M9 Practical Challenge: the 7 Kinds of Data Stories

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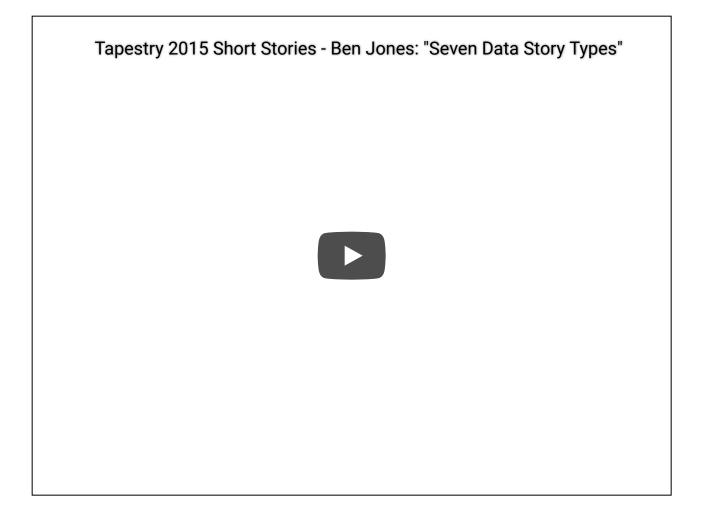
Due Nov 15 by 11:59pm   **Points** 100   **Submitting** a file upload

Your Practical Challenge this week will focus on creating different kinds of data stories from the same dataset.

Step 1: Watch the 7 Kinds of Data Stories

Where you'll learn about the 7 kinds of data stories: change over time, drill down, zoom out, contrast, intersections, factors, and outliers.

- The presentation will also model our M9 Practical Challenge in using the same dataset **(Freedom in the World)** **(https://freedomhouse.org/report/freedom-world)** to create the 7 different data stories.

- Focus on the nature of the different visualizations, rather than how they were created (it's Tableau).

Tapestry 2015 Short Stories - Ben Jones: "Seven Data Story Types"

Citation: [Tapestry: The Data Storytelling Conference]. (2015, March 13). Tapestry 2015 Short Stories - Ben Jones: Seven Data Story Types {Video File] Retrieved from https://youtu.be/sEZj-eUfbNo

Step 2: Identify an appropriate data set to work with

- That will support the creation of all 7 data stories.

- You don't have to provide your dataset, but do share a link as to where the data source from.

Step 3: Create 7 data visualizations representing the 7 different kinds of data stories

- **Execute your visualizations in Excel or even draw them on paper** and import them into PPT. In subsequent modules, we'll learn to create such visualizations in Python and Tableau.

- Make appropriate data visualization choices for the different data stories based on your Knaflic readings.

Step 4: Gather your 7 visualizations into a single PPT presentation

- And submit as a single PPT or PDF

This assignment is due prior to the conclusion of M9 (Sunday, 11:59pm ET).

Questions?

Please review the grading rubric for this assignment. Then post to our course Slack workspace.

Credit to https://medium.com/design-play/5-data-storytelling-homework-assignments-50f4ee03baaa (https://medium.com/design-play/5-data-storytelling-homework-assignments-50f4ee03baaa) for the assignment idea.

M9 Practical Challenge: 7 Different Data Stories

Criteria	Ratings				Pts
Data Story Types	**60.0 pts** **Exemplary** Provides relevant examples of each of the 7 different data story types using a single dataset.	**48.0 pts** **Proficient** Provides 7 different visualizations based on the same dataset but not all capture the appropriate data story concept.	**36.0 pts** **Developing** Attempted but does not use same dataset for all examples OR not all data story types are attempted	**0.0 pts** **Not attempted**	60.0 pts
Data Visualization Best Practices	**40.0 pts** **Exemplary** Work consistently reflects appropriate data visualization choices and understanding of basic data storytelling concepts.	**32.0 pts** **Proficient** Work generally reflects appropriate data visualization choices and understanding of basic data storytelling concepts but opportunities for improvement exist.	**24.0 pts** **Developing** Attempted, but visualization efforts reflect a poor understanding of data storytelling concepts with numerous correct visualization choices.	**0.0 pts** **Not attempted**	40.0 pts
				Total Points: 100.0	