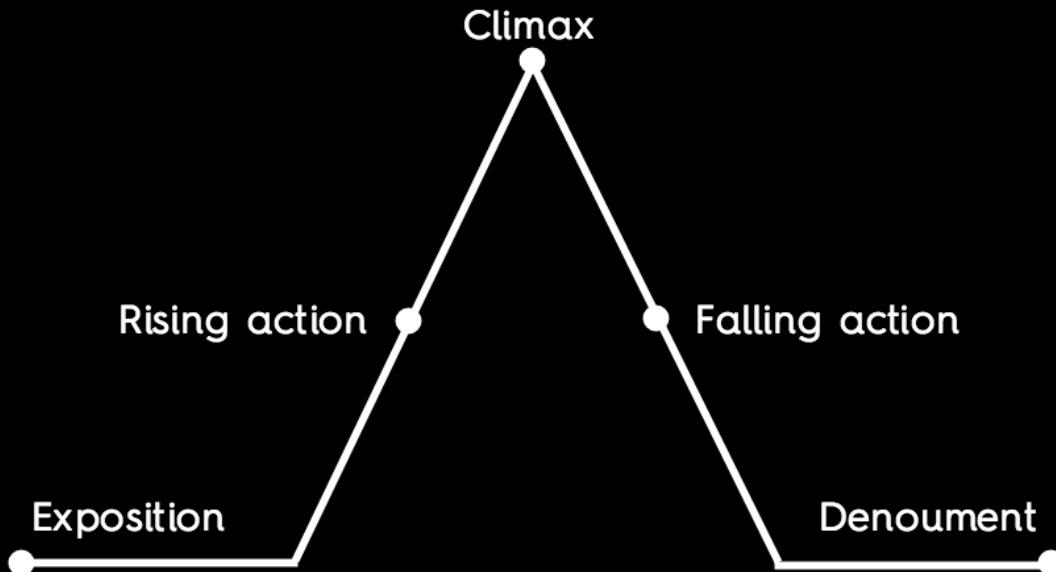


Storytelling



III DTAIS NRT Workshop

John Paul Helveston

July 12, 2022

Download [this cheetsheet](#) for today's content

Storytelling

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

Storytelling

1. Telling a story
2. Designing slides
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

ecstasy



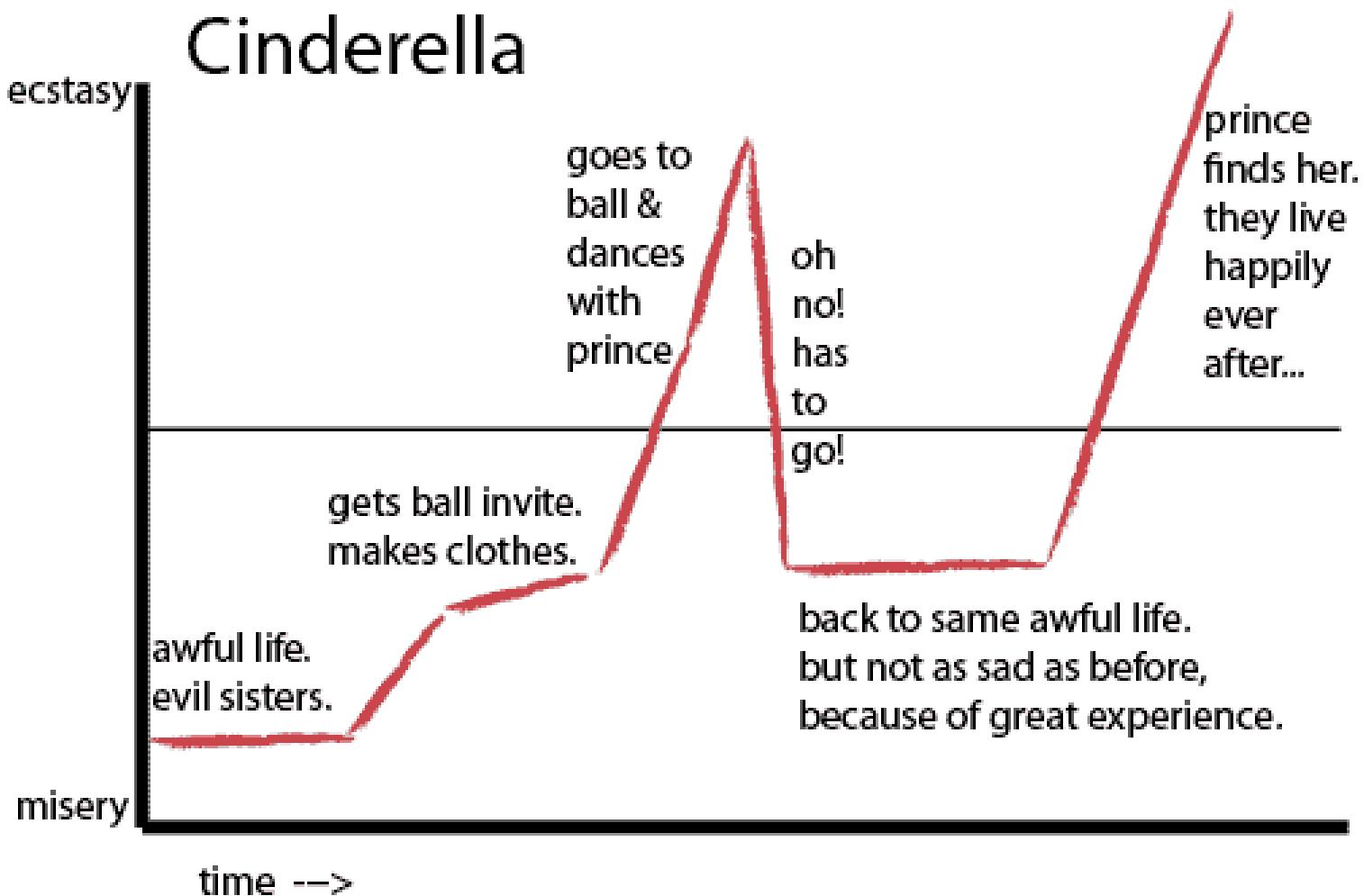
misery

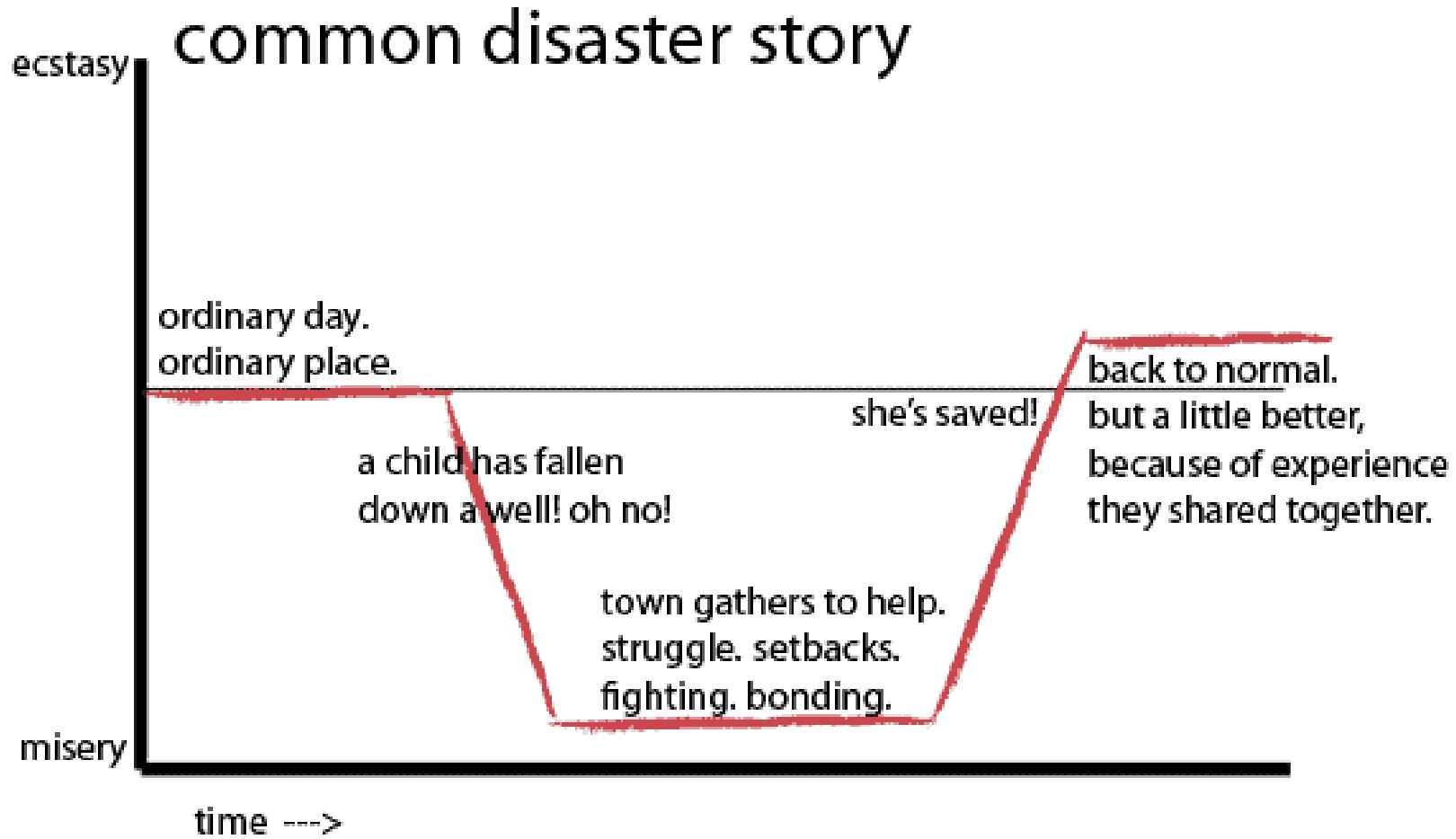


time -->

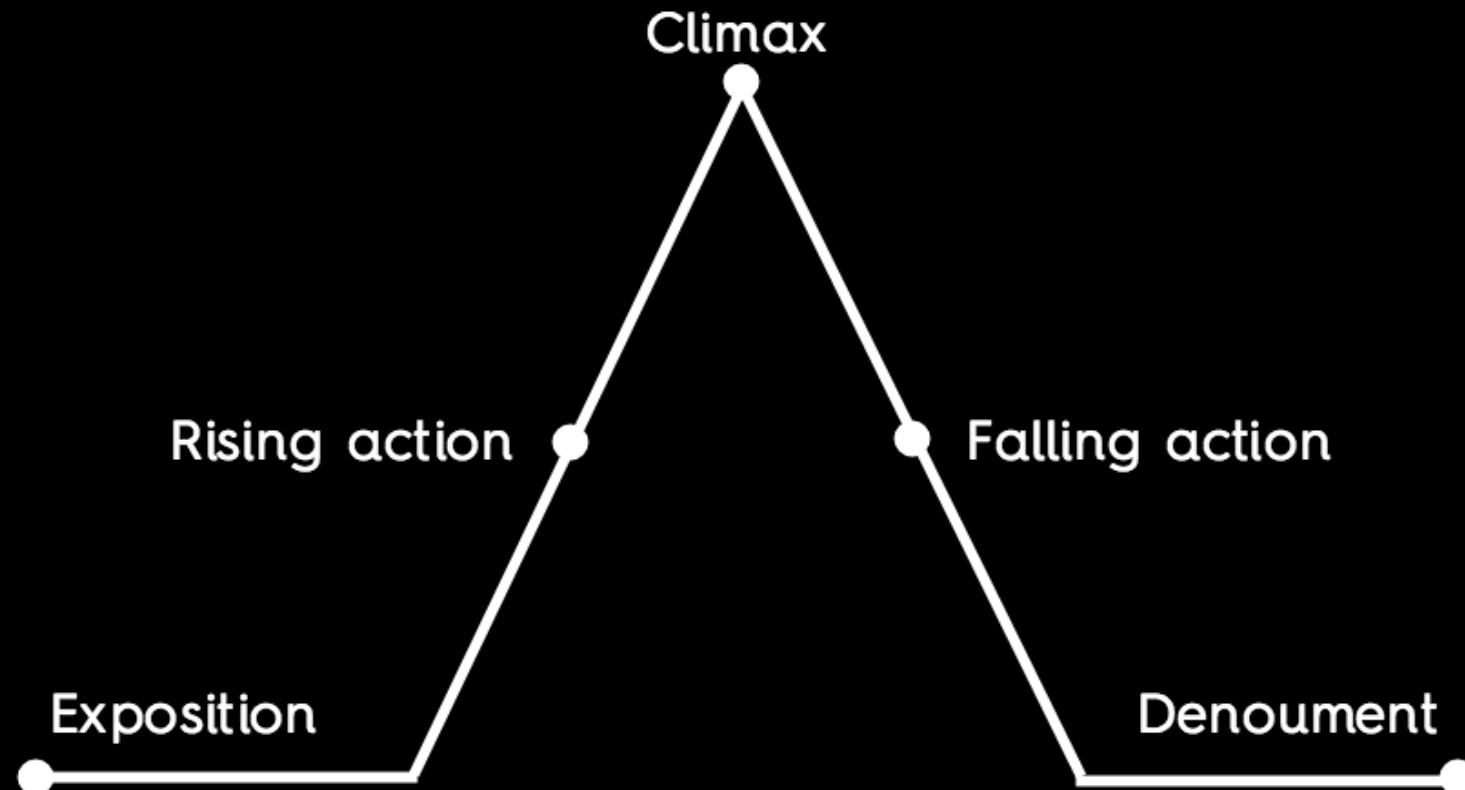
source

Cinderella

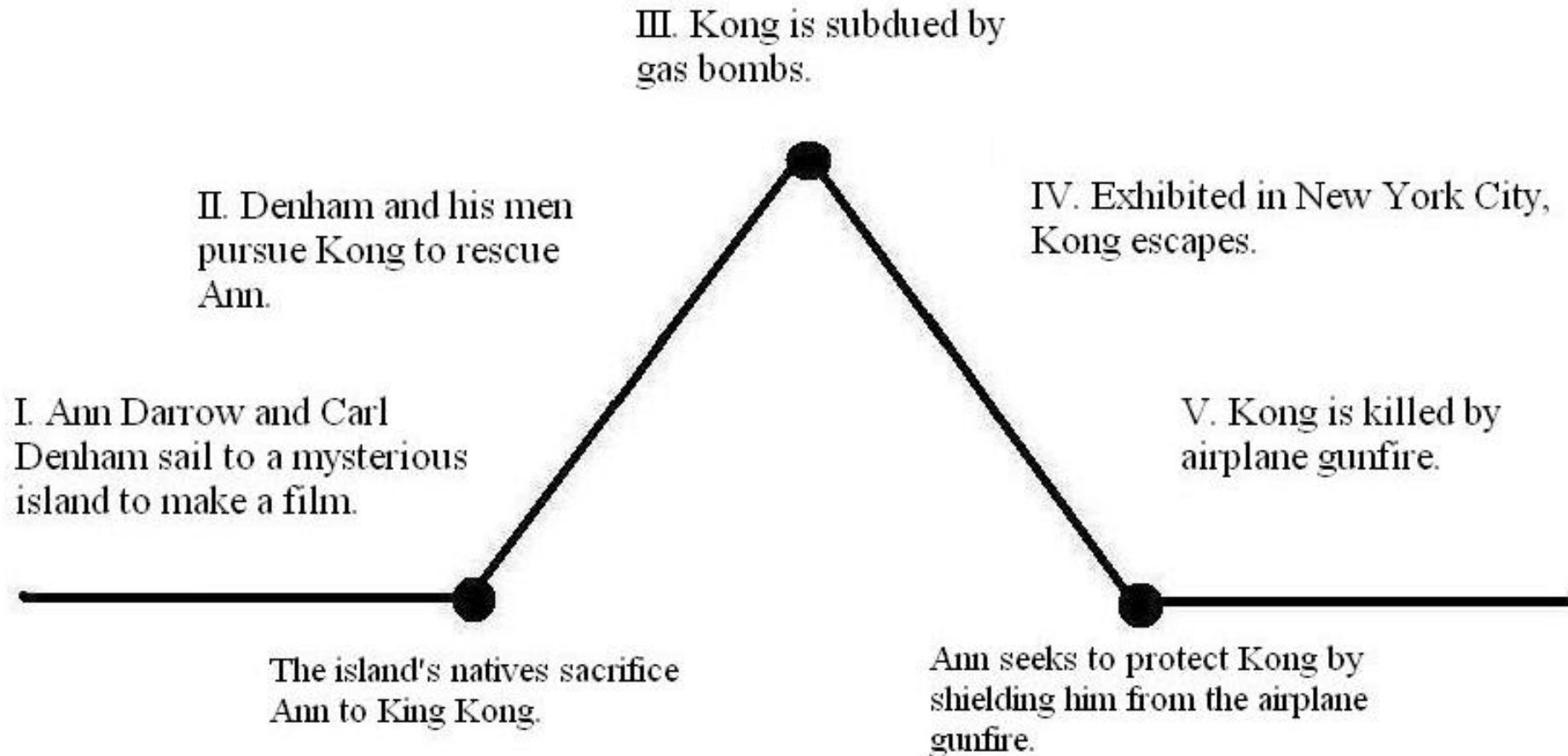




Freytag's Pyramid



Freytag's Pyramid: King Kong



source

Freytag's Pyramid: **Research Project**

Freytag's Pyramid: Research Project

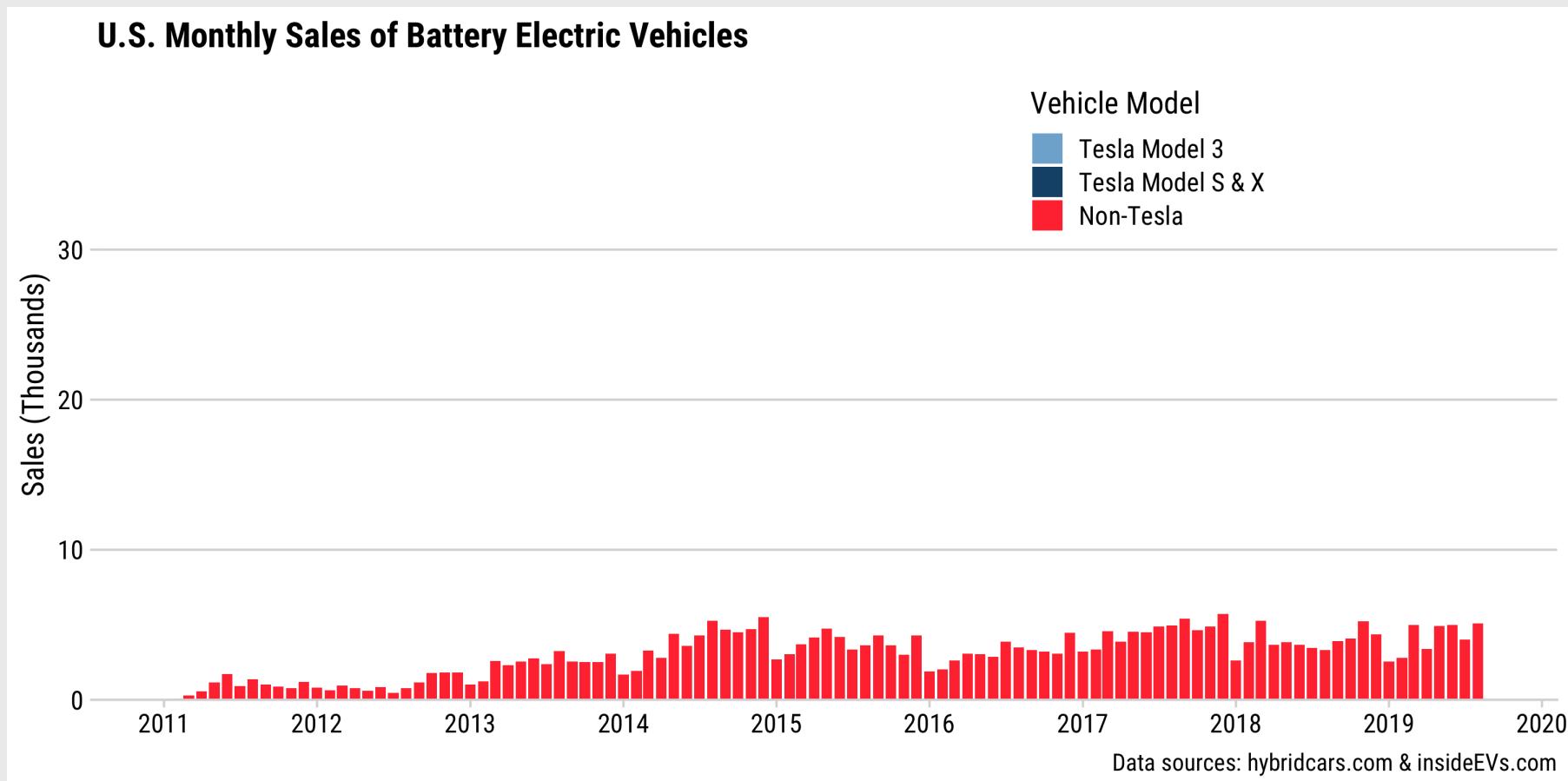
"A single (static) visualization will rarely tell an entire story"

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

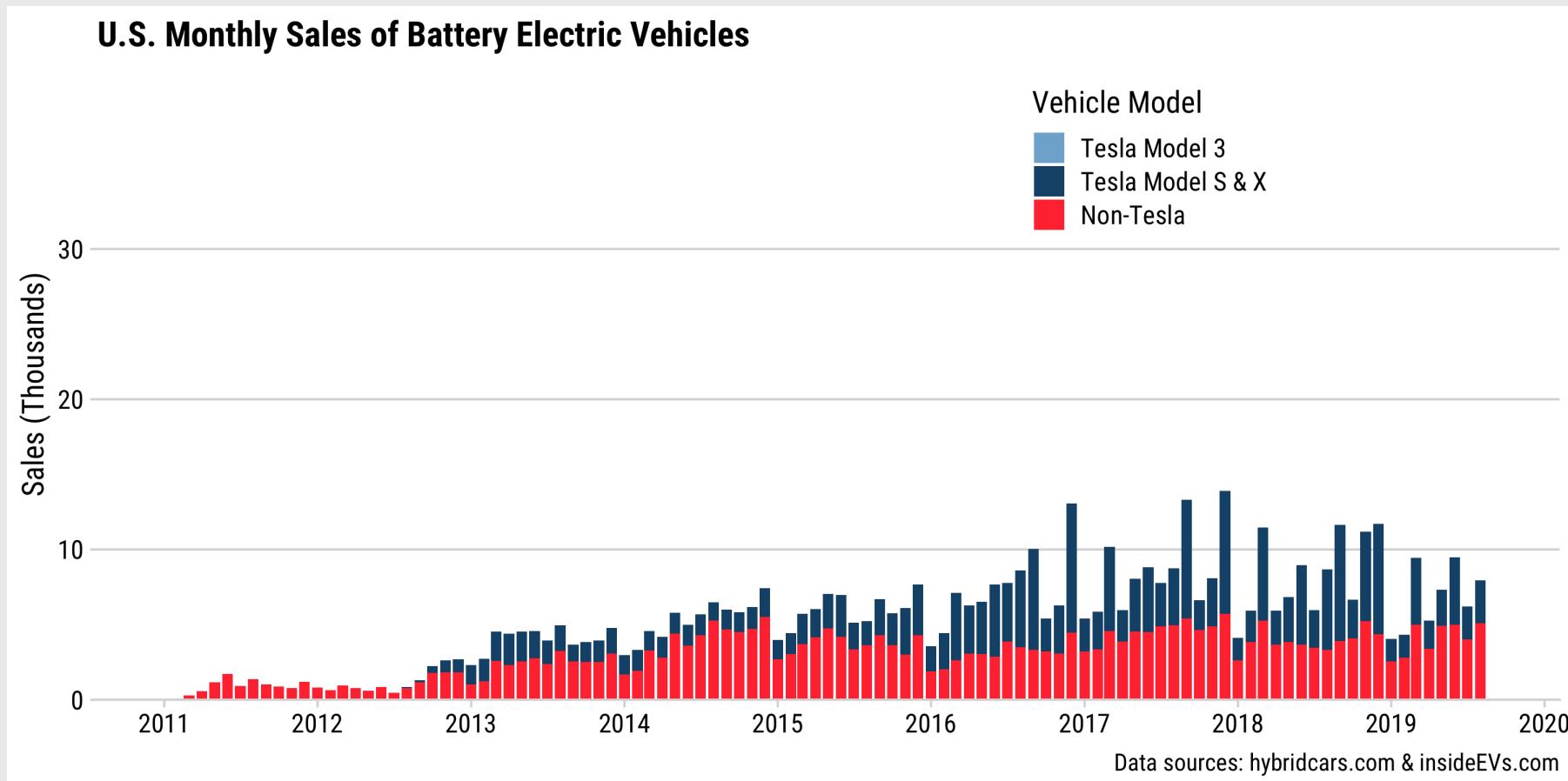
Freytag's Pyramid: Research Project

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

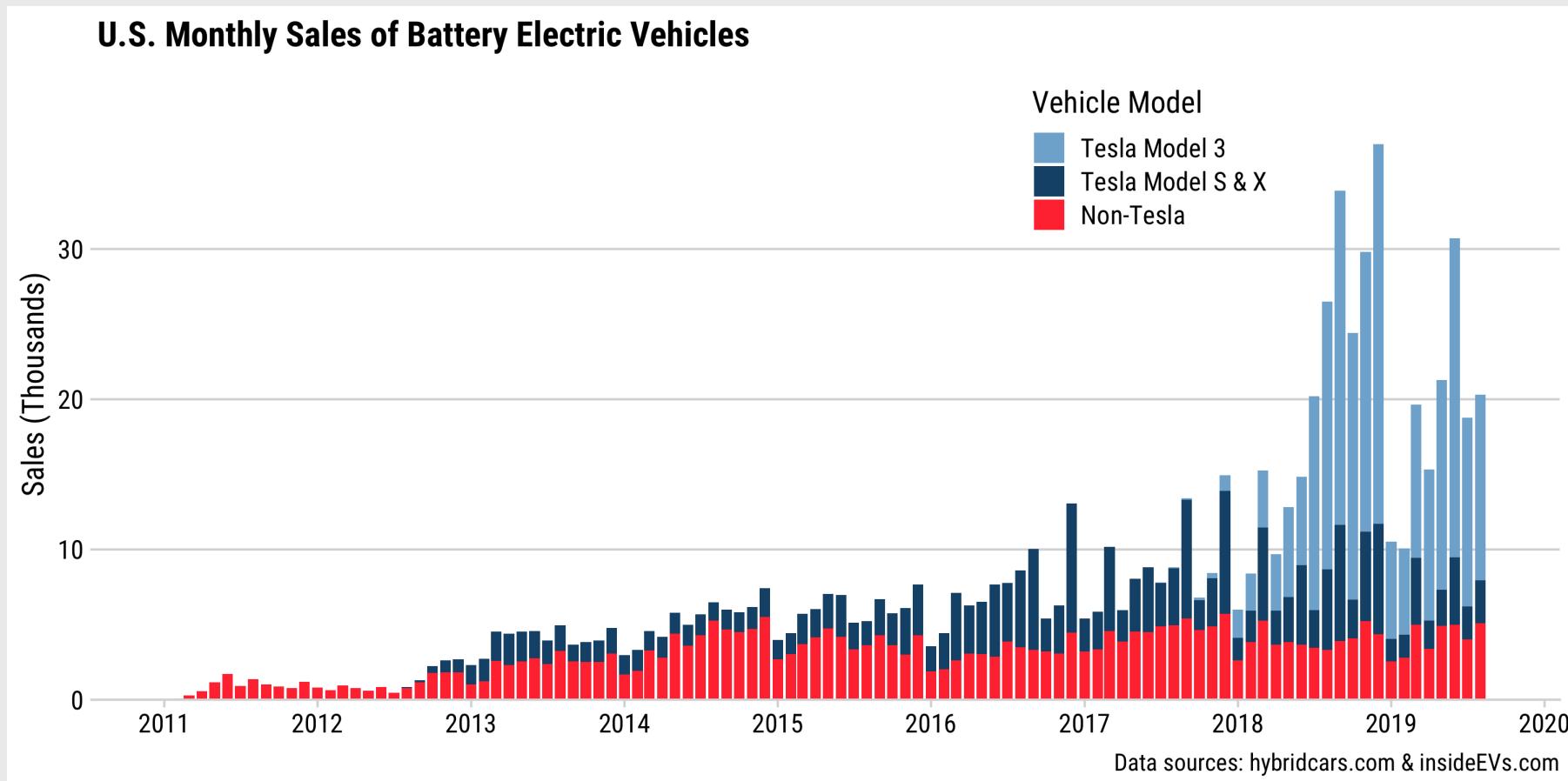
Use **layers** to build tension / provide context



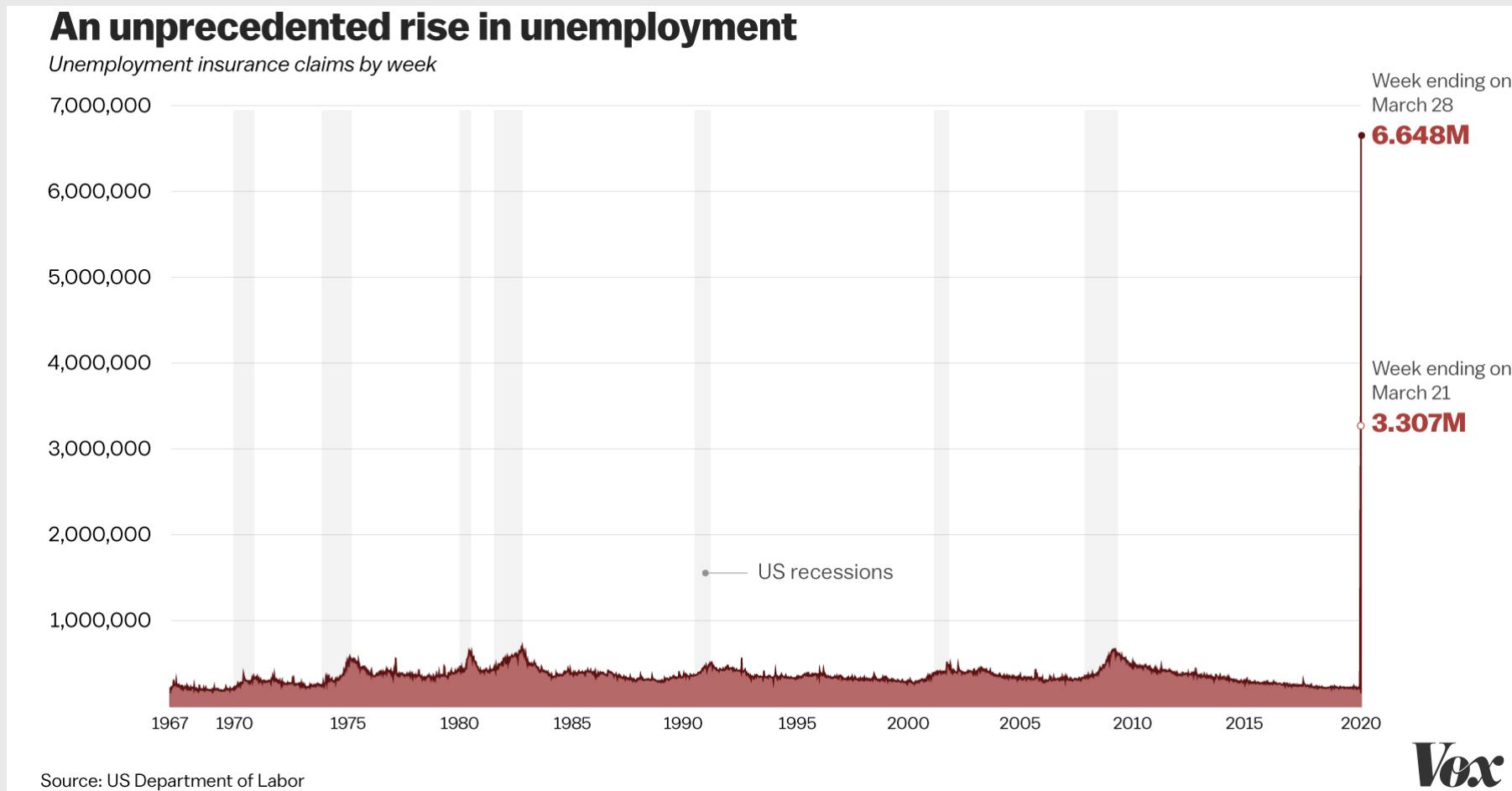
Use **layers** to build tension / provide context



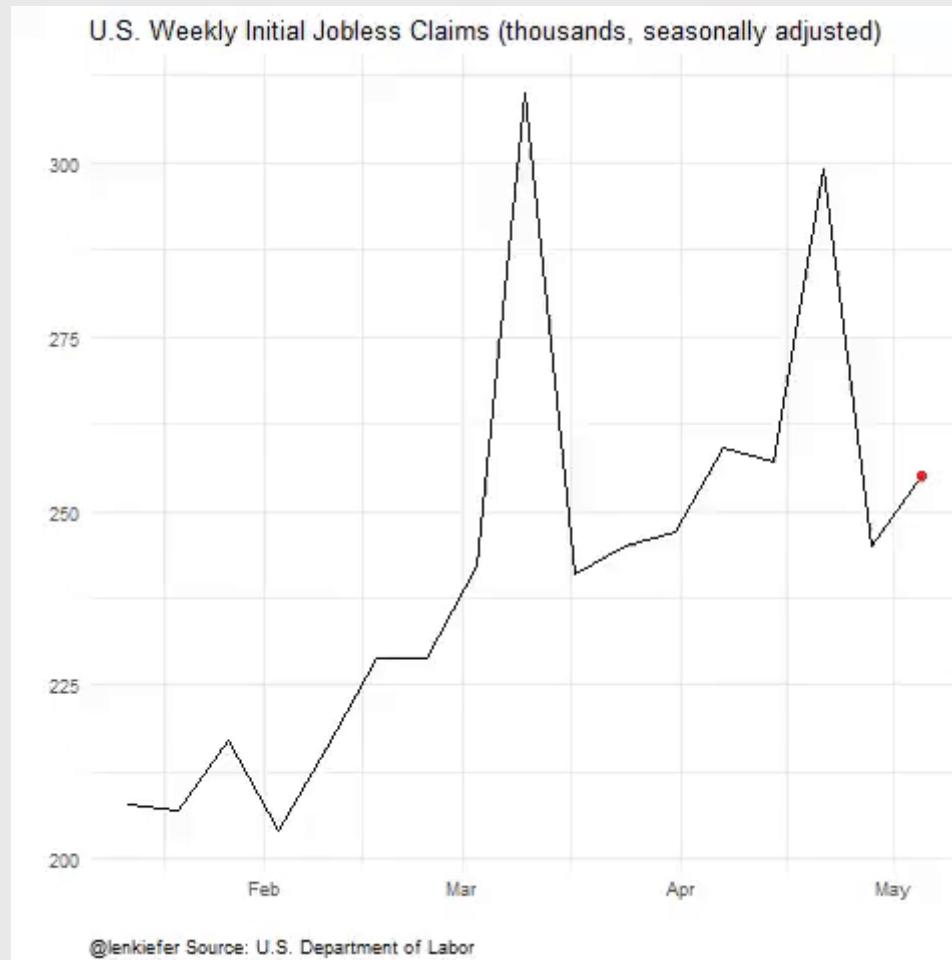
Use **layers** to build tension / provide context



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



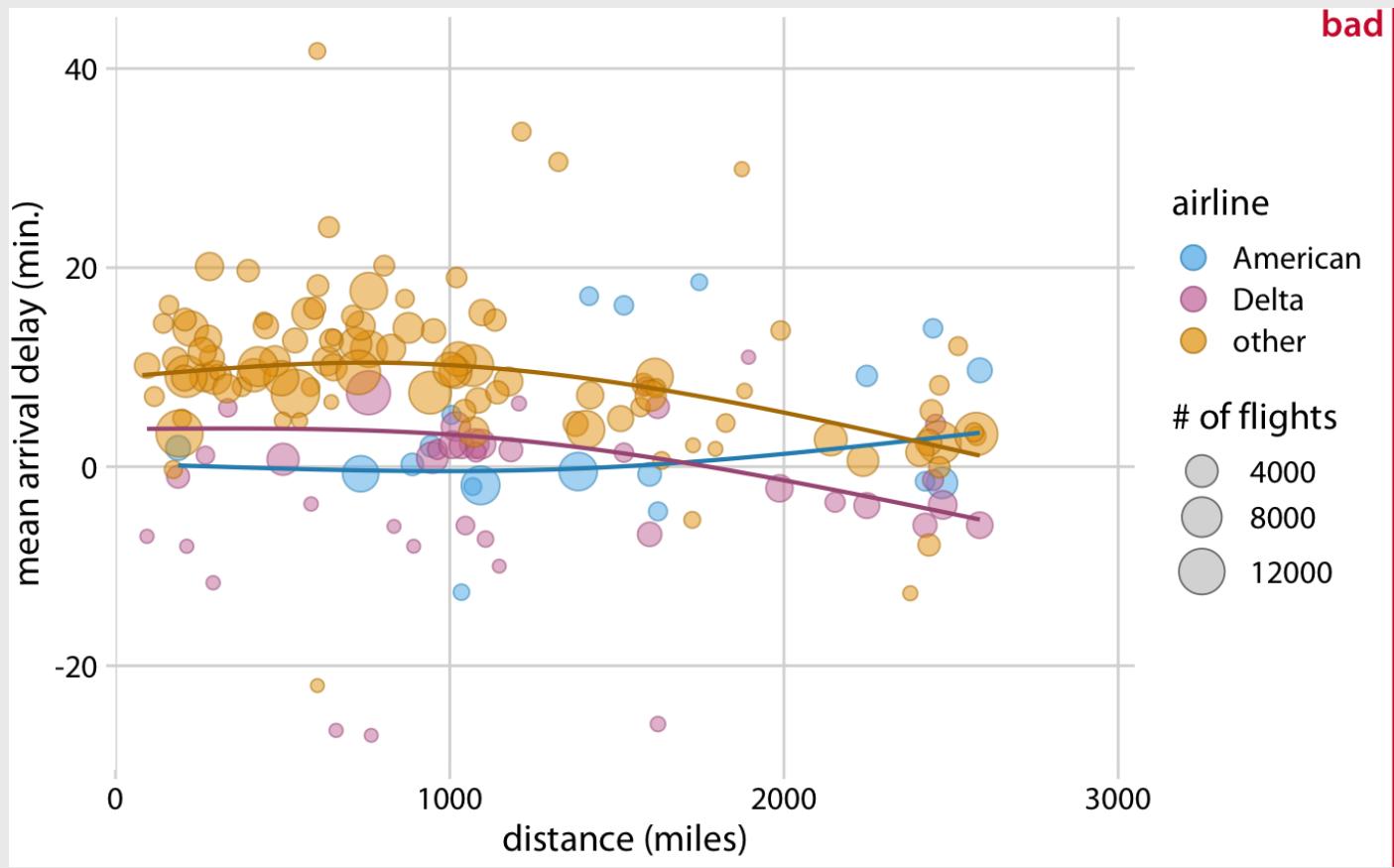
Use **animation** to build tension / provide context



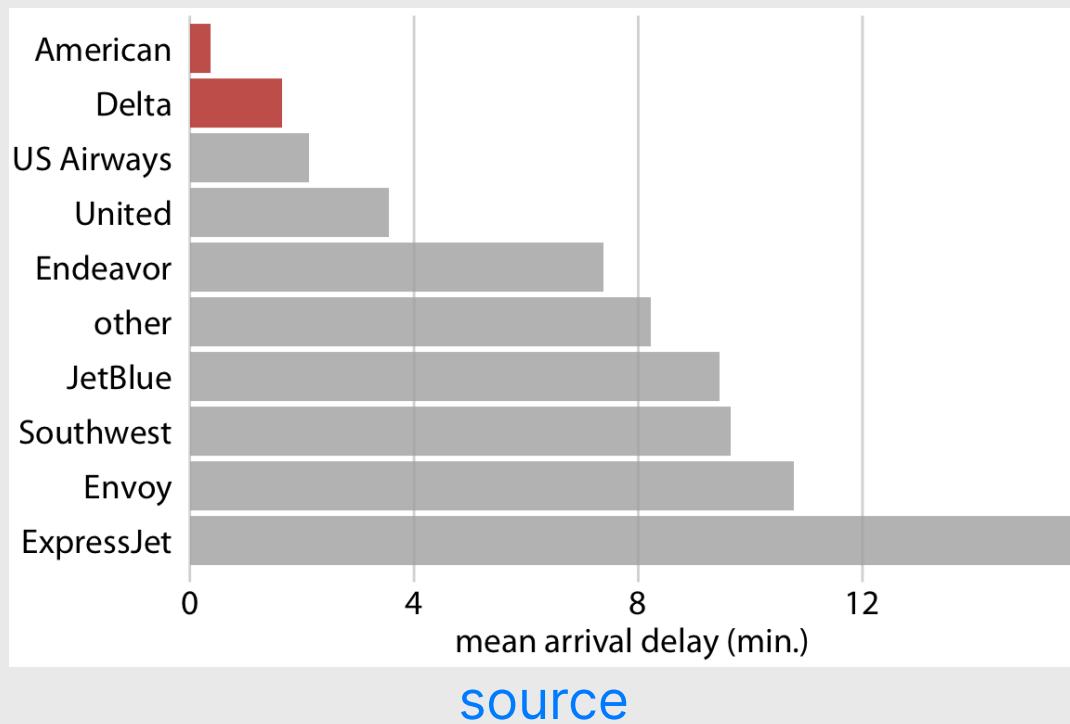
Make charts for the generals
(i.e. keep it simple)

Make charts for the generals

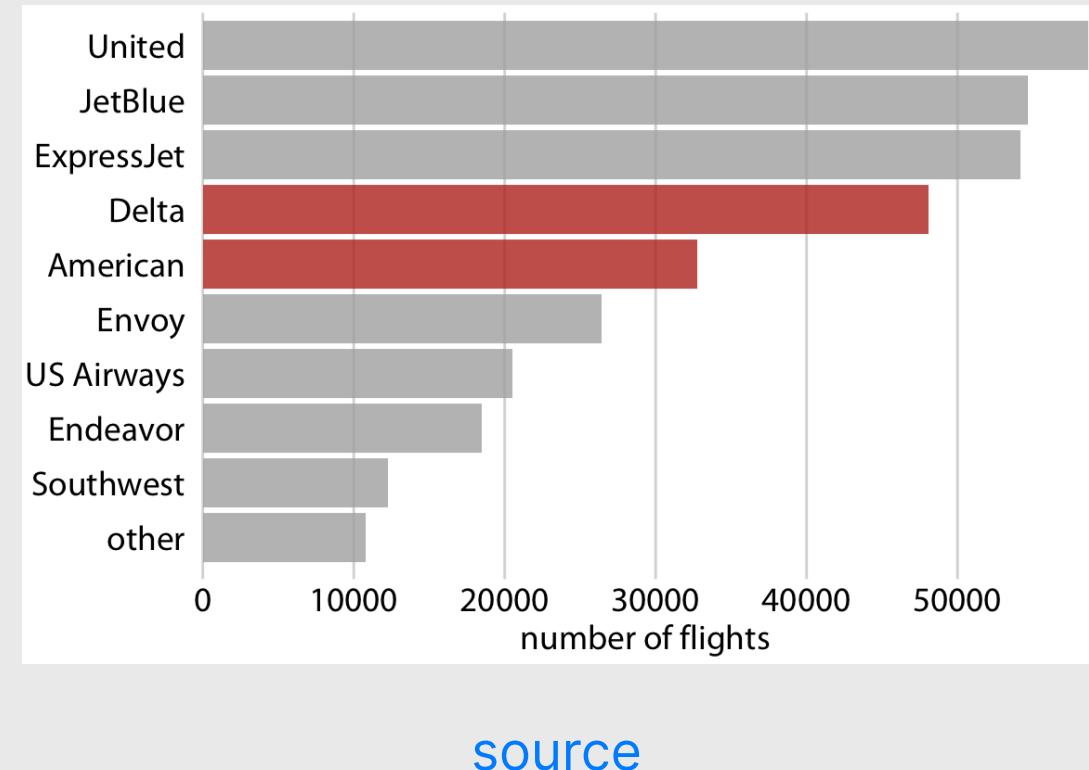
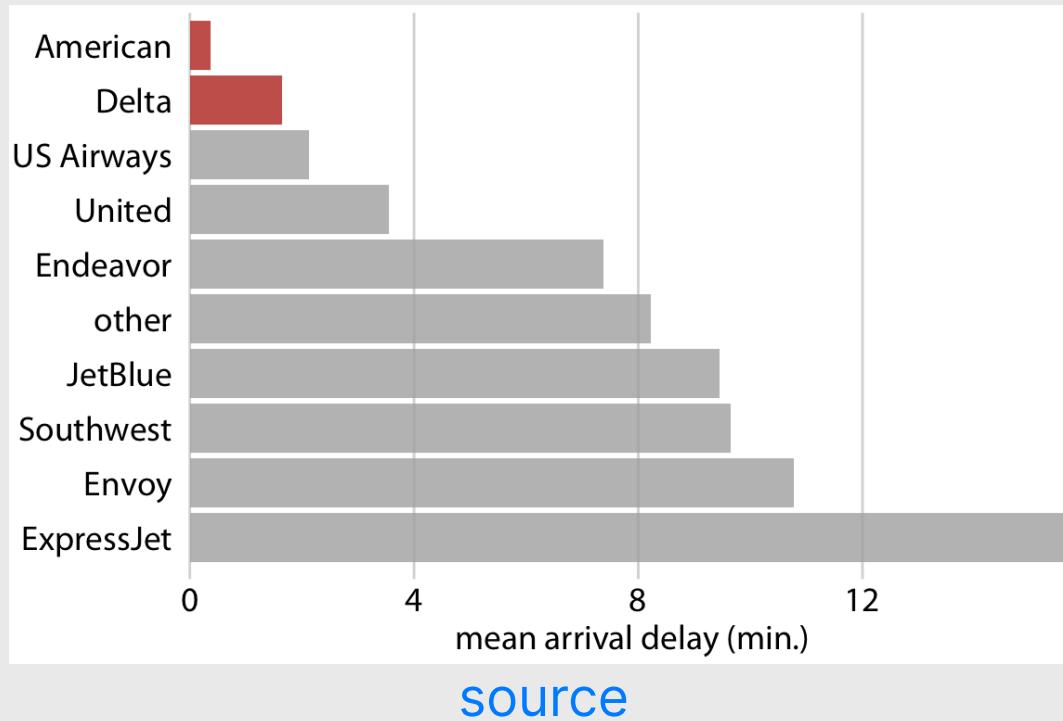
(i.e. keep it simple)



Make charts for the generals (i.e. keep it simple)

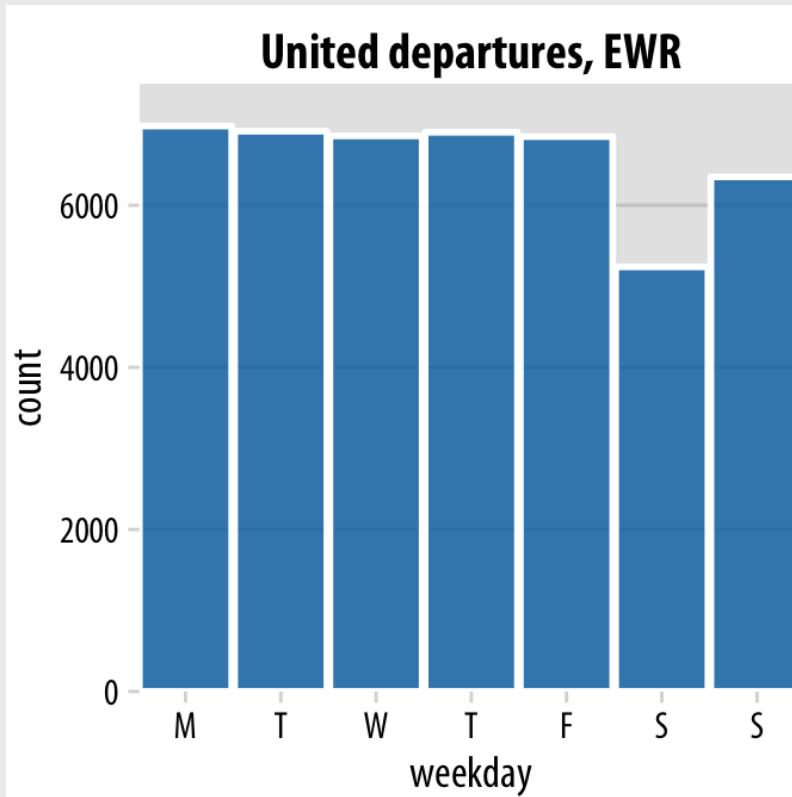


Make charts for the generals (i.e. keep it simple)



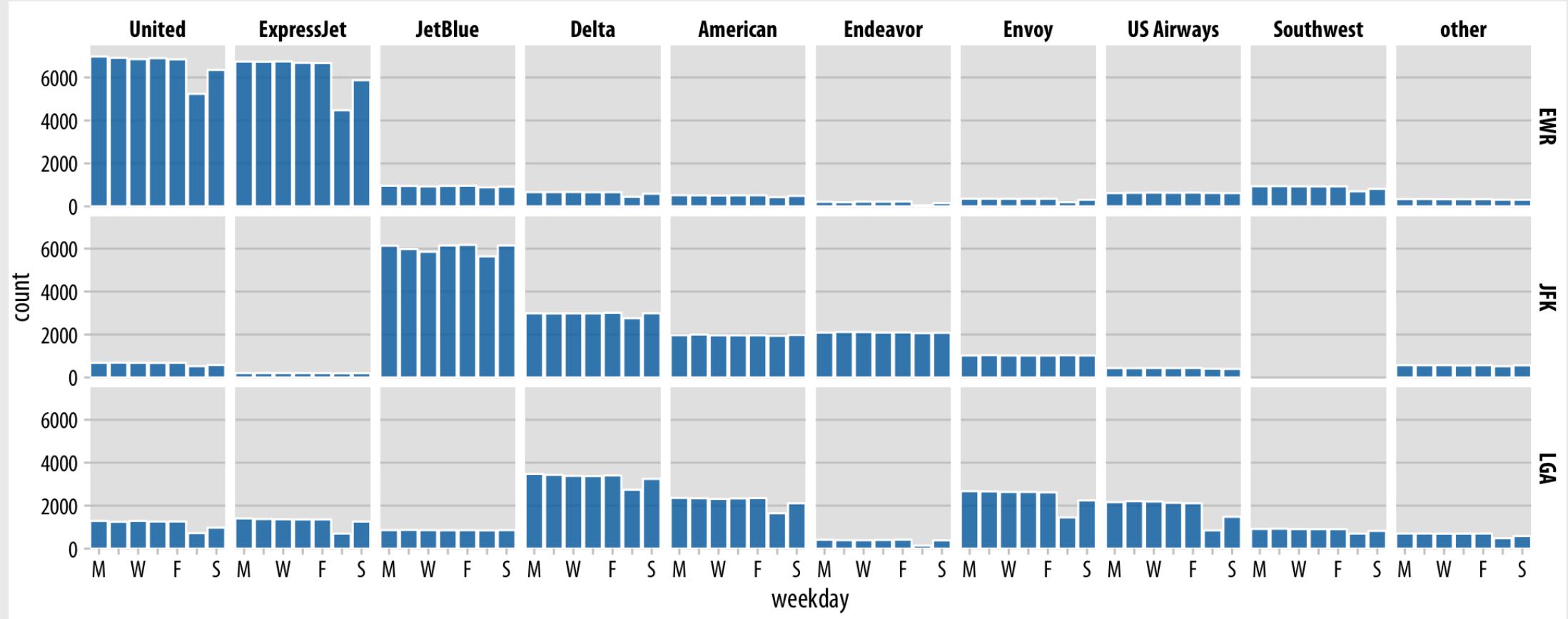
Build up towards complex figures

Build up towards complex figures



source

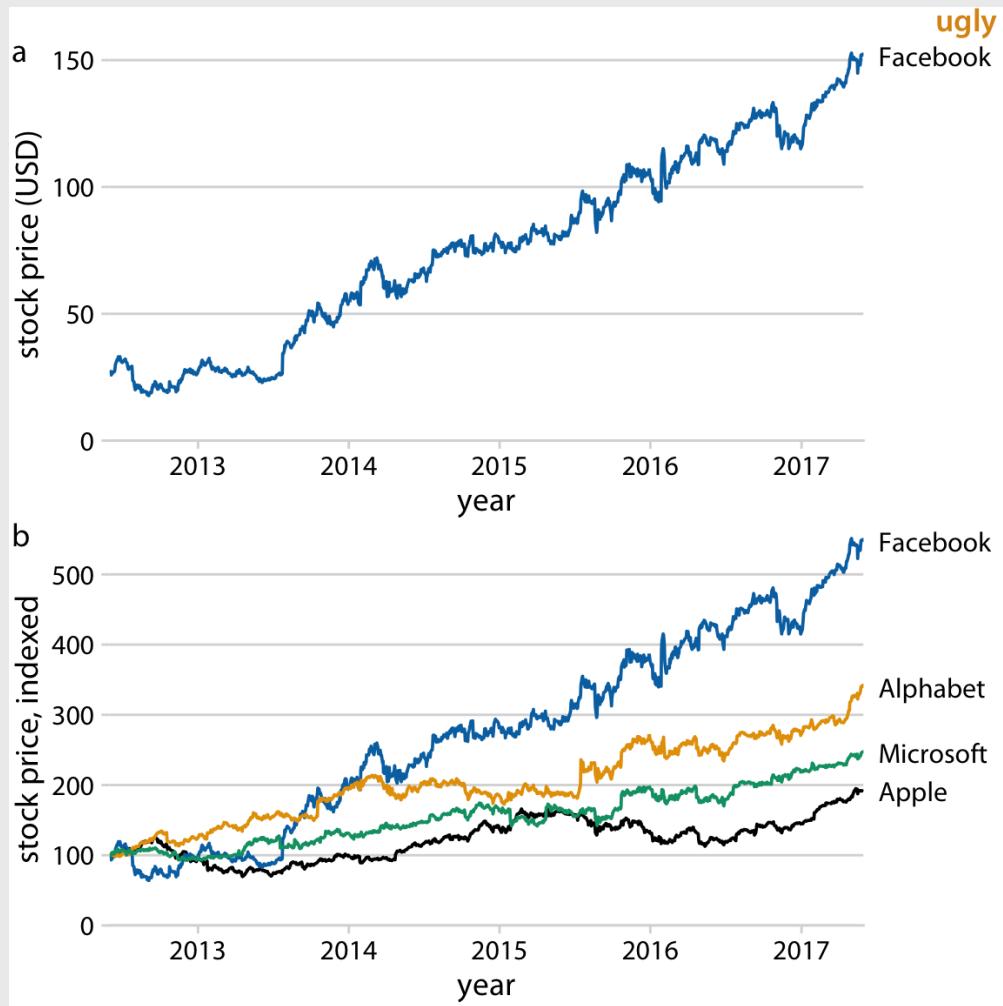
Build up towards complex figures



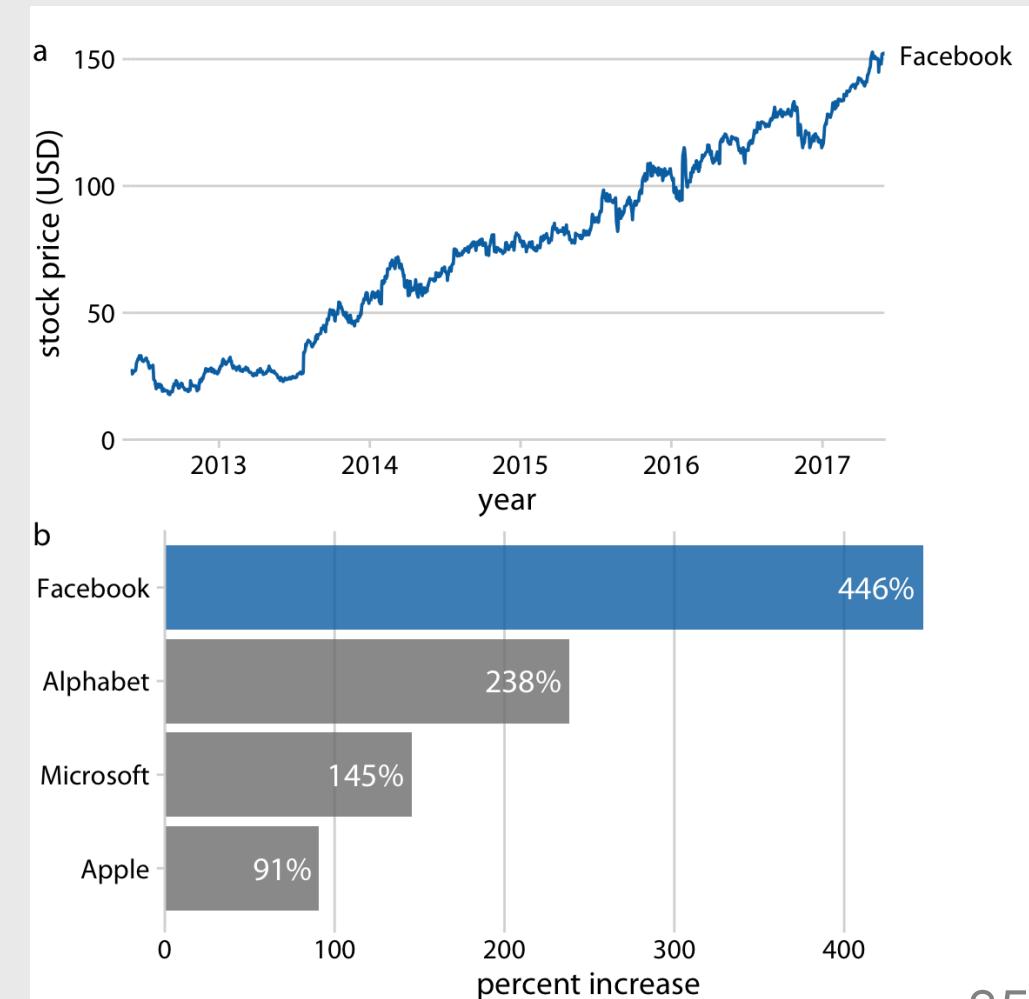
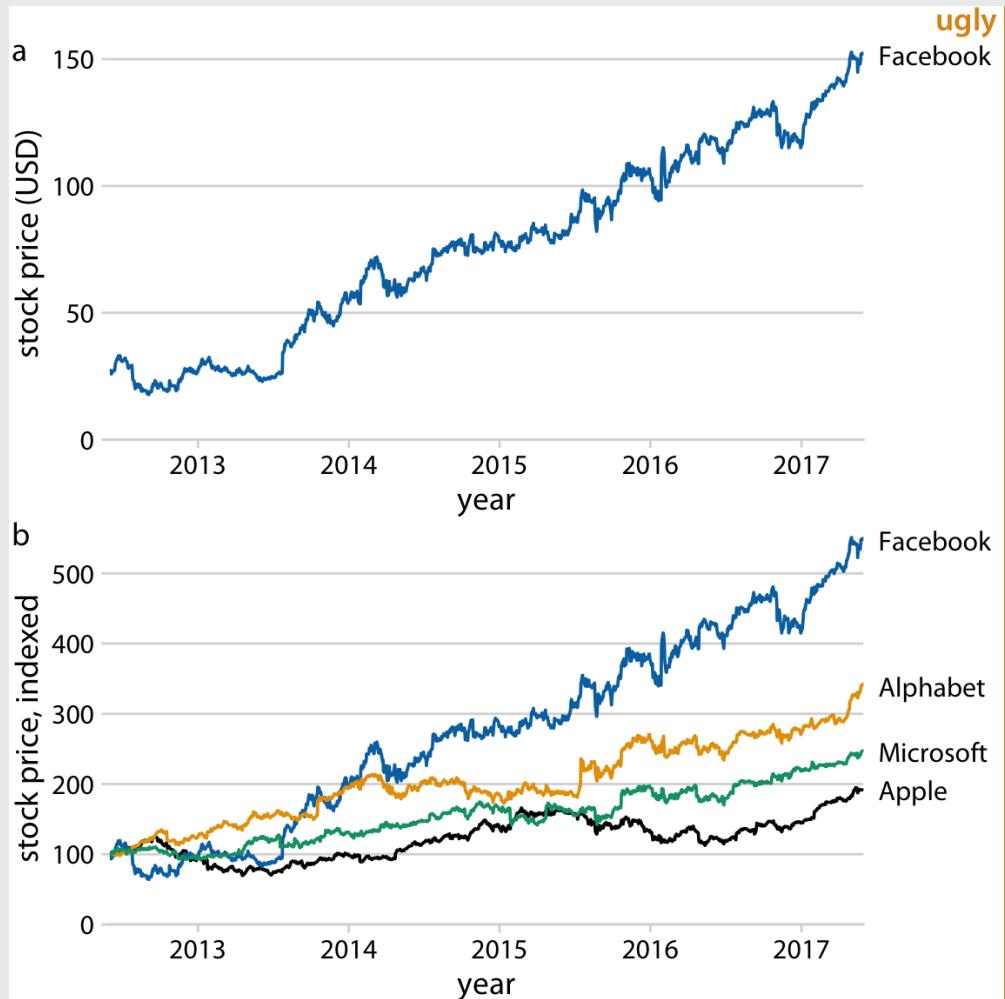
source

Be consistent, but don't be repetitive

Be consistent, but don't be repetitive



Be consistent, but don't be repetitive



Storytelling

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

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

...and finally you will read this

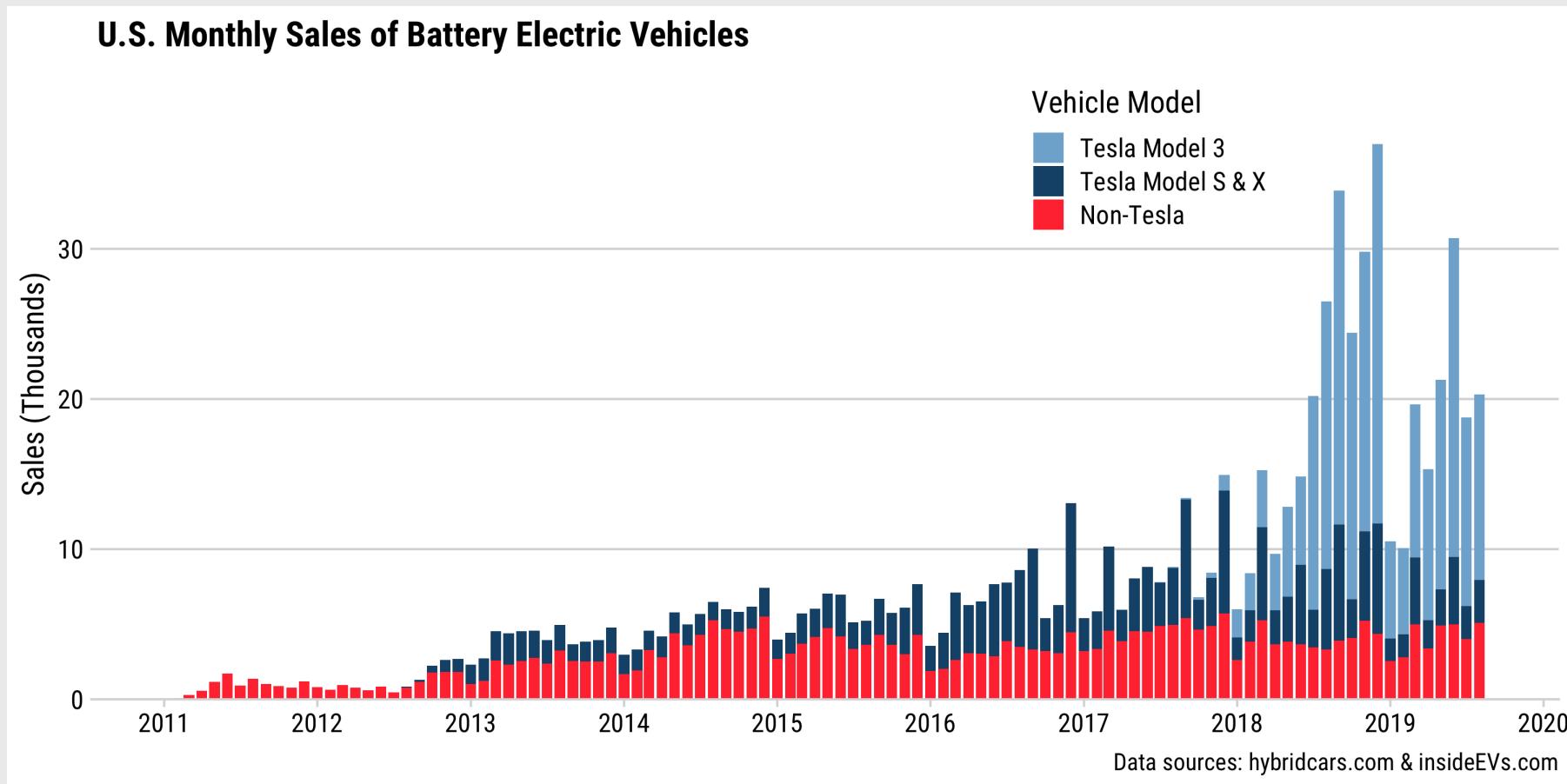
You will read this first

and then you will read this

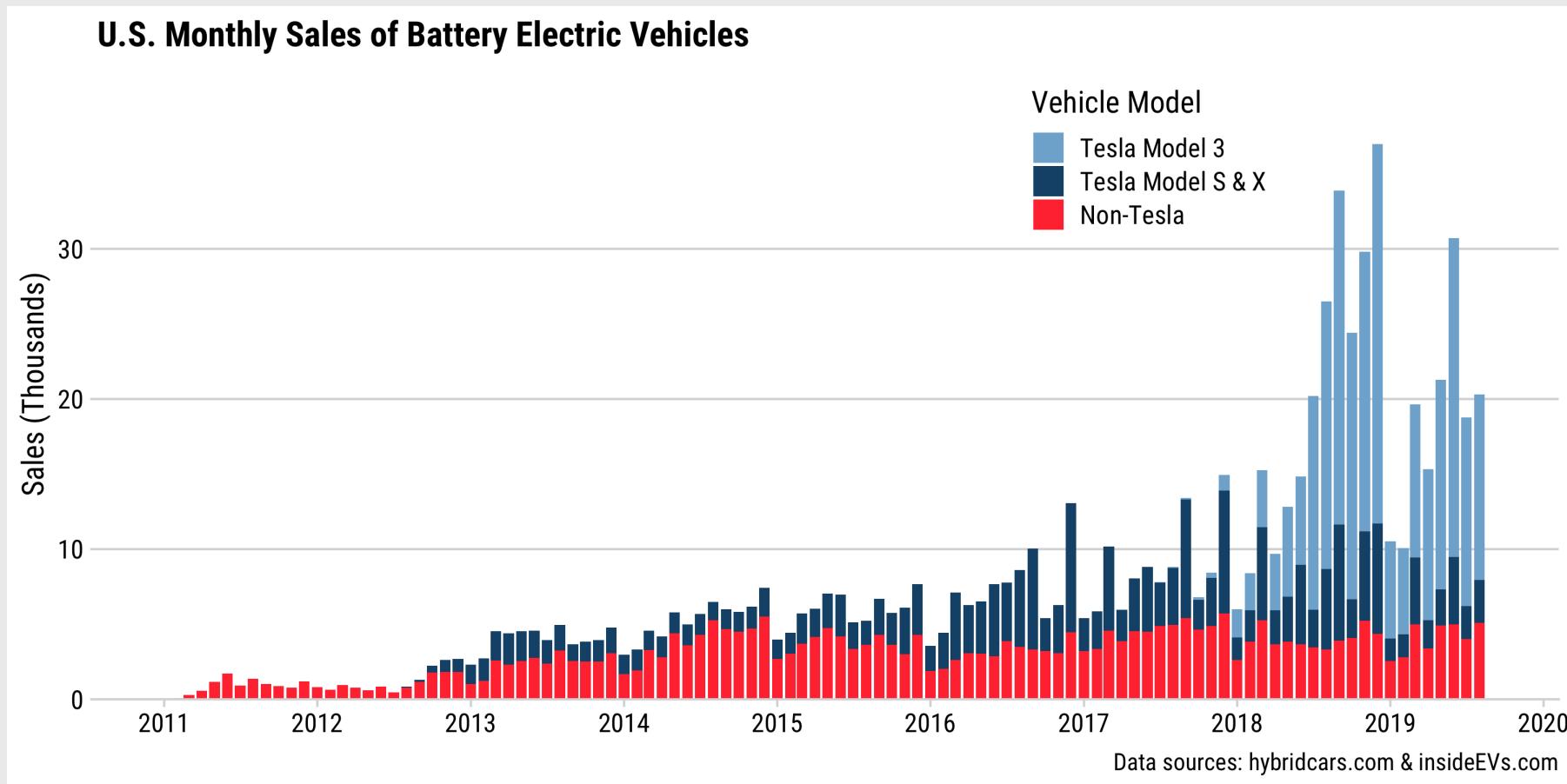
Put main point at top and use big font size!

(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
BE ALWAYS
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

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

Source

Fira

Alegreya

Lato

Use fonts with **same-height** numbers

"Oldstyle" (bad)

The image shows two rows of numerals. The top row, labeled "Oldstyle (bad)", contains the digits 1, 2, 3, 4, 5, 6, 7, 8, 9, 0. The digit '4' has a red square box around its top serif, while the other digits have red square boxes around their descenders. The bottom row, labeled "Lining (good)", contains the digits 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, all of which have red square boxes around their descenders, indicating they are at the same height as the other digits.

1234567890

Lining (good)

1234567890

Use fonts with **same-width** numbers

"Proportional" (bad)



1|2|3|4|5|6|7|8|9|0

"Tabular" (good)



1|2|3|4|5|6|7|8|9|0

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



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

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

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

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...").

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

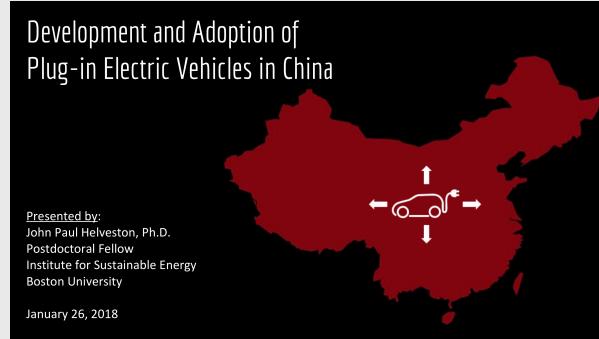
Institute for Sustainable Energy

Boston University



January 26, 2018





3) With a question that matters to the audience:

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

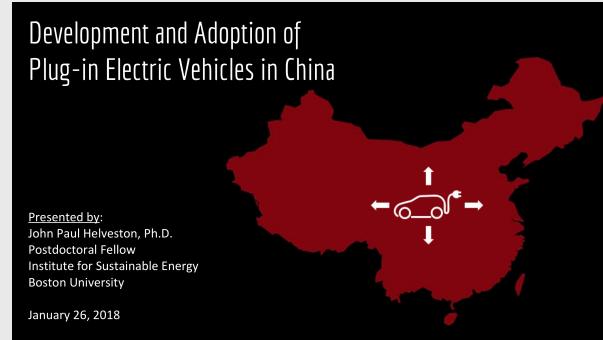


3) With a question that matters to the audience:

"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"



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.