

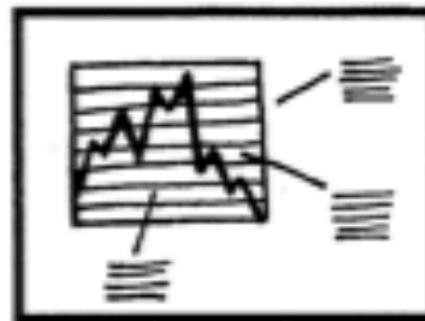
Visual story-telling genres

One shot – one
visualisation

Seven
Genres



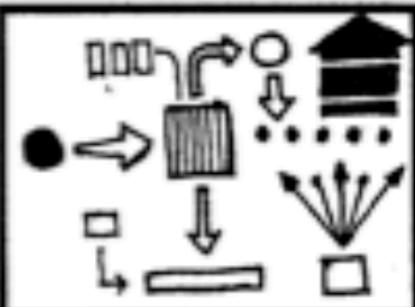
Magazine Style



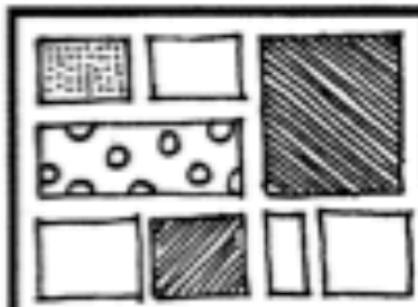
Annotated Chart



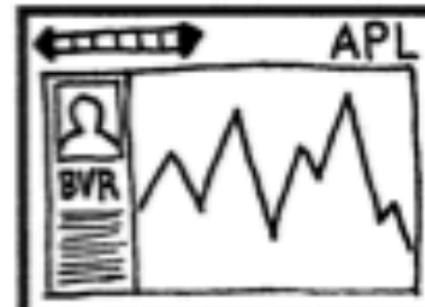
Partitioned Poster



Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

When you can reveal new information

What if this visual communication was a poster?

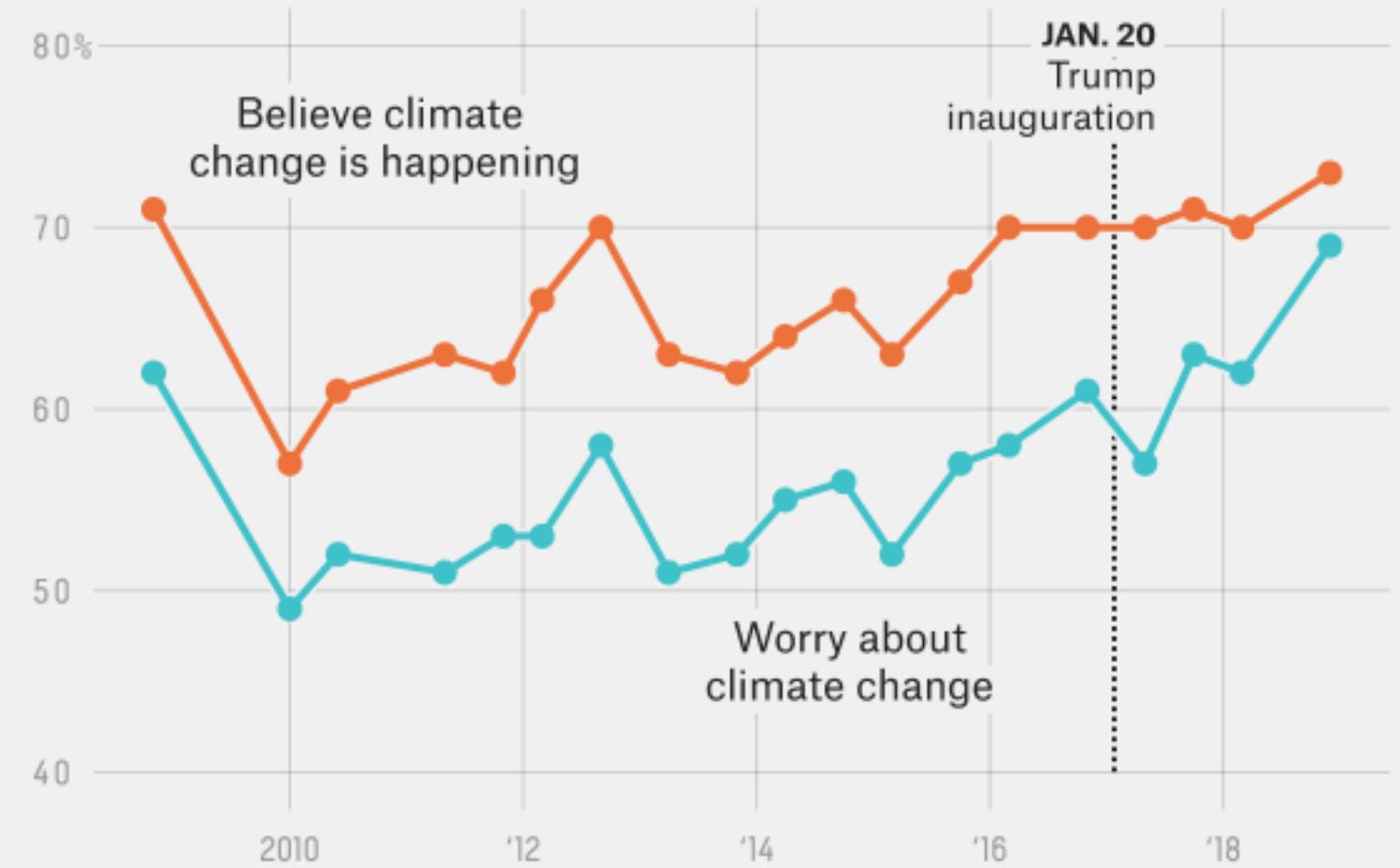
What would change?

How can we manipulate the order?



Climate concern was mostly lower during Obama's terms

Percent of respondents who believe in and worry about climate change



Multiple figures or animation? The case for multiple figures

- Two figures: eyes flick between images
- Animation requires remembering previous figure
- Cognitive load is higher with memory – you're asking the audience to do more work

Eyes beat memory

Multiple figures or animation? The case for animation

- Navigating a very complex dataset



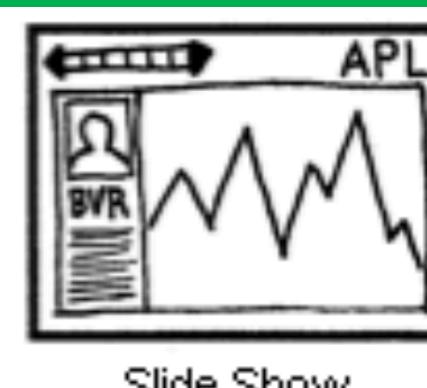
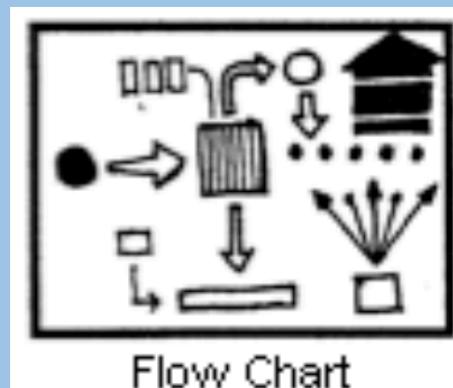
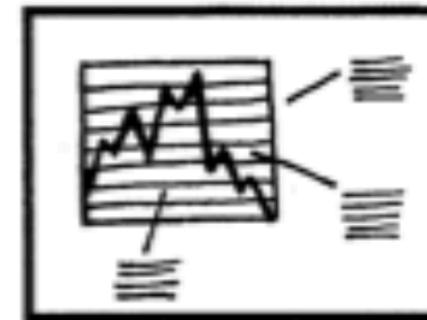
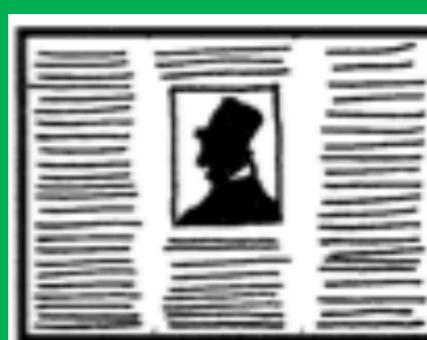
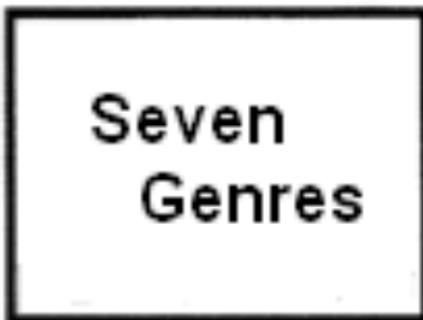
Multiple figures or animation? The case for animation

- Navigating a very complex dataset
- Changing between two visualisations of the same data – maintains context



Visual story-telling genres

Presenter suggests order

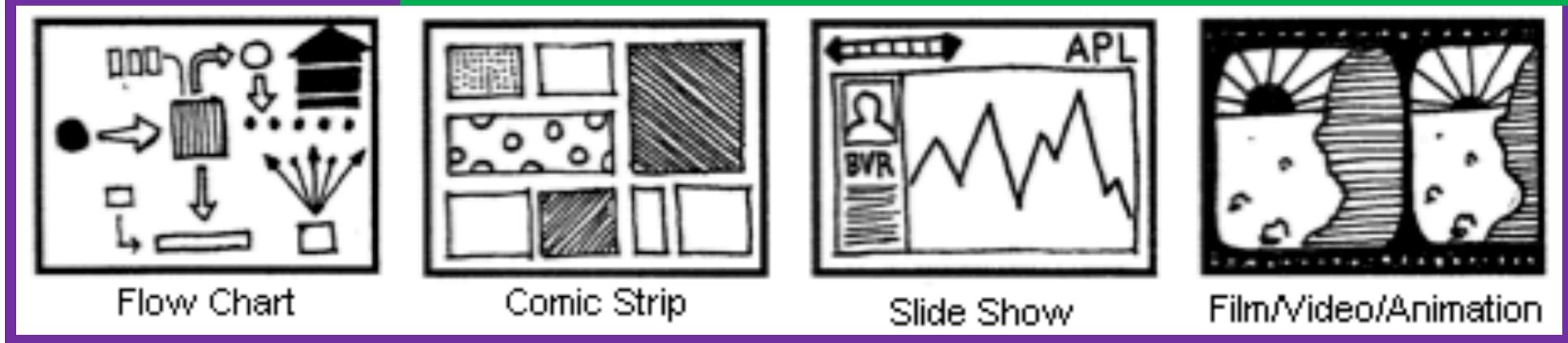
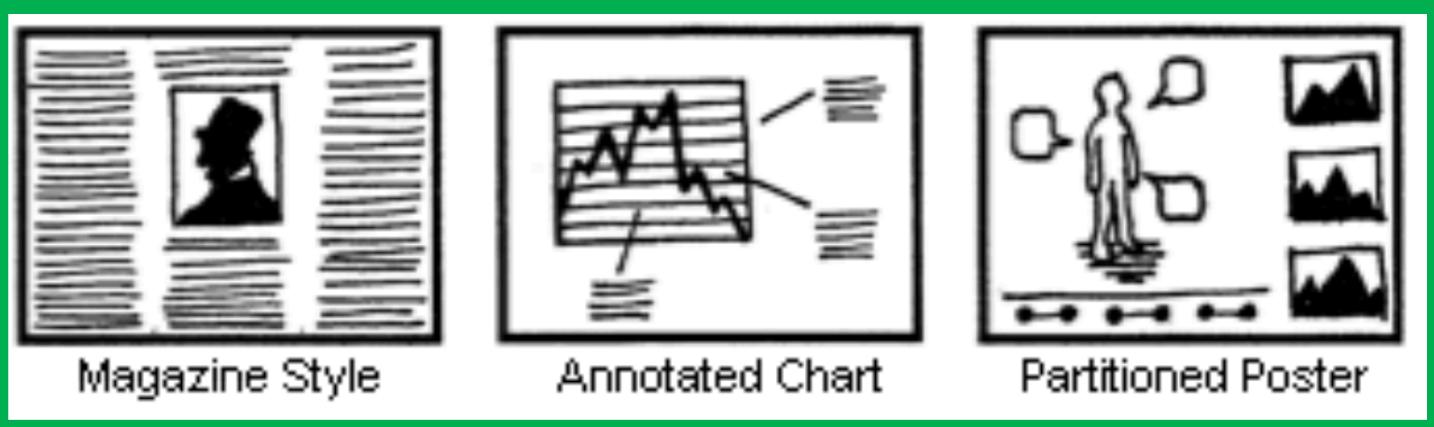
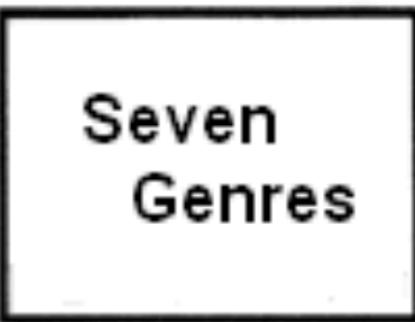


Strong customs for order

Presenter controls order

Visual story-telling genres

Audience-driven



Author-driven

Regardless of method: Overview first, zoom and filter, details on demand

- Start with an overview, aggregate, or zoomed out viz to orient the audience
- Zoom in on the most important parts
- Give details only on demand
 - Hovering/clicking in interactive
 - In text in magazine/report style
 - Or just much later/smaller



Overview first, zoom and filter, details on demand

