
















































Freytag's Pyramid  
for Data Stories

Note: Visual communication marked with “ \* ” is not vis-based

SETTING

RESOLUTION

SETTING	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	Indivisduals behind the data		* Cartoons			
				* Cut out people			
RESOLUTION	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			
			Digital distortion			
	From the presumption to truth		Zoom burst			
Showing accumulative significance	Adding up in different measures		Staging of elements			
			Staging of visual cues			
	Adding up in different subspaces		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			