

DATA STORYTELLING

- How To Tell Engaging Stories With Data





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LiveStories



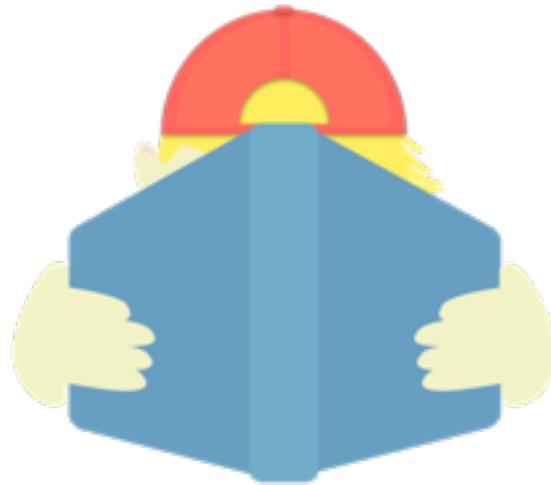
techstars



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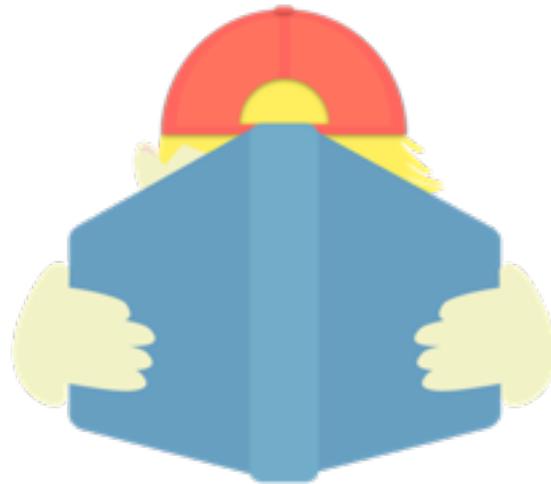


Why We Tell Stories



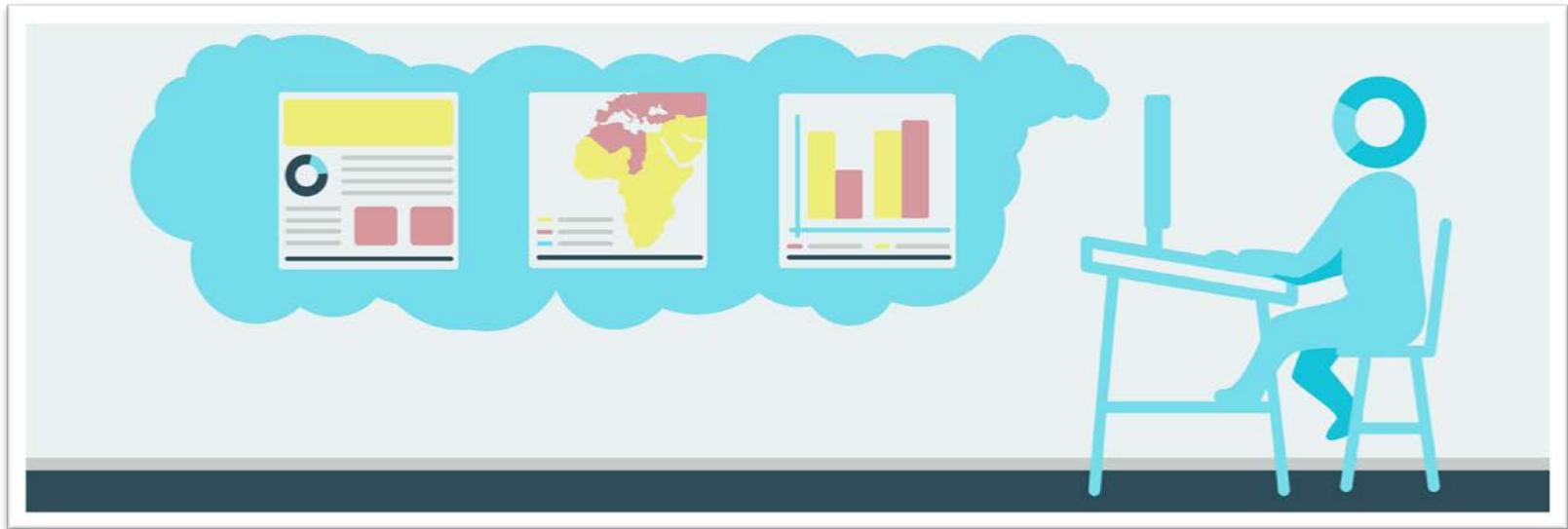
Why We Tell Stories

Stories are captivating, they resonate with us,
and **we remember them.**



The Power of Data Stories

Data stories allow readers to more easily understand the context of an issue.



Chapters

- 1. Fundamentals**
- 2. Build Your Framework**
- 3. Appeal to the Mind with Data**
- 4. Add Visuals and Oomph!**
- 5. Be a Video Star**
- 6. Writing – Do it Write Right**
- 7. Colors Make Us Happy (or Sad)!**



Fundamentals

1. **Who is my audience?**
2. Why Should My Audience Care?
3. What is the purpose of this story?



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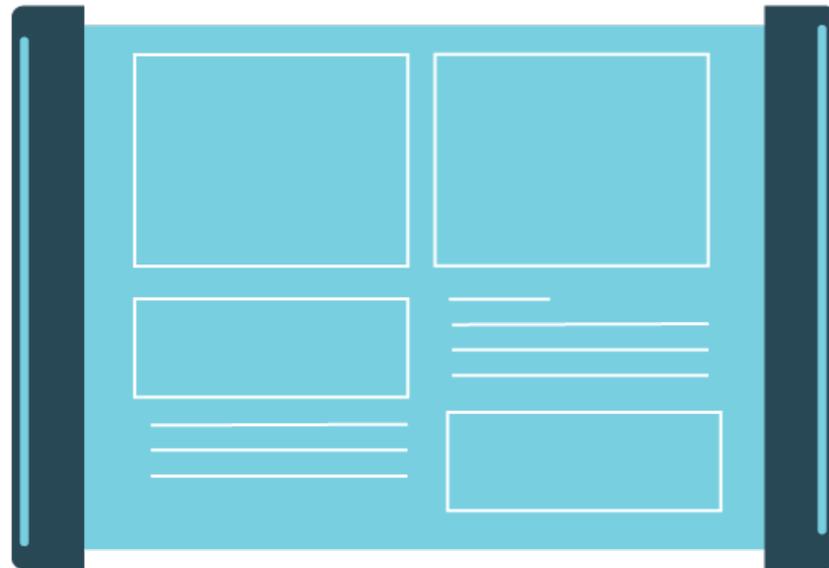


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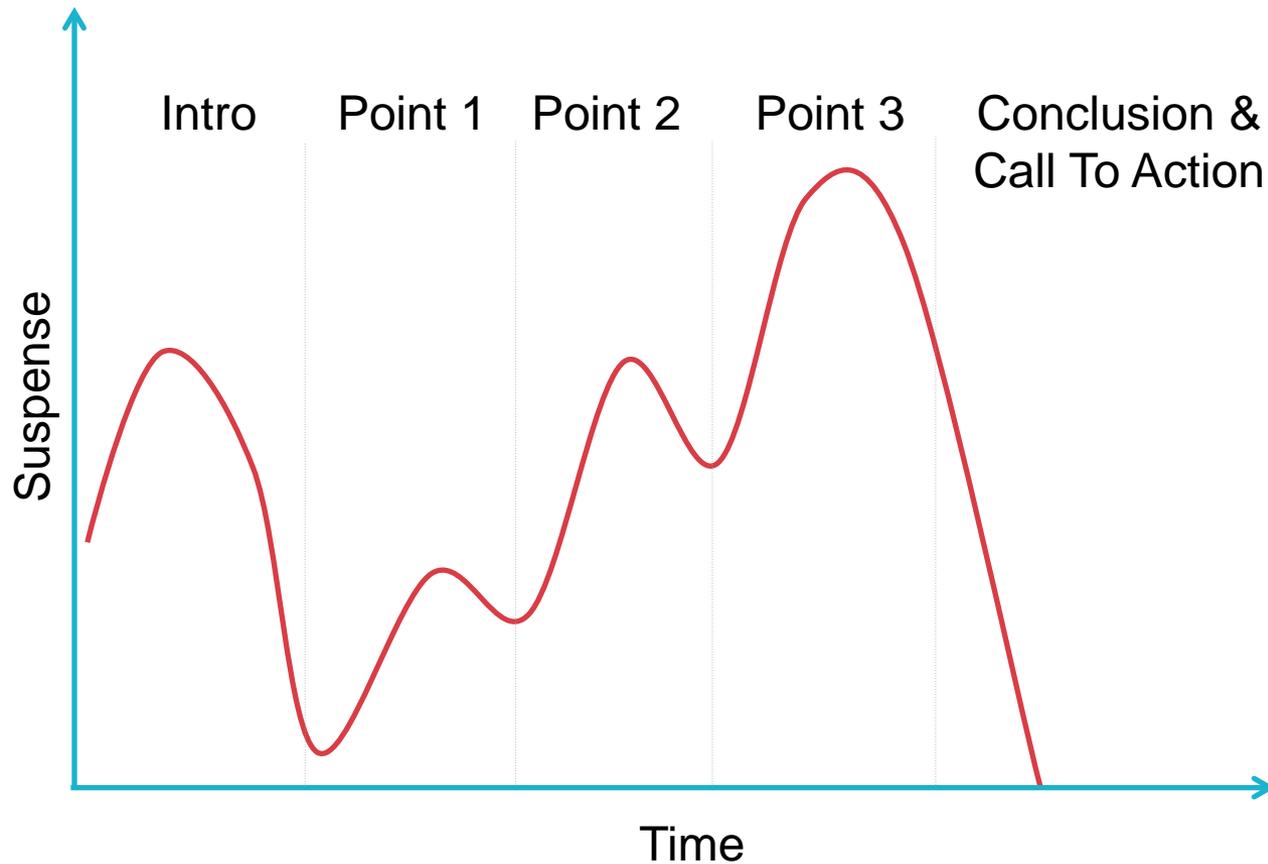
Build Your Framework



Sketch out the Layout

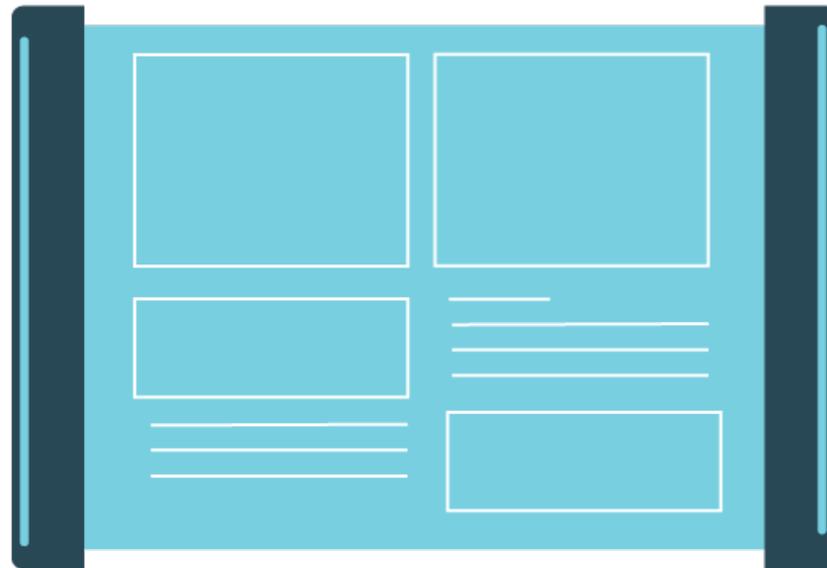


Keep it to the point



Build Your Framework

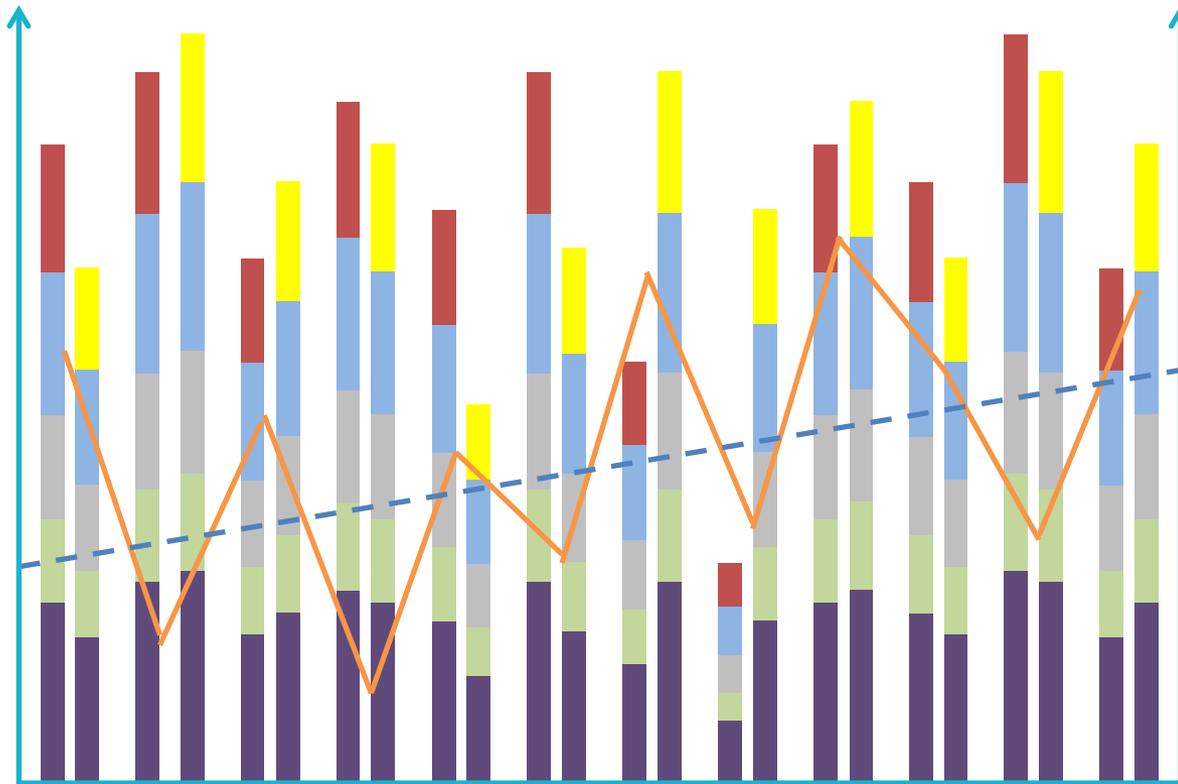
You wouldn't construct a building without having a plan for what it should look like.



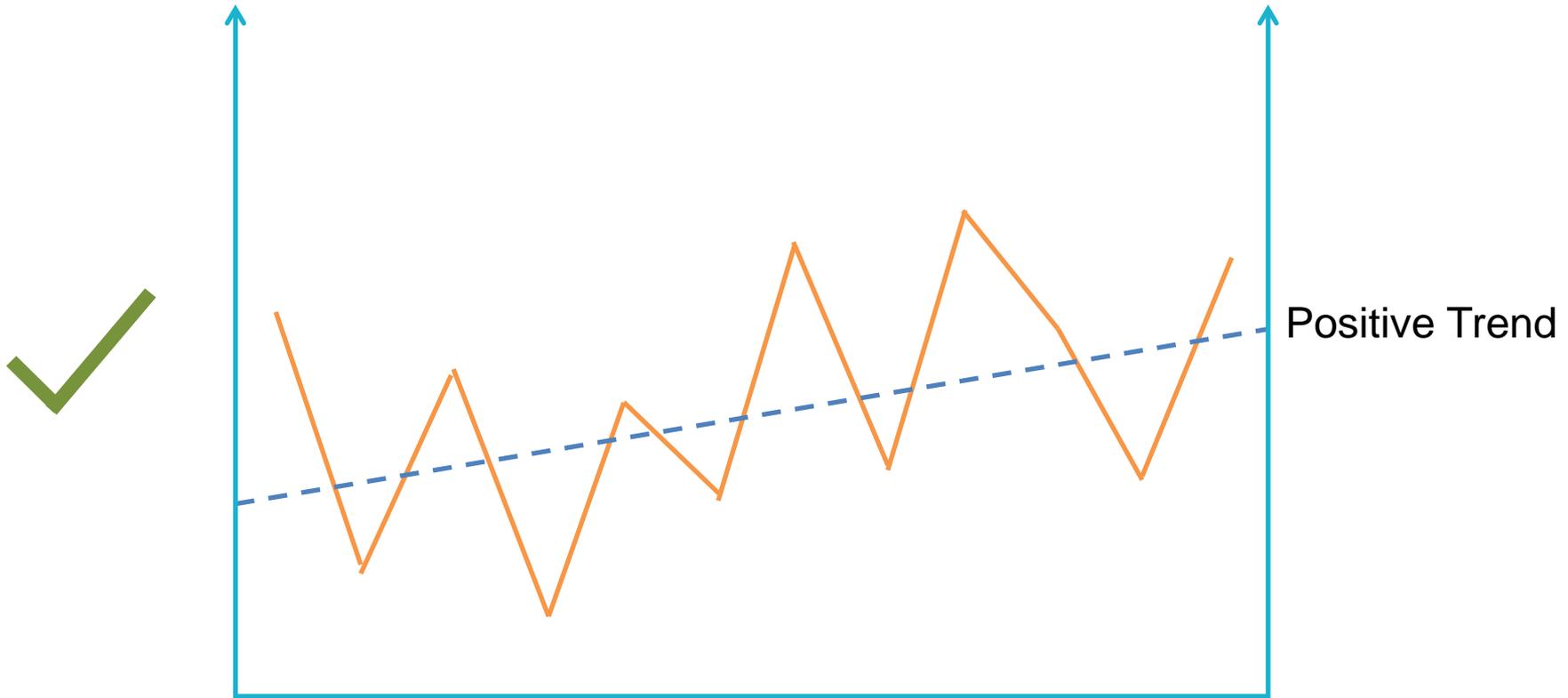
Appeal to the Mind with Data



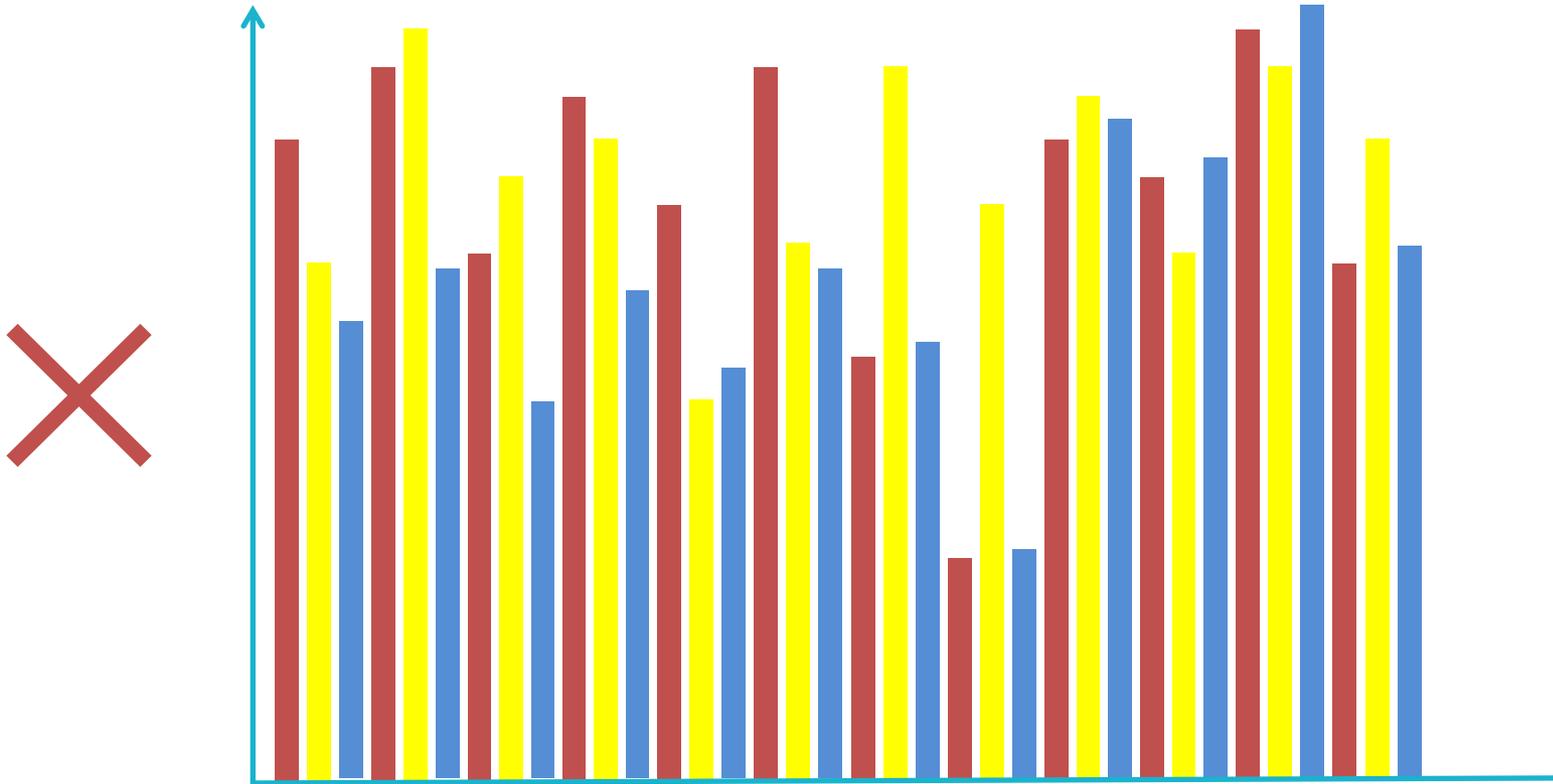
(Lack of) Focus



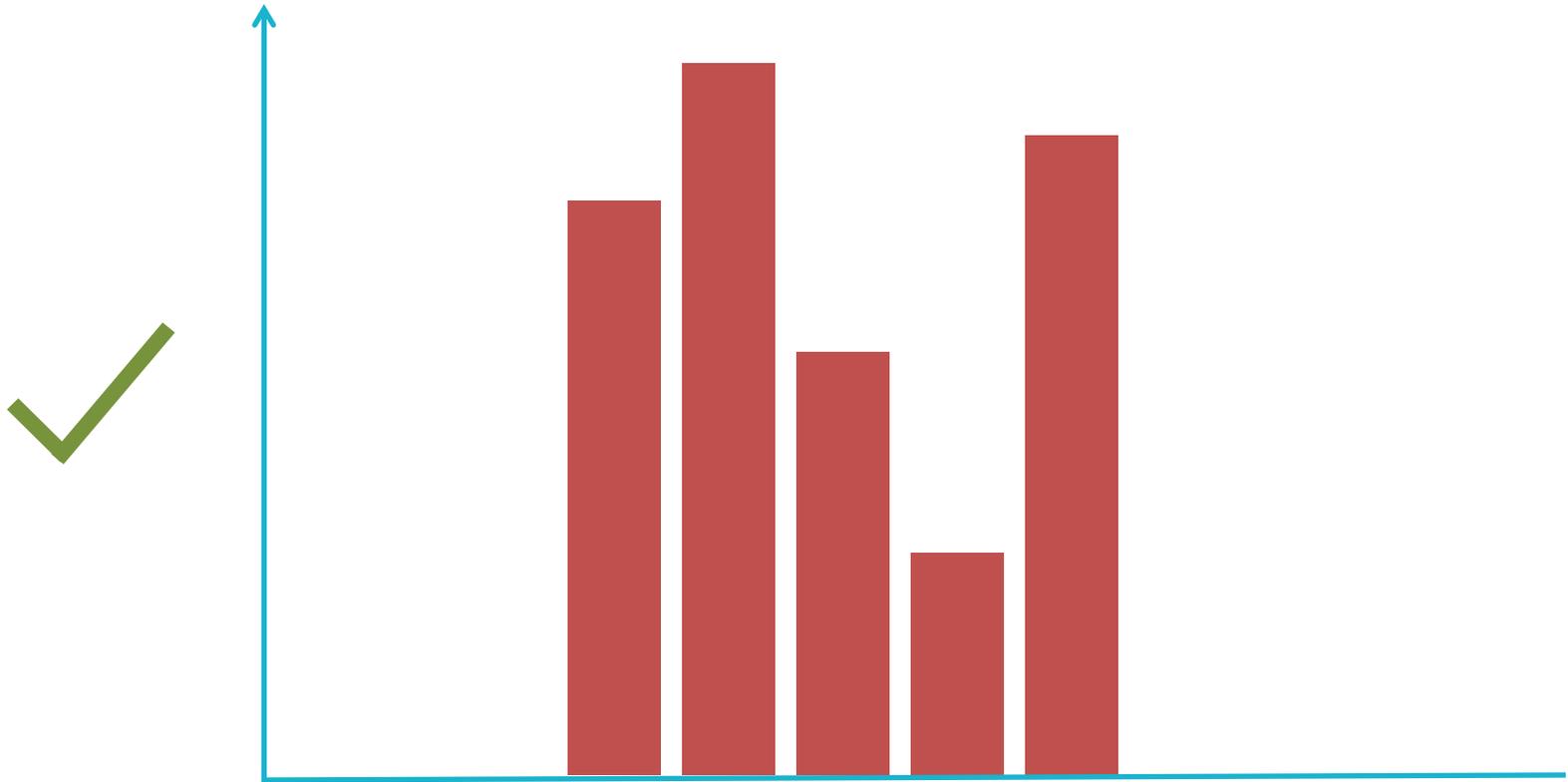
Focus



Limit Your Data Points



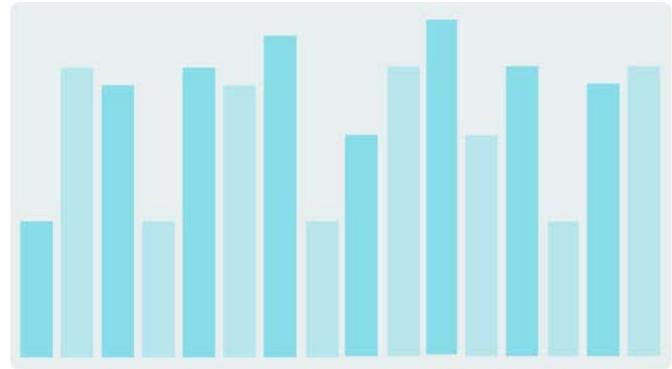
Limit Your Data Points



Give Your Charts Room To Breathe



Give Your Charts Room To Breathe

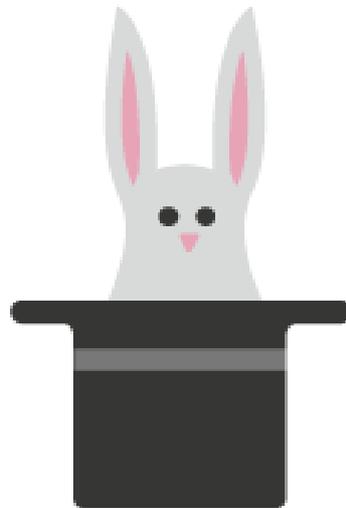


Appeal to the Mind with Data

Decide what's the most important aspect of your data and hone in on it.



Add Visuals and Oomph!



Visuals Should Support Your Narrative

Mets Get Revenge, and Then Some

By TIM ROHAN OCT. 13, 2015



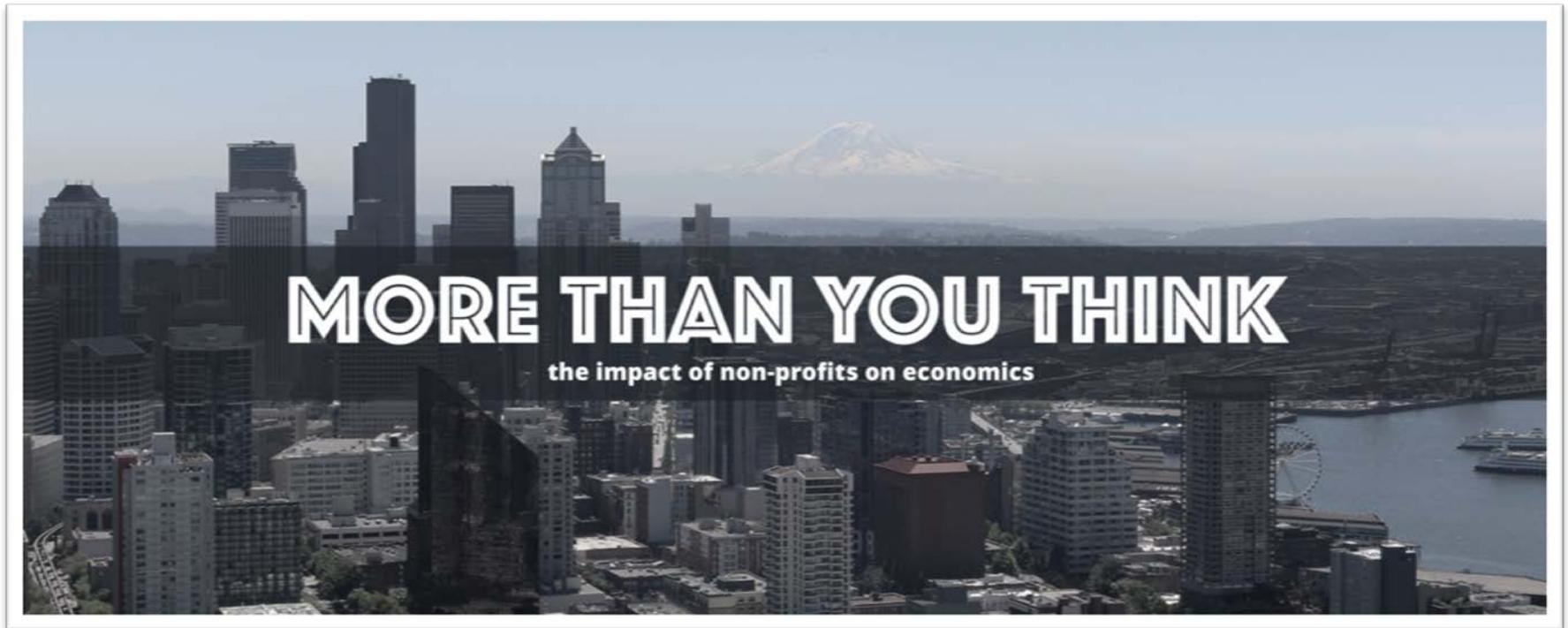
David Wright, second from right, congratulated Travis d'Arnaud, who scored on Curtis Granderson's three-run double in the second inning. Richard Perry/The New York Times



Story Cover



Story Cover



Action Shots



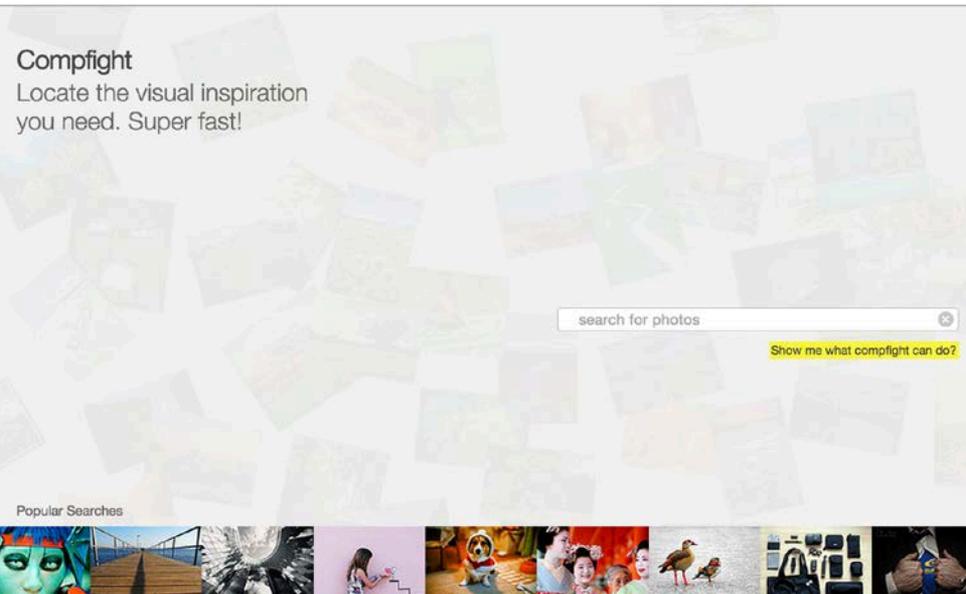
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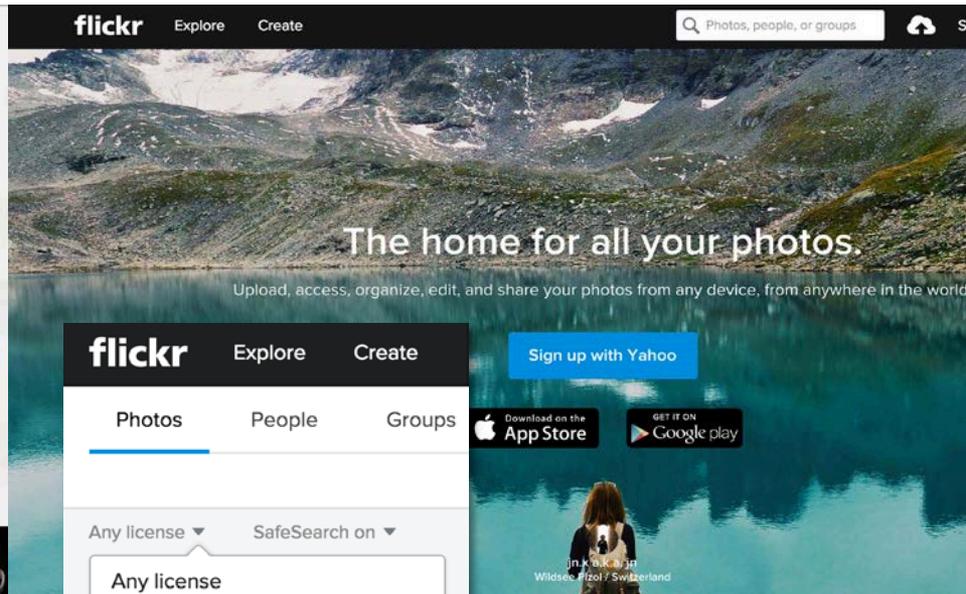
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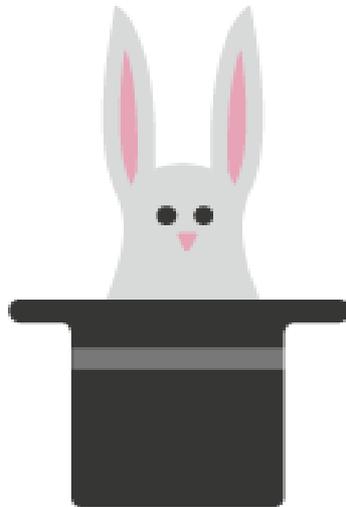
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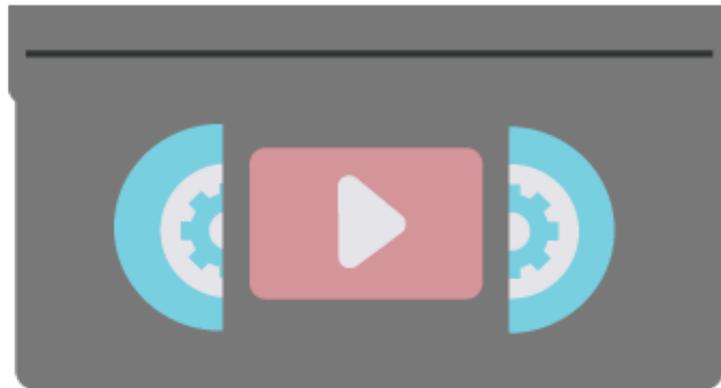


Add Visuals and Oomph!

Ask yourself if the visual is adding anything to the story. If it's not, leave it out.



Be a Video Star

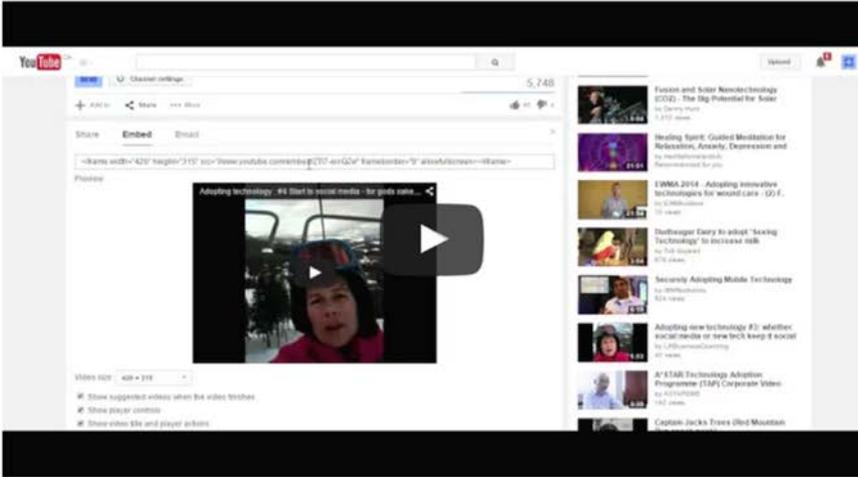


Embed Videos

Share **Embed** Email

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/5ZXVd_Rjm_s?controls=0&showinfo=0" frameborder="0" allow="autoplay; encrypted-media; allowfullscreen;"></iframe>
```

Preview:

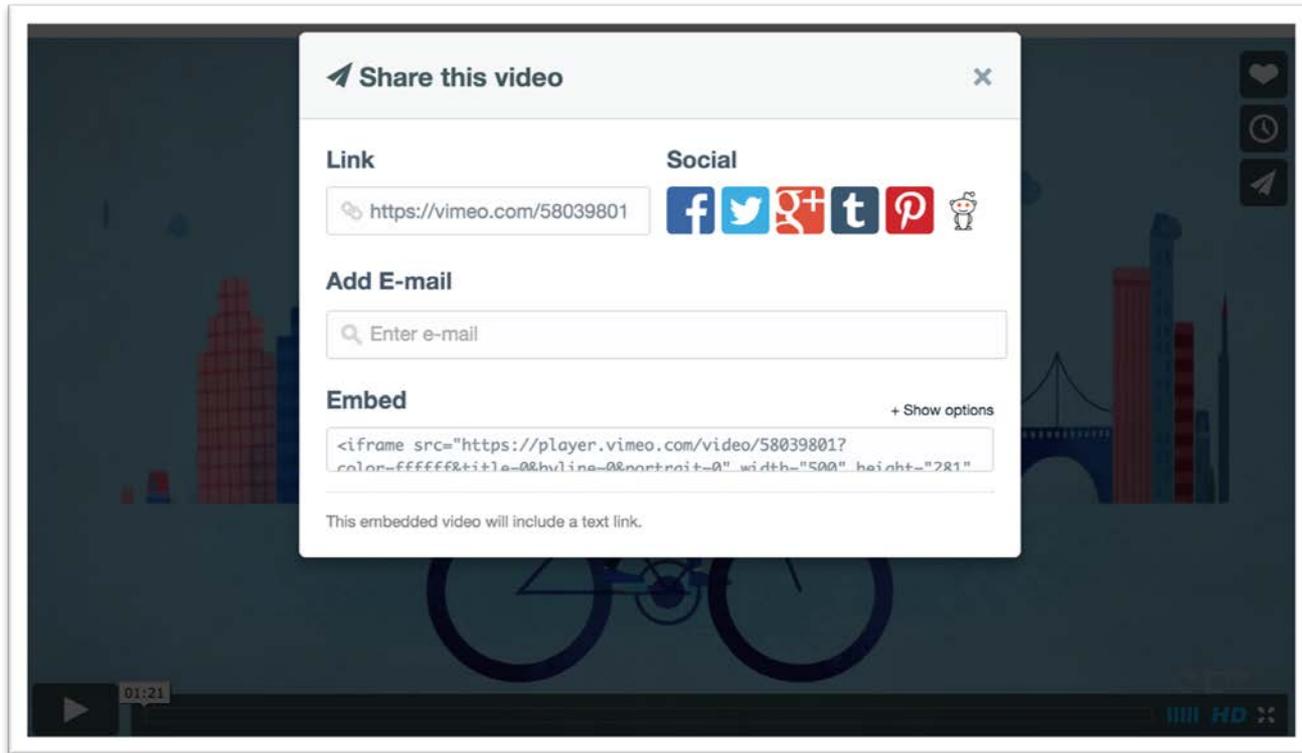


Video size: 560 x 315

- Show suggested videos when the video finishes
- Show player controls
- Show video title and player actions
- Enable privacy-enhanced mode [?]



Embed Videos



The image shows a video player interface with a share menu open. The share menu is titled "Share this video" and contains several options:

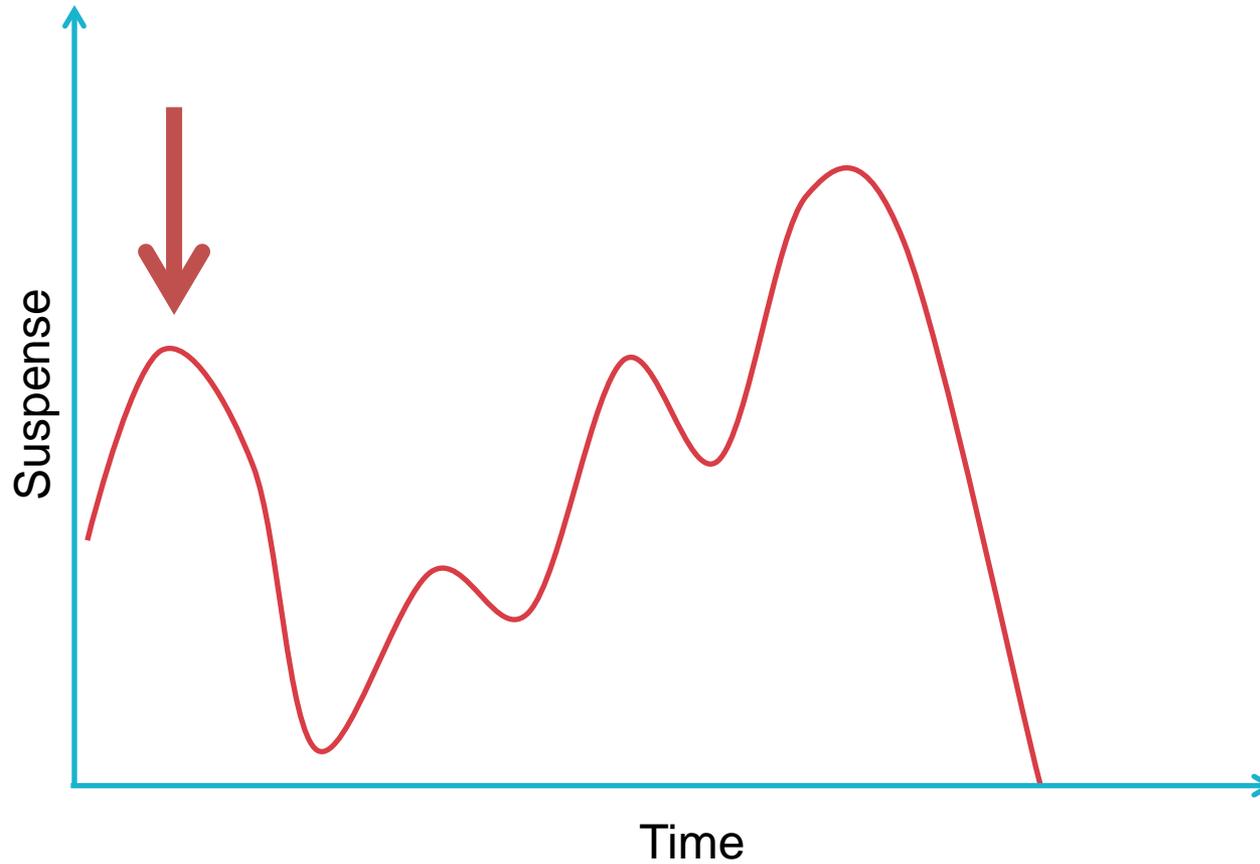
- Link:** A text input field containing the URL `https://vimeo.com/58039801`.
- Social:** A row of social media sharing icons for Facebook, Twitter, Google+, Tumblr, and Pinterest, along with a small robot icon.
- Add E-mail:** A text input field with a magnifying glass icon and the placeholder text "Enter e-mail".
- Embed:** A section with a "+ Show options" link. It contains a text input field with the following HTML code:

```
<iframe src="https://player.vimeo.com/video/58039801?color=ffffff&title=0&byline=0&portrait=0" width="500" height="281">
```

Below the embed code, there is a note: "This embedded video will include a text link." The background video player shows a dark scene with a bicycle and a city skyline. The video player controls at the bottom include a play button, a progress bar at 01:21, and a full screen button.

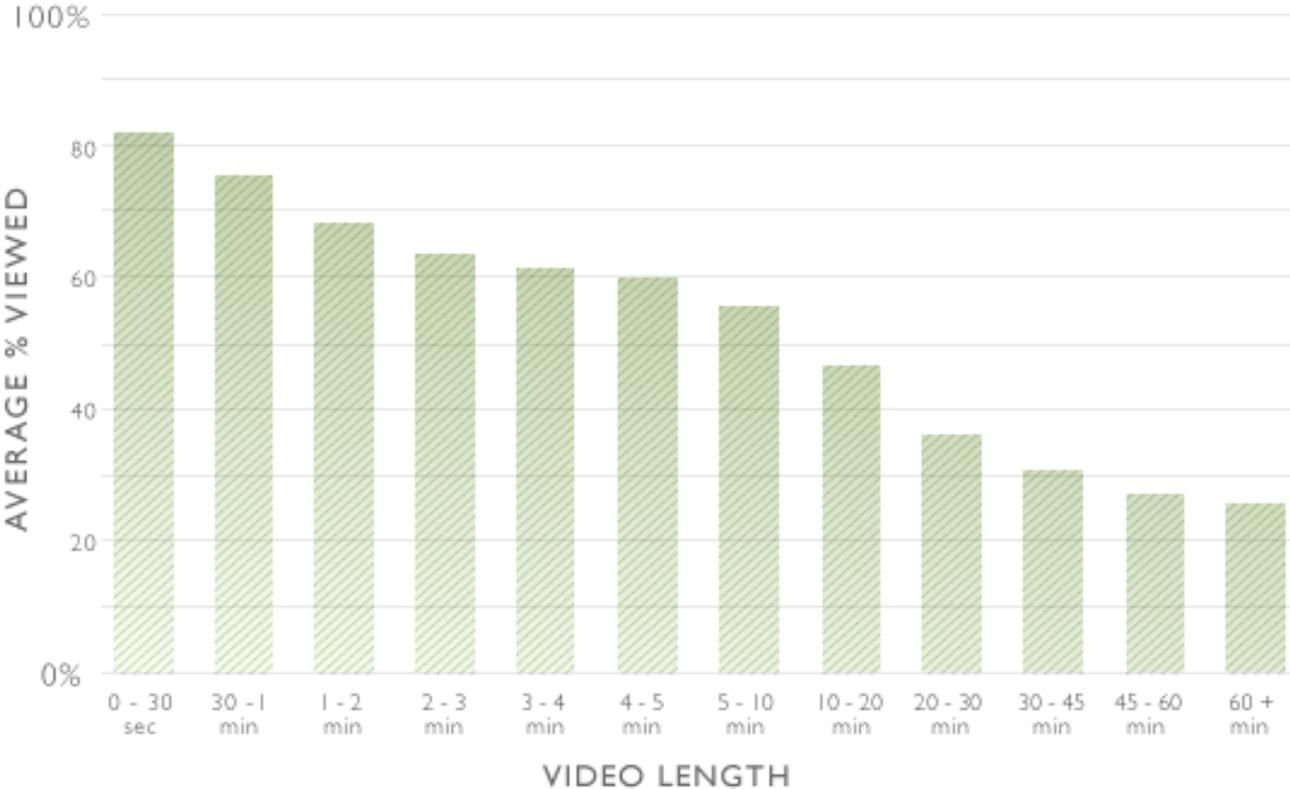


Start on a Strong Note



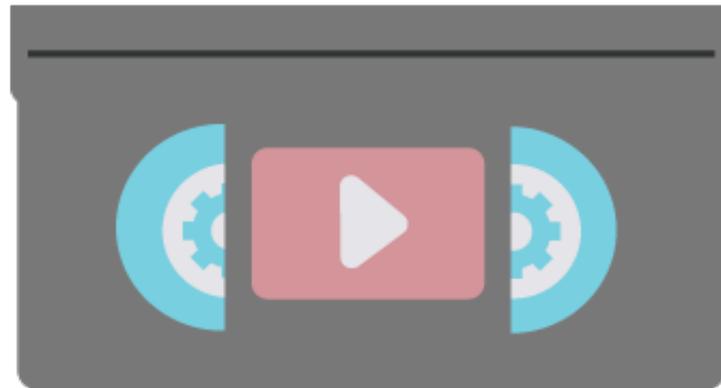
Keep it Short and Sweet

WISTIA VIDEO ANALYTICS: LENGTH MATTERS



Be a Video Star

Try and select videos that are short, ideally less than 2.5 minutes in length.



Writing – Do it Write Right



Use Engaging and Descriptive Titles POW!

New film: "Steve Jobs"

Another failed product

The Maddening and Brilliant Karl
Lagerfeld

**Newspaper employees arrested at the
Gigafactory after hitting Tesla workers with a car**



Use Engaging and Descriptive Titles POW!

2015 Profits Up by 14%



Annual Report - 2015 Profits



Make It Easy To Read



www.economist.com/styleguide/introduction



Ask Someone Else to Proofread



Writing – Do it Write Right

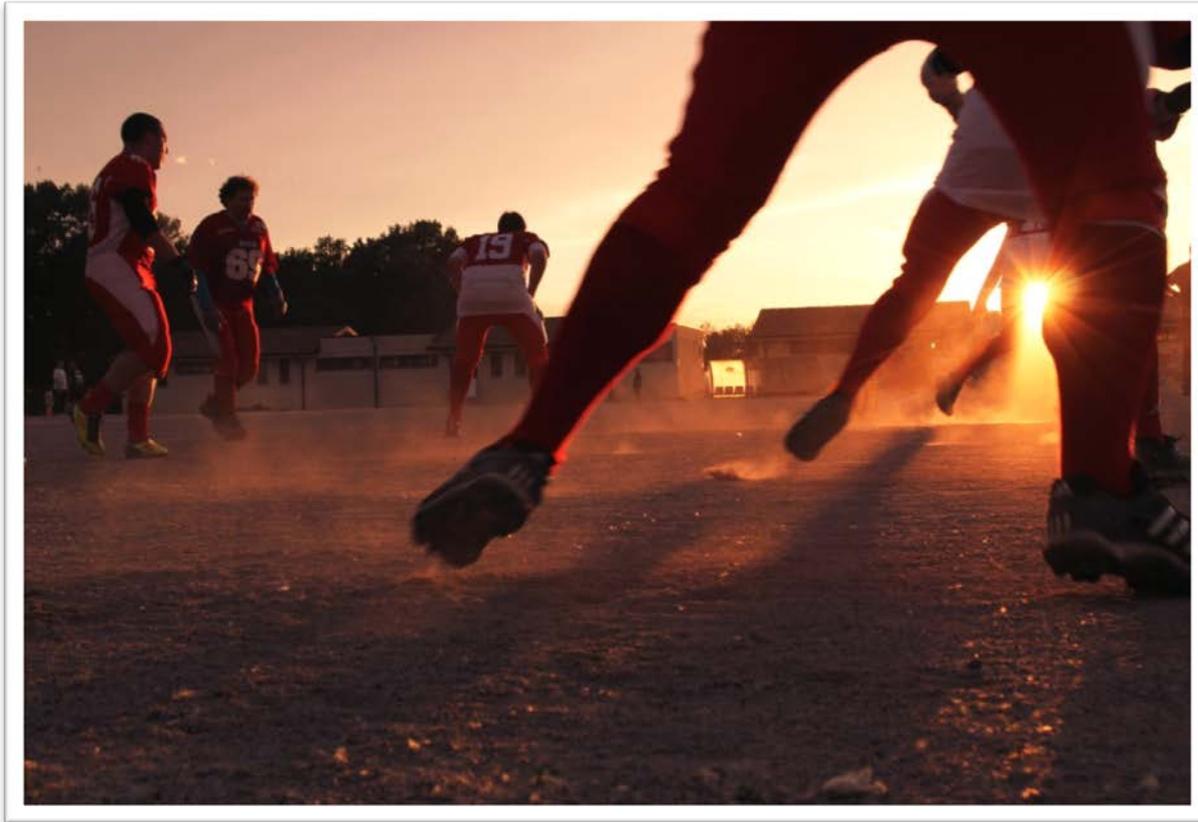
Writing is what brings everything together, everything else is only there to support your message and writing.



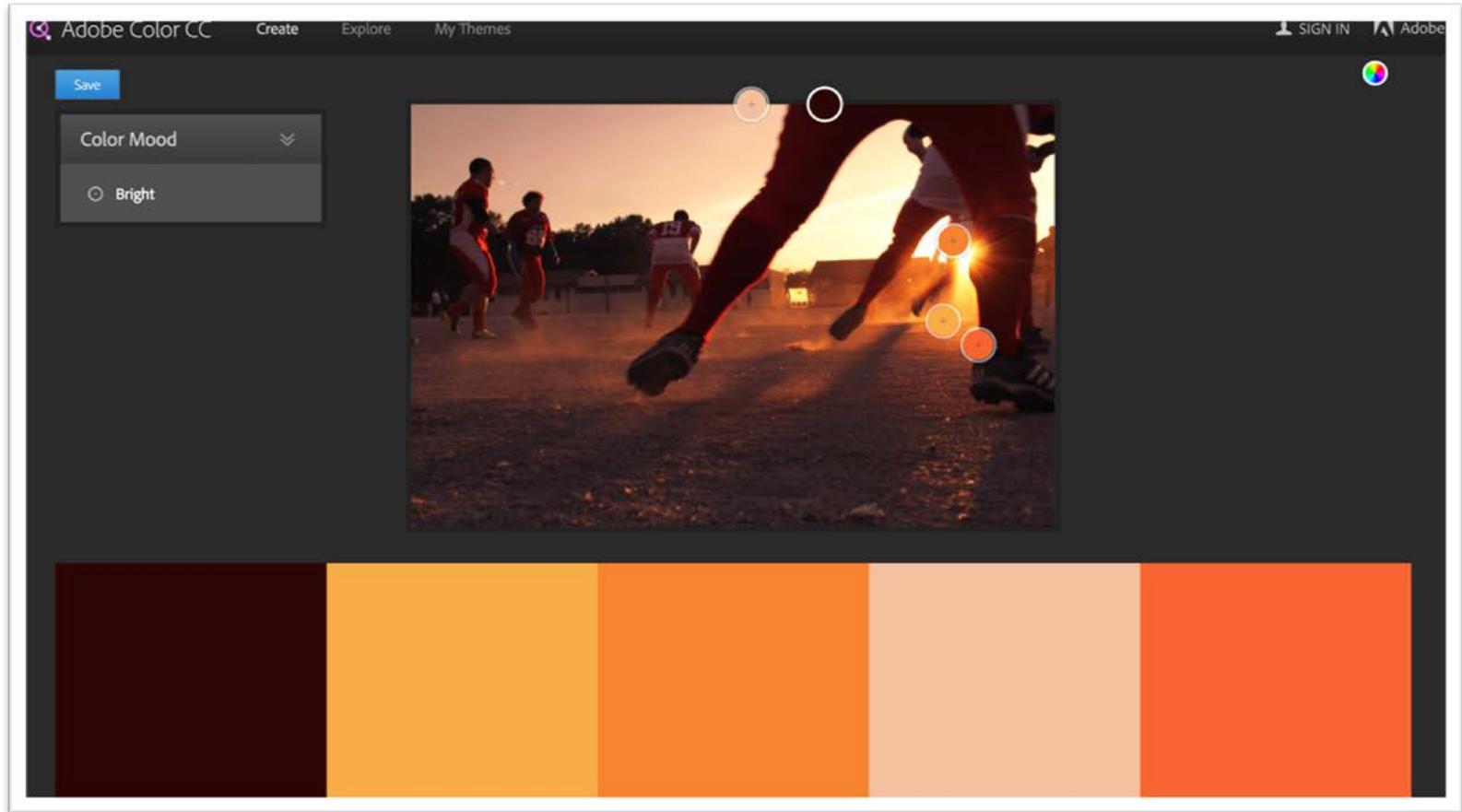
Colors Make Us Happy (or Sad)!



Add a Sentiment Using Colors



Color Palettes

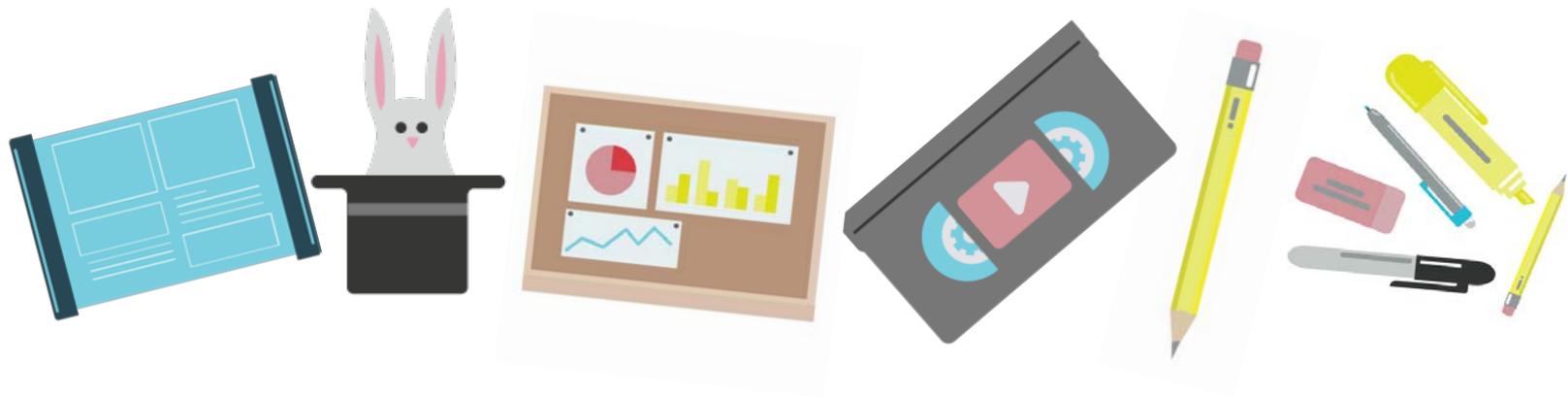


Colors Make Us Happy (or Sad)!

Colors help set the mood for your story.



Make your reader care
emotionally, intellectually, or aesthetically.



It's Not

THE END

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