

STORYTELLING

What makes a good Story?

Presented by Annie Carter



THE ART OF CHARTS

- 1 Love me, Love me NOT
- 2 Clear vs Murky
- 3 Decepticons
- 4 Critiquing Slides



CHARTS

LOVE ME, LOVE ME NOT



Chart I do NOT Like

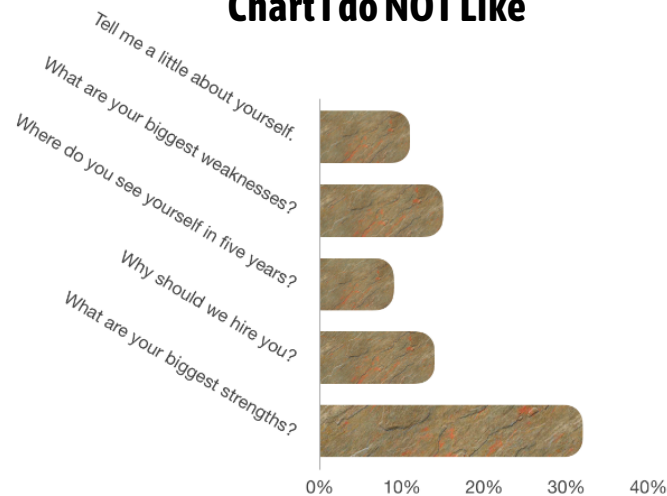
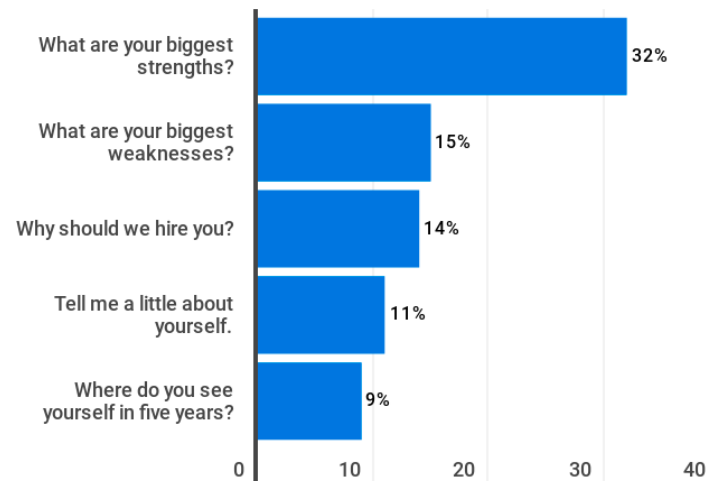


Chart I Like



For optimal readability, avoid using vertical text to label your bars in a bar chart. The horizontal nature of the bars allows for easy reading, so it's best to keep the labels horizontal as well.

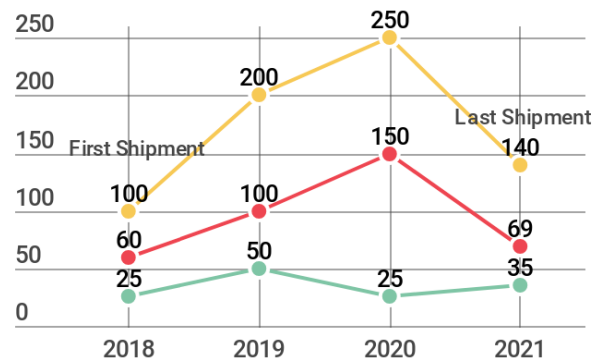
CHARTS - CLEAR VS MURKY

Murky



Bad, Vague Title

Text explaining the data stated below.

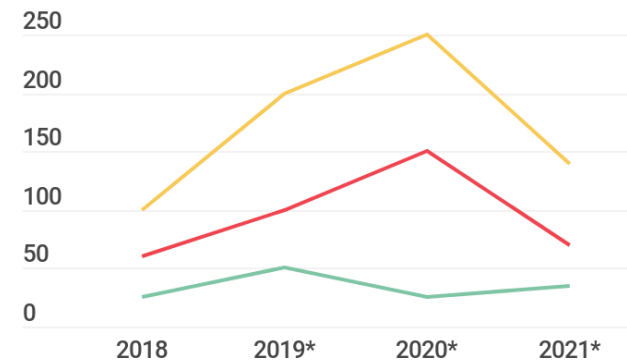


● Product 1 ● Product 2 ● Product 3

Clear



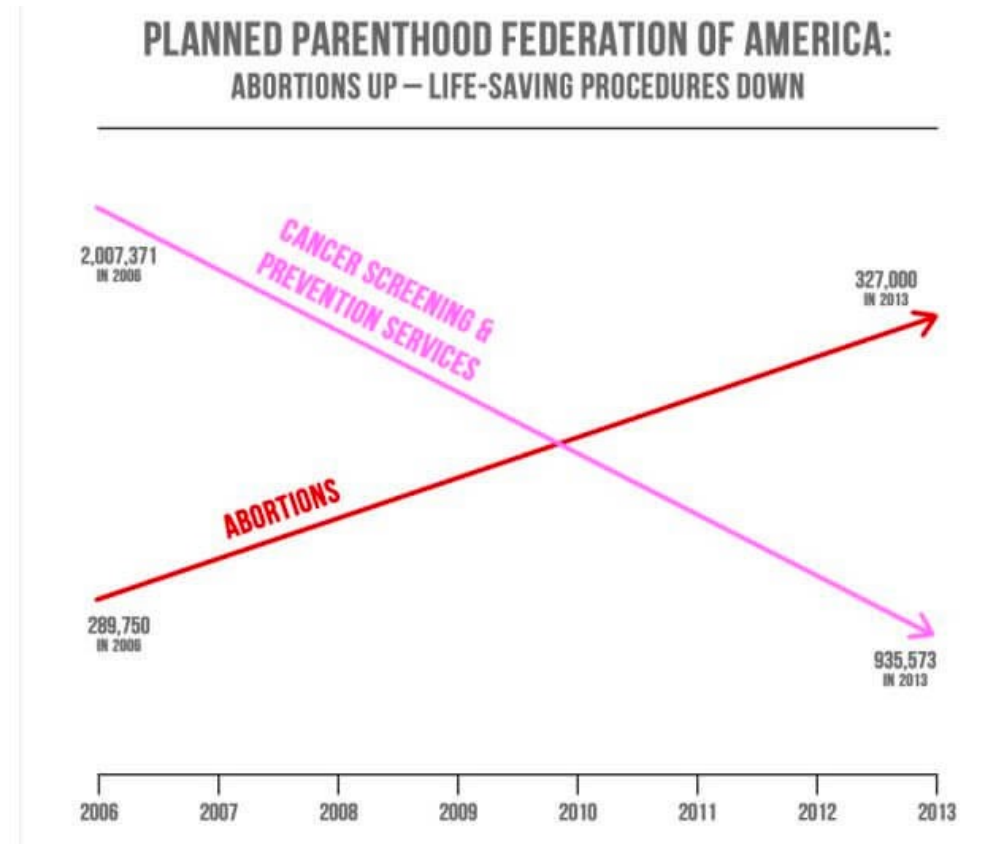
Good, Memorable Title



● Product 1 ● Product 2 ● Product 3

Avoid overwhelming your viewer by refraining from including excessive information in text form within your chart. Be selective in the text you choose to incorporate, focusing on key elements. Give your chart a concise and memorable title that captures its essence. If you're visualizing data obtained from a source other than your own, consider including a small, unobtrusive attribution to acknowledge the source without distracting from the main content.

DECEPTICONS - CHARTS THAT DECEIVE

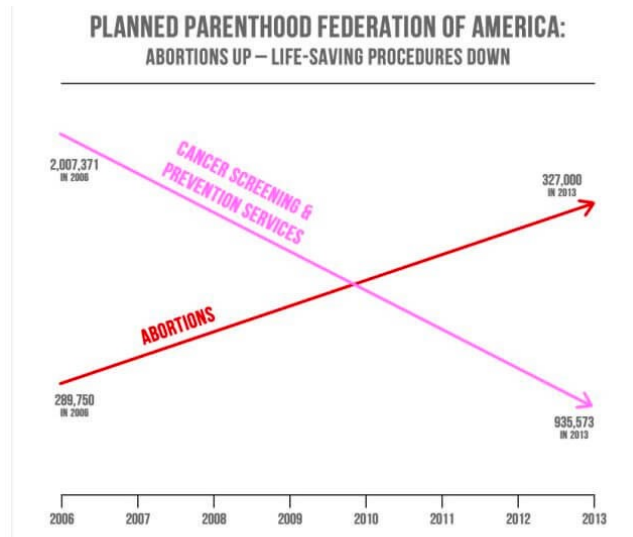


The dual-axis chart presented to the U.S. Congress in September 2015 is often regarded as one of the most deceptive charts. Its issue lies in the absence of a clear y-axis, resulting in arbitrary placement of the lines. Moreover, the scaling of the cancer screening line in millions and the abortion line in hundreds of thousands creates a misleading impression of a sharp increase in abortions and a drastic decline in cancer screenings, which does not reflect the actual situation.

<https://infogram.com/blog/do-this-not-that-data-visualization-before-and-after-examples/>

CRITIQUING CHARTS

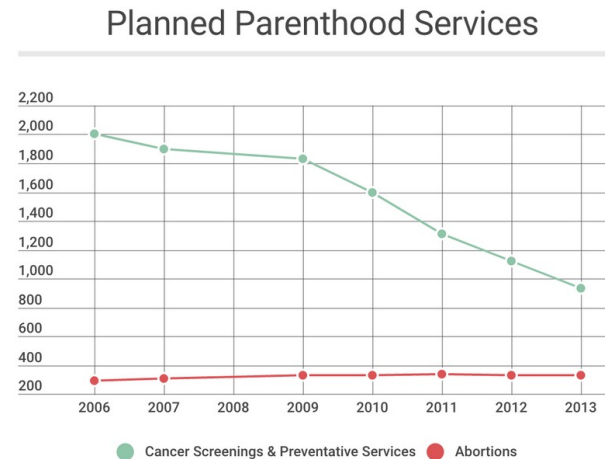
Before



The critique of the first slide in the chart includes:

- The **first thing I saw** was lack of y-axis and confusing information
- Lack of clarity on **intent** and effective visualization.
- **Misleading** data, which can result in misconceptions or incorrect interpretations.
- **Missing** y-axis, making it challenging for viewers to grasp the scale and reference points of the data.

After



5. I like the use of chronology x-axis, **Dislike** scaling & **wish** the graph was redone

6. **3 ways** the original slide was **improved**:

- The chart format: The original chart was remade as a line chart, providing a different visual representation.
- Data scaling: Both data sets were adjusted to be on the same scale in the remade line chart, ensuring a fair comparison.
- Comparative analysis: The remade chart revealed that the number of cancer screenings and preventative services has decreased. However, it also highlighted that there are still significantly more of those procedures performed compared to abortions, emphasizing the difference in magnitude between the two.

7. The "After" chart is **another version** of previous graph