

Class will begin soon!

FALL 2023

Interactive Data Storytelling

01. Introduction

Andrew Moore // amoore07@mica.edu

Having cameras on **is encouraged**
but **is not required**

Interactive Data Storytelling

Builds on VS I, focus on strengthening visual stories by understanding and connecting with audience and incorporating interaction design.

SENIOR MANAGER MAYA

LOGANNE BOND | MVIS 5105 | 2022-05-24

A Senior Manager of Solutions and Opportunities with Disney CreativeWorks, building processes, and creative solutions across the Travel and Retail categories. She is a dedicated media professional. Her work in brand partnerships and business development has afforded her the opportunity to travel the world, digesting how consumers interact with content in different ecosystems and develop strategic insights to help push a business forward. She is a passionate and curious media buff with particular interest in documentaries and screenwriting.

She is also deeply interested in equity in education and economic mobility for underrepresented communities and spends much of her free time serving and volunteering in spaces that serve such populations. She is committed to sharing as much information with as many people as she can.



MAYA WILLIAMS

BROOKLYN, NY
30-35 YEARS OLD
SENIOR MANAGER OF BUSINESS

Day-to-day Schedule:

- Wake up with coffee
- Meditative moment (10-15 minutes to focus energy and spirit)
- 9am-12pm; work independently because most of her team is LA-based
- 12pm-6pm: meetings and strategy sessions/planning for projects.

Screen Time to People Time Balance:

- 20% of day is talking to people in person; 30% is via screen
- The rest of her day is primarily computer time

Literature and TV/Movie Preferences:

- Trades - All Age and Ad Week
- Media and entertainment- Variety, Hollywood Reporter
- Memoir, non-fiction/observational, a survey of what's happened + perspective, essays
- Fiction that is sci-fi, other worldly, thinking beyond constraints of reality

Opportunities:

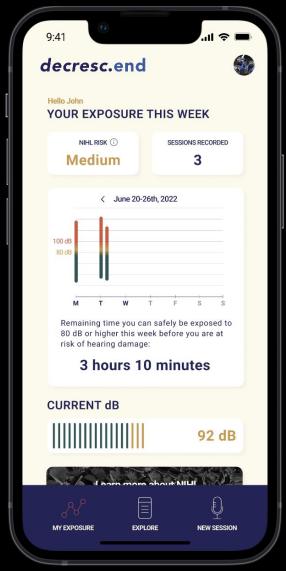
- Looking for something easily digestible doesn't need to be particularly impactful
- Something catchy
- Motivated by competition

Frustrations/Challenges:

- Hard to bring new ideas to a team that has been there for a long time.
- Attention span-wants information delivered quickly
- Over-burdened with meetings already doesn't want to spend much time trying to learn what a visualization is

Design Consideration:

- Simple format
- Possibly interactive
- Short form
- Typically receives information via email or Instagram/Twitter



9:41

decresc.end

Hello John

YOUR EXPOSURE THIS WEEK

NHL RISK: Medium

SESSIONS RECORDED: 3

June 20-26th, 2022

100 dB 80 dB 60 dB

M T W T F S

Remaining time you can safely be exposed to 80 dB or higher this week before you are at risk of hearing damage: 3 hours 10 minutes

CURRENT dB: 92 dB

MY EXPOSURE EXPLORE NEW SESSION

Tonight's Objectives

- Introductions
- Story Refresher
- Course Overview

Introduction

Name: Andrew Moore

Born in Normal, IL but grew up in Rockford, IL

Inspired to learn how to draw by watching Jurassic Park

Wanted to be an inventor like my grandfather (who also introduced me to the importance of nature)

Bachelor of Fine and Applied Arts (BFA) in Industrial Design from University of Illinois at Urbana Champaign

Spent a little bit of time studying painting in Florence

Designed museum exhibits

Designed displays and store interiors

Master of Fine and Applied Arts (MFA) in Design for Sustainability from Savannah College of Art and Design

Studied biomimicry in Provence

Wrote my thesis on climate refugees

Spent some time living in the Gobi Desert studying the strategies of nomadic cultures

Moved to Washington, DC to work for Throughline Inc.

Worked at Fannie Mae on the affordable housing team, design strategy studio, and design academy

Returned to Throughline to work as Senior Design Strategist on DOL projects

Moved to the Boston area last year

Teach Sustainability and Social Responsiveness at MICA (and as of today, also Visual Storytelling!)

Teach Sustainable Business Planning at Massachusetts College of Art and Design (MassArt)

Side hustle as an illustrator

Two dogs, both rescues, both chihuahua mixes, named Jack and Owen

Introduction

- What was memorable?
- What resonates with you?



**This is
where I
was born!**



Normal, IL
52,500

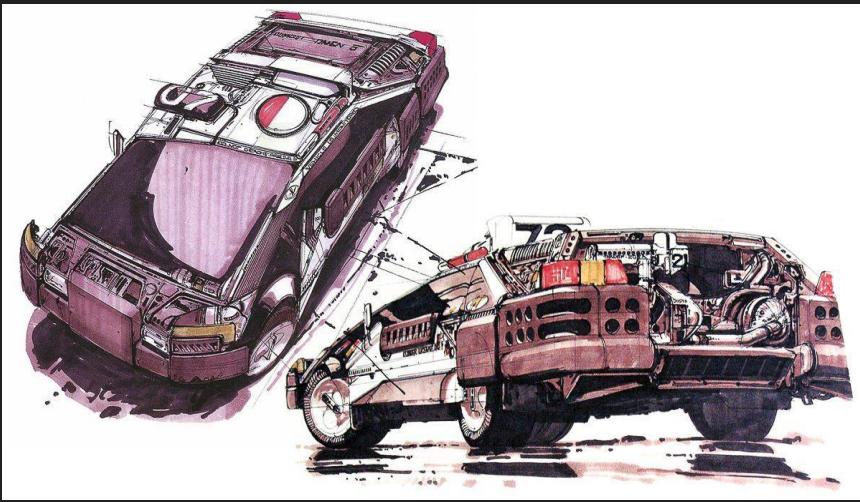


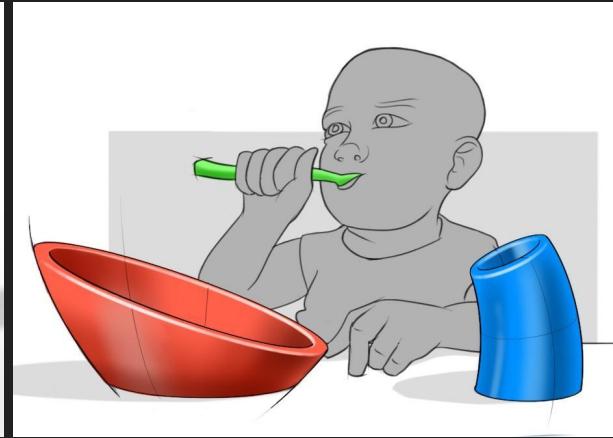


**Little baby
Andy!**



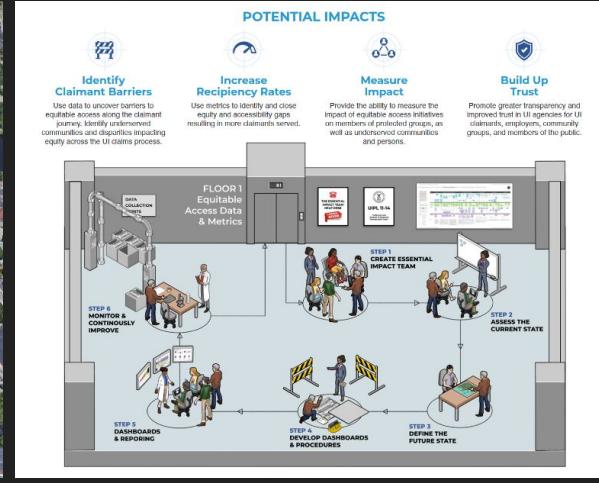
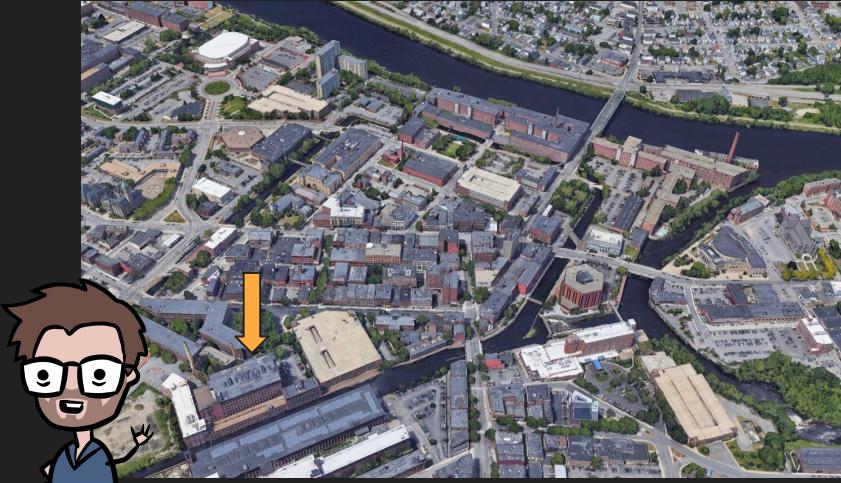












Introduction

- What was memorable?
- What resonates with you?

We can use stories to engage our audience *emotionally* in a way that goes beyond what facts can do.

- Storytelling with Data. Cole Nussbaumer Knaflic (Chapter 7)

What is a Story?

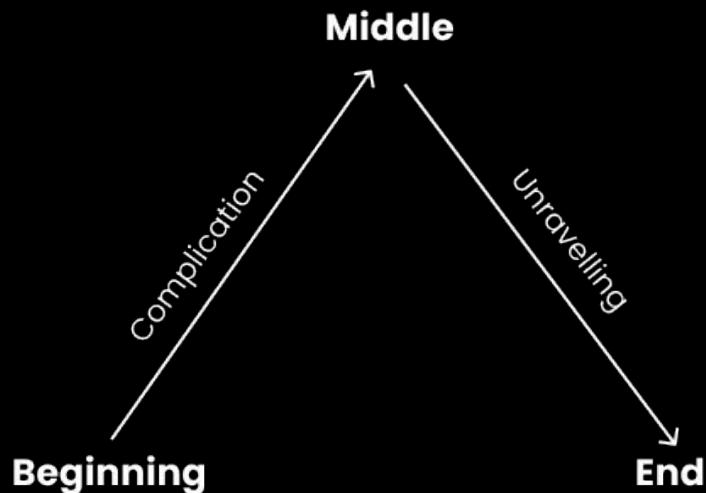
A good story grabs your attention and takes you on a journey, evoking an emotional response.

- Storytelling with Data. Cole Nussbaumer Knaflic

What is a Story?

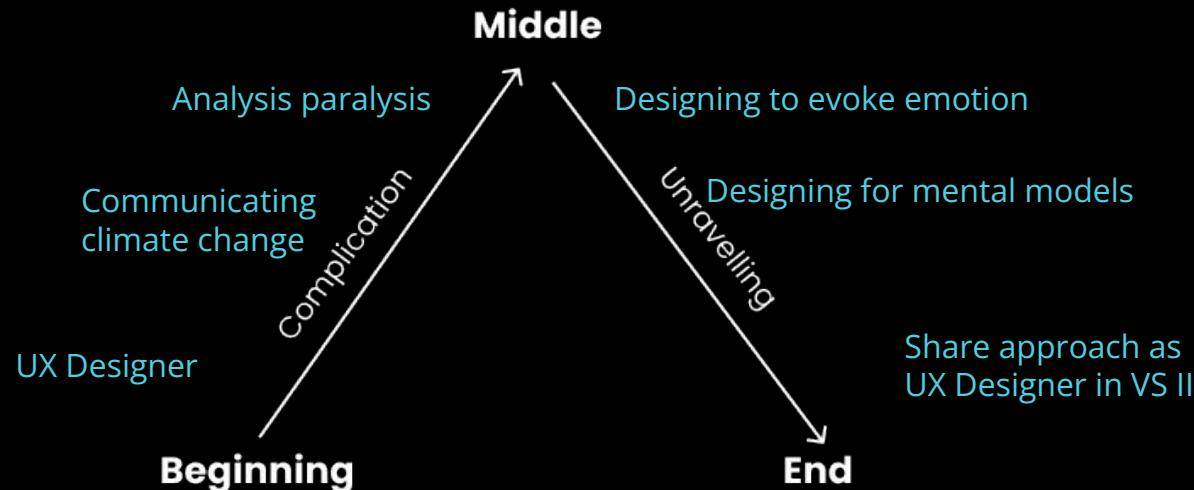
- Evokes an emotional response from the intended audience.
- Has a structure the user can follow, eg a beginning, middle, end or a setup, conflict, resolution.
- Provides a cohesive tone and reference.
- Includes a call-to-action.

Aristotle's Tragedy Structure



Aristotle's Tragedy Structure

Thesis presentations unveils
power of storytelling



Big Idea: Share my approach as a User Experience Designer to help you tell powerful stories that connect with audiences.

Introductions – Brainstorm Your Story

- On Post-Its or pieces of paper, write down the components of your story.
- Brain dump of all the possible milestones, moments – prompt: leading to MICA DAV.
- Location, Background – School/Job, Interests, Connection to Data, Design, Visualization

Introductions – Refine Your Story

- What's the headline?
- Prioritize key moments in your story.
- Who is your audience? How to connect?
- Expand on those with interesting anecdotes or experiences that will help **tell an engaging story.**
More Post-Its!
- Generate a Discard pile for what's not fitting.

Introductions – Storyboard Your Story

- Place your components on a Narrative Arc.
Continue to iterate to bring to life interesting moments.
- Test new content/text – evolve a component into a sketch or data visualization to create a visual complement to the story.
- Is the headline still prominent or reinforced?

Introductions – Visualize Your Story

- Increase the fidelity of your sketches.
- Jump into Illustrator. How do you use pixels to bring your story to life.
- Consider a hybrid of sketch and pixels.
- What typography and colors represent you and your story.

Introductions – Present Your Story

- Three minutes per Introduction.
- Take a few minutes to practice on mute.
- Present your story to the class.
- Screen share your visual.
- Timer

Break time!
Return _at 9:10



Learning Objectives

- **Understand the importance of context and audience** when crafting visual communications
- Know **what type of visual to use** given the information that is to be displayed
- **Recognize clutter** that doesn't add informative value and be comfortable cutting it from visuals
- Craft a narrative and knowing **what text is essential** to aid the audience's interpretation of information
- Synthesize lessons learned to **create a compelling, effective visual story** using information & data
- **Incorporate interactivity** to the experience to sequence information based on audience needs

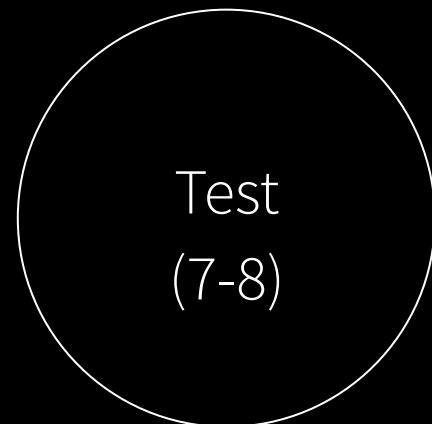
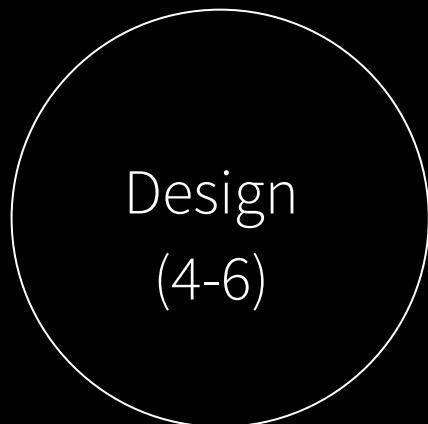
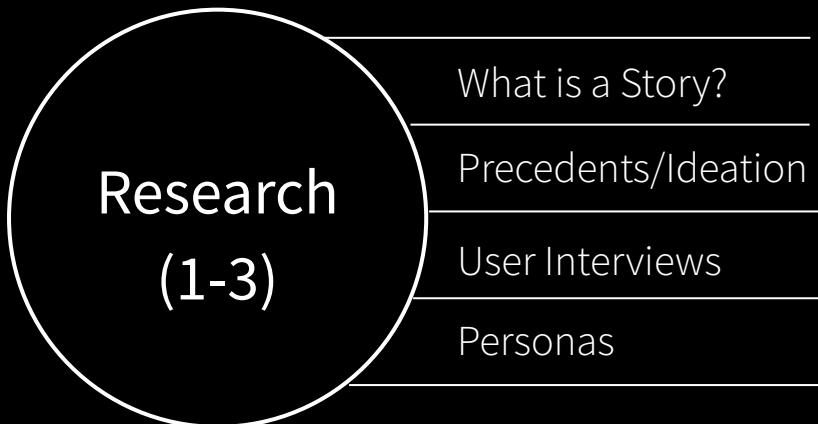
Course Approach

- Push the design/experience; focus on innovation, new stories to find excitement emotion in datasets; new datasets and visuals brought to life.
- Software agnostic – whatever tools it takes to realize your data-driven storytelling concept.
- Challenges and assignments to reinforce concepts; Final Project bring it all together.
- Weekly assignment discussion in class.
- Emphasis on user experience design process.

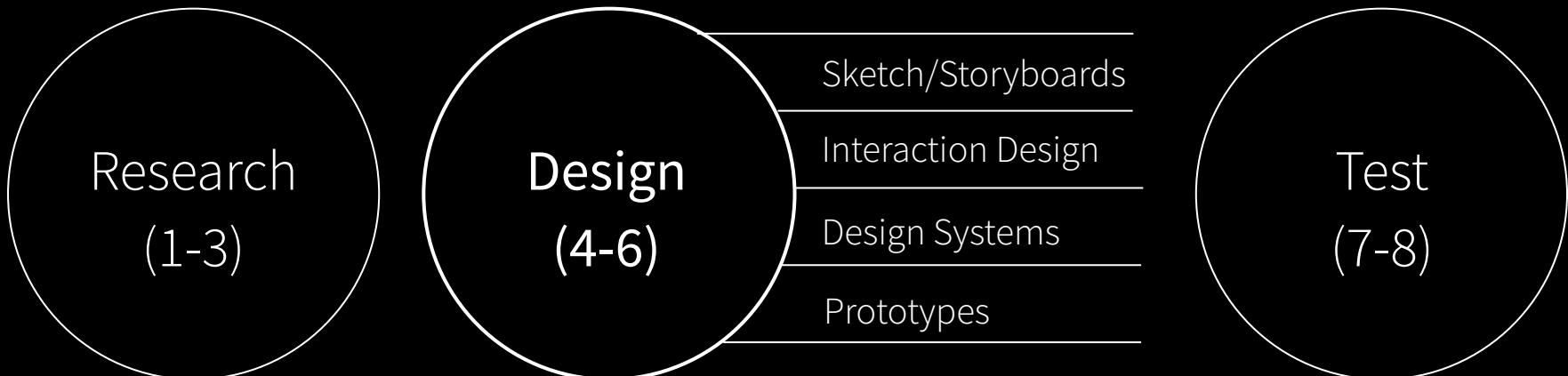
Feedback

- You will receive feedback on your work in this course (Instructor, Classmates, etc.).
- An opportunity to understand how others perceive your work.
- Take feedback as you may. Goal is to iterate.
- You will be asked to provide feedback. Forming an opinion about external work – good or constructive – helps both the you and designer.
- Sharing feedback cultivates your understand of what works, which can inform your work.

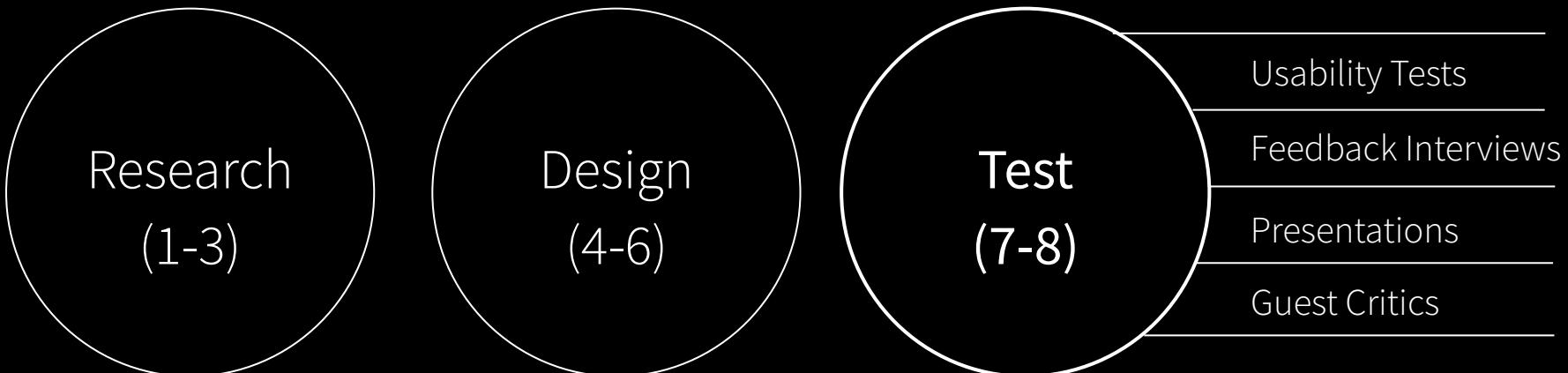
Storytelling through Design Process



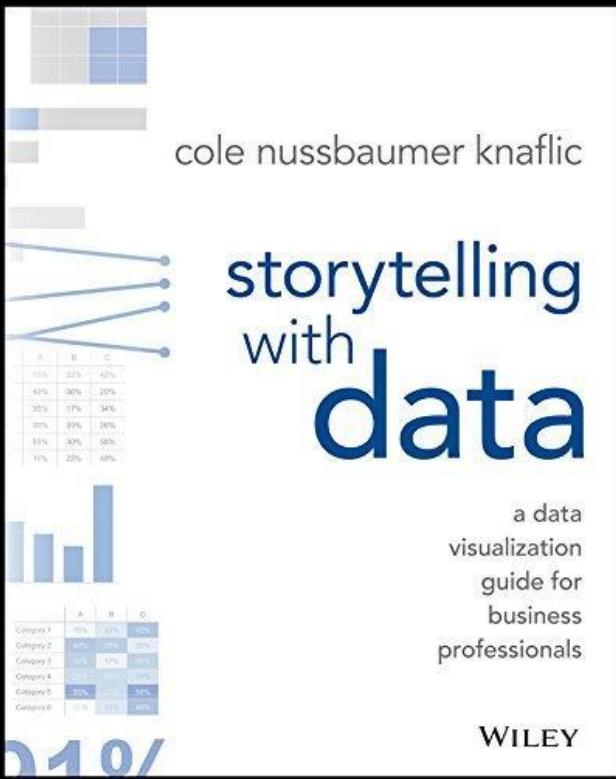
Storytelling through Design Process



Storytelling through Design Process



Readings: Storytelling with Data





Resource Alert

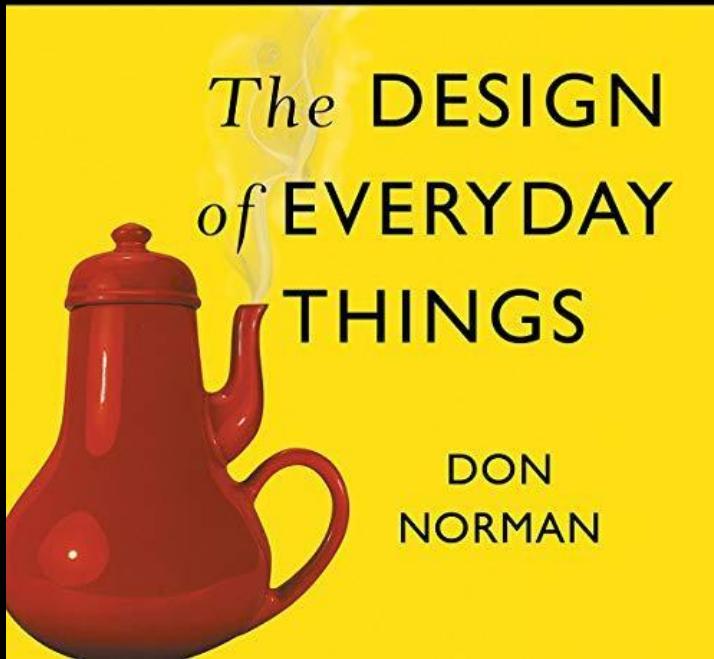


Storytelling with Data Podcast

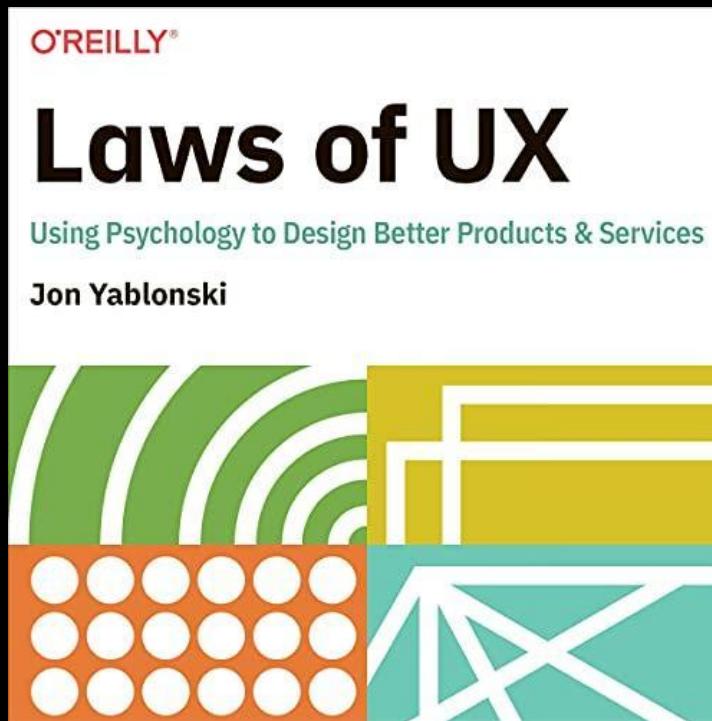
<https://www.storytellingwithdata.com/podcast>

The Design of Everyday Things

REVISED & EXPANDED EDITION



Laws of UX



Additional Tools

- Figma: Collaborative design tool for storyboards and mockups
(Available through MICA)

VS II Final Project: An Interactive Storytelling Experience

- Final Project pulls together the concepts explored throughout this course into an **interactive visual storytelling experience**.
- Choose your own subject matter and data source
- Includes at least six sequences in an interactive format (eg website, interactive prototype, Tableau) and at least two data visualizations
- Contributes to course themes:
 - Understanding of audience
 - Prototyping/Big Idea/Narrative
 - Interaction design

Syllabus

- Available on [Canvas](#)

Data can connect,
resonate, inspire your
audience



The Science Of Storytelling

- People act on emotion. Emotion is a chemical reaction.
- Activating these emotions through storytelling helps **our stories stick**, change people.

- Cortisol – produced when something **warrants our attention, like distress**. Where we hear about potential threats in our environment -- or hear something distressing in a story -- cortisol helps us stay attentive.



- Dopamine – released during emotionally charged, **feel-good** experiences, which helps people remember those experiences. Can be unlocked through descriptive language and metaphors.



- Oxytocin is the key to evoking empathy in your audience. What enables us to identify with the hero/protagonist in a story.

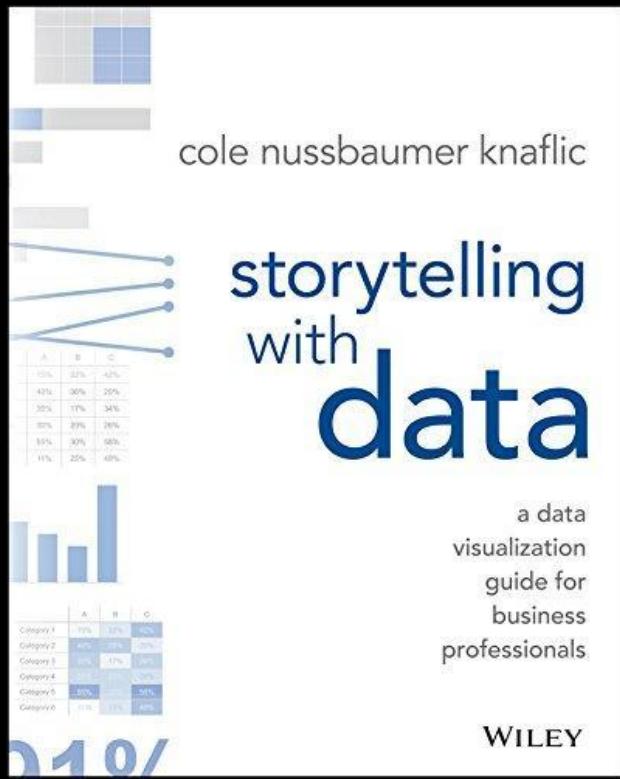
Human-centered stories to motivate cooperation.



Assignment 1

- Powerful stories resonate and create a lasting impression.
What is an experience that has made an impact on **you** recently ? Maybe it was a data visualization or something removed from data – a story or an in-person experience.
 1. What was the experience? Provide an overview with a link or image, if possible.
 2. What resonated with you? What made it memorable?
 3. What are the design elements that made the experience effective? For example, consider the visual language, tone, pace, or terminology.

Storytelling with Data – Ch. 1 & 7



Coming Up

02. Audience – Interviews