

Storytelling

Introduction to Data Visualization

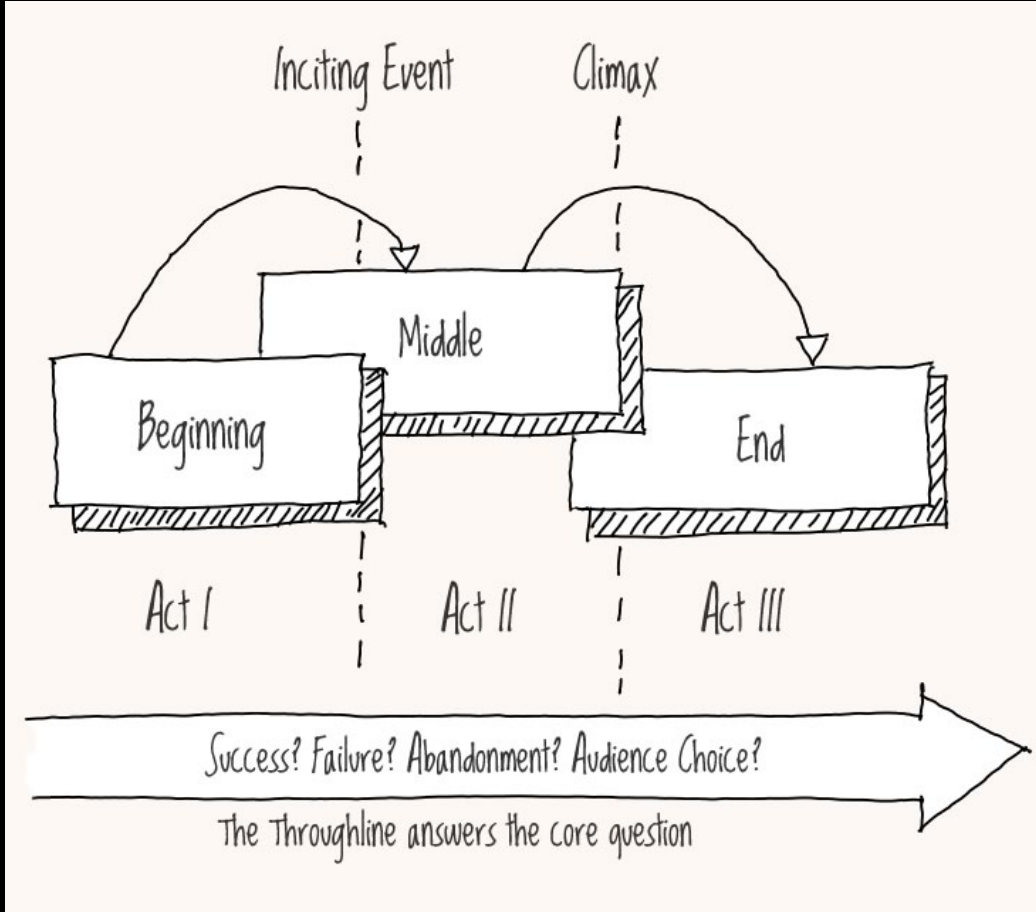
The Graduate Center at CUNY | Fall 2019

Michelle A. McSweeney

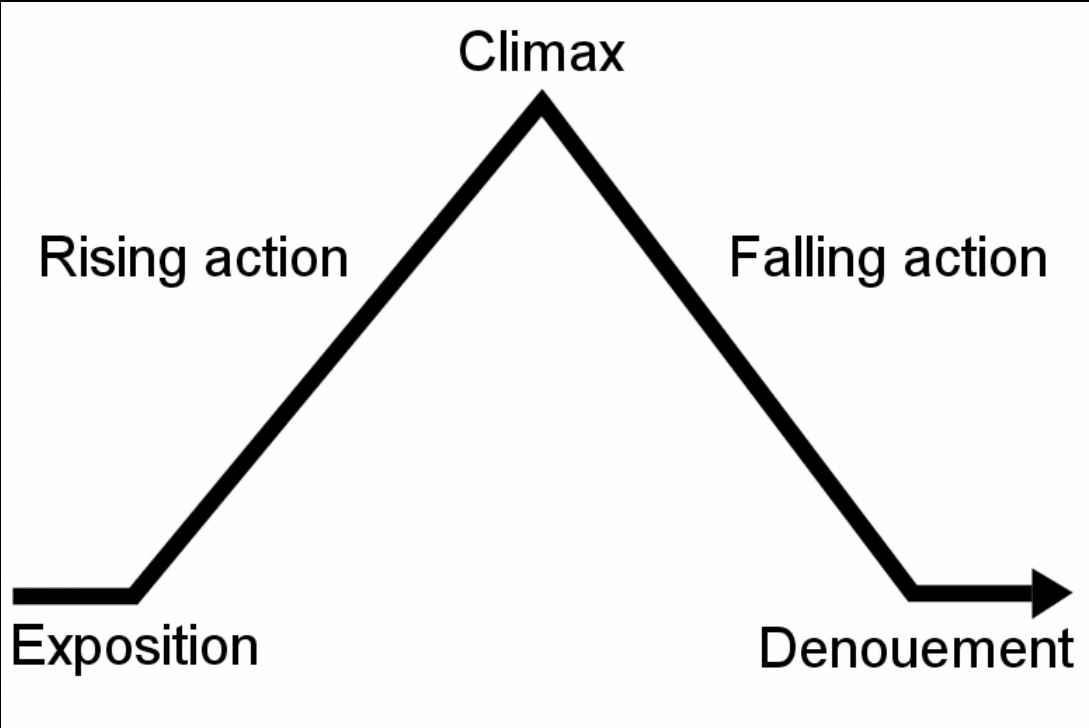
Five Minute Reflection

- What was your favorite story from childhood (or adulthood)?
 - Book
 - Movie
 - Etc.

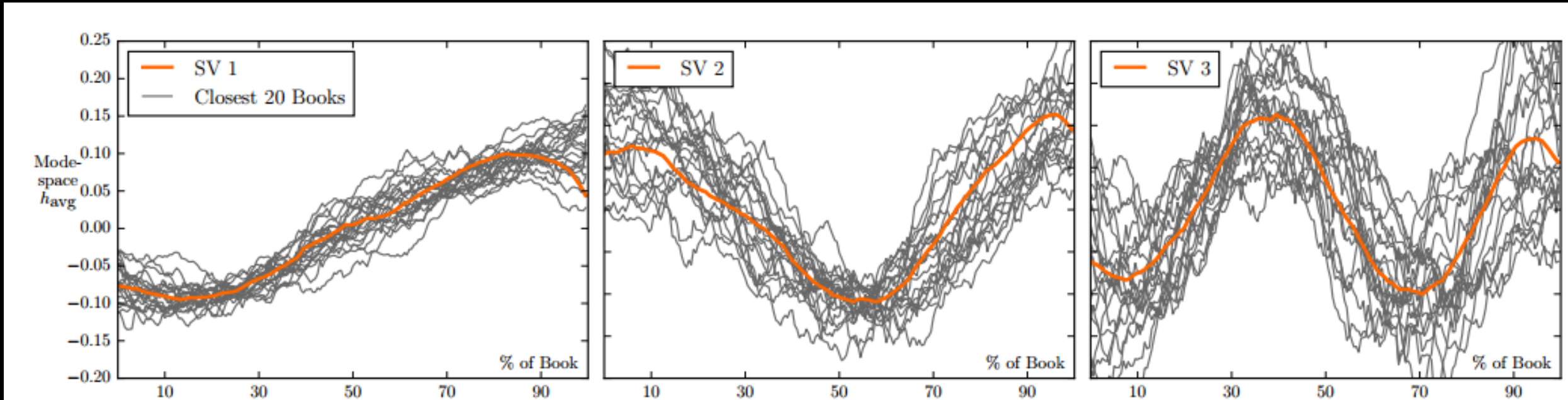
Narrative



Freytag's Pyramid



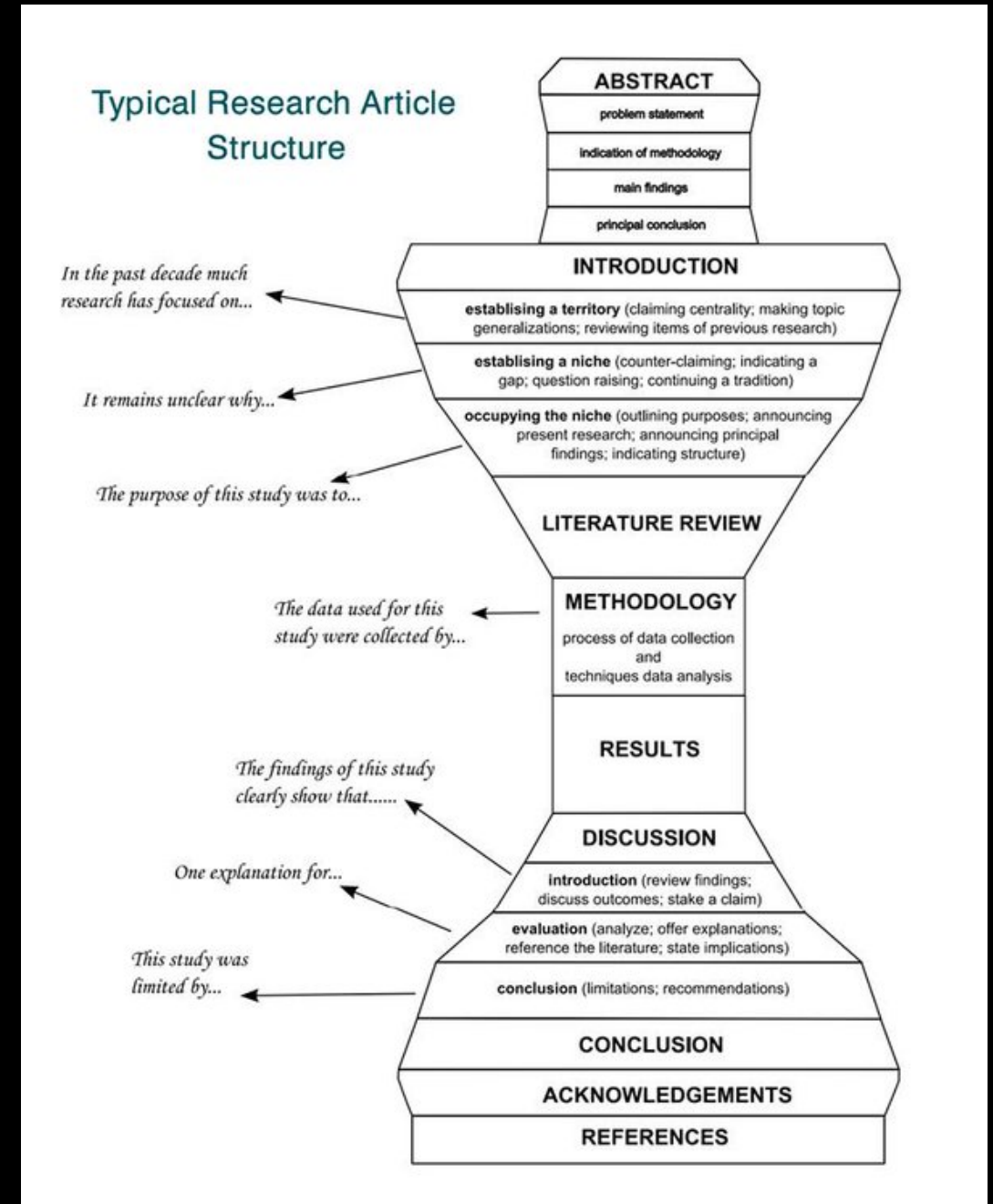
Narrative in Data: 6 story Arcs in Western Lit



- Constant rise (rags-to-riches)
- Constant fall (tragedies)
- Fall and rise (man-in-a-hole)
- Rise and fall (Icarus)
- Rise-fall-rise (Cinderella)
- Fall-rise-fall (Oedipus)

Author-Centered Stories

- Research Question
- Data
- Methods
- Results
- Conclusion



Reader-centered (data) stories

- Begin with the finale
- Engage
- Expose
- Explain
- Extrapolate

Storyboarding

- The ending: 1 major takeaway you want your audience to get
- All of the subpoints that will get you there
- The problem or tension
- Future implications
- Discard pile

Storyboarding - organization

