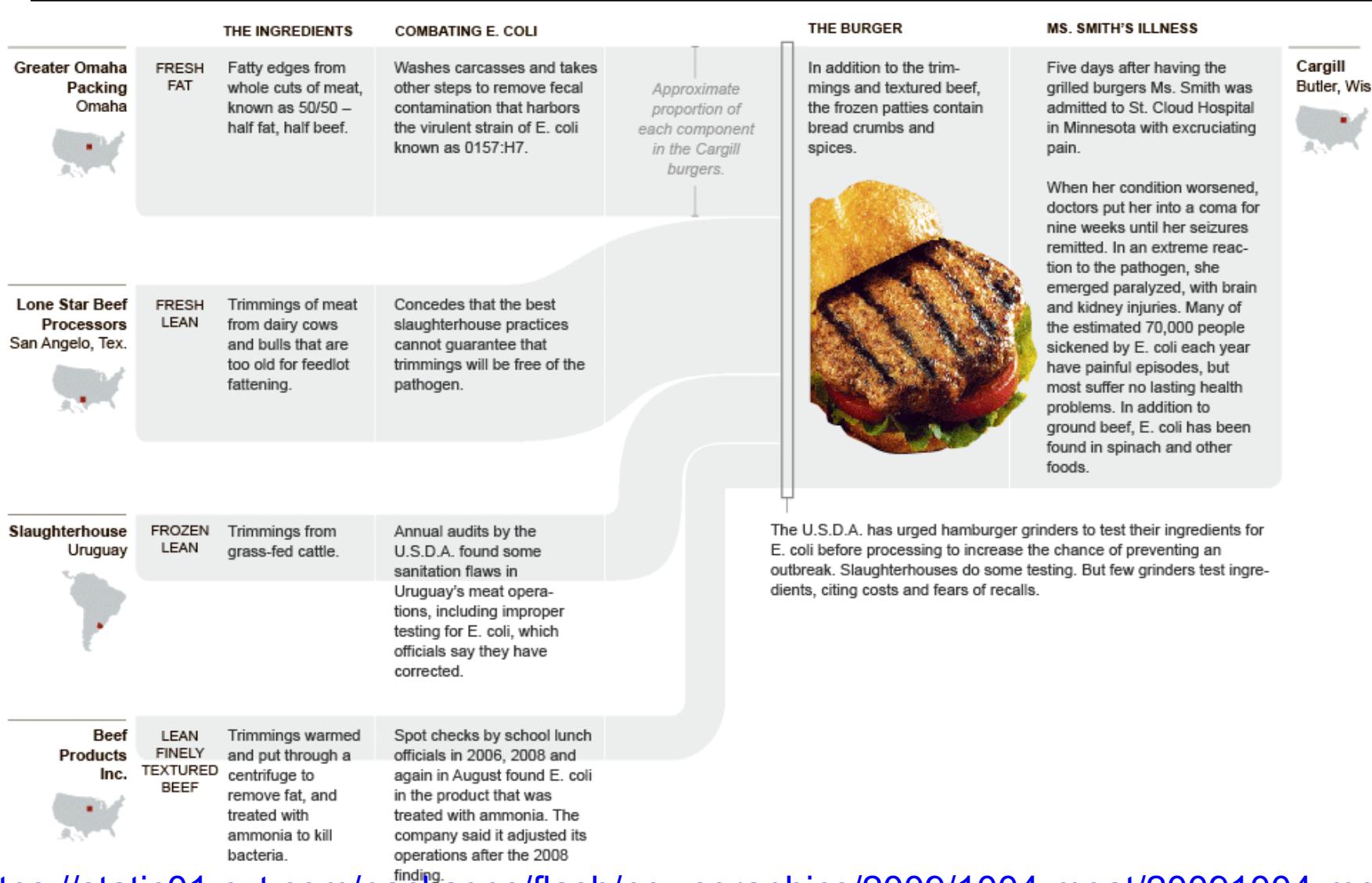
A1. Since October 2012 Apple stock has fallen on hard times, with increasing competition from Google, and a more fragmented market for smart-phones.



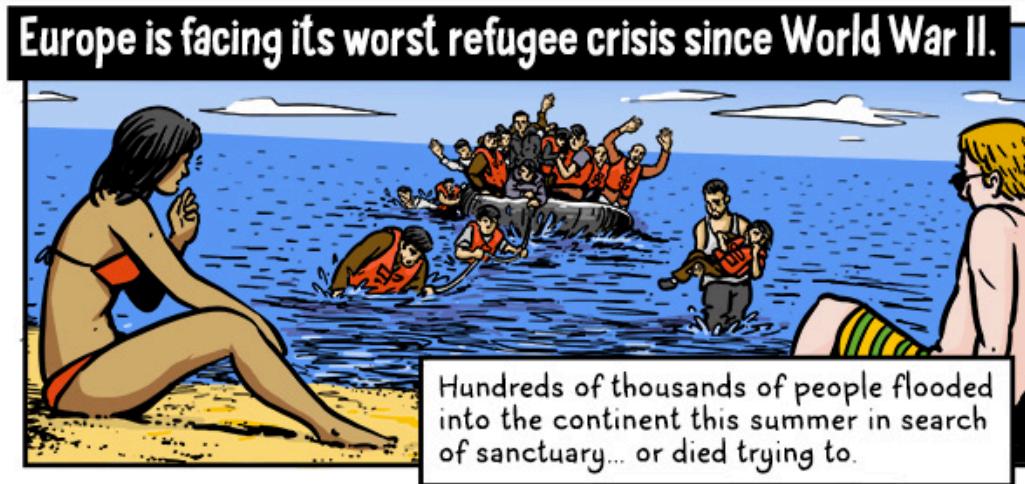
Partitioned Poster



Flow Chart



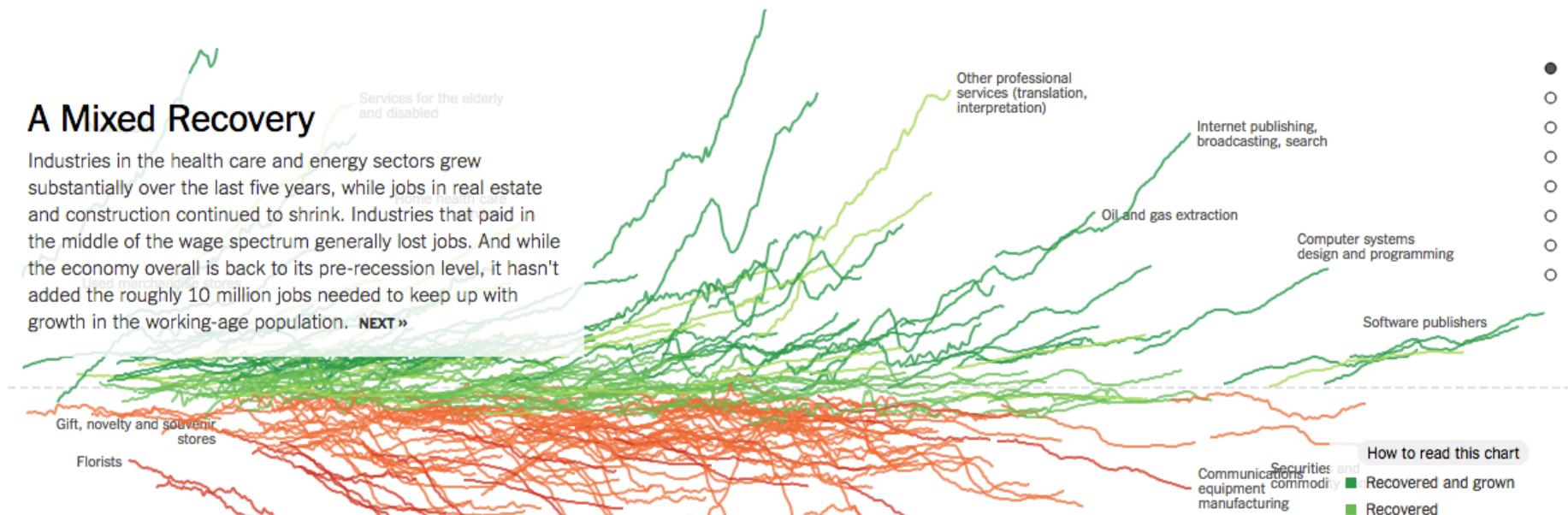
Comic Strip



Slide Show

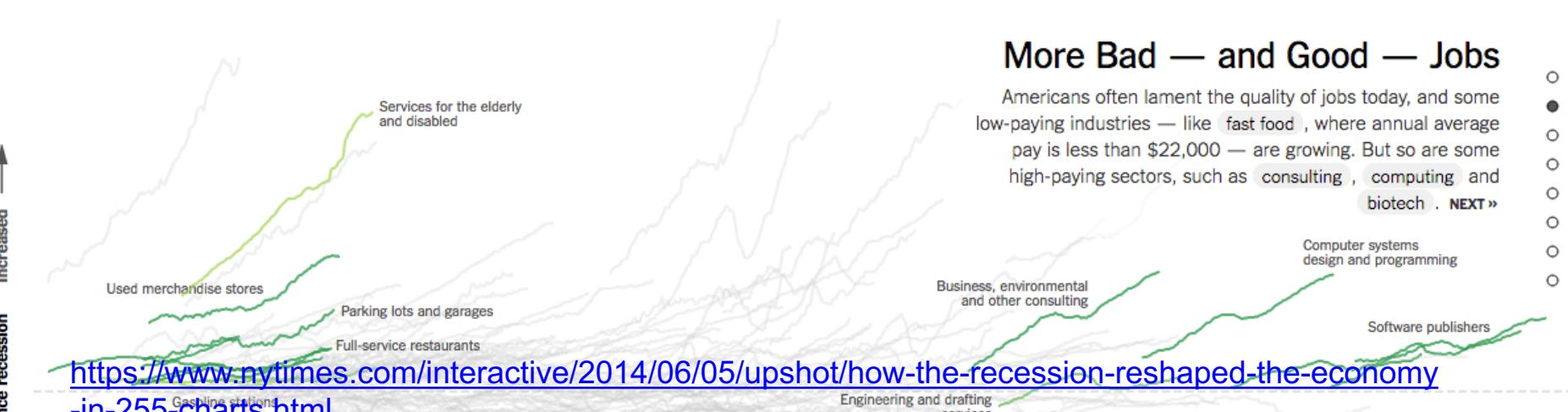
A Mixed Recovery

Industries in the health care and energy sectors grew substantially over the last five years, while jobs in real estate and construction continued to shrink. Industries that paid in the middle of the wage spectrum generally lost jobs. And while the economy overall is back to its pre-recession level, it hasn't added the roughly 10 million jobs needed to keep up with growth in the working-age population. [NEXT »](#)

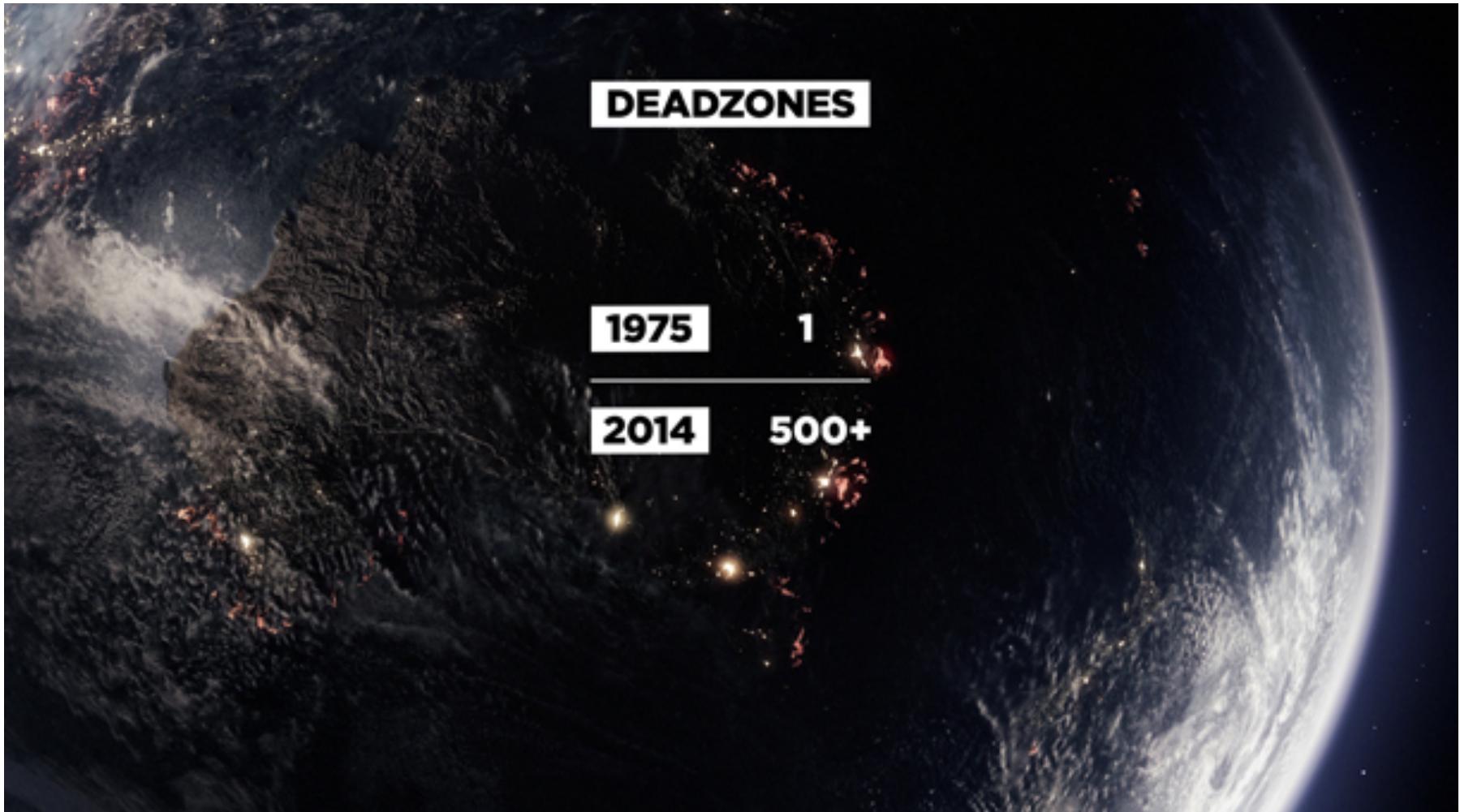


More Bad — and Good — Jobs

Americans often lament the quality of jobs today, and some low-paying industries — like fast food, where annual average pay is less than \$22,000 — are growing. But so are some high-paying sectors, such as consulting, computing and biotech. [NEXT »](#)



Film/Video/Animation



<http://filmmakermagazine.com/87983-charting-the-course-data-visualization-in-documentary-film/>

Slide show + annotated chart + ?

Visual structuring: communicates the structure of the narrative



Flow: Have the path the eye follows to align with the intended views/interactions



Inconsistent Flow

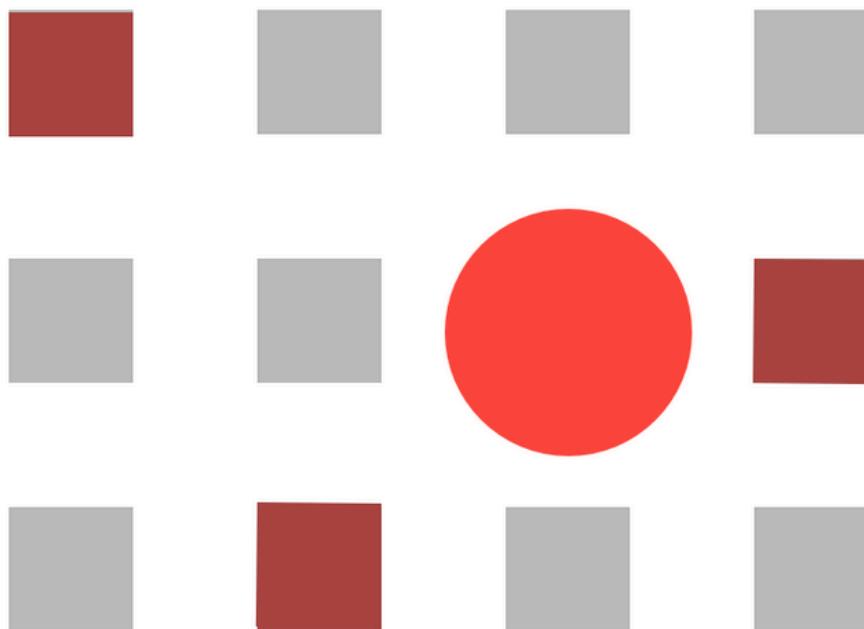
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut nibh velit. Sed sagittis dui arcu, eu viverra dui faucibus



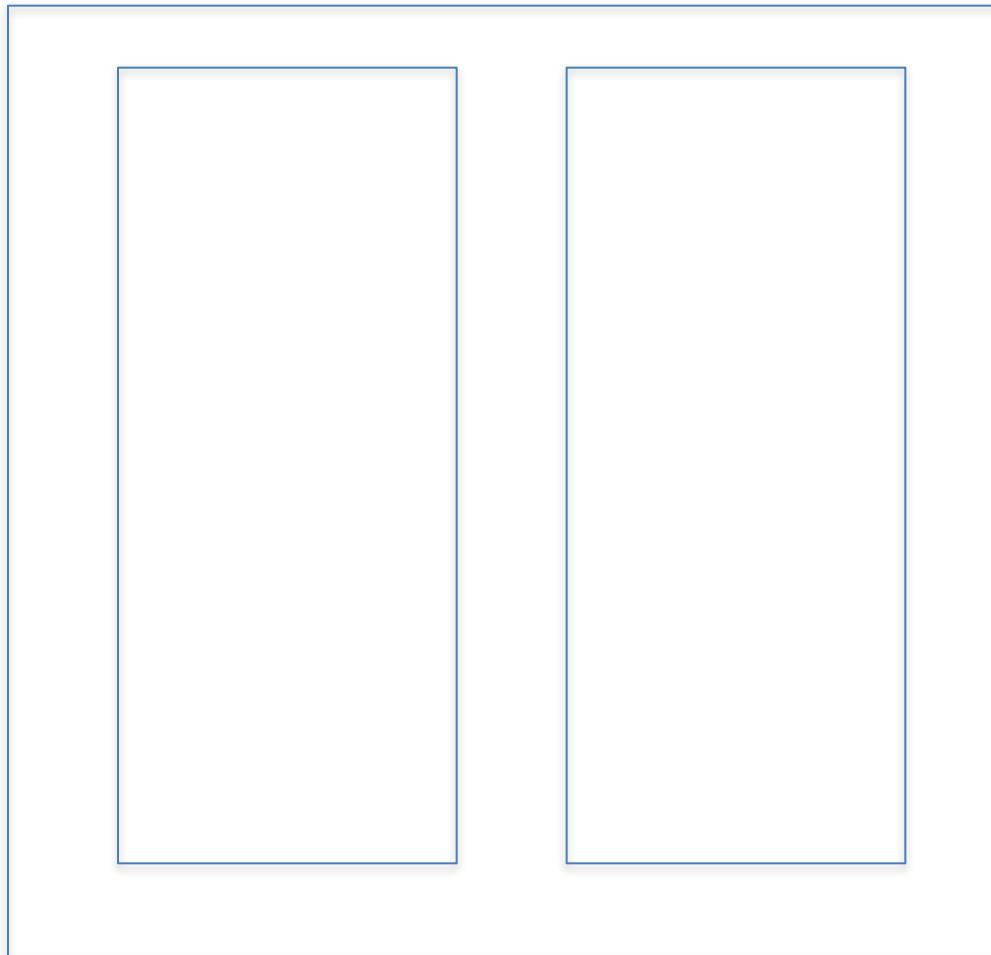
Consistent Flow

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ut nibh velit. Sed sagittis dui arcu, eu viverra dui faucibus

Focal points and hierarchy: Give the most important elements a ranking of perceptual focus



Grids



Highlighting: color, motion, framing, size, audio to direct attention to particular data

Data characters?

Poll Dancing

How accurate are poll predictions?

Visual metaphor

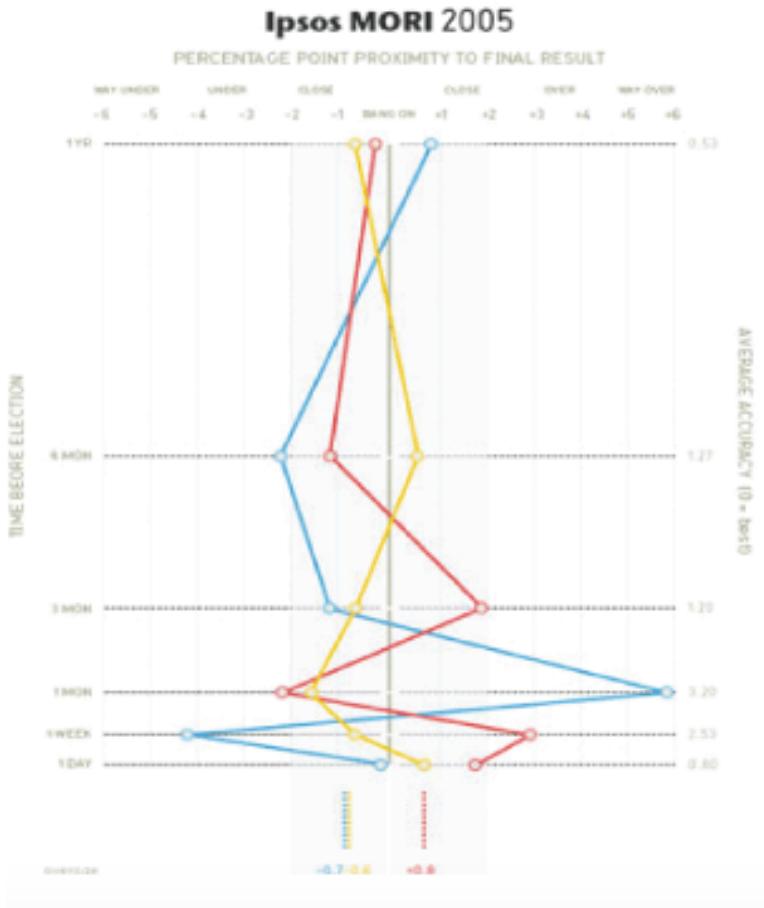
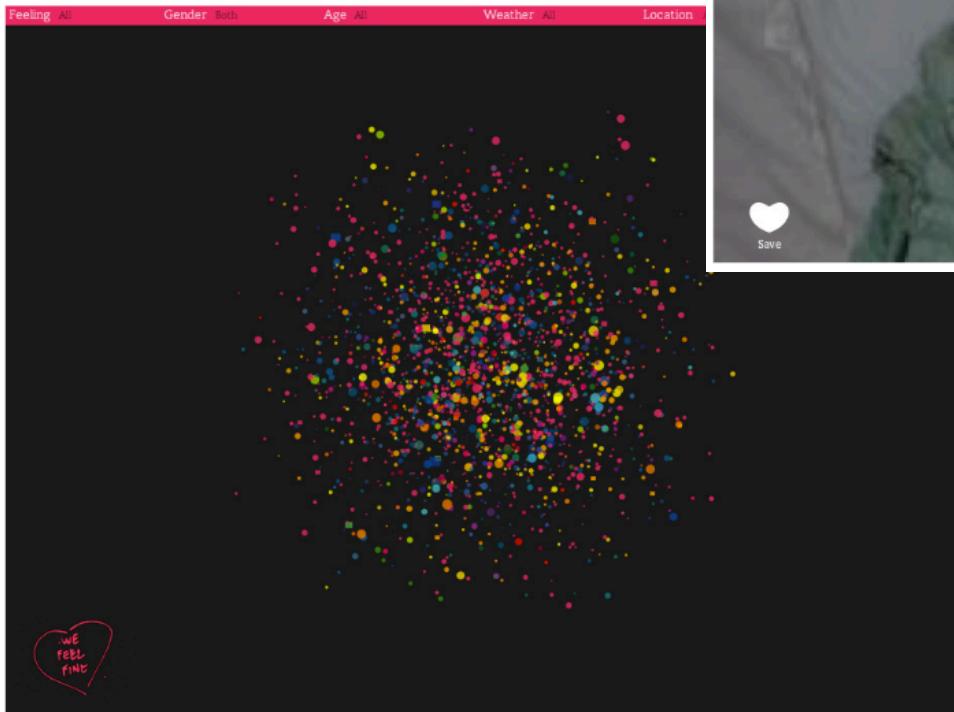
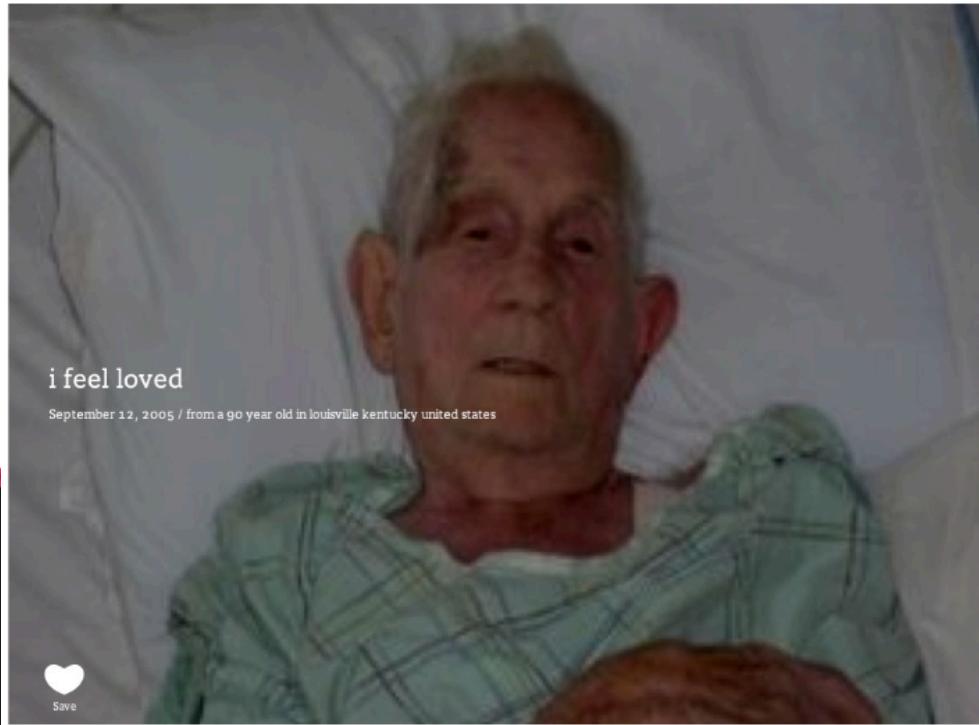


Image Source: http://faculty.washington.edu/jhullman/vis_rhetoric.pdf

Give data a face and context



WeFeelFine.org



Transition guidance:

Help movement between scenes

Animation

Timing and Staging

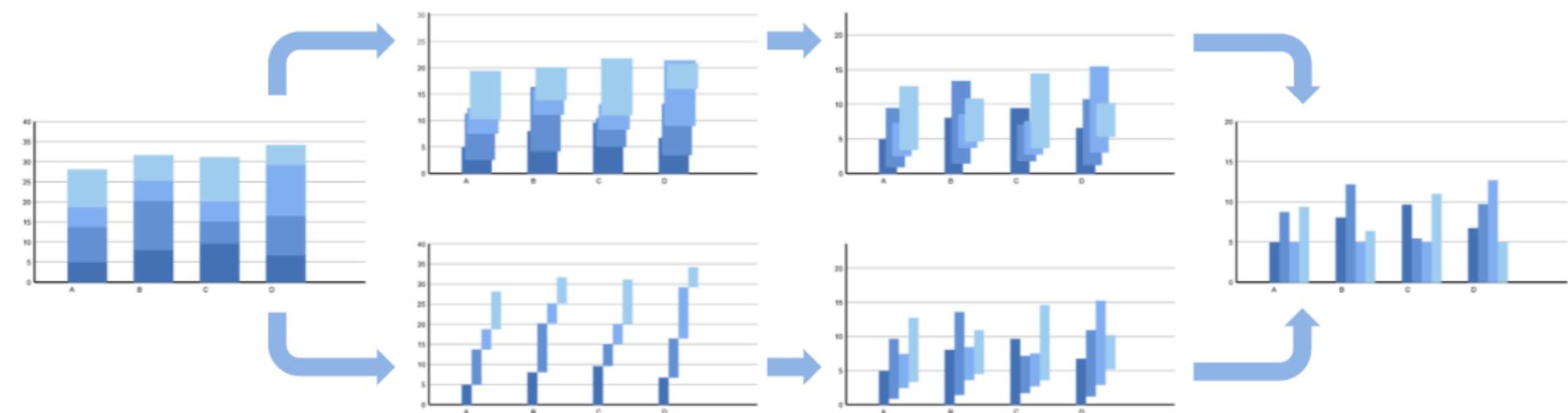


Diagram source: Heer, J., & Robertson, G. (2007). Animated transitions in statistical data graphics. *IEEE Transactions on Visualization and Computer Graphics*, 13(6), 1240-1247.

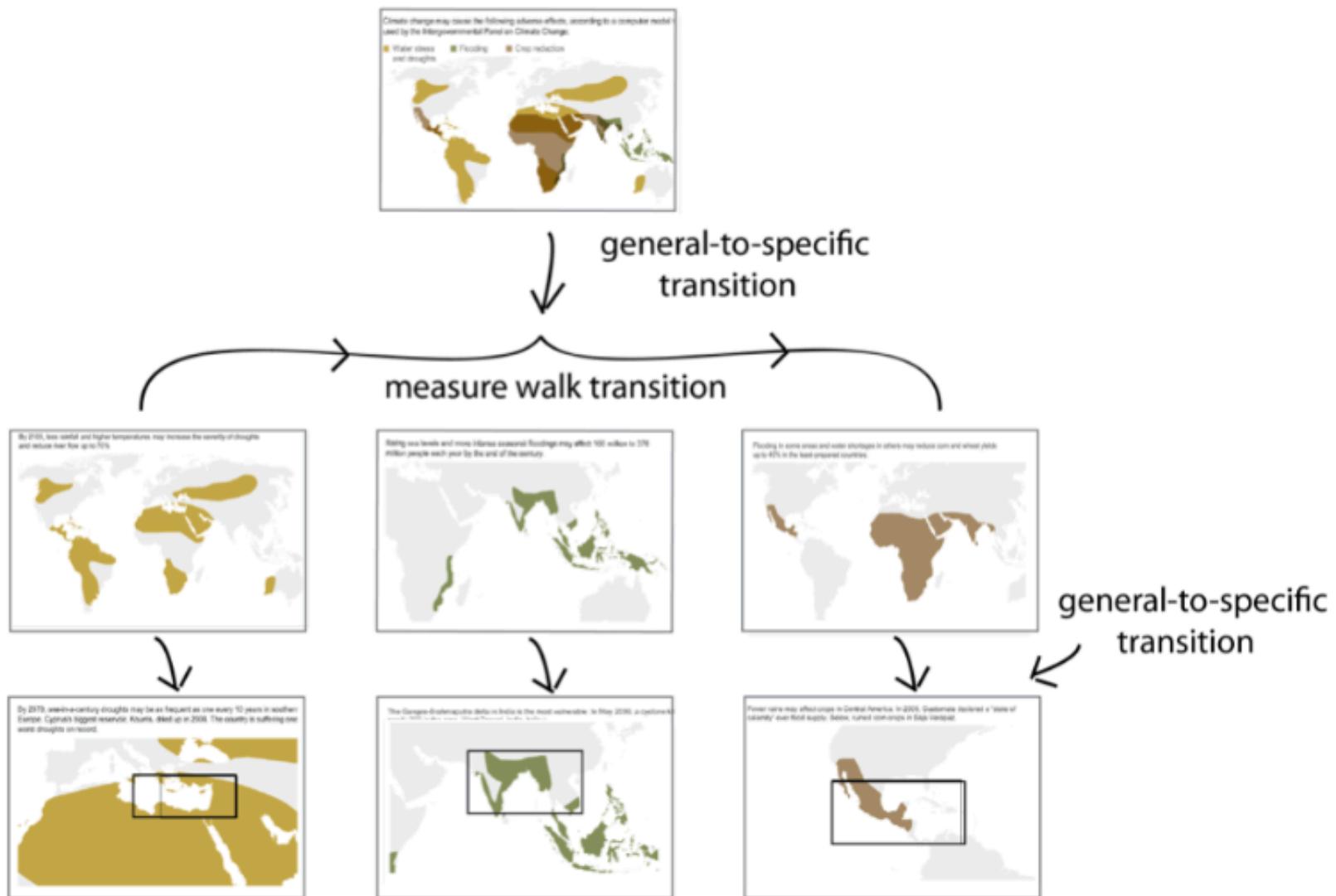


Diagram Source: Hullman, J., Drucker, S., Riche, N. H., Lee, B., Fisher, D., & Adar, E. (2013). A deeper understanding of sequence in narrative visualization. *IEEE Transactions on Visualization and Computer Graphics*, 19(12), 2406-2415.

Remember to Use

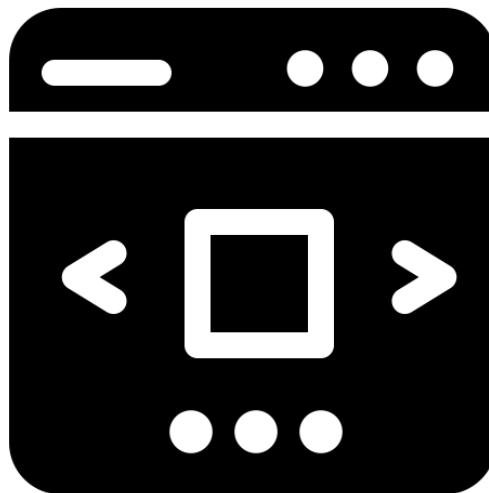
- Ordering/focus
- Messaging
- Interactivity

Martini Glass Structure



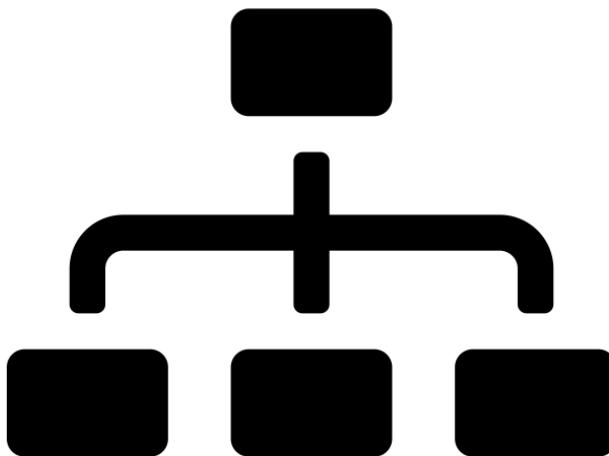
Created by Milko
from Noun Project

Interactive Slide Show



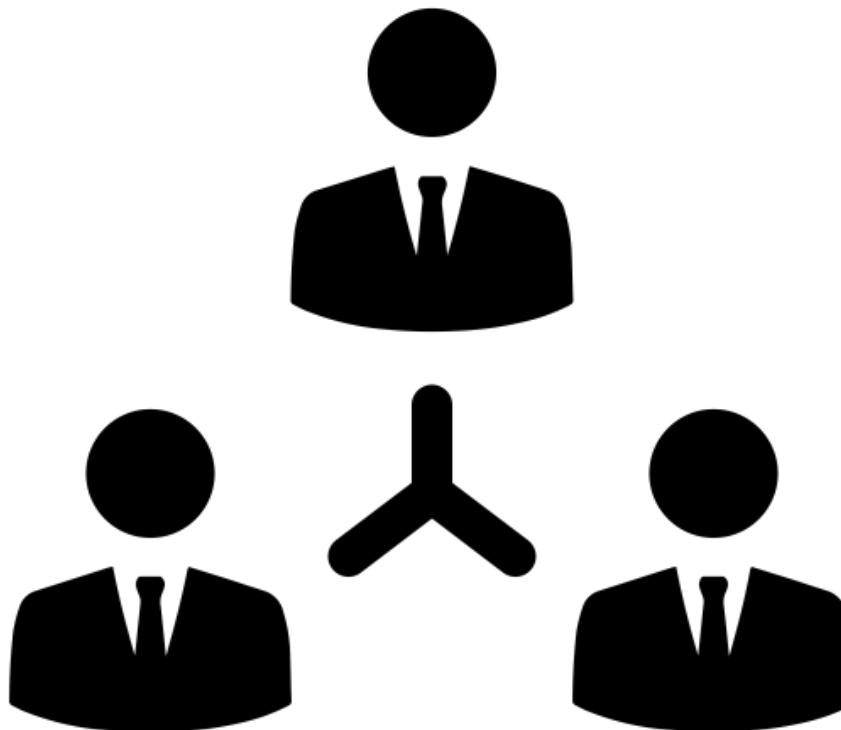
Created by Linseed Studio
from Noun Project

Drill-Down Story



Created by Andrejs Kirma
from Noun Project

Collaborative Narratives



Created by Karthik Srinivas
from Noun Project

Workflow

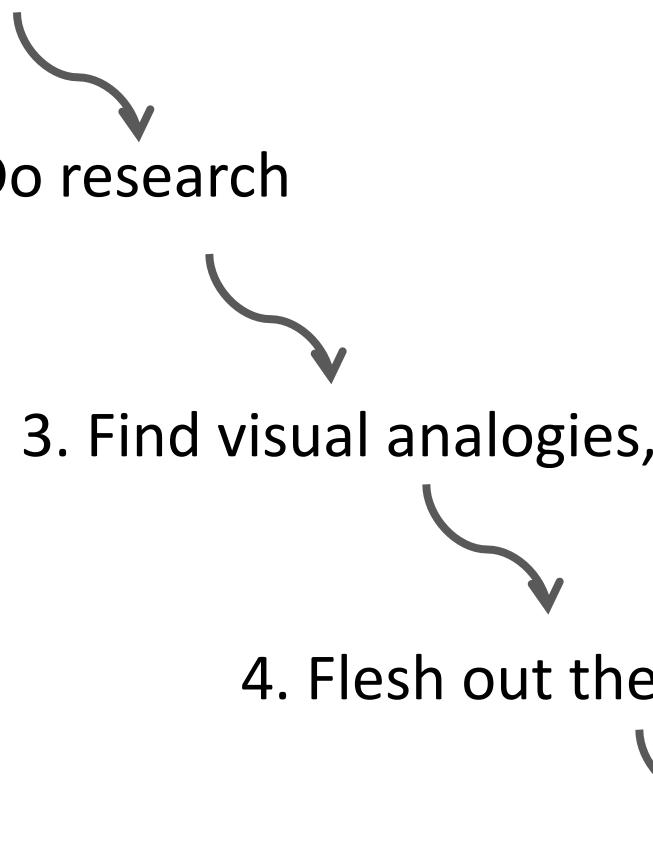
1. Settle on a story

2. Do research

3. Find visual analogies, make sketches

4. Flesh out the layout, graphic forms

5. Polish the details (words, icons)



Template vs. Custom?

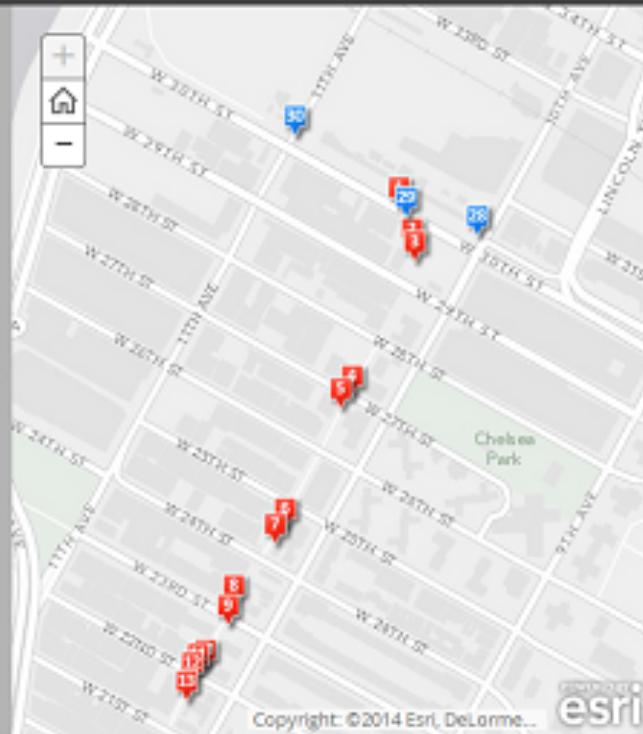
A walk on the High Line
An early spring walking tour of New York City's popular new aerial park.

New York's cool new park in the sky

Hovering above Manhattan's West Side on a formerly abandoned elevated railroad is an aerial park that has become one of New York City's top attractions.

A story map   

esri



Copyright: © 2014 Esri, DeLorme... esri

1 North end 2 Enjoying spring sunshine 3 Phone call 4 Conversation 5 Brick wall 6 Residences available 7 Tall grass

<https://github.com/Esri/map-tour-storytelling-template-js>



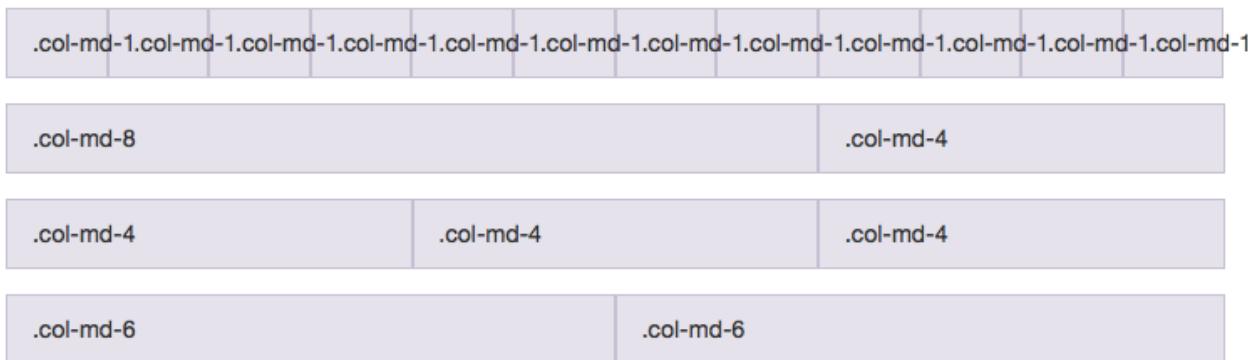
Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

[Download Bootstrap](#)

Currently v3.3.4

🔗 Example: Stacked-to-horizontal

Using a single set of `.col-md-*` grid classes, you can create a basic grid system that starts out stacked on mobile devices and tablet devices (the extra small to small range) before becoming horizontal on desktop (medium) devices. Place grid columns in any `.row`.



```
<div class="row">
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
```

[Copy](#)

Story Evaluation

- Interviews (5 +/- participants)
- Surveys on affect/emotion
- Engagement across pages/content
- Analysis of annotations or comments
- Crowdsourcing data collection

Tools

- Tableau stories
- Story maps

<https://storymaps.arcgis.com/en/>

Berkeley

SCHOOL OF
INFORMATION