



Parts to whole

Relationship and flow

Change in time and space

.....COFFEE.....

Practice

Apply concepts to
your own work

.....LUNCH.....

HOW WE TELL

Theory

Storytelling principles

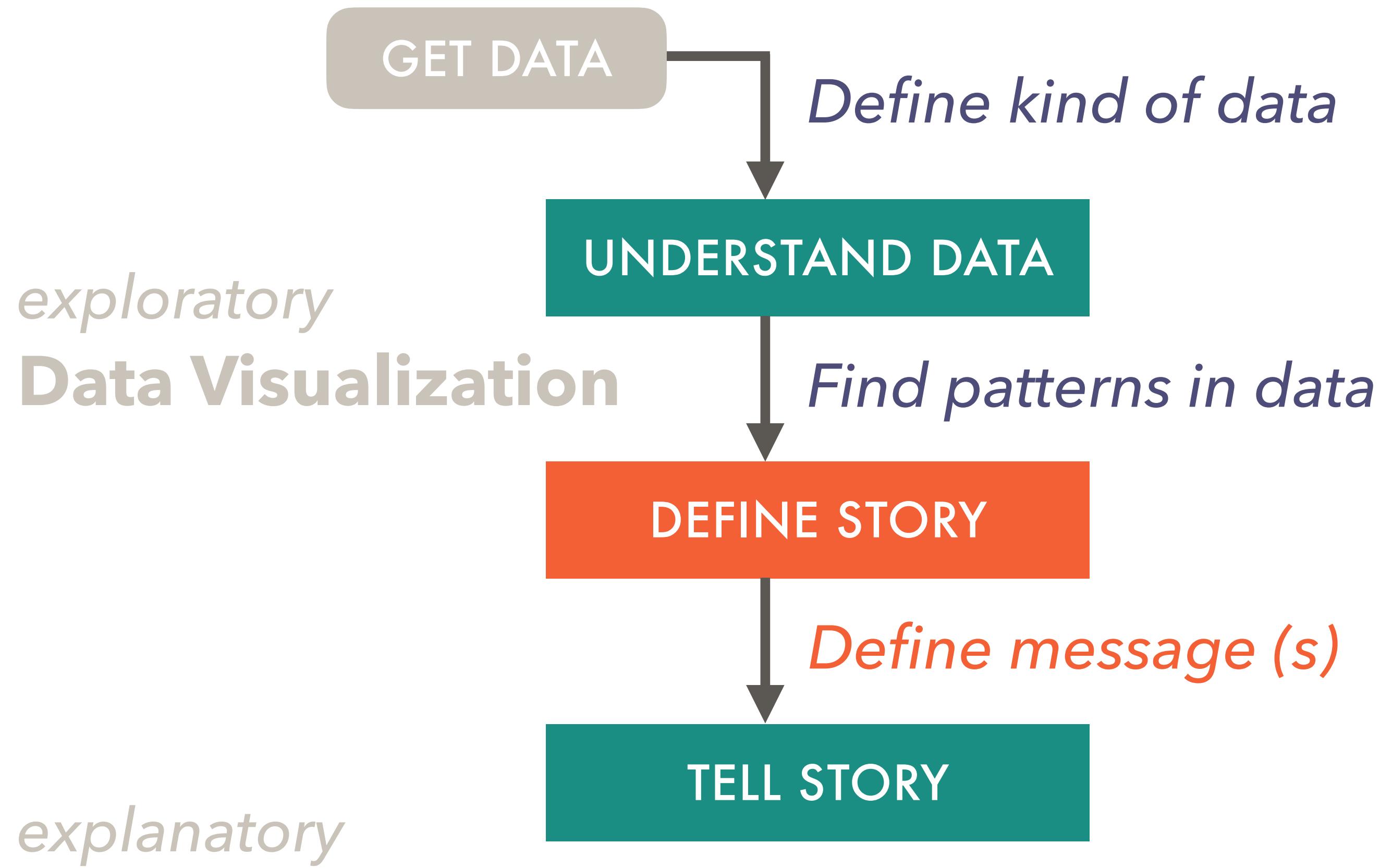
Practice

Storytelling practice

THE ELEMENTS OF STORYTELLING

what are they and how do we use them

HOW TO CREATE **GOOD** STORIES WITH DATA



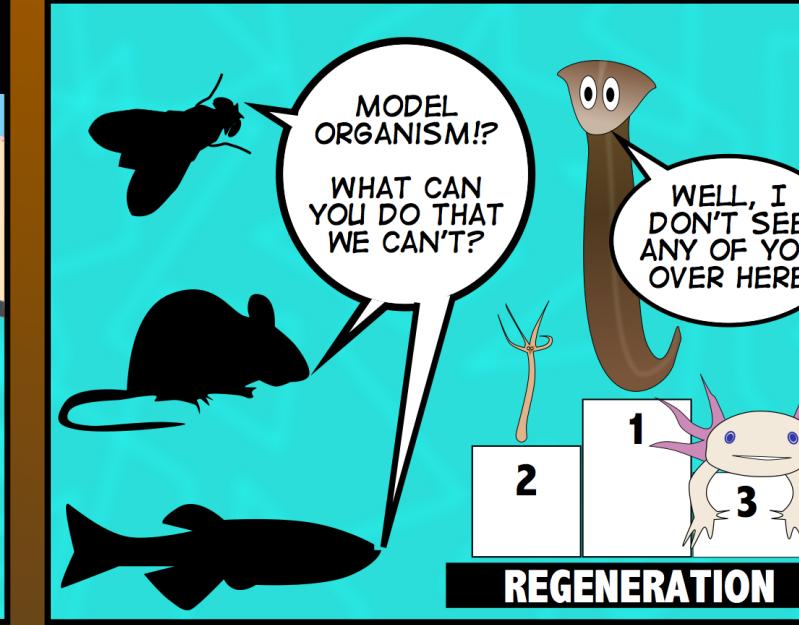
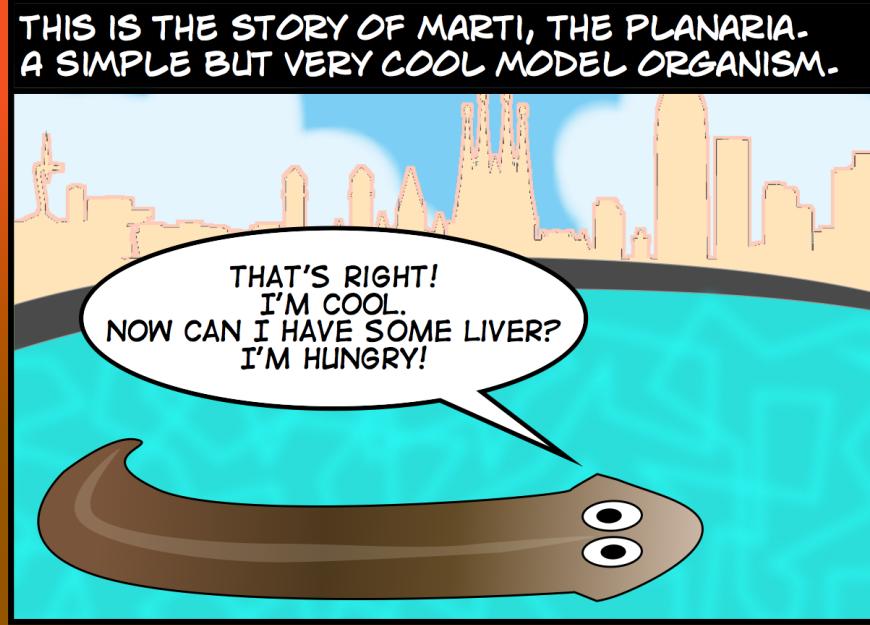
Data Visualization

- *Set intention of visualization*
- *Choose chart type*
- *Create visualizations following design principles*

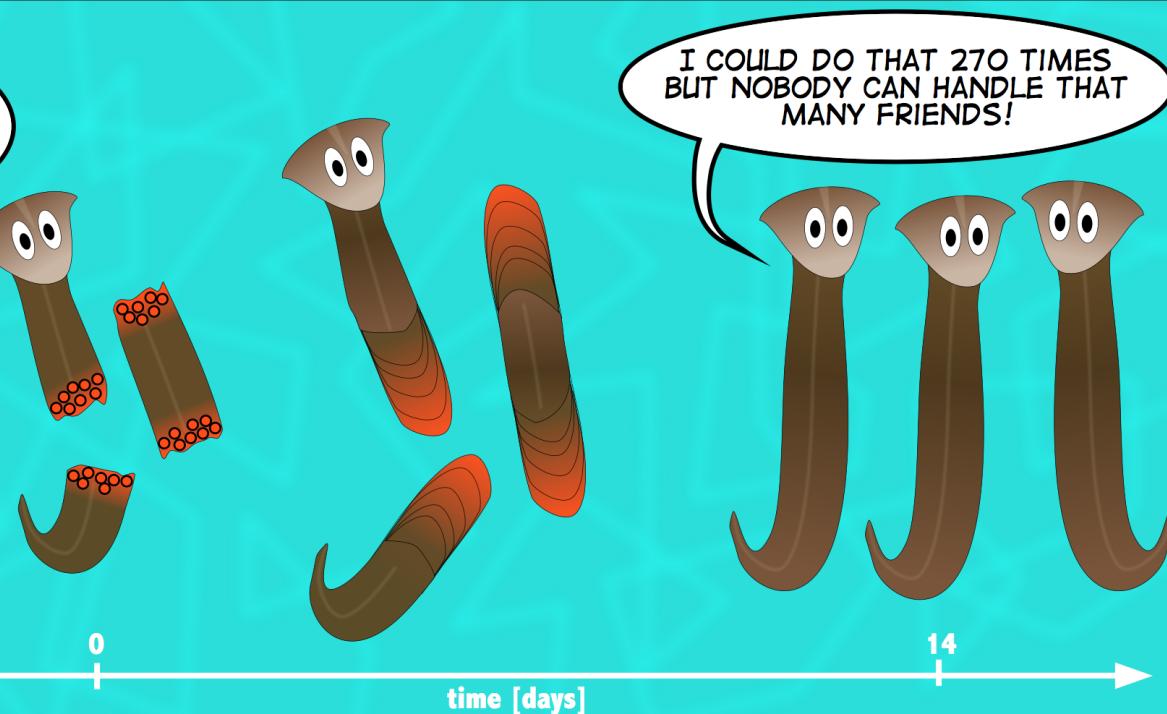
WATCH OUT FOR YOUR NEOBLASTS!

A COMIC INSPIRED BY THE TALK BY ALEXANDRO SÁNCHEZ-ANARADO

THIS IS THE STORY OF MARTI, THE PLANARIA. A SIMPLE BUT VERY COOL MODEL ORGANISM.



REGENERATION RULES! I DON'T GET HURT AND WHEN I'M BORED I MAKE SOME NEW FRIENDS.



THE ONLY DRAWBACK IS THAT THESE LITTLE GUYS TICKLE!



WOUND!

ALL NEOBLASTS WAKE UP! PUT ON YOUR EQUIPMENT AND DO WHAT YOU DO BEST!

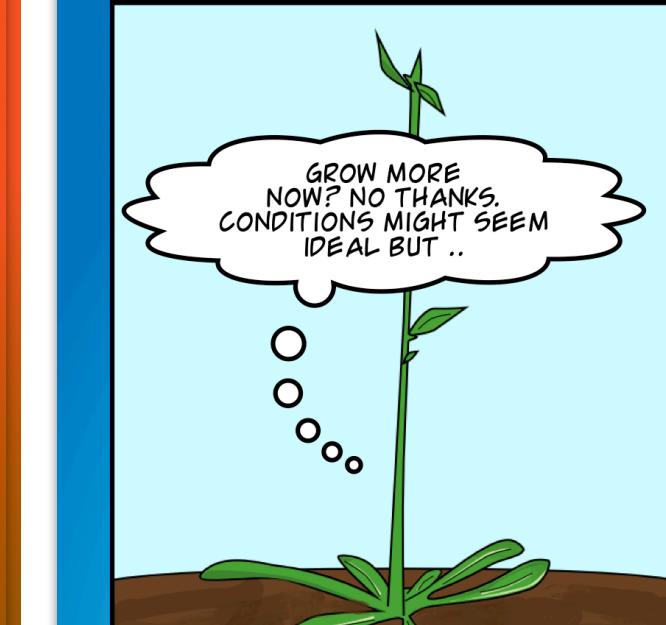
DIVIDE. THEN DIFFERENTIATE!



THINKING WITHOUT A BRAIN

a comic inspired by the talk by Ottoline Leyser

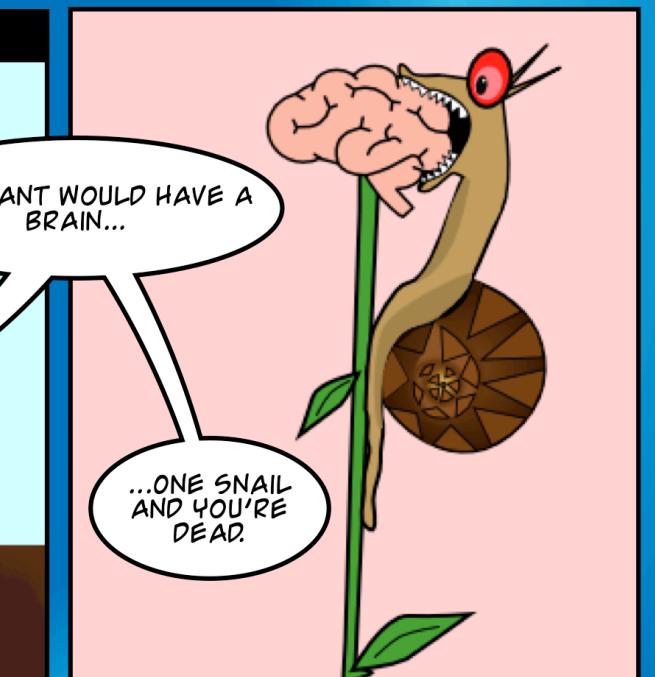
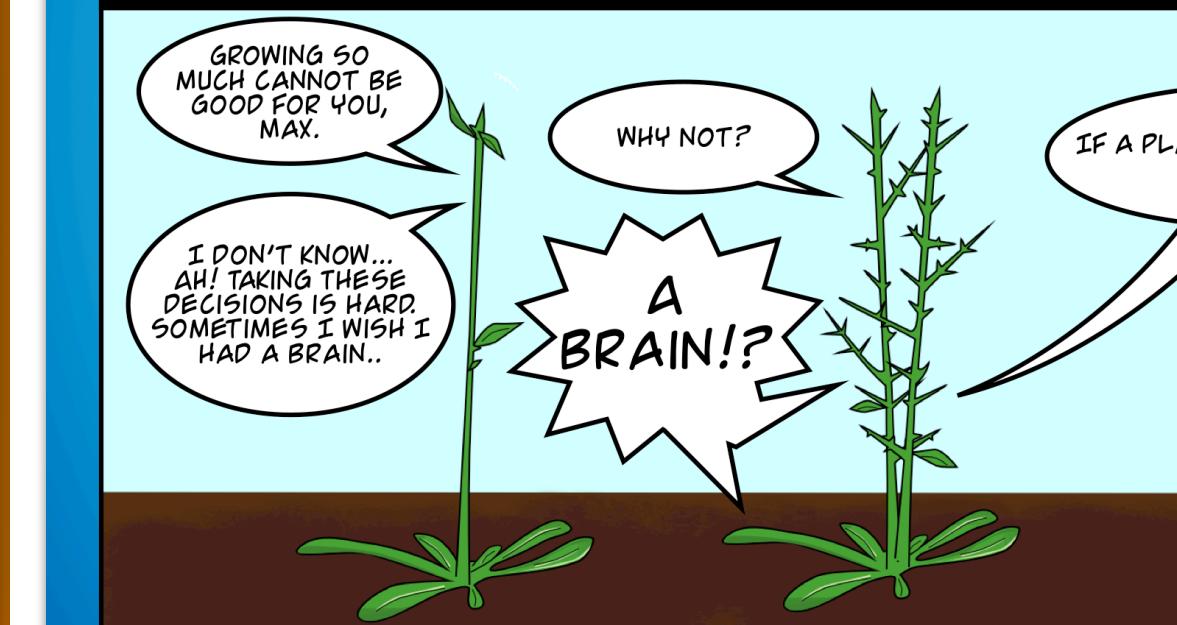
THALIA IS A PESIMISTIC PLANT.



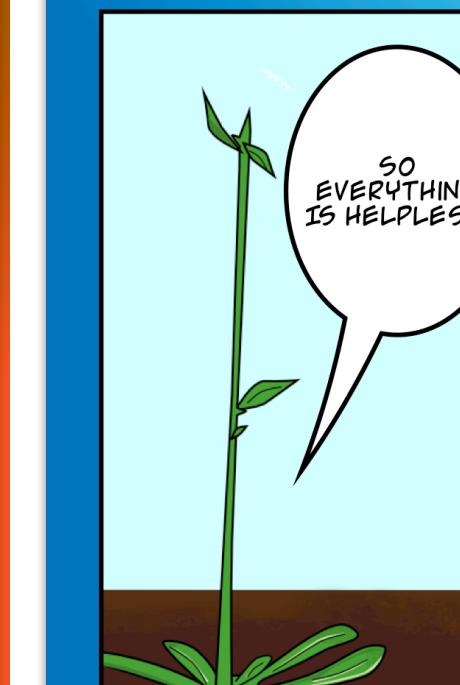
THE WORLD MAKES HER ANXIOUS.



HER NEIGHBOUR, MAX, SEEMS TO SEE THINGS DIFFERENTLY...



YOU'RE THINKING WRONG. WE ARE STRONG BECAUSE WE ARE ALWAYS ABLE TO GROW MORE AND BECAUSE WE HAVE FLEXIBILITY OF FORM AND NO UNIQUE PARTS! ANY PART OF US CAN BE EATEN AND WE STILL CAN BE HAPPY.





Sean Carroll 

@seanmcarroll

Science is not opposed to storytelling. Science is a *genre* of storytelling. Stories of the real world, inspired by observations thereof.

2:56 PM - 15 Jul 2013



4



75



39

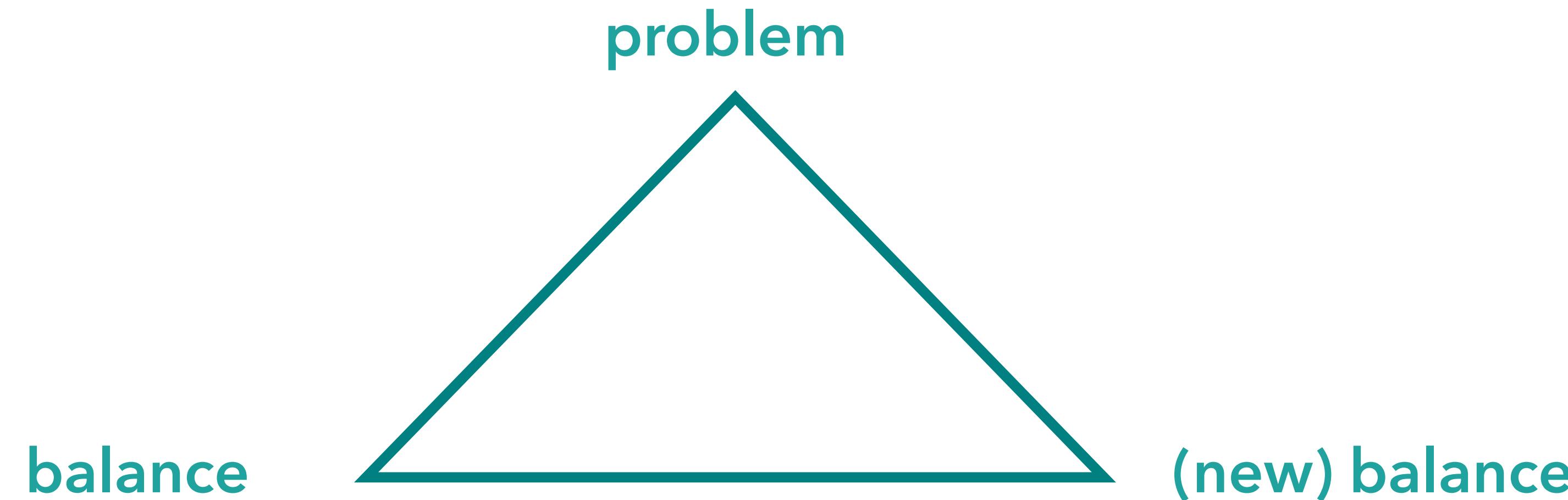
WHAT IS A STORY

"At a fundamental level, a story expresses how and why life changes."

— Robert McKee

"A series of events that happen along the way in the search for a solution to a problem ."

— Randy Olson



CHARACTERISTICS OF A GOOD STORY

informative

Gives the audience
something new



true

Is perceived as truthful
“Show your data”

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"Show your data"

simple & concrete

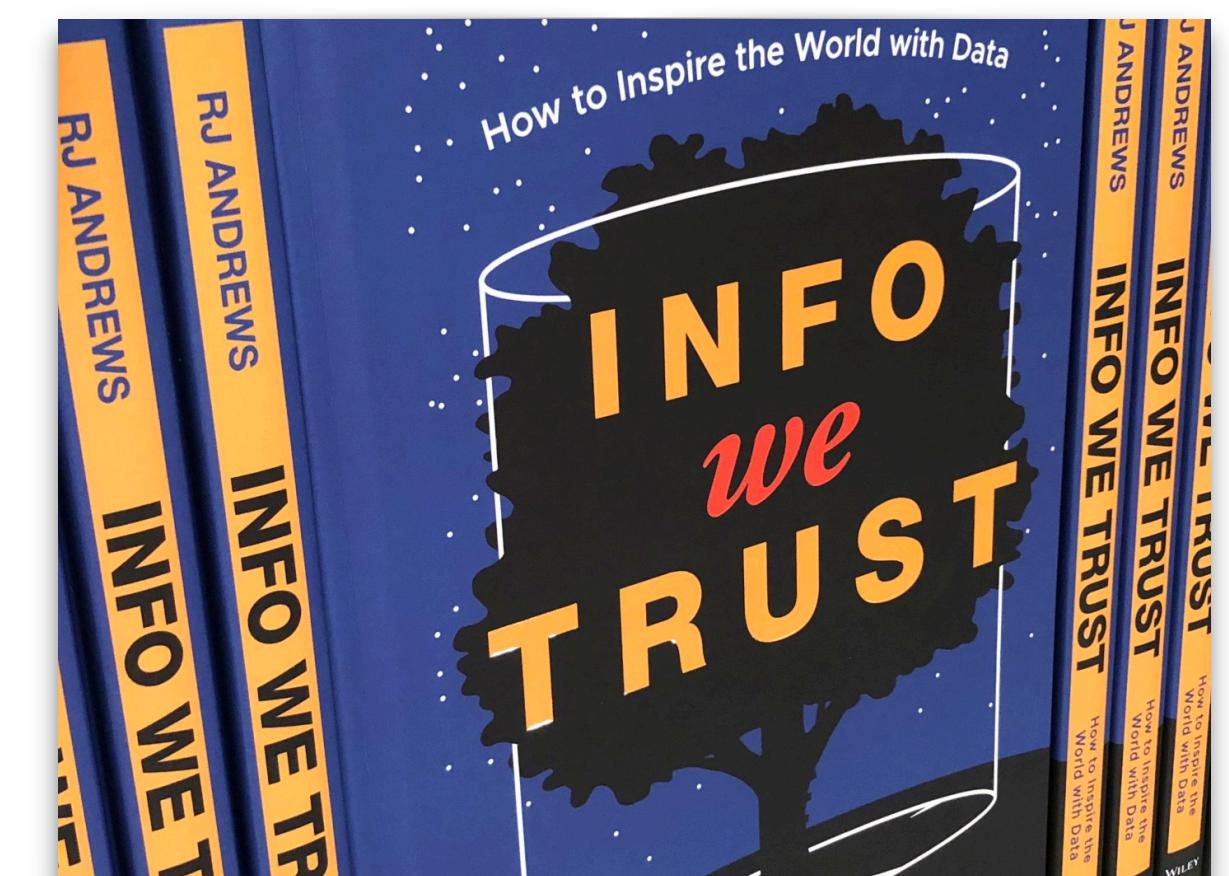
Gets to the point without distraction (:= "story junk"?)

“

**NARRATIVE FLOW PUTS *CONTENT IN THE
RIGHT ORDER*. IT MAKES *SALIENT* WHAT
MATTERS FOR EACH MOMENT. IT *BANISHES*
*ANYTHING IRRELEVANT FROM VIEW.***

”

— Andrews, RJ. *Info We Trust*



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Storyboard

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Storyboard

familiar

Is tailored to your
audience

relatable

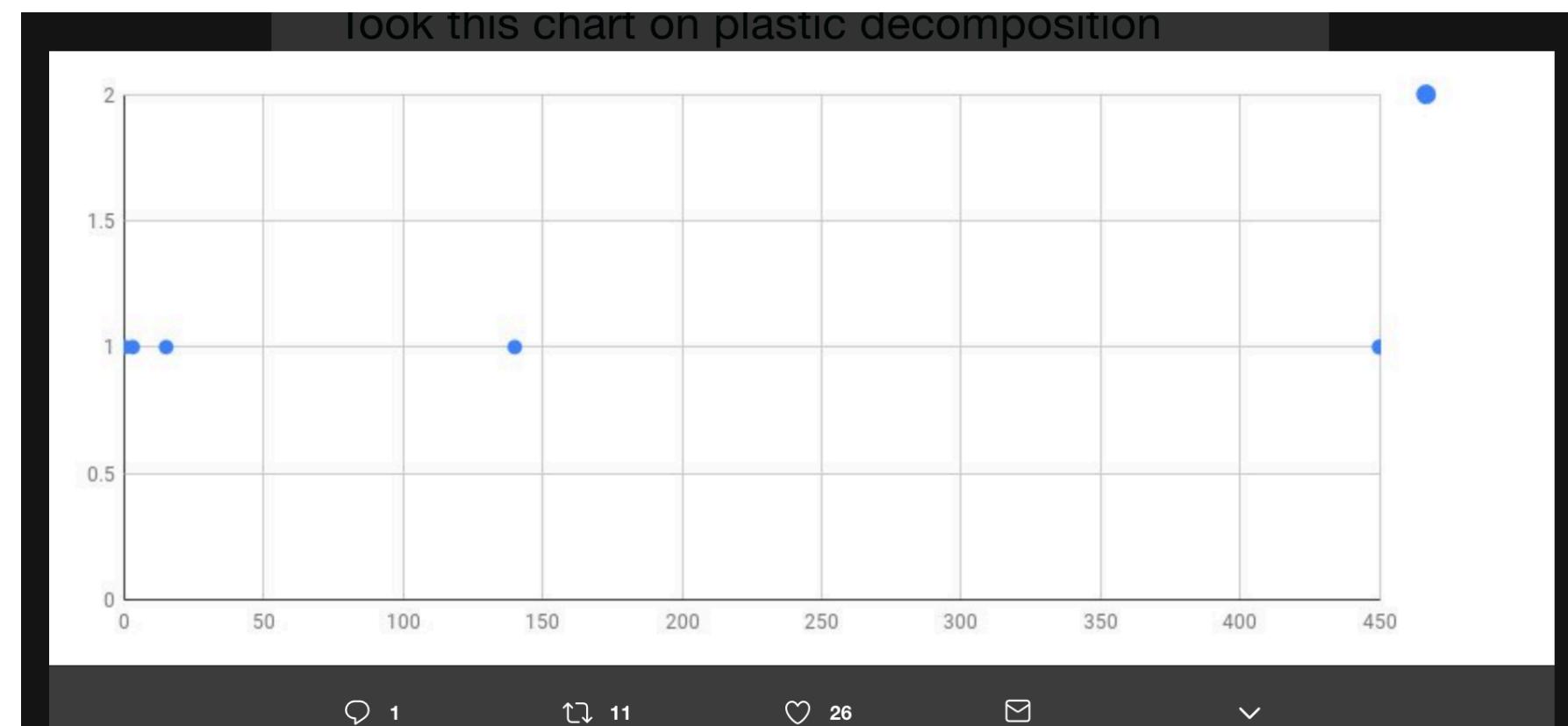
contextual

Is embedded in an
explained context

emotional

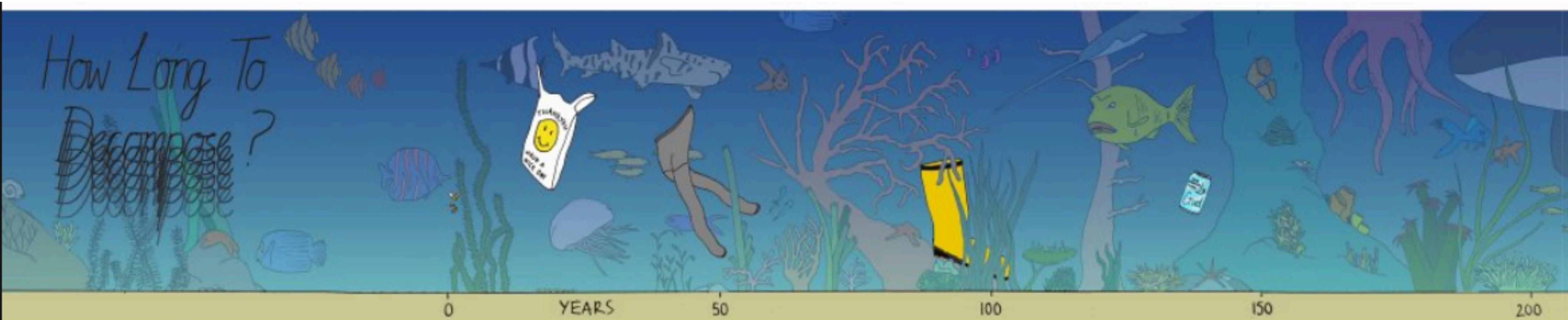
Connects with
audience in a
personal way

CHART JUNK OR STORYTELLING?



Mona Chalabi ✅ @MonaChalabi · 18 Oct 2018

Took this chart on plastic decomposition rates and turned it into another chart. (Detail + source is here [instagram.com/p/BpE80LRnq4i/...](https://instagram.com/p/BpE80LRnq4i/))



Mona Chalabi ✅

@MonaChalabi

CHART JUNK OR STORYTELLING?

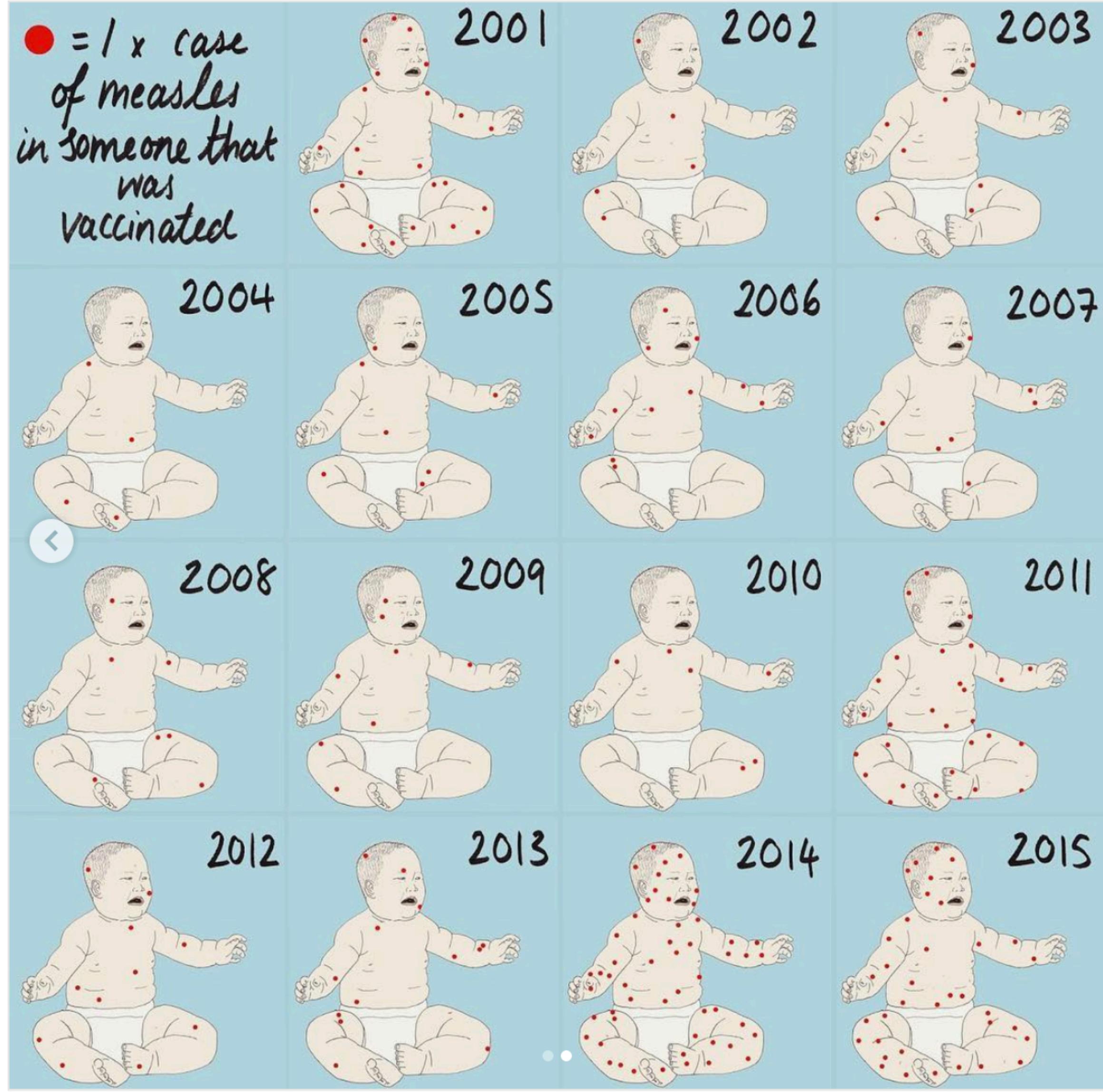
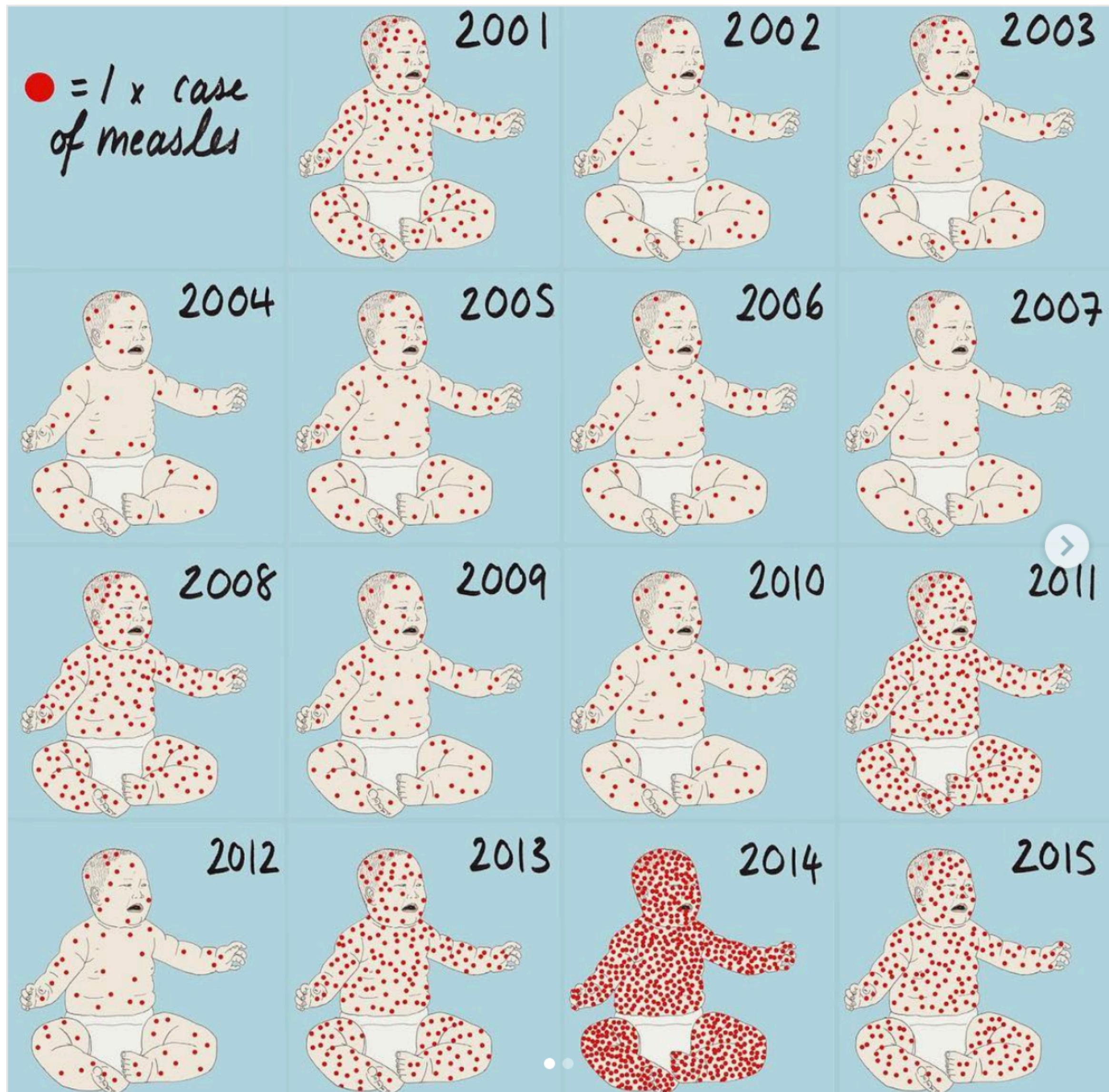
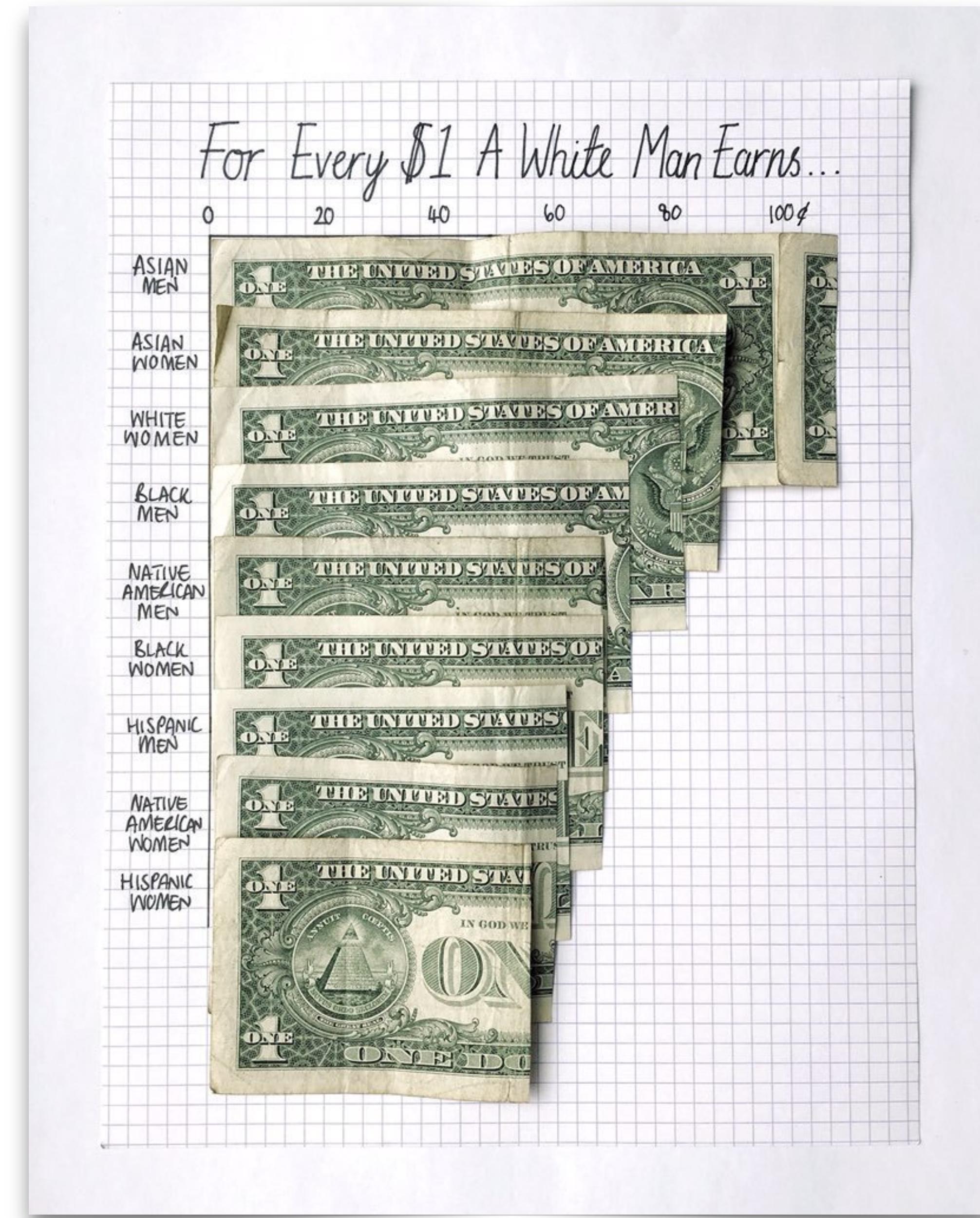


CHART JUNK OR STORYTELLING?



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"Show your data"

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Gets to the point without
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Storyboard

familiar

Is tailored to your
audience

**Know your
audience**

relatable

contextual

Is embedded in an
explained context

Reference work of field
use visual clues

emotional

Connects with
audience in a
personal way

be human
be passionate

CHARACTERISTICS OF A GOOD STORY

informative



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Gets to the point without
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Storyboard

familiar

Is tailored to your
audience

**Know your
audience**

relatable

contextual

Is embedded in an
explained context

Reference work of field
use visual clues

sequential

Follows the rules of narrative

Apply a good narrative structure

Add visual cues to emphasize narrative

emotional

Connects with
audience in a
personal way

be human
be passionate

NARRATIVE

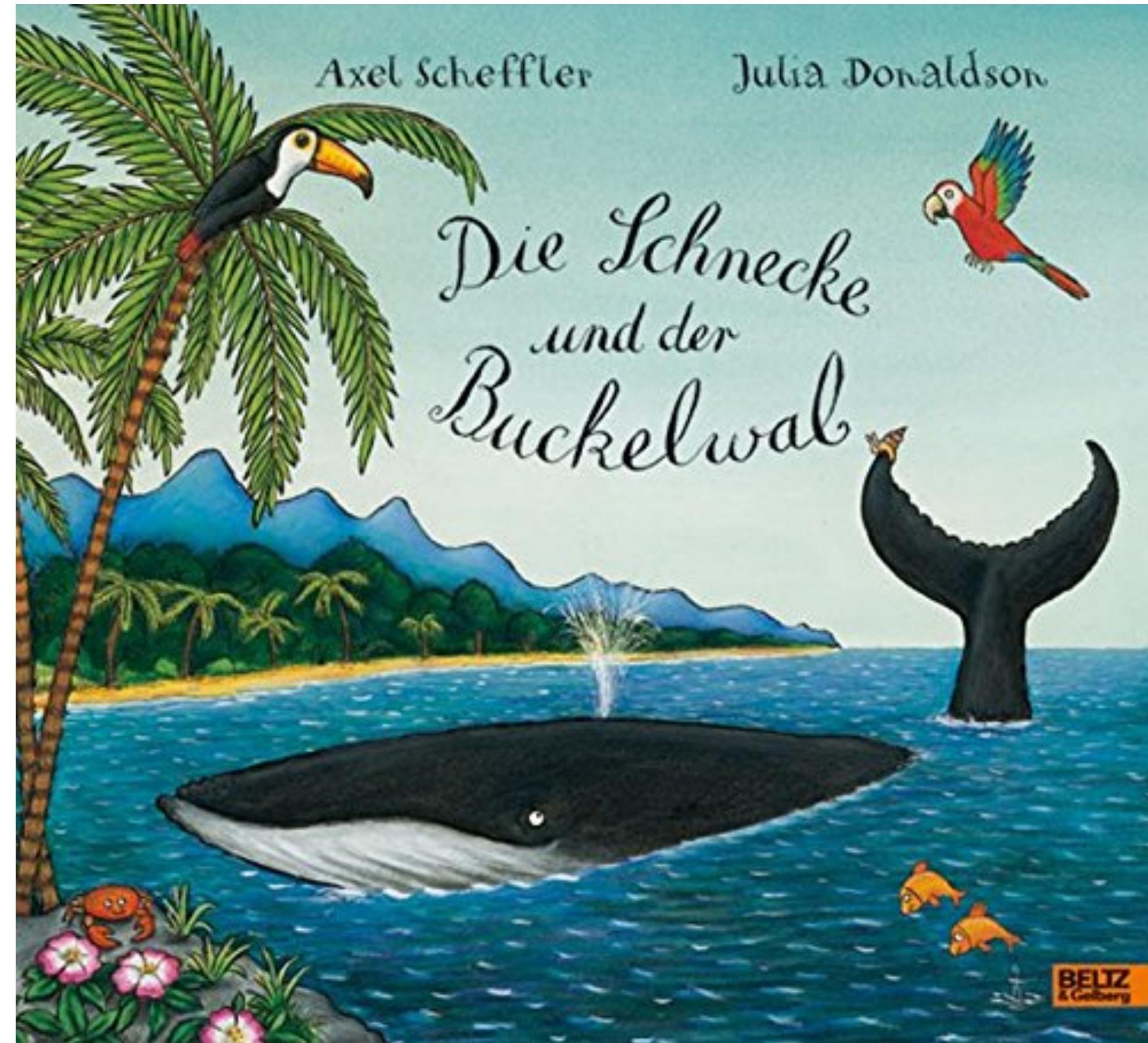
activates the brain



WHAT HAPPENS?

NARRATIVE

activates the brain

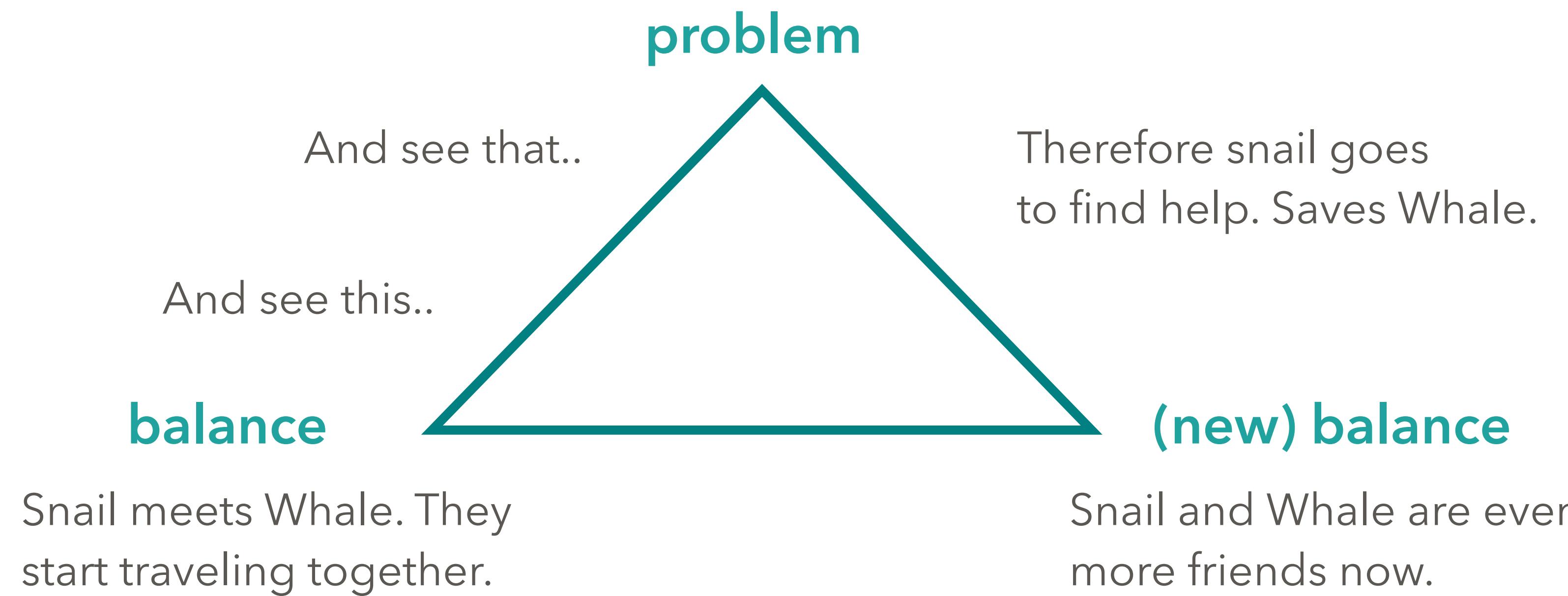


WHAT HAPPENS?

NARRATIVE

activates the brain

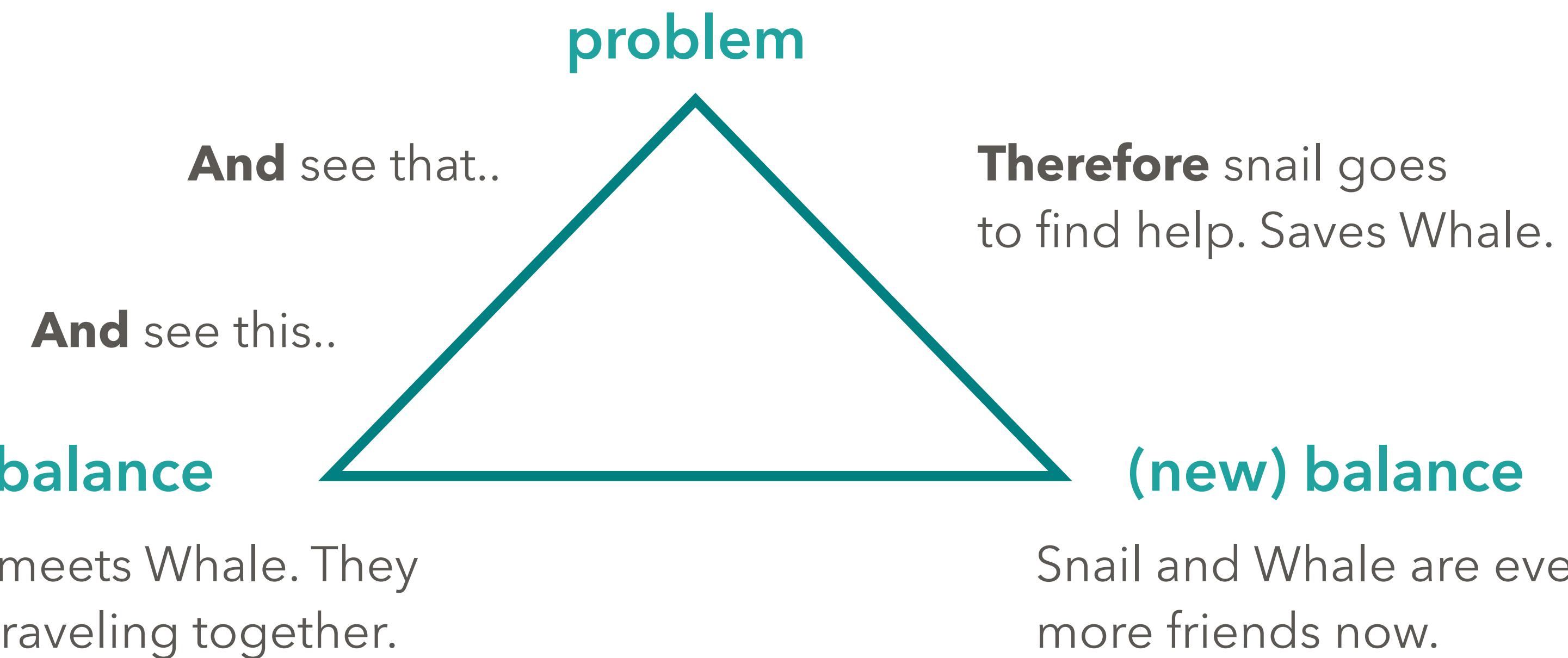
But the whale strands on the beach. Can't move on land.



NARRATIVE

activates the brain

But the whale strands on the beach. Can't move on land.



THE ABT TEMPLATE

Create context

Offer solution

_____ and _____, but _____, therefore _____

Describe problem

AAA & DHY

AAA the land of boredom

_____ and _____ and _____ and _____

DHY major confusion meets general boredom

_____ despite _____ however _____ yet _____

THE NARRATIVE SPECTRUM

AAA the land of boredom

_____ and _____ and _____ and _____

ABT

_____ and _____, but _____, therefore _____

DHY major confusion meets general boredom

_____ despite _____ however _____ yet _____

EXERCISE II DYNAMICS

Find your ABT Template [10 min]

ABT

_____ and _____, but _____, therefore _____

Discuss and reevaluate with your partner [5 min]

Let's hear your cores stories!

BUILD YOUR OWN VISUAL STORY

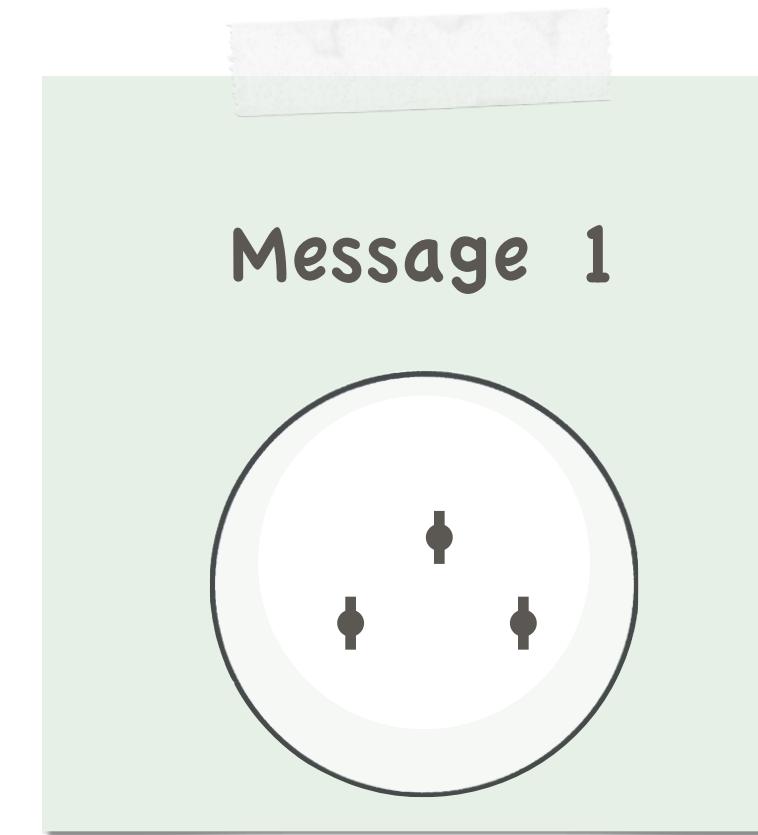
Data Visualization + Storytelling

STORYBOARDING

visual outline: establish structure for your communication

**"NARRATIVE FLOW PUTS
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ORDER. IT MAKES **SALIENT**
WHAT MATTERS FOR EACH
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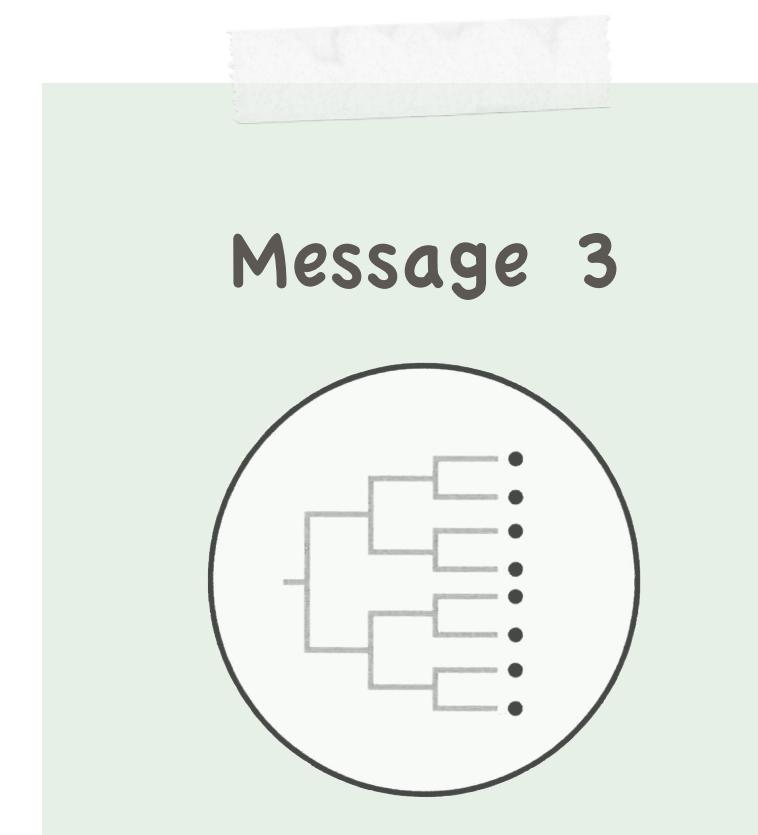
— Andrews, R.J. Info We Trust



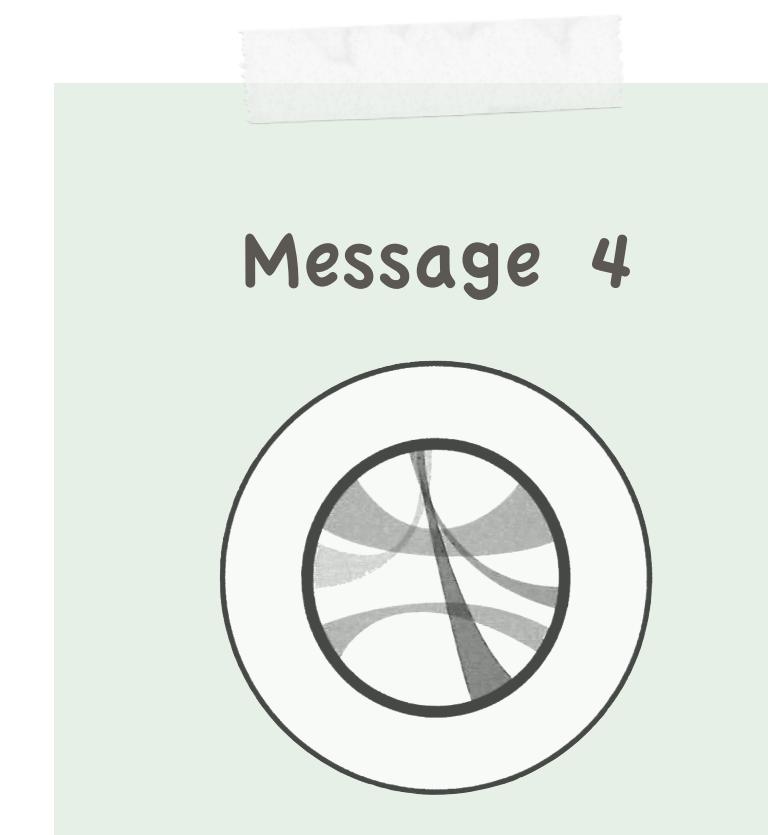
Message 1



Message 2



Message 3



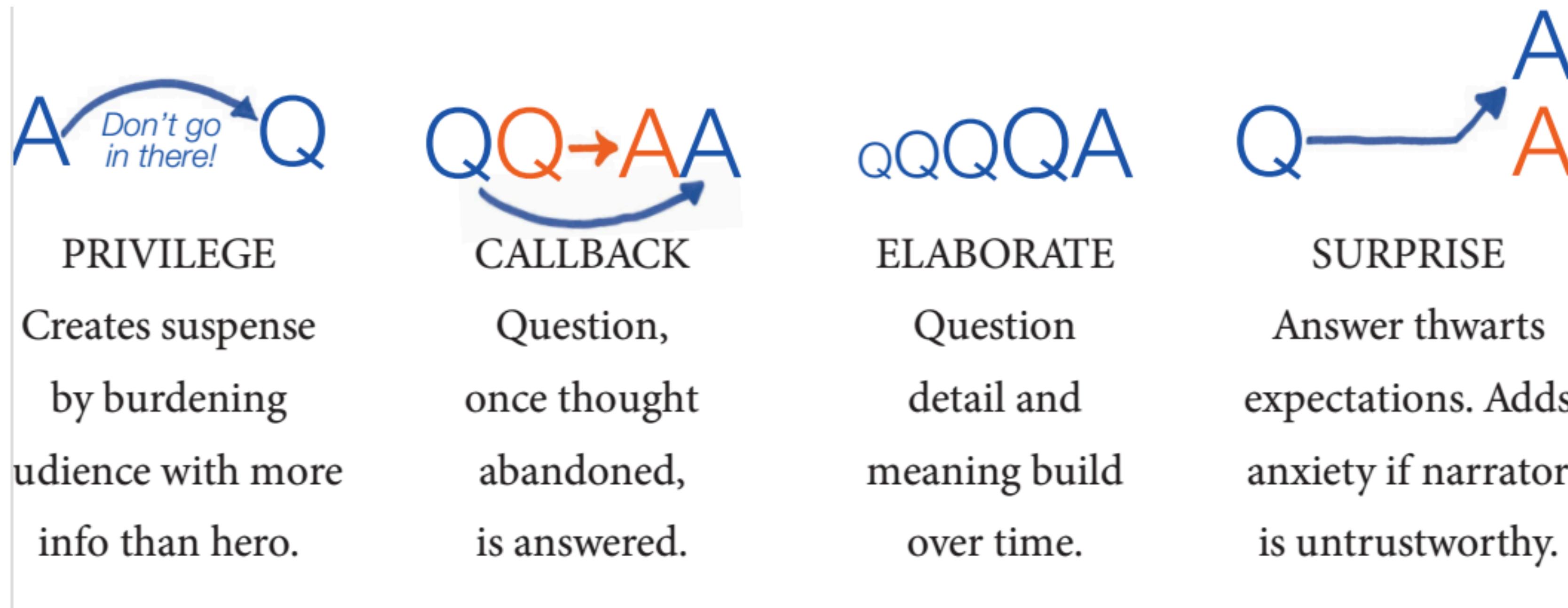
Message 4

**"ELEGANT STORIES
CONVINCE THE LISTENER TO
ASK QUESTIONS ON THEIR
OWN"**

— Andrews, R.J. Info We Trust

HOW DO YOU KEEP YOUR AUDIENCE ENGAGED?

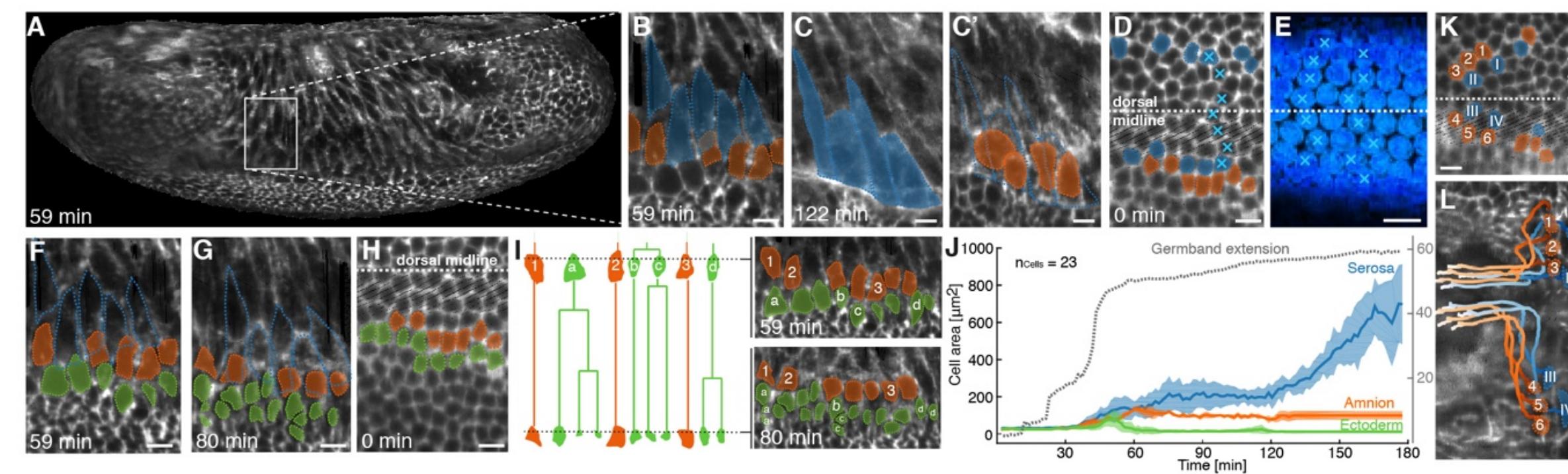
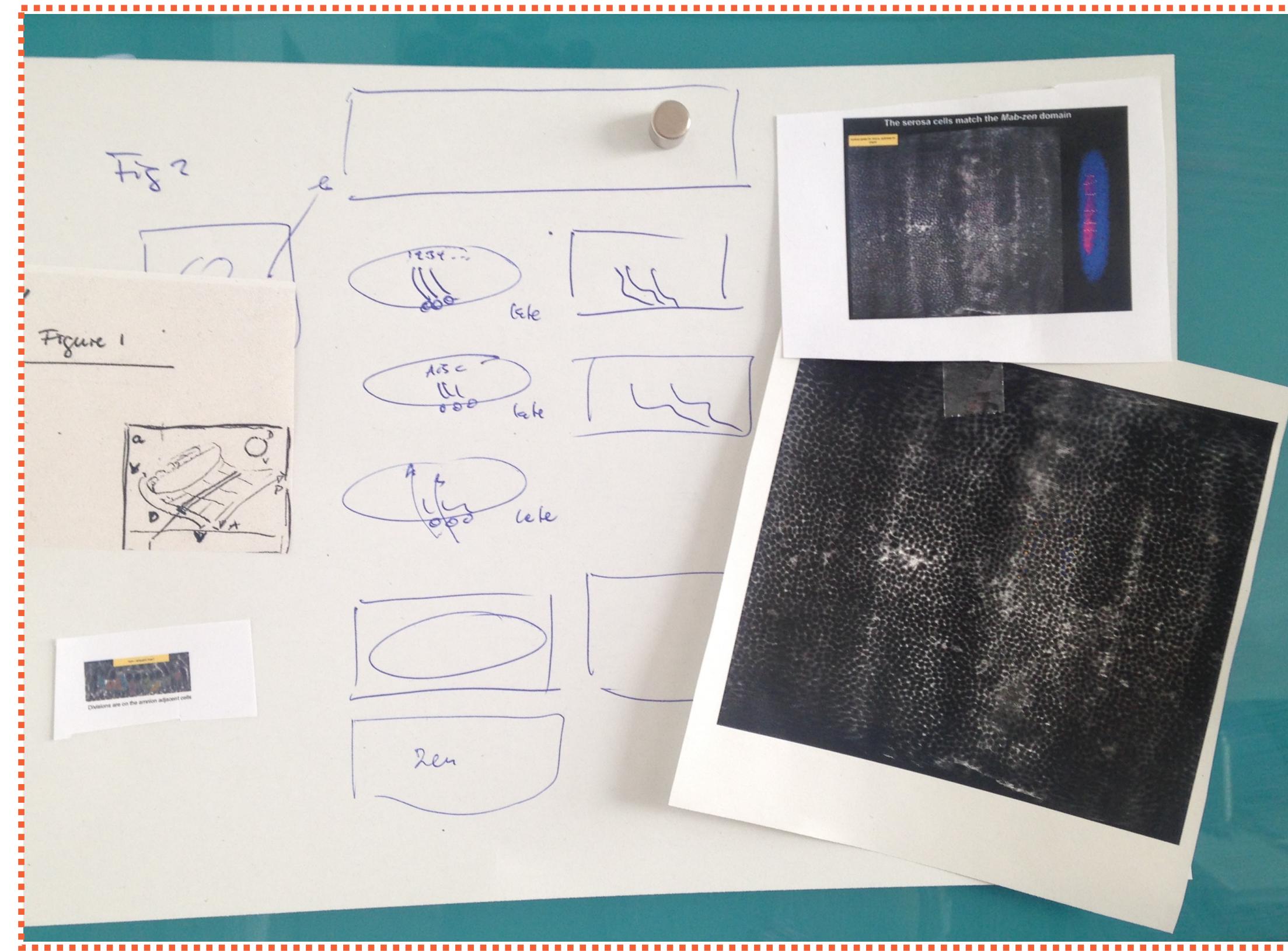
*"THE ENGAGING STORY IS A **WOVEN MESH OF AUDIENCE-IMAGINED QUESTIONS AND ANSWERS**. AS A STORY UNFOLDS, AND **QUESTIONS (Q) ARE ANSWERED (A), NEW QUESTIONS ARE ASKED**. MULTIPLE LEVELS OF CURIOSITY PROPEL US THROUGH THE STORY.. "*



STORYBOARD EXAMPLE



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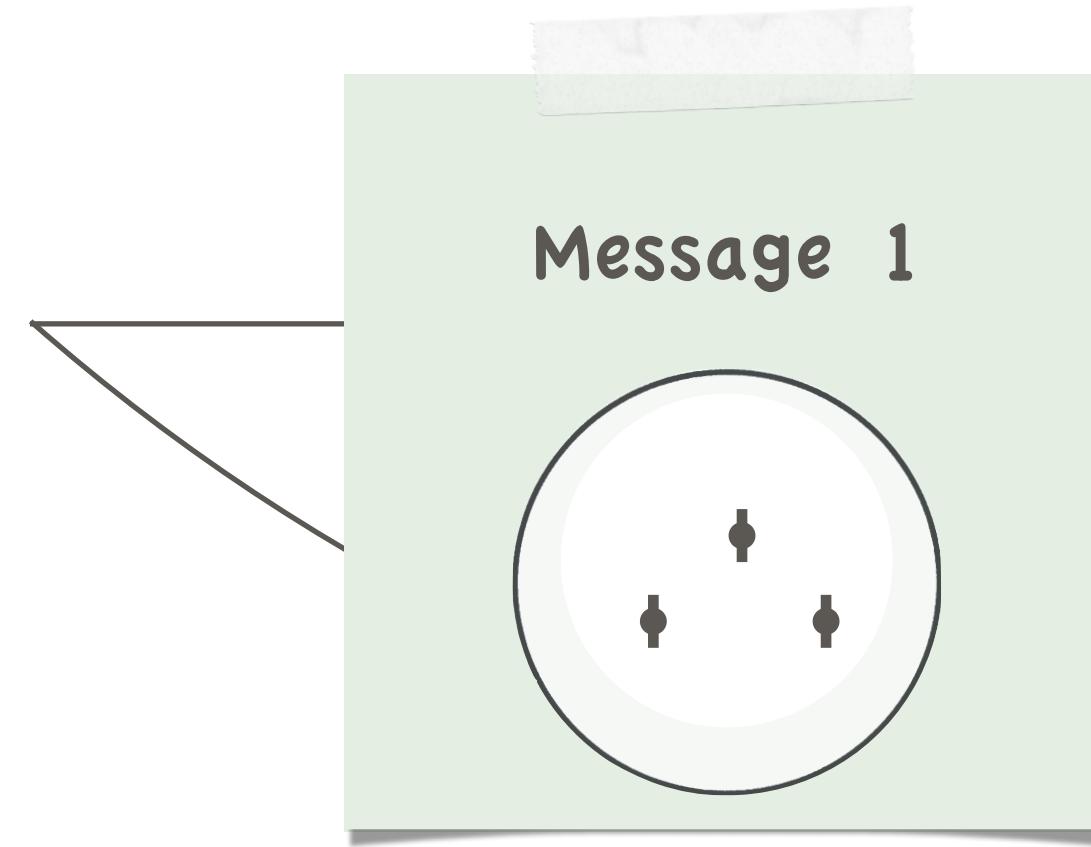


EXERCISE III DYNAMICS

1. Storyboard your story: flow of ideas and sketches [60 min]

What are your messages?

one per post it



What kind of data do you have?

- Data relationship
- Data size (n)

What is the structure of the story?

- create narrative flows: ABT, Q&A
- connect individual messages (e.g. through color)

How can you emphasise your point?

- show truthfulness
- chart type
- color
- highlights

2. Short results presentations

CALL OF ACTION

Keep practicing using good data visualization & storytelling standards

For your work

To evaluate the work of others

Spread the word

Go to the data club

Create story circle groups

Print poster handout & encourage discussion

Revolutionize the standards in science