

Week 3: Lecture Activity

Telling Stories with Data

Introduction

Storytelling in data journalism comes down to the clarity of your message. According to Cole Nussbaumer Knaflc at *Storytelling with Data*, data visualization graphics **MUST** be legible and clear to be effective. Guiding questions include, what is the message, what is the story, and so *what*? The viewer should immediately understand the graphic's purpose and message. Data journalism is not a guessing game.

*This lecture activity is inspired by:

<http://www.storytellingwithdata.com/blog/2017/3/29/declutter-this-graph>

Directions

Download the Illustrator file from Canvas. The graphic depicts shopping patterns by month. The graphic was derived from Excel and copy/pasted into Illustrator. The design reflects default settings from Excel. Today, your goal is to "declutter" the graphic to send a clear message and tell a story (little s). If there's time, provide descriptive annotation and rationale about your edits.

Outcome

To receive full credit for this lecture activity, submit an image file (.png) of your newly improved graphic. If time allows, please annotate and describe your workflow.