Storytelling

DTAIS NRT Workshop

John Paul Helveston

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Download this cheatsheet for today's content

Storytelling

1. Telling a story
2. Designing slides
3. Giving a talk

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1. Telling a story
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3. Giving a talk

What is a story?

A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.

- Clause O. Wilke (2019), Chp. 29

source

Cinderella
ecstasy
misery
time -->
awful life.
evil sisters.
gets ball invite.
makes clothes.
goes to
ball &
dances
with
prince
oh
no!
has
to
go!
back to same awful life.
but not as sad as before,
because of great experience.
prince
finds her.
they live
happily
ever
after...

source

common disaster story
ecstasy
misery
time --->
ordinary day.
ordinary place.
a child has fallen
down a well! oh no!
town gathers to help.
struggle. setbacks.
fighting. bonding.
she's saved!
back to normal.
but a little better,
because of experience
they shared together.

source

Freytag's Pyramid

Freytag's Pyramid: **King Kong**

source

Freytag's Pyramid: **Research Project**

Freytag's Pyramid: **Research Project**

"A single (static) visualization will rarely tell an entire story"

- Clause O. Wilke (2019), Chp. 29

Freytag's Pyramid: **Research Project**

Use **layers** to build tension / provide context

Use **layers** to build tension / provide context

Use **layers** to build tension / provide context

Use **layers** to build tension / provide context

Use **animation** to build tension / provide context

source

Use **animation** to build tension / provide context

Make charts for the generals

(i.e. keep it simple)

Make charts for the generals

(i.e. keep it simple)

Make charts for the generals

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source

Make charts for the generals

(i.e. keep it simple)

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source

Build up towards complex figures

Build up towards complex figures

source

Build up towards complex figures

source

Be consistent, but don't be repetitive

Be consistent, but don't be repetitive

Be consistent, but don't be repetitive

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Hitchcock's rule

Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

Watch this example

Hitchcock's rule

The size of any object in your ~~frame~~ **slide** should be proportional to its importance to the story at that moment

You will read this first

and then you will read this

Put main point at top and use big font size!

(see Stephanie Evergreen's blog post "So What?")

Except for Tesla, EV adoption in the U.S. is **flat**

Tesla's Model 3 is a **Game Changer** for EVs

> 40pt font for titles

> 24pt font for all other text

(Exception: footer text can be small)

Fonts matter

"Fast Taco"

"Mega Flicks"

FONTS MATTER
You'll Always Be Mine
YOU'LL ALWAYS BE MINE

Use fonts to encode meaning

Use fonts to encode meaning

San-serif fonts for most text

Use fonts to encode meaning

San-serif fonts for most text

"Italic, serif fonts for quotes"
- Prof. Helveston

Avoid fonts like

Comic Sans

Papyrus

They make your work look amateurish

Font families you should consider using

Roboto

Source

Fira

Alegreya

Lato

Download from https://fonts.google.com/

Use fonts with **same-height** numbers

"Oldstyle" (bad)

Lining (good)

Use fonts with **same-width** numbers

"Proportional" (bad)

"Tabular" (good)

Consider using a light-colored background (tan / gray)

Use high contrast between font and background color

Dark text on a light background works well

Light text on a dark background also works well

Use high contrast between font and background color

Yellow text on a white background is horrible

Blue text on a black background is horrible

1 slide, 1 idea

Break up main points into multiple slides

Number your slides!

Remove “chart junk” from your slides

Exceptions in slider footer:

- References / data sources
- © Symbol

Example of an acceptable slide footer

↓

 © John Paul Helveston, GWU, Apr. 2021

If you are in person, consider using handouts (1-2 pages)

Why?

1. Your audience can preview your results

2. Your audience will remember your main points

Storytelling

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What are the first words
you should say in a speech?

What are the first words
you should say in a speech?

Watch this video to find out

How to start a speech

How to start a speech

3. With a question that matters to the audience ("Have you ever...?")

How to start a speech

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2. With a shocking factoid ("There are more people alive today than have ever lived...").

How to start a speech

3. With a question that matters to the audience ("Have you ever...?")

2. With a shocking factoid ("There are more people alive today than have ever lived...").

1. Tell a story, talk about **people** ("Imagine...")

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:
John Paul Helveston, Ph.D.
Postdoctoral Fellow
Institute for Sustainable Energy
Boston University

January 26, 2018

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3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

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2) With a shocking factoid

"50% of the world's EVs are made by Chinese automakers"

3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

2) With a shocking factoid

"50% of the world's EVs are made by Chinese automakers"

1) Tell a story, talk about **people**

"Whenever I talk with people about electric cars, they usually ask about Tesla..."

Your turn

07:00

Brainstorm different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid ("There are more people alive today than have ever lived...").
3. With a question that matters to the audience ("Have you...?").

Afterwards, we will go around and practice giving the start of each presentation.