Visual Storytelling I

Session Five

Today:

- Essence of Narrative
- Description of Final Project
- · Share our assignments (if time permits)

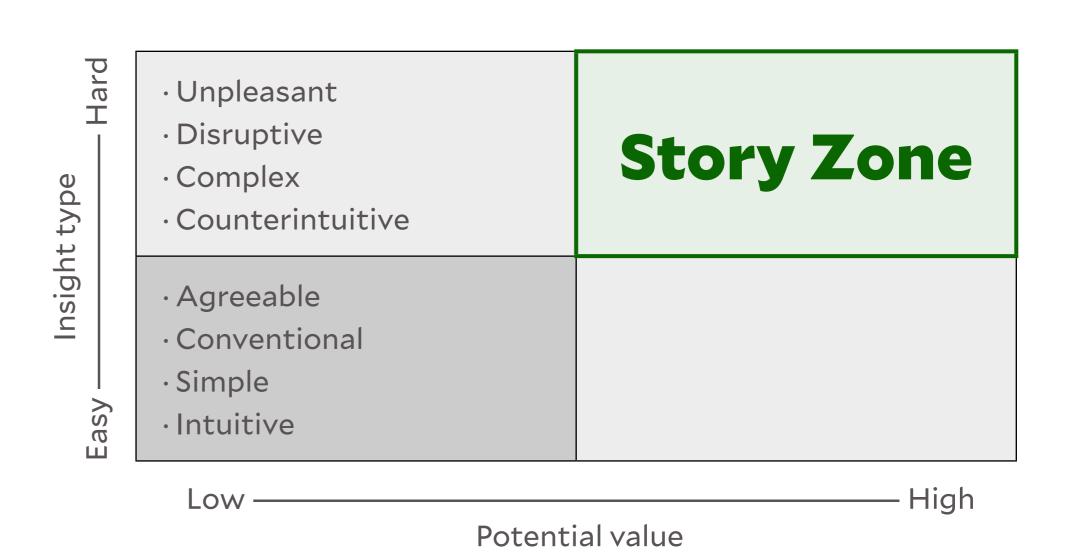
Essence of Narrative

"You're never going to kill storytelling because it's built into the human plan. We come with it."

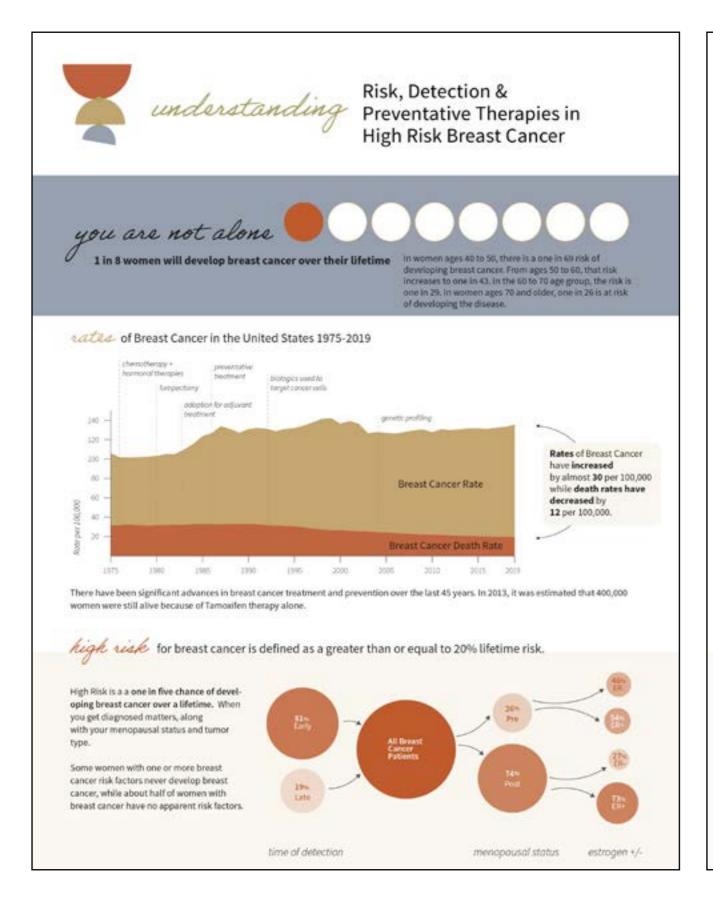
- Margaret Atwood

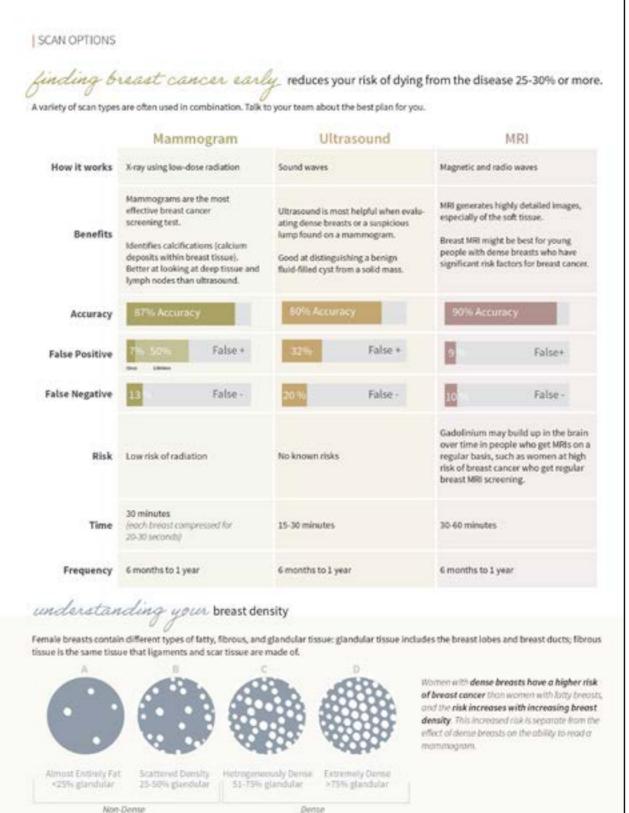
Knowing your audience

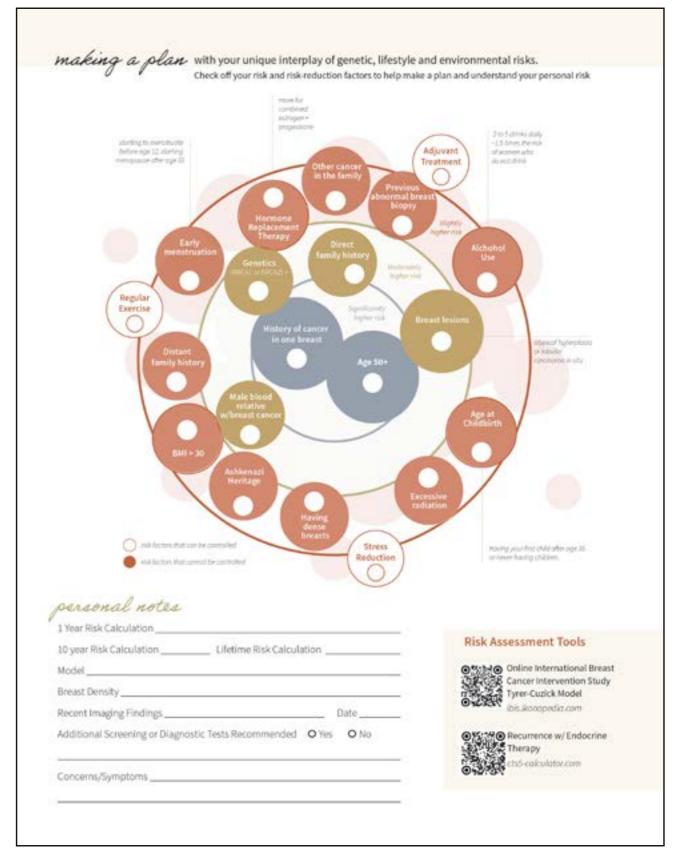
- · What are their goals?
- · What are their beliefs?
- · What expectations do they have?
- · How familiar are they with this topic?
- How data-savvy are they?
- · How much bandwidth do they have?



Lindsey Silver





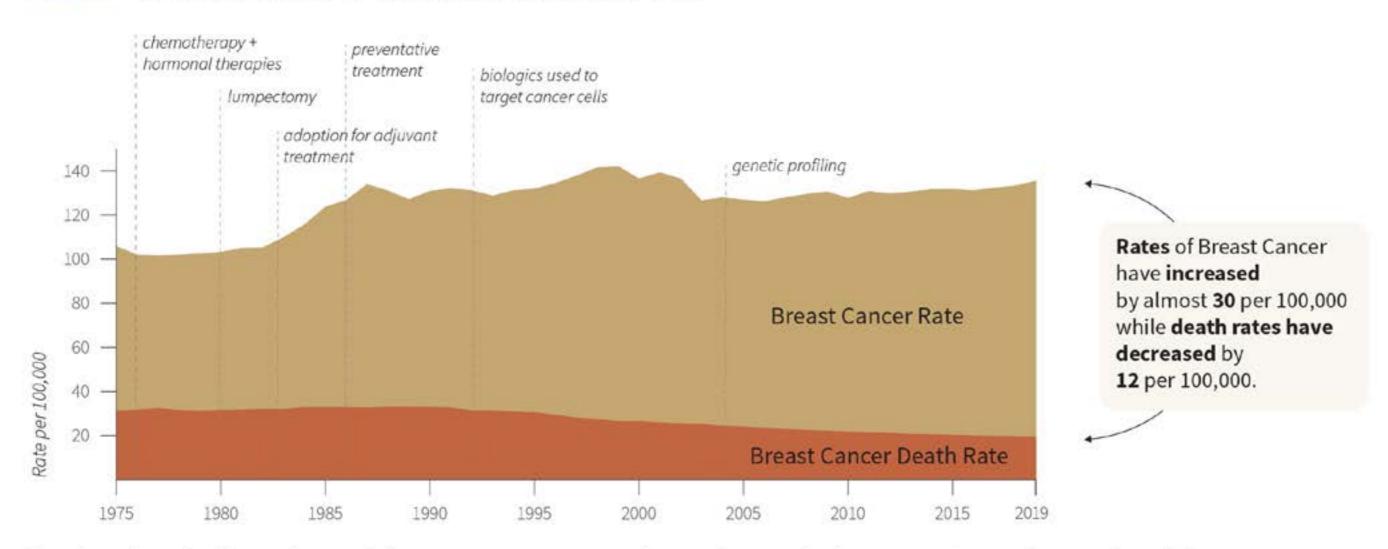


you are not alone

1 in 8 women will develop breast cancer over their lifetime

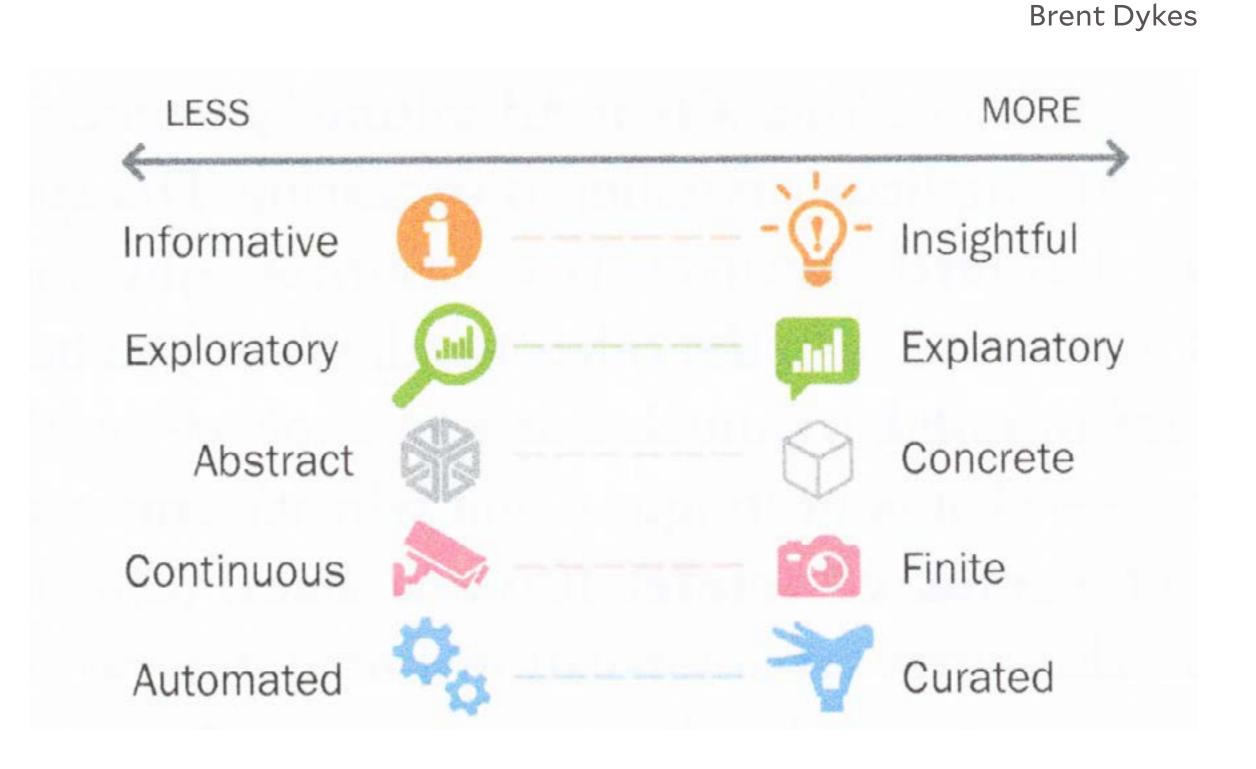
In women ages 40 to 50, there is a one in 69 risk of developing breast cancer. From ages 50 to 60, that risk increases to one in 43. In the 60 to 70 age group, the risk is one in 29. In women ages 70 and older, one in 26 is at risk of developing the disease.

rates of Breast Cancer in the United States 1975-2019



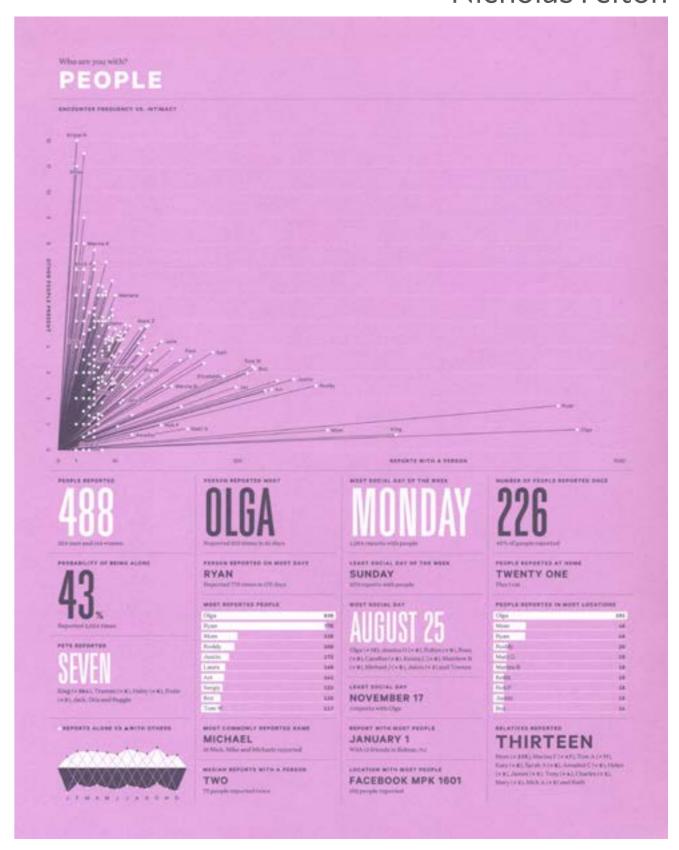
There have been significant advances in breast cancer treatment and prevention over the last 45 years. In 2013, it was estimated that 400,000 women were still alive because of Tamoxifen therapy alone.

- · Informative / Insightful
- Exploratory / Explanatory
- Abstract / Concrete
- · Continuous / Finite
- · Automated / Curated

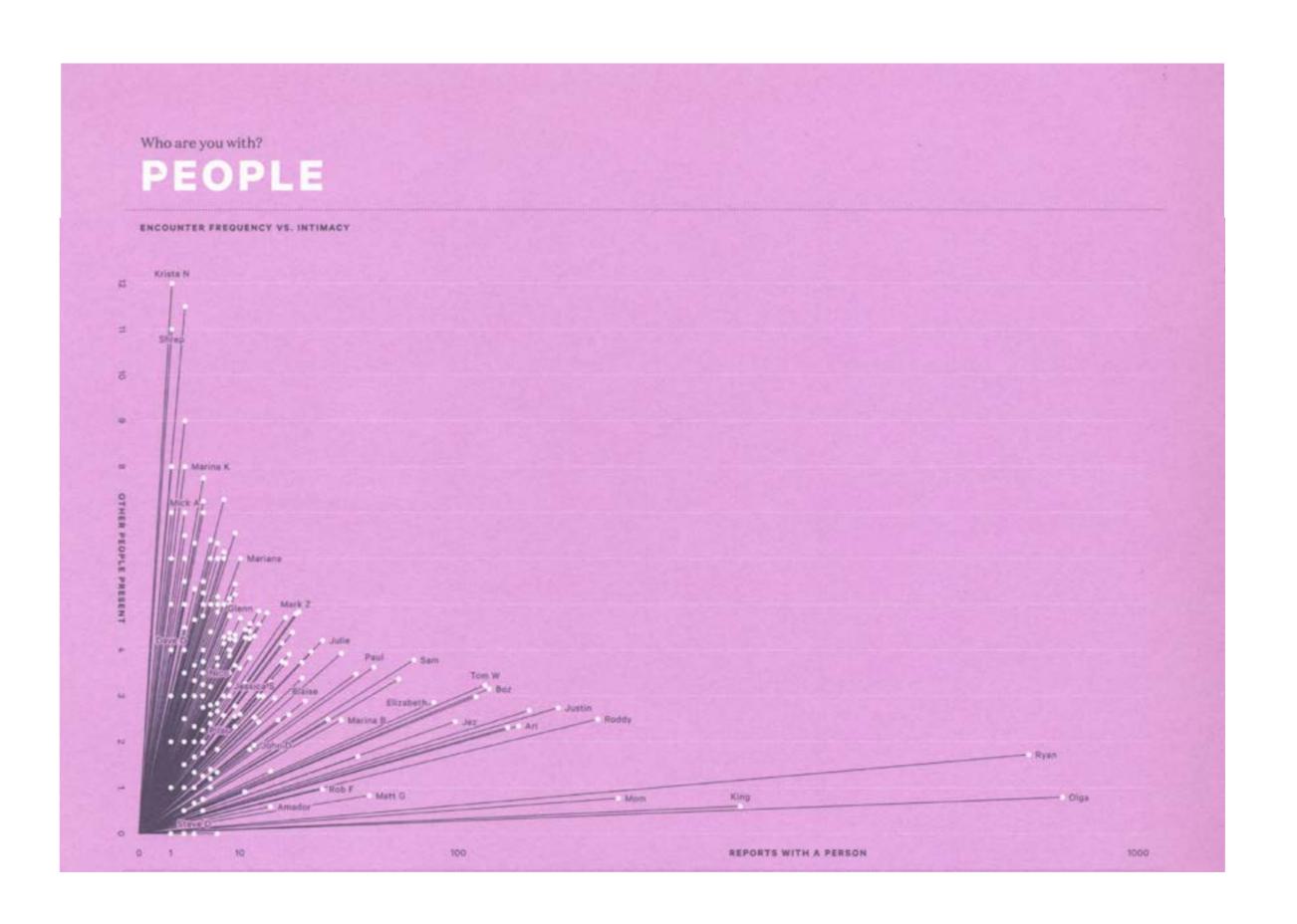


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Nicholas Felton



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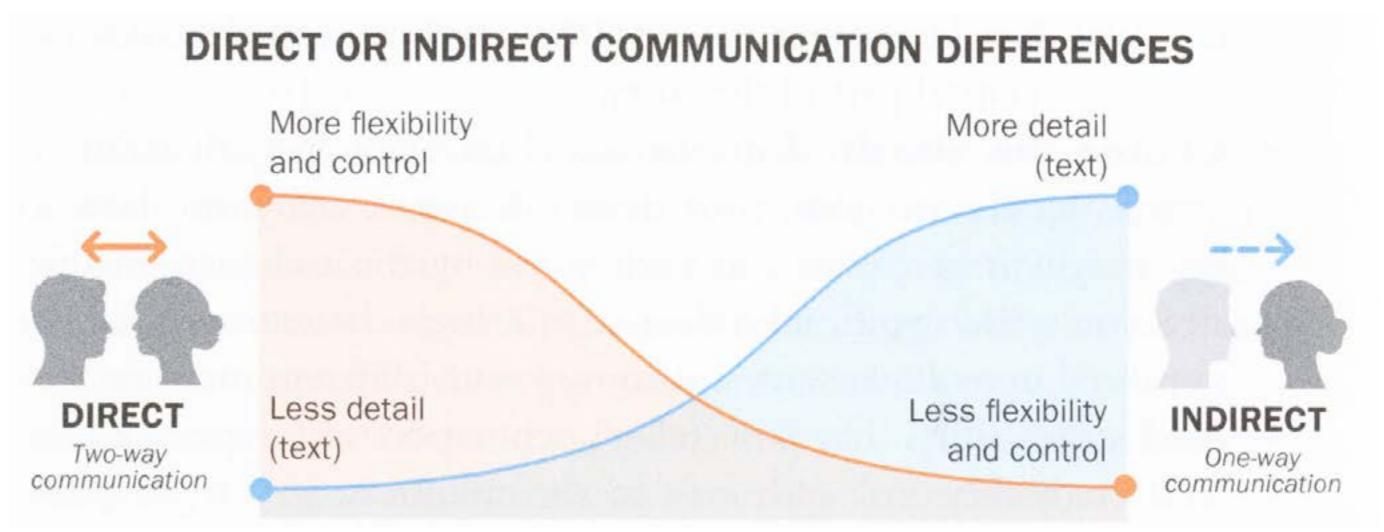
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Elements of a data story

- · Data
- Main point
- Explanatory focus
- Dramatic events
- Visual anchors
- · Linear sequence*

Brent Dykes



Show, don't & Tell

This is the classic advice given to creative writers including novelists, playwrights, etc.

As Mark Twain said (quoted in Effective Data Storytelling):

"Don't say the old lady screamed—bring her on and let her scream."

The value of data storytelling is that instead of simply saying "revenues are up," one can show when, and how, the increase occurred.

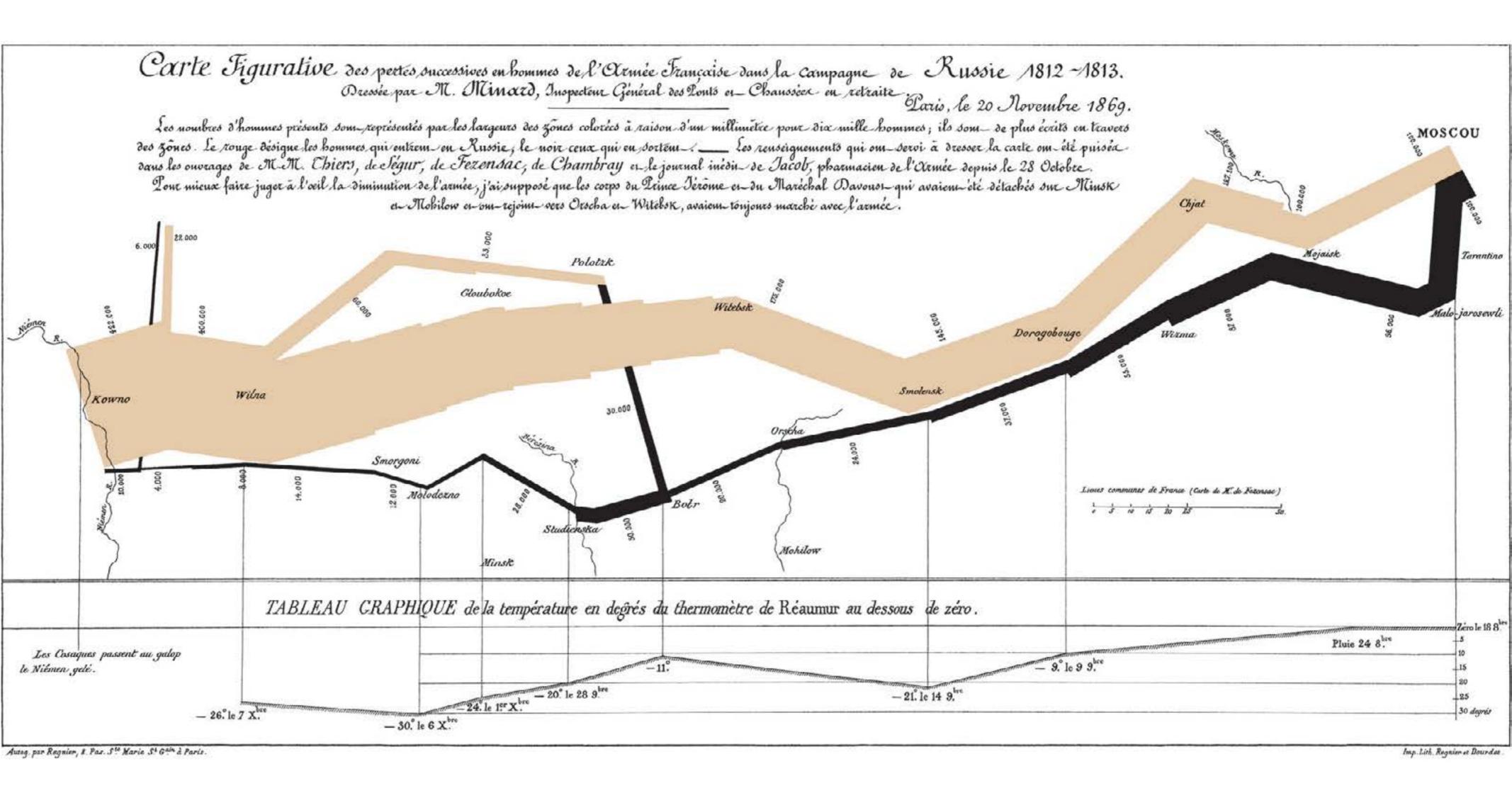
For inclusivity, we can do both.

"Stories in text and film typically present a set of events in a tightly controlled progression. While tours through visualized data similarly can be organized in a linear sequence, they can also be interactive, inviting verification, new questions, and alternative explanations."

- Edward Segel and Jeffrey Heer

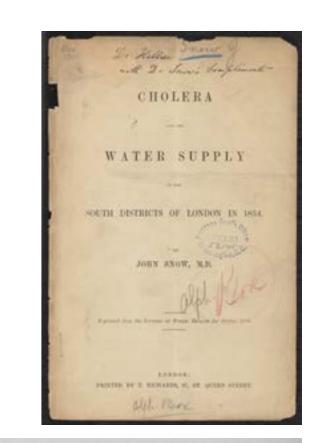
"At its most basic level the main task for the author of a visual narrative is to capture and control what the audience is looking at, and hence attending to, from moment to moment."

- Colin Ware



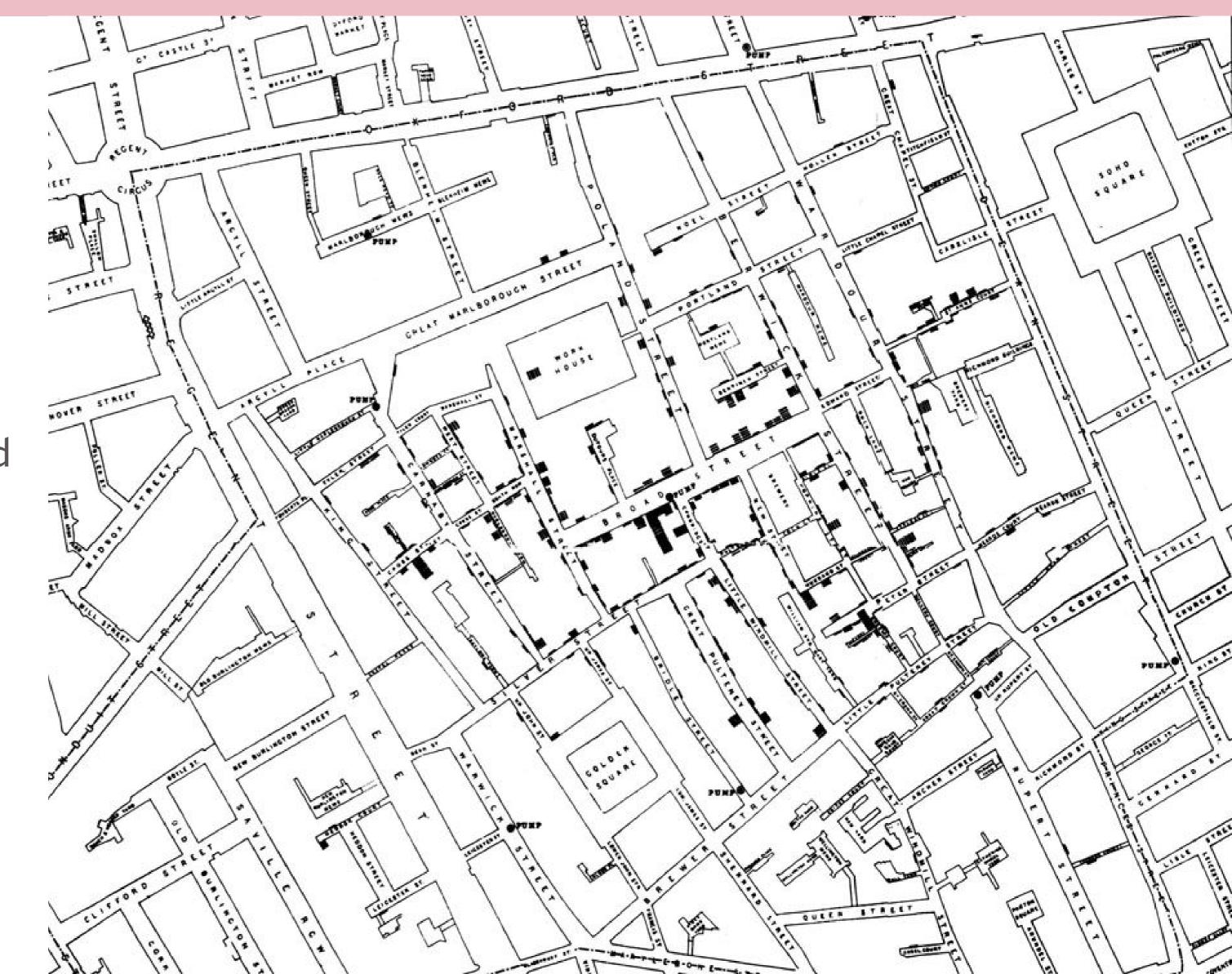
The London Cholera Epidemic

- The germ theory of disease was not yet the foundation of medical science. Epidemics were thought to result from foul smelling air or "miasmas"—not microorganisms.
- · Sanitation was extremely poor in large cities. People washed, drank, cooked, and more using the same water supply—which caused epidemics to spread extremely quickly.
- The data John Snow presented led to the handle of the Broad Street pump to be removed.



Registration Districts. St. Saviour, Southw.	Registration Sub-Districts.	Number of inhabited houses in 1851.	Population in 1851.	Estimated constant population per house.	" Number of houses, and estimated number of persons, supplied in 1854 with water as under."				Water supply of the houses in which fatal attacks of cholera took place during first seven weeks of epidemic of 1854.					erain first nic of 1854.	Mortality per 10,000 supplied with water as under.		
					By Southwark and Vauxhall Co.		By the Lambeth Company.		ark and all Co.	n Co.	canals,	imp-	not ned.	om ebol	rk and Il Co.	b Co.	IN
					No. of houses.	Estim. Popula- tion.	No. of houses.	Estim. Popula- tion.	Southwar	Southward Vauxhall Lambeth	Thames, canals or ditches.	From pump- wells.	Supply n	Deaths from cl	Southwark Vauxhall (Lambeth Co.	тив
St. Saviour, Southw. St. George, Southw.	1. Kent Road	1,887 2,558 2,069	16,022 18,126 15,862	8·5 7·1 7·7 7·5	343 1,779 1,176 383	2,915 12,630 8,937 2,872	1,557 563 878 1,533	13,234 3,997 6,672	11 52 61 21	13 5 7 8	0 0 0	0 0 0 0	1 0 3 0	25 57 71 29	37·7 41·1 68·2 73·1	9·9 12·5 10·4 6·9	SOUTH
Newington	3. London Road 1. Trinity 2. St. Peter, Walworth 3. St. Mary	2,365 3,224 4,925 2,309	17,836 20,922 29,861 14,033	6·5 6·1 6·1	1,661 2,340 489	10,132 14,274 2,983	1,355 1,372 1,758 899	11,497 8,370 10,724 5,484	52 84 19	6 4	0 0	0 0 1	0 2 0	58 90 21	51·3 58·8 64·5	7·1 3·7 1·8	DISTRICTS
Lambeth	1. Waterloo, part 1 2. Waterloo, part 2 3. Lambeth church, pt. 1 4. Lambeth church, pt. 2 5. Kennington, part 1	1,729 2,191 2,451 3,849 3,977	14,088 18,348 18,409 26,784 24,261	8·1 8·4 7·5 7·0 6·1	438 864 415 1,124 2,586	3,548 7,171 3,113 7,868 15,775	1,474 1,510 2,117 2,289 444	11,039 12,533 15,878 16,023 2,708	9 25 6 34 63	1 8 9 13 5	0 2 1 0 0	0 1 0 1 3	0 0 2 5 0	10 36 18 53 71	25.6 34.8 19.2 42.9 39.9	0·8 6·3 5·6 8·1 18·4	OF
	6. Kennington, part 2 7. Brixton 8. Norwood	3,288 2,362 600	18,848 14,610 3,977	5·7 6·1 6·6	1,206 310 0	7,874 1,922 0	986 1,509 160	5,620 9,356 1,066	34 5 0	3 2 2	0 0 5	1 0 1	0 2 0	38 9 8	43·2 26·0	5·7 2·1 18·7	LONDON
Wandsworth	3. Wandsworth	1,522 918 1,419	9,611 5,280 9,023	6·3 5·7 6·4		907 74 0	15 0 515	94 0 3,244	0 0	0 0 1	0 0	1 5	0 0	11 6	11.0	3.0	N.
Camberwell	1. Dulwich	259 2,845 801	1,632 15,849 4,501	6·3 5·6 5·6	767 0	4,295	971 unkno.	5,437 unkno.	30	0 9 1	0 0	2 2	1 1	0 42 4	69-8	16.5	
Totals		17 510	317,883	0.0	10,000	107 900	00.554	142 001	500	98	16	20	17	658	47-2	6.8	00

- This map shows the location of water pumps around Soho
- · The location of each cholera death is marked with a dark line.
- This map was a "marketing vehicle for his idea"



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Questions?

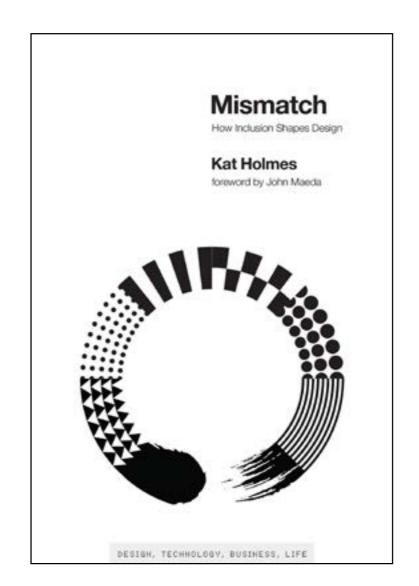
For next week

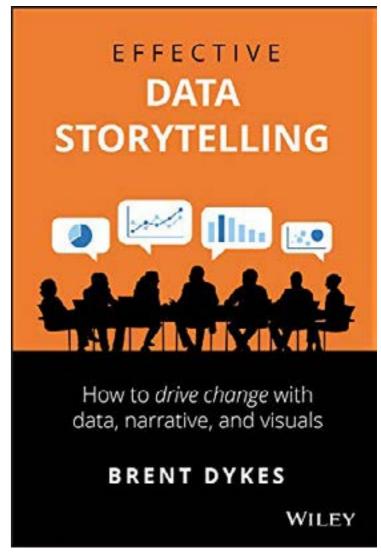
Peer feedback

Post your assignment 4 in Canvas and comment on at least one other person's assignment

Reading

- Effective Data
 Storytelling,
 chapter 6 on Canvas
- · Holmes chapter 3 & 4





Using a theme and context of your choice, create a compelling visual narrative in any format you'd like to explore. Your work should have at least 6 "sections" (ie: pages, segments of a poster, etc) which will include at least 3 forms of data visualization (ie: hierarchical, temporal, spatial, etc). Make sure that together they address at least 5 of the themes listed below.

- Visual queries
- Affordances
- · Feature channels
- Pattern perception
- · Gestalt Laws
- · Universal design principles
- · Inclusive design principles

Part 1 (due next week)

- · Find data that you're interested in and will allow you to meet the requirements.
- · Choose an adult audience for your project.
- · Choose a format (ie: smartphone, series of billboards, poster, booklet, collection of postcards, etc).
- · Plan for at least 6 "sections" including at least 3 forms of data visualization. Your submission will be a PDF containing:
 - · 2 sketches of your concept
 - · An art board sized for your format in a design application with a sample of the type hierarchy (typeface(s) and sizes)
 - · Comment explaining the audience, format, and visualization ideas

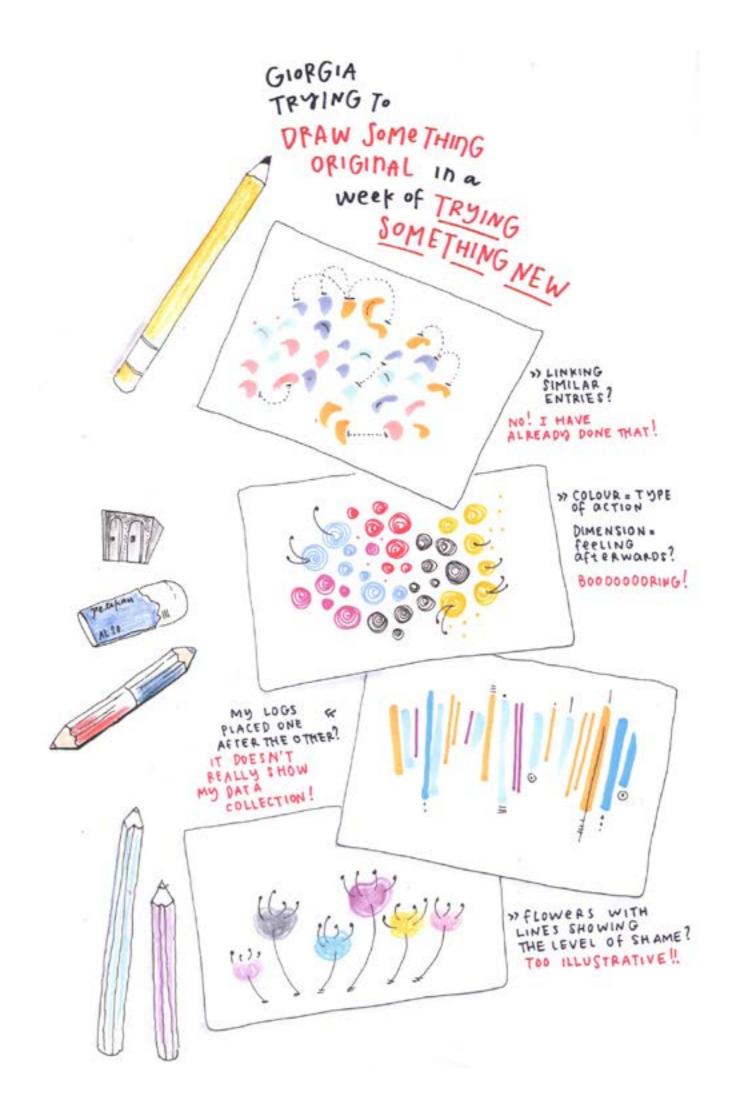
Where can I find data?

Use any data you'd like that allow you to meet the requirements, but if you're not sure where to look, you can try these resources:

- And Data archive
- · American Community Survey Data
- Data.gov
- Our World in Data

What should each sketch include?

- · Rough layout of your visual narrative.
- · Concepts for each data visualization that will be part of your narrative. Challenge yourself to try a less standard data visualization type. Some inspiration.
- · Use a writing implement if you can. B/W or color is fine.



Part 2 (due session 7)

Create at least half of the "sections" (ie: pages, segments of a poster, etc) including at least 2 forms of data visualization (ie: hierarchical, temporal, spatial, spatio-temporal, etc). Make sure that together they address at least 5 of the themes.

Your submission will be a PDF containing at least half of the "sections" and at least 2 forms of data visualization crafted. They should be:

- · Placed in your chosen format
- · Created or modified in a design application
- · In an art board using your type hierarchy

Part 3 (due session 8)

Your submission will be a PDF with all completed "sections" including at least 3 forms of data visualization

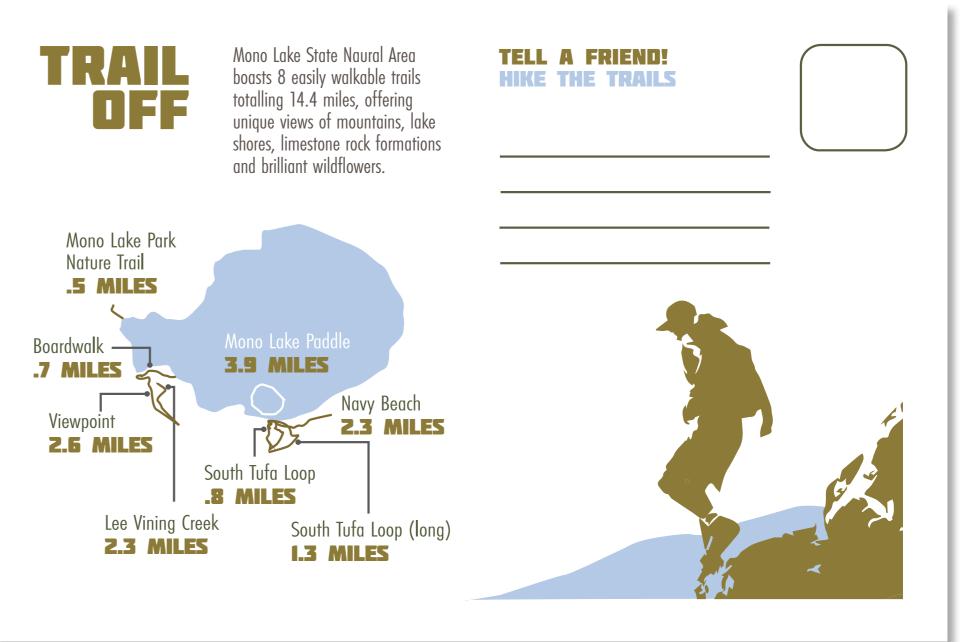
- · placed in your chosen format
- · created or modified in a design application
- · using your grid and type hierarchy

With your submission, write a paragraph describing how your Final Project uses at least 5 of the chosen themes (affordances, inclusive design, etc)

Prepare a 5-10 minute presentation of your completed Final Project which you will share in class.

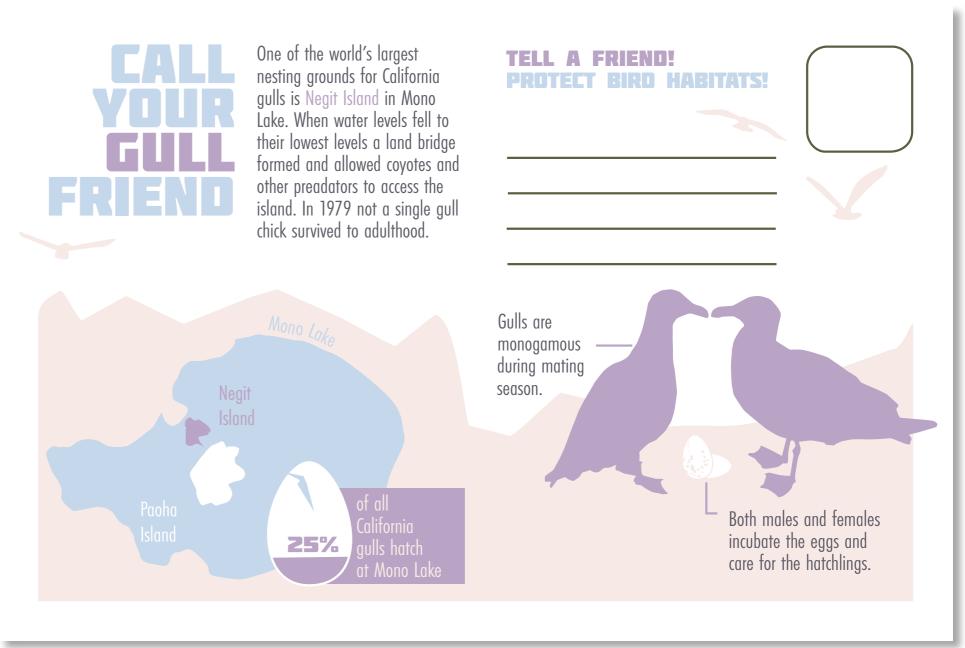
Kelsey Robinson





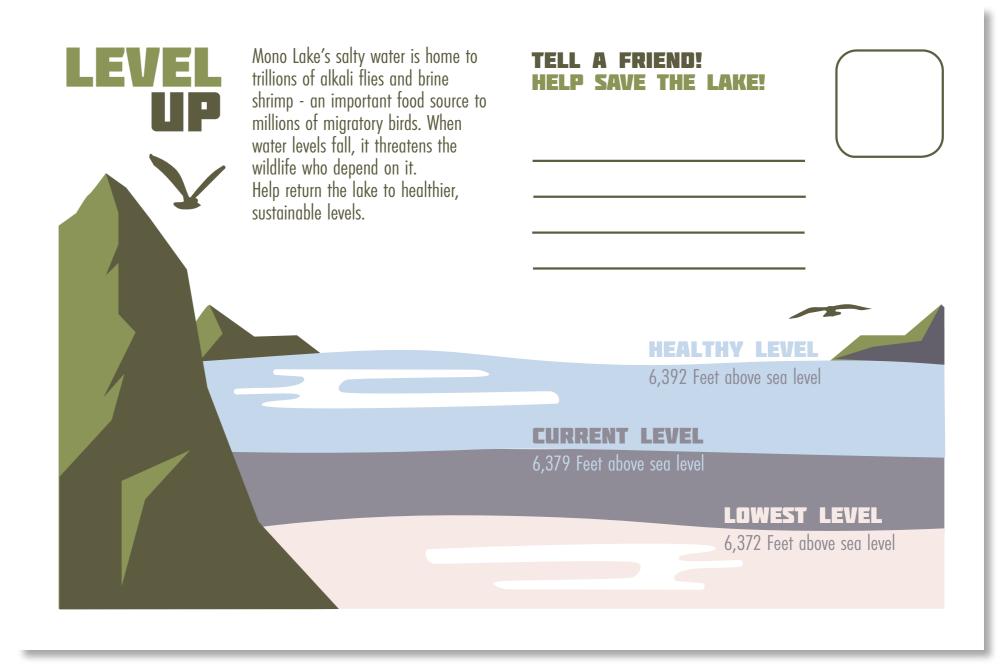
Kelsey Robinson

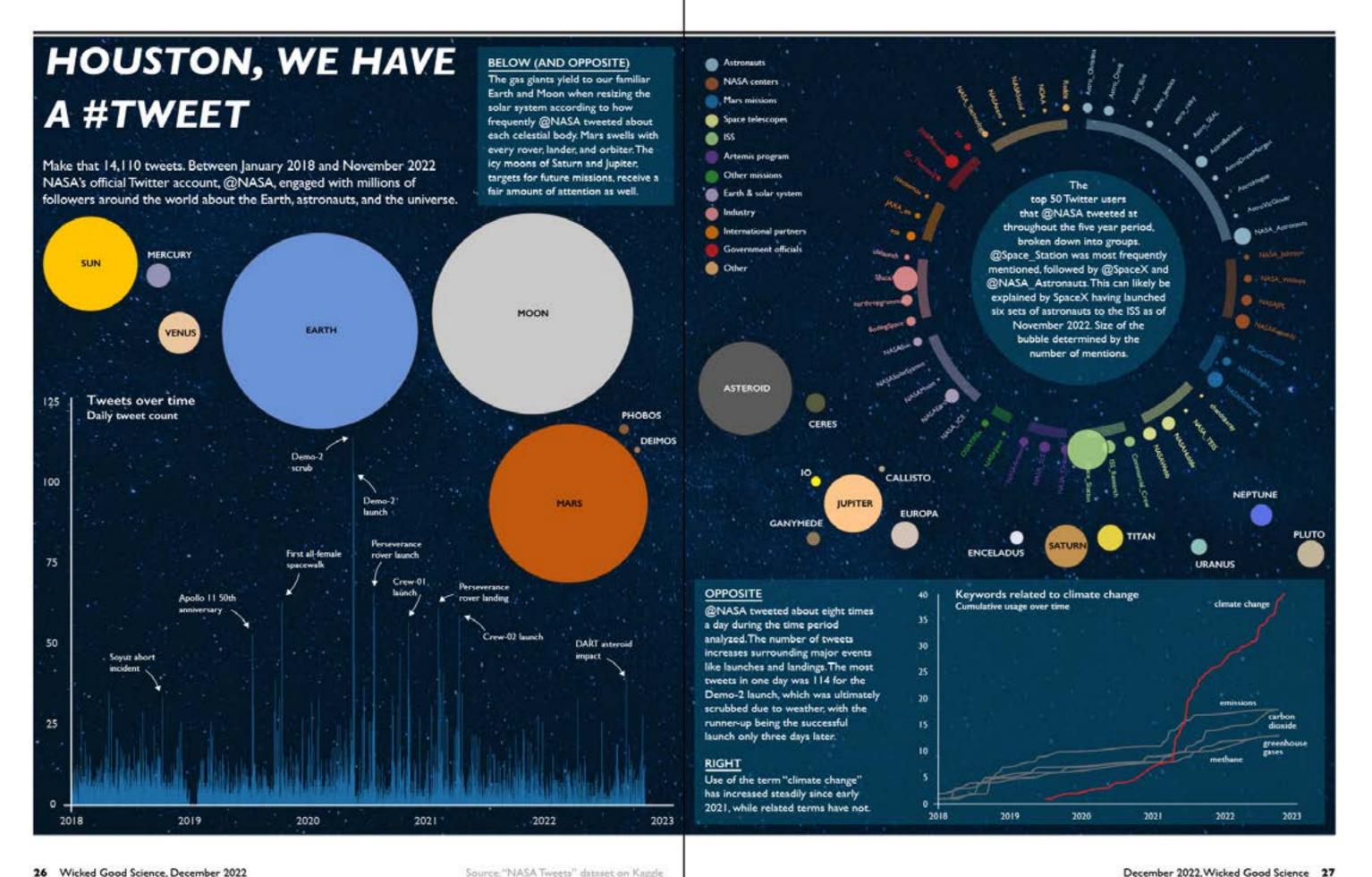






Kelsey Robinson





SEE AN EYE DOCTOR

93 million adults in the U.S. are at a high risk of vision loss. Are you?

Half of all blindness is preventable

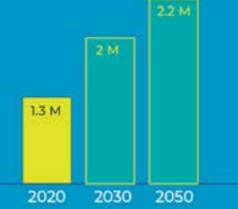
Even if you're not having trouble seeing - annual eye exams are essential for early detection of conditions that can cause vision loss such as glaucoma and diabetic retinopathy.







ou?



Number of legally blind

Americans 2020 - 2050

(in millions)

By 2050, the number of legally blind people in the US is expected to nearly double

Approximately 1.3 million people in the US are considered legally blind, meaning their visual acuity is worse than 20/200 in their best seeing eye. By 2050, the number of legally blind people in the US is expected to grow to nearly 2.2 million.

90%

The CDC estimates that 90% of glaucoma and diabetes-related blindness in the US is preventable with early detection and treatment.

Glasses have never been more fashionable and affordable

According to VSP, the nation's largest private vision insurance provider, the average cost for a pair of adult prescription eyeglasses (single vision, frames and basic lenses) in 2021 was \$242 at major brick-and-mortar retailers vs. \$83 at online-only retailers.

It may become harder to see

an eye care professional in

Due to an aging population, the demand for

eye care is projected to increase by 31.5% by 2025, causing demand for services to outpace





Healthy vision affects all aspects of our lives



Eyeglasses improve productivity as much as

32%



and can increase income by up to

20%





of traffic accidents can be attributed to vision impairment

Vision impairment increases the fall risk of an adult age



46%

75%



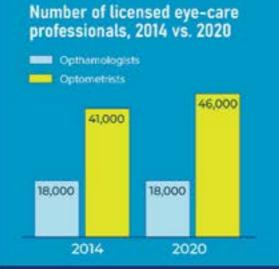
of adults use some form of vision correction



the supply of providers.

the future

There are 4.6 optometrists for every 32,900 potential patients



Prevent Blindness

1 in 10

Americans have not had an eye exam in the past 5 years

Nationally, the average cost for an eye exam is between

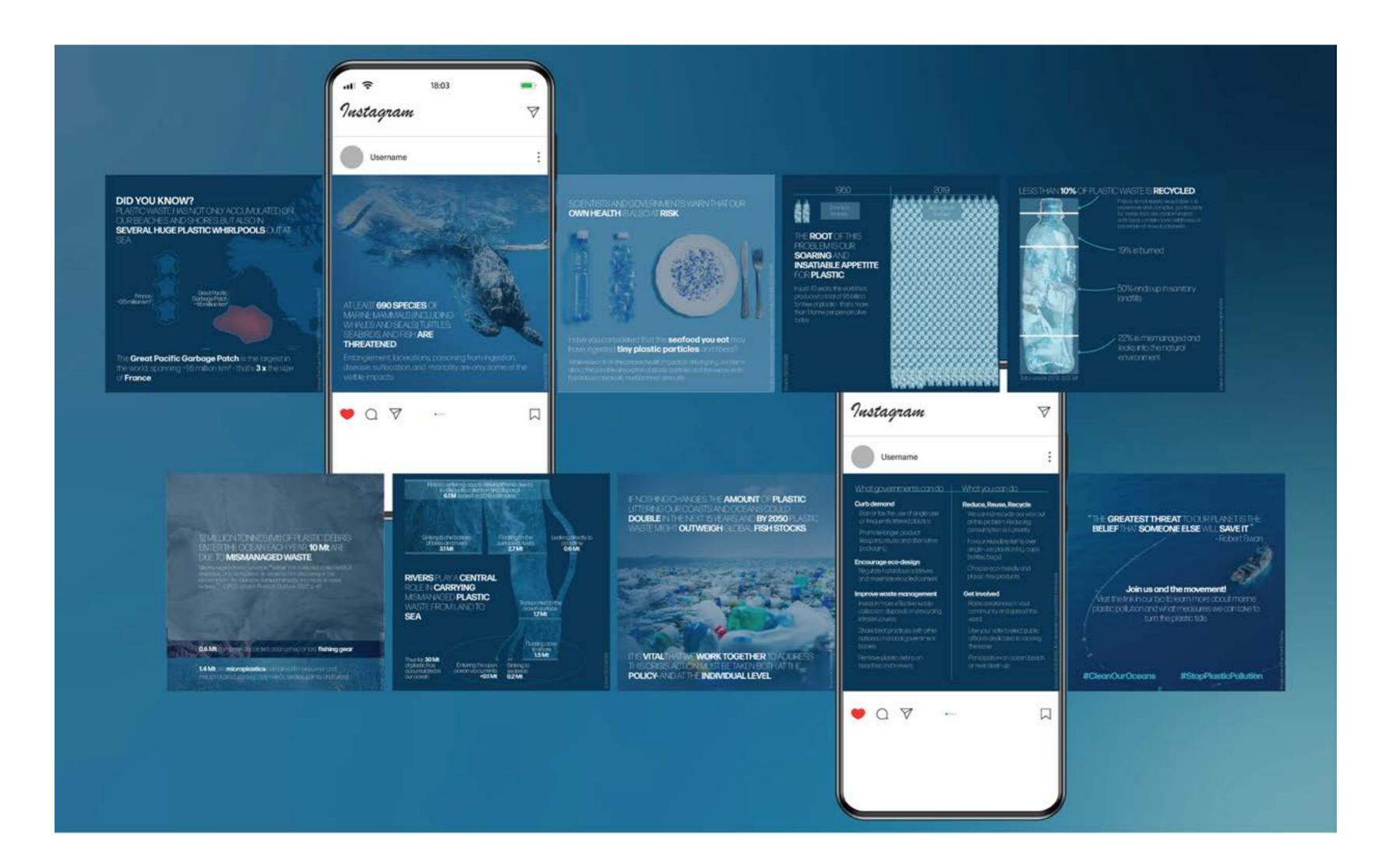
\$70-\$100

and is free with most vision insurance



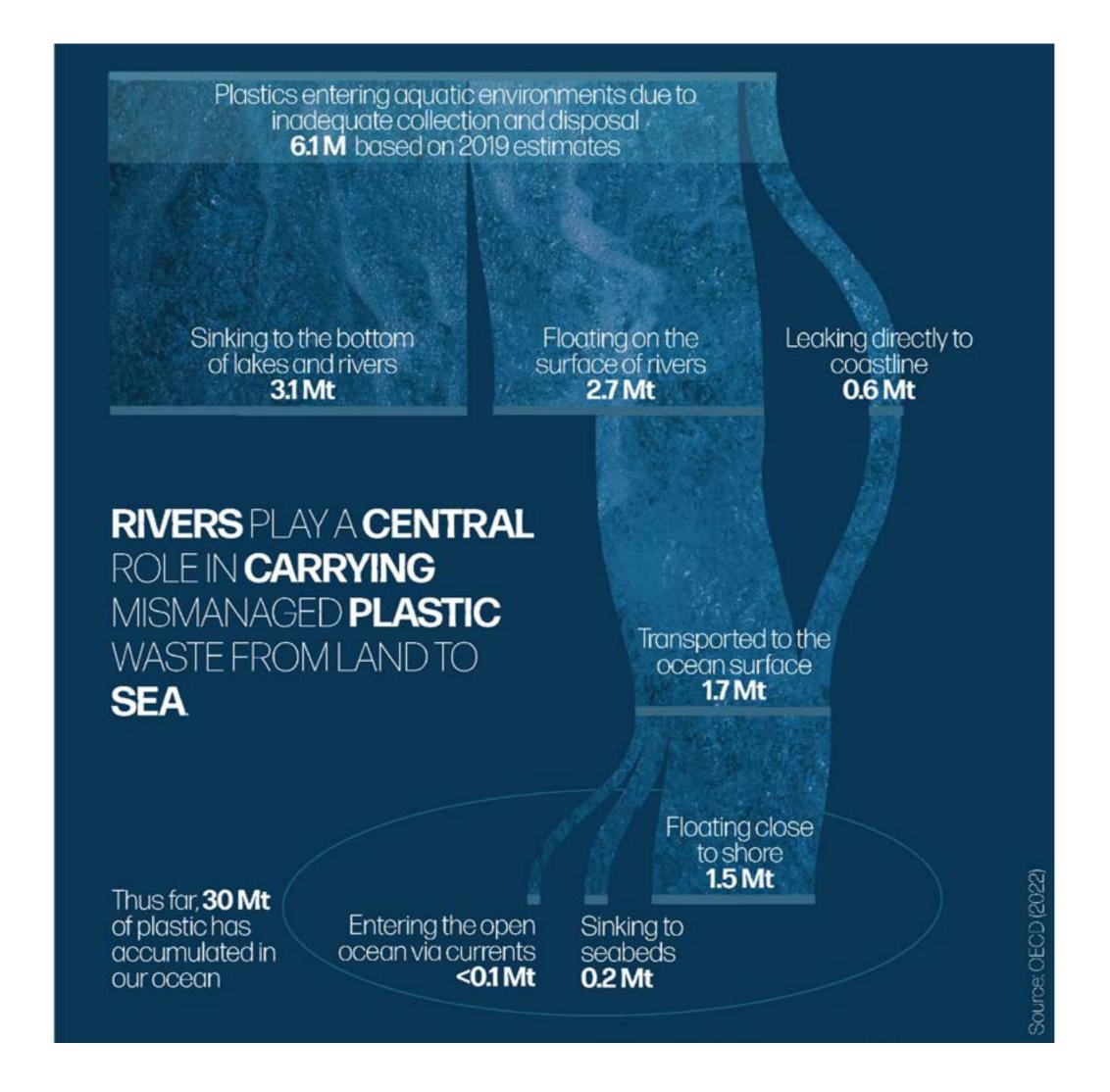
Visit preventblindness.org/risk-assessment to determine whether you are at risk of vision loss and find an eyecare provider

Justin Wheeler

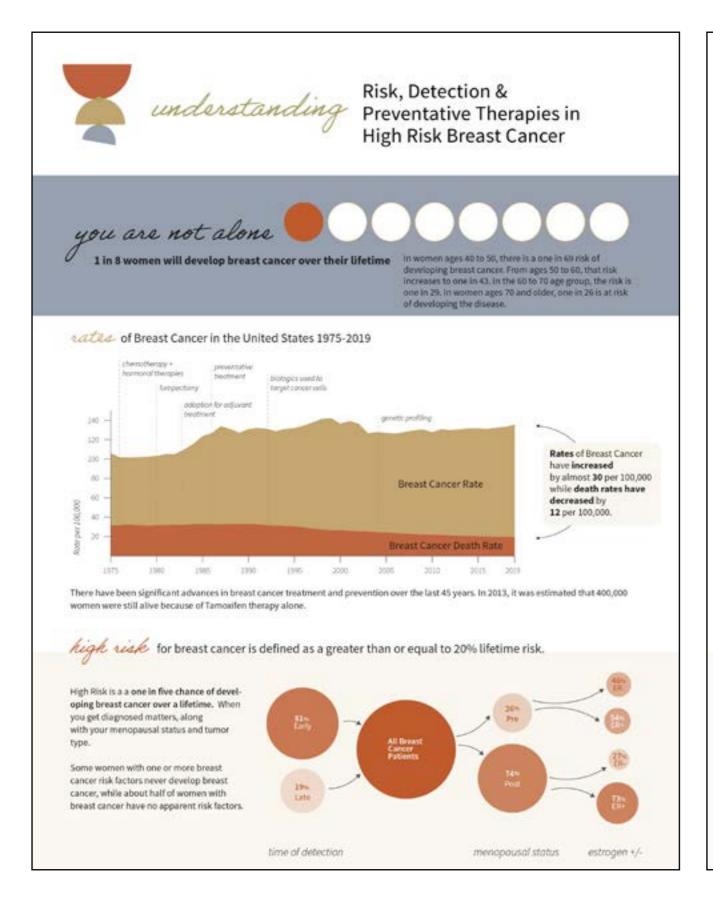


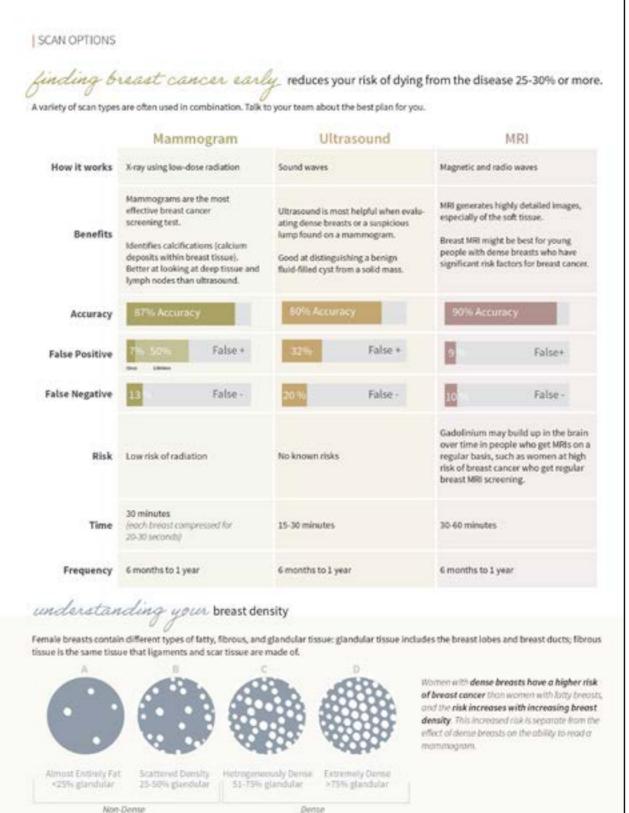
Annabelle Vuille

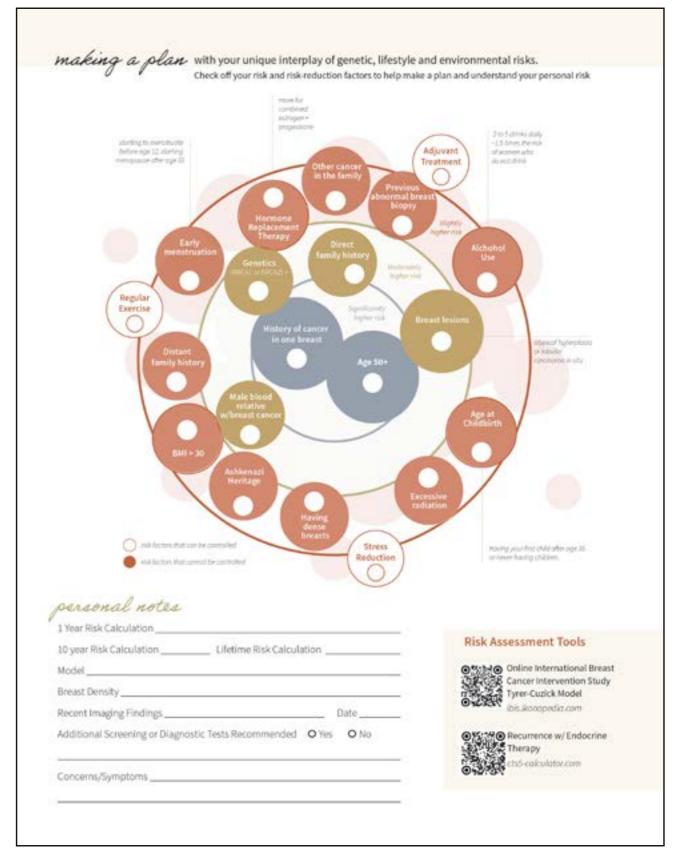
Annabelle Vuille



Lindsey Silver







Lindsey Silver

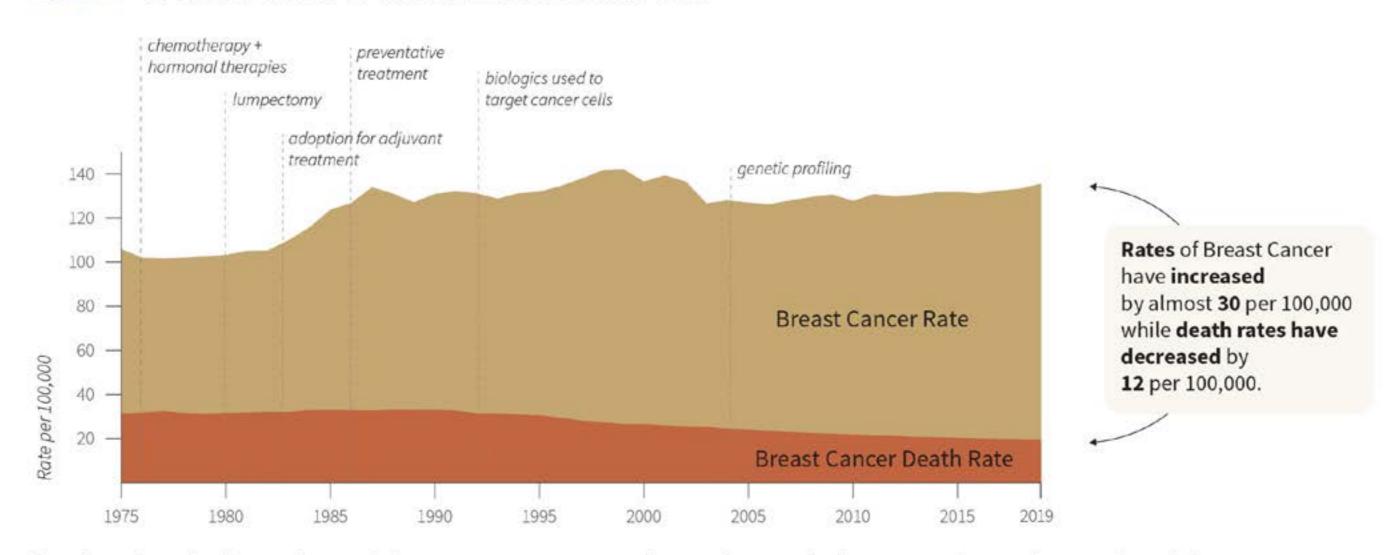
you are not alone In women ages 40 to 50, there is a one in 69 risk of

developing breast cancer. From ages 50 to 60, that risk

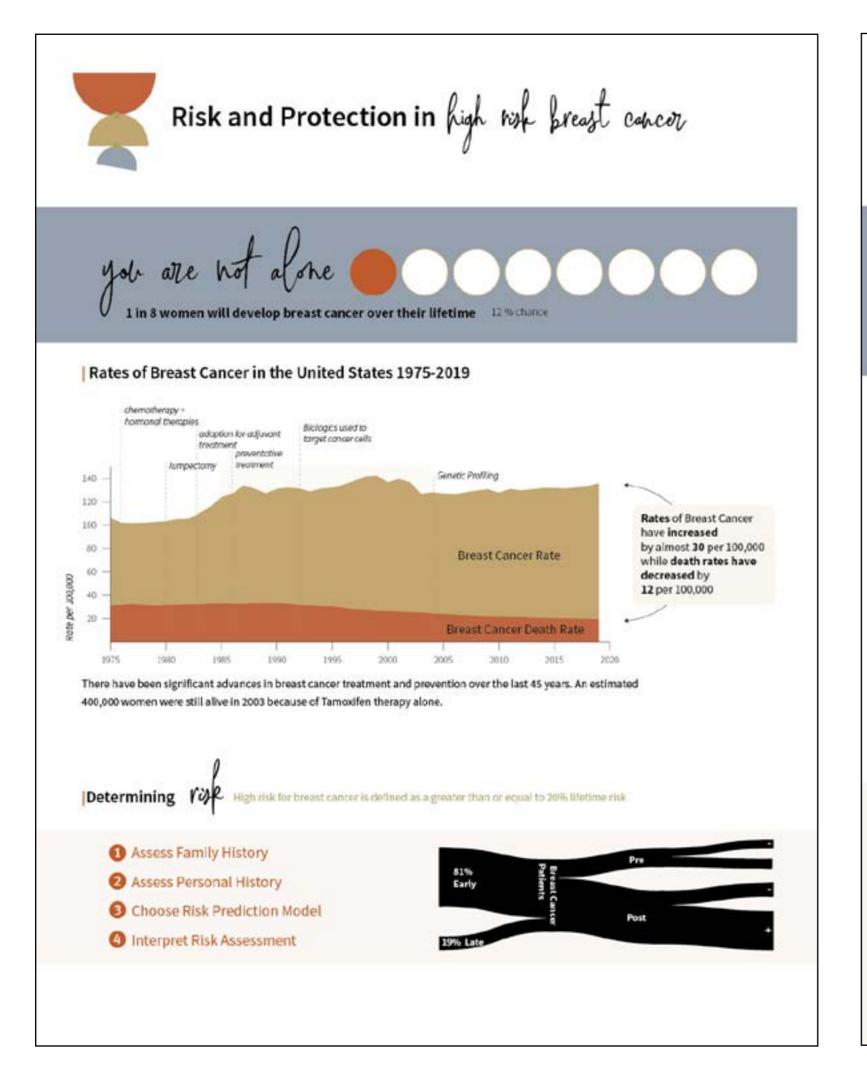
of developing the disease.

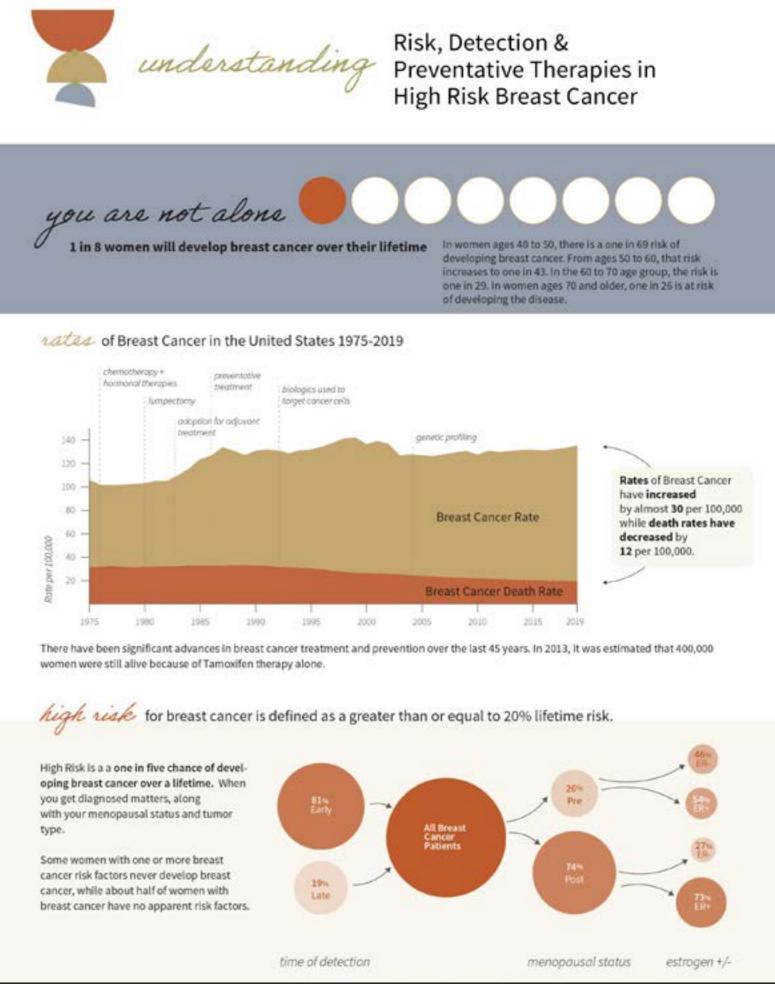
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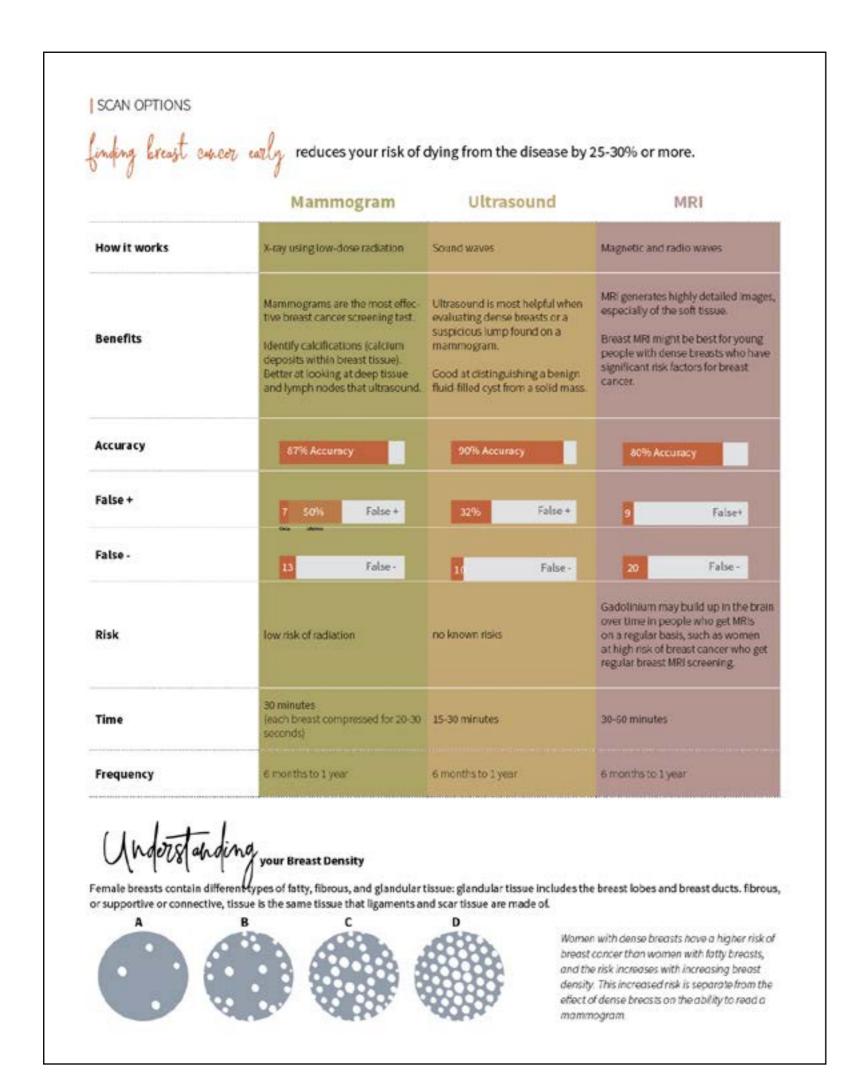
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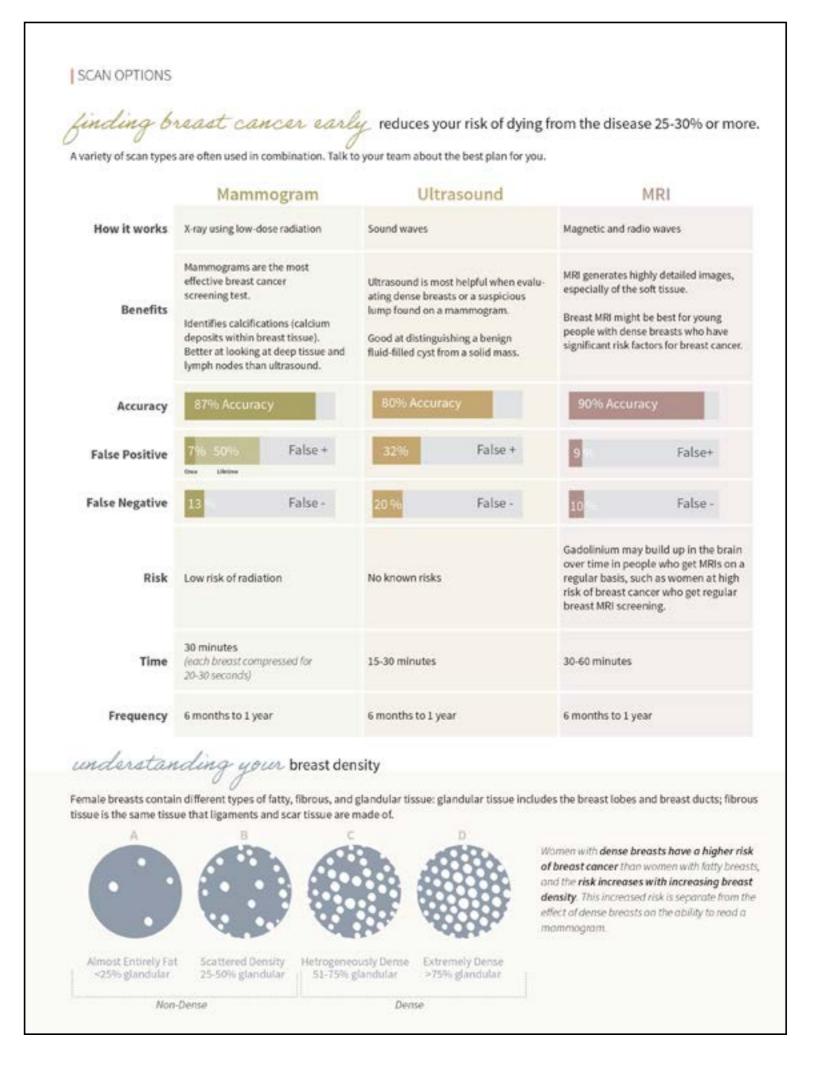


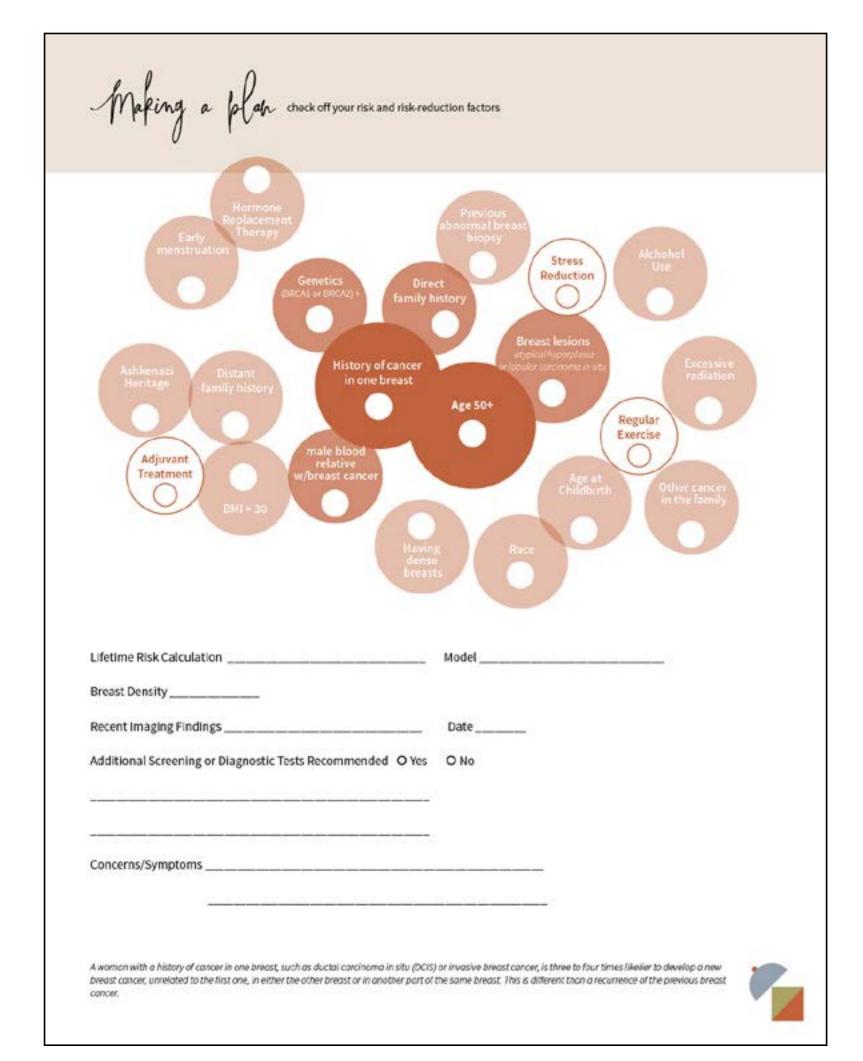
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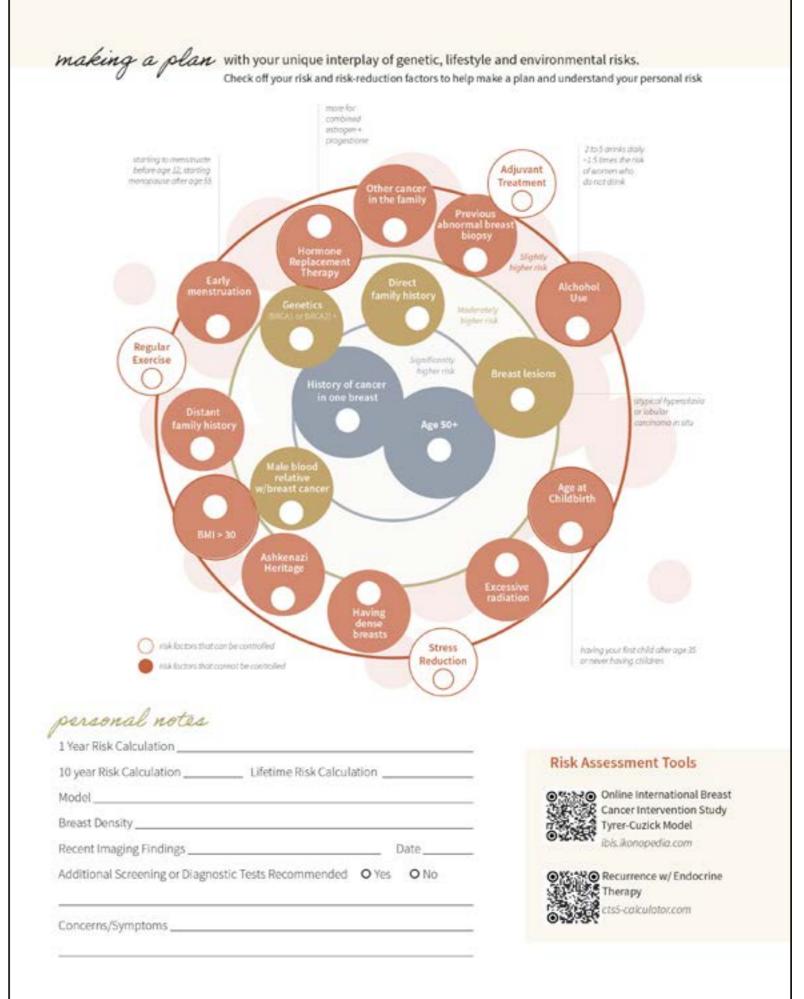












Questions?