

VISUAL STORYTELLING

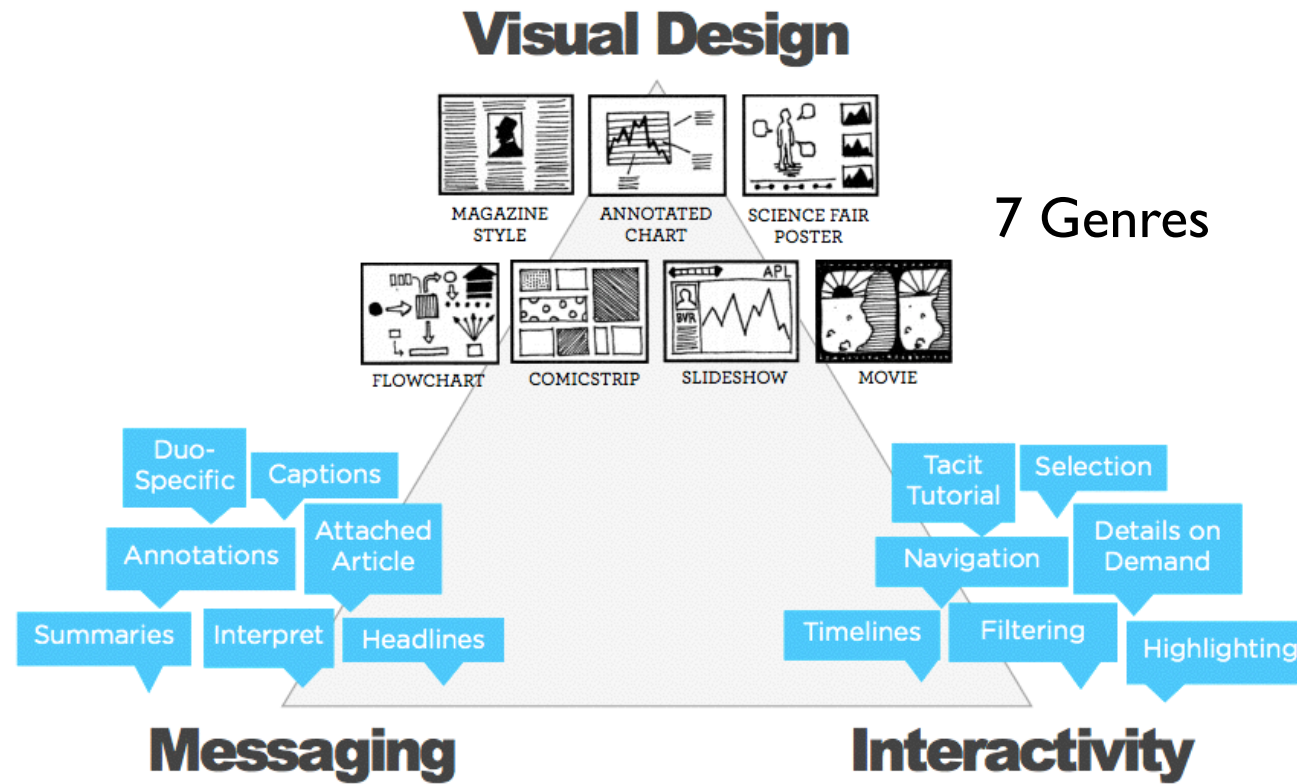
S. Rinzivillo – rinzivillo@isti.cnr.it

Adapted from “Narrative Visualization: Telling Stories with Data”
E. Segel and J Heer (DOI:10.1109/TVCG.2010.179)

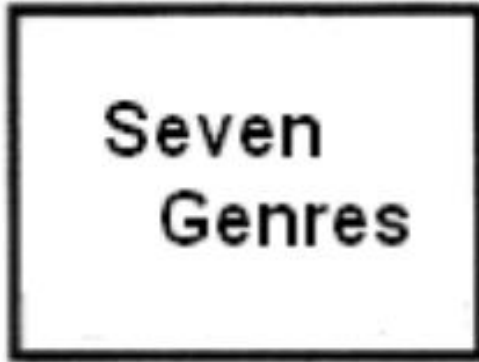
- 58 Case Studies
 - 70% Journalism
 - 20% Business
 - 10% Research



DESIGN SPACE



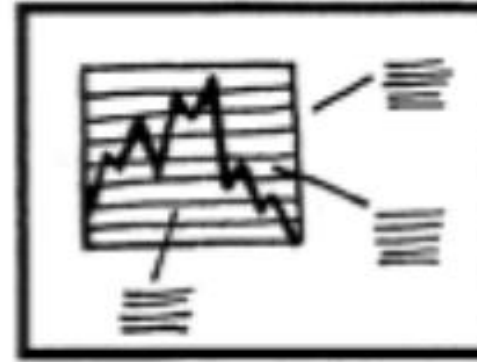
GENRES



Seven
Genres



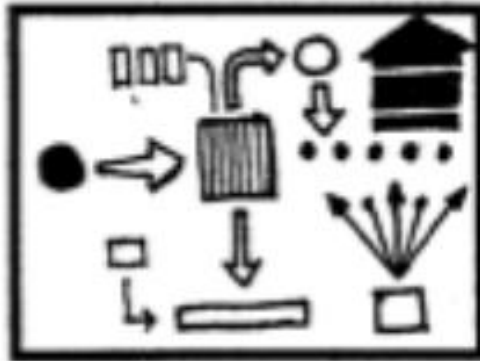
Magazine Style



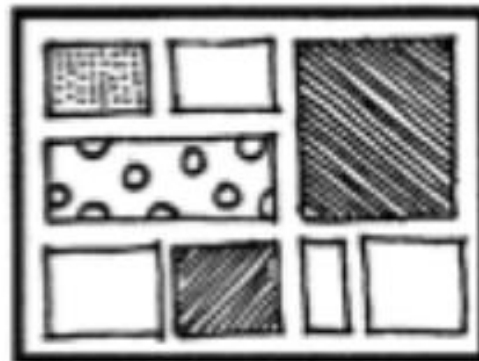
Annotated Chart



Partitioned Poster



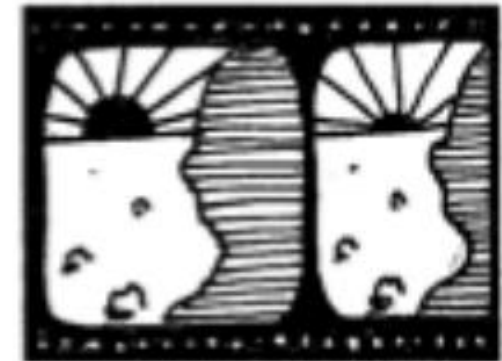
Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

GENRES + INTERACTIVITY + MESSAGING



martini glass

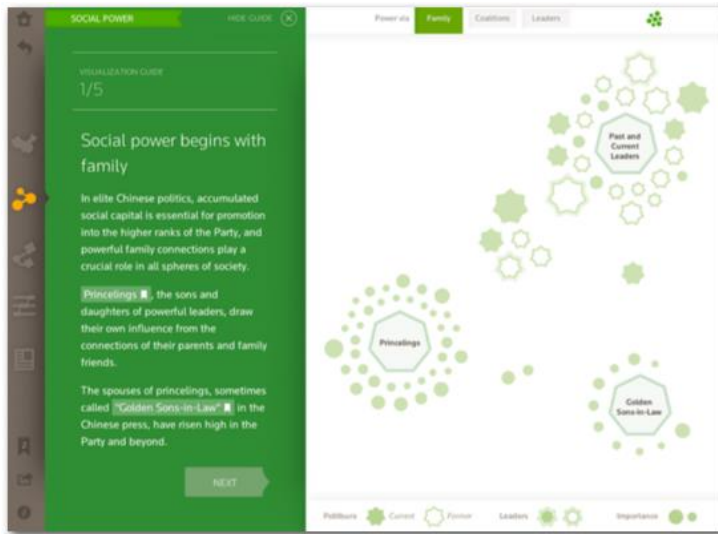


interactive slideshow



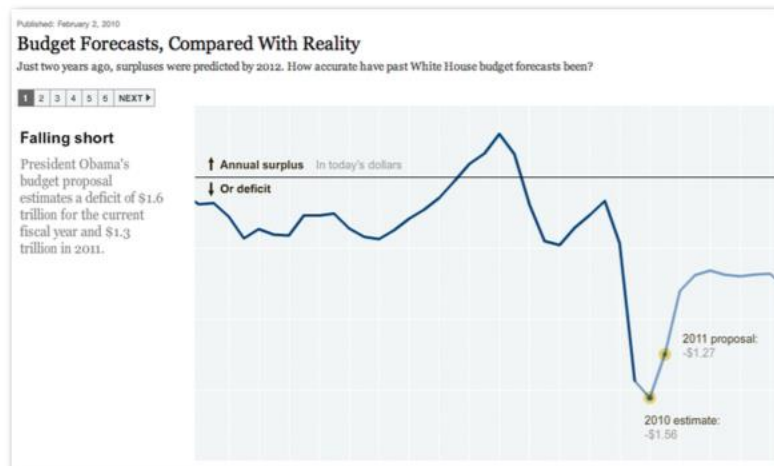
drill-down story

MARTINI GLASS APPROACH



- Strongly Author-driven
 - First author narrative
 - Then reader may explore
- Different levels
 - Authoring
 - Short or long stem
 - Wide or narrow reader exploration

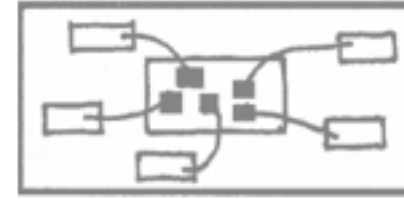
INTERACTIVE SLIDESHOW



- Slideshow with mid-narrative interactions confined in each slide
- A single slide may be organized as a Martini Glass style
- Efficient for complex data and narrative
 - Complex data: author may guide reader to different dimensions of data
 - Complex narrative: author may draw discrete boundaries

http://www.nytimes.com/interactive/2010/02/02/us/politics/20100201-budget-porcupine-graphic.html?_r=0

DRILL DOWN STORY



On the Map: Five Major North Korean Prison Camps

North Korea has operated political prison camps for more than 50 years, twice as long as the Gulag in the former Soviet Union. People suspected of opposing the government are forced to do slave labor in the camps, which hold an estimated 200,000 prisoners. North Korea's government says the camps don't exist, but high-resolution satellite images show otherwise.

Click on the map markers below for more information on each site.

Major Prison Camps

The existence of five main camps has been confirmed by survivors, escapees and former guards. Most prisoners work 12-hour days, making military uniforms, filling tires or tilling fields until they die of malnutrition-related illnesses, usually before the age of 50. North Korea allows no outsiders into the remote, mountainous camps.

Learn more about five major prison camps at right, or take a closer look at life in Camp 15.

RELATED

- Article: On the Diplomatic Back Burner
- Google Earth: North Korea Uncovered

SOURCES North Korea Uncovered; Korean War Association; "2008 White Paper on Human Rights in North Korea"; "The Hidden Gulag," David Hawk, U.S. Committee for Human Rights in North Korea; Andrew Nathan, "One Free Korea: Interviews with former prisoners and guards," Satellite Images; Google Earth; ColorHRC; Air Command; State Dept.; La Hogue; Luke Kinosh and François Delorme - The Washington Post

- Presents a general theme and allows to explore particular instances
- More emphasis to the reader
- Author should select which interactions are possible and which explorations are feasible

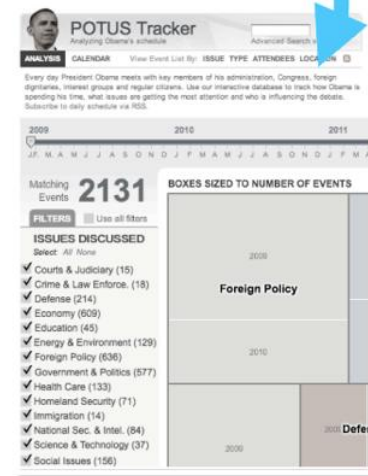
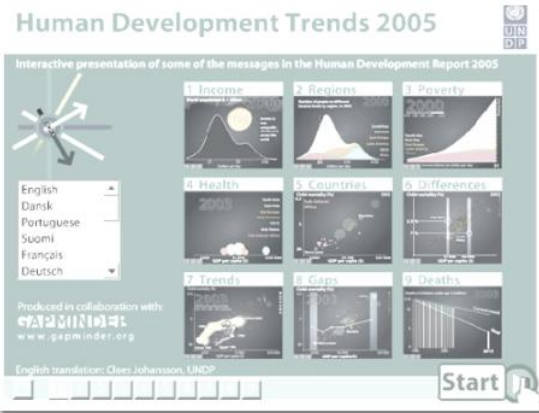
VISUAL DESIGN



Make it clear where to start.
Don't let readers defect.



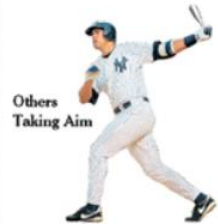
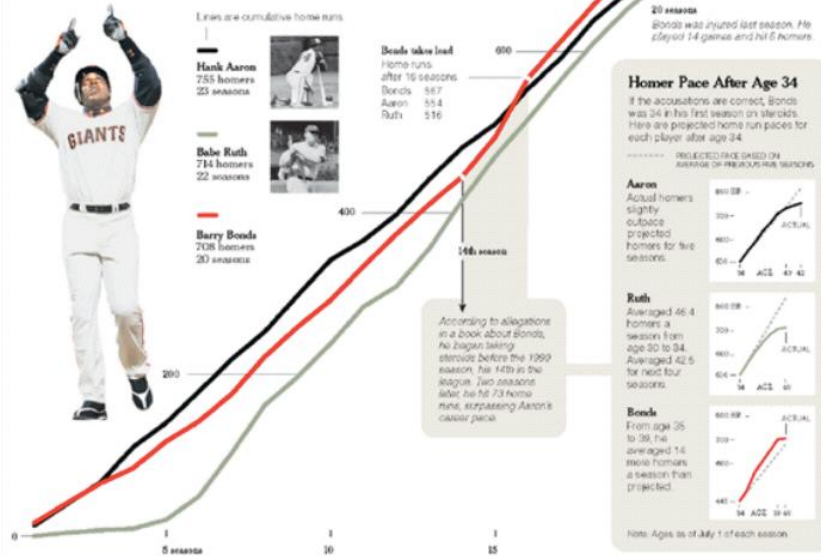
where?



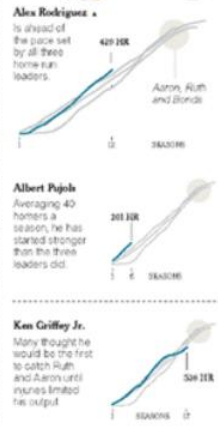
755

Steroids or Not, the Pursuit Is On

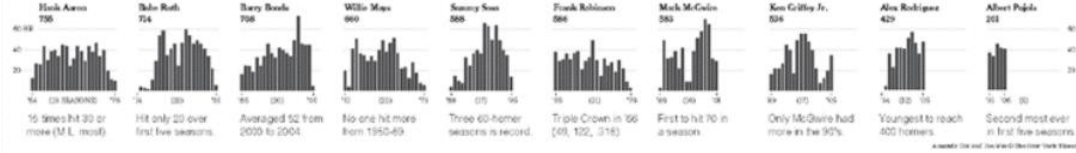
Every Bonds is taking aim at the career home run record. He needs only six more to tie Babe Ruth and 47 to equal Hank Aaron.

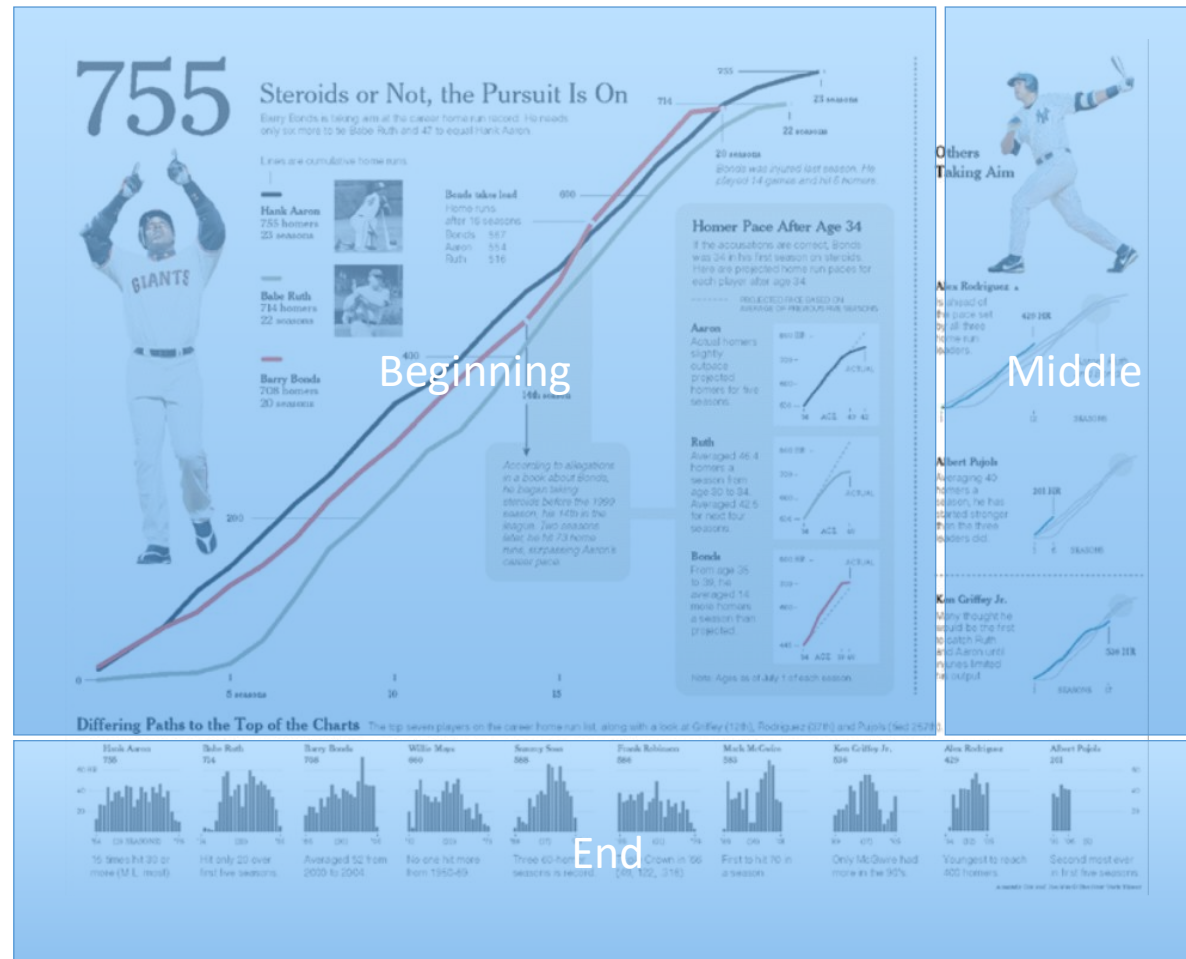


Others Taking Aim



Differing Paths to the Top of the Charts

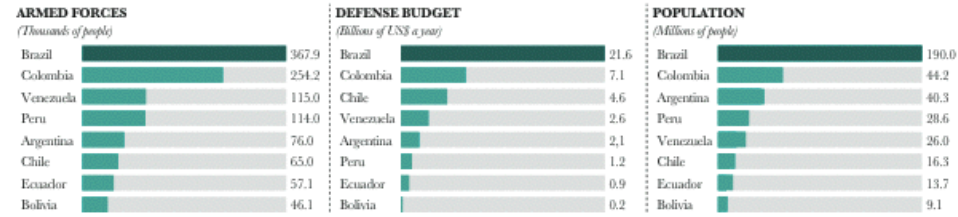




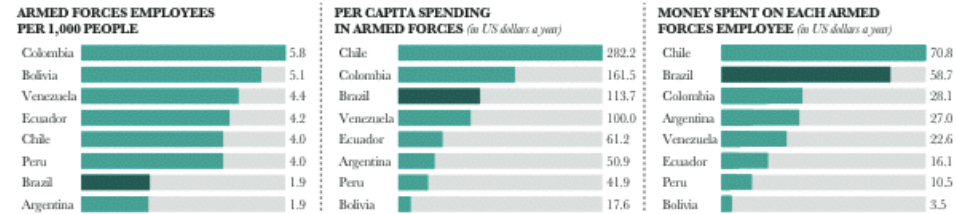
THE DEFENSE OF THE NEIGHBORS

An overview of the armed forces of countries around Brazil

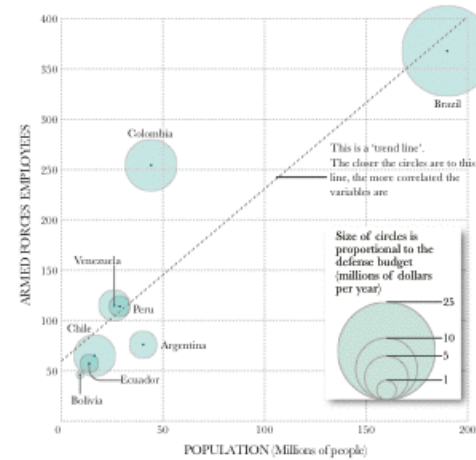
Brazil has the strongest armed forces in South America in absolute terms—



—but not in relative terms



A different look at the data



Future investments



SOURCES: FOLHA DE SÃO PAULO, BRAZILIAN CENTER FOR STRATEGIC STUDIES

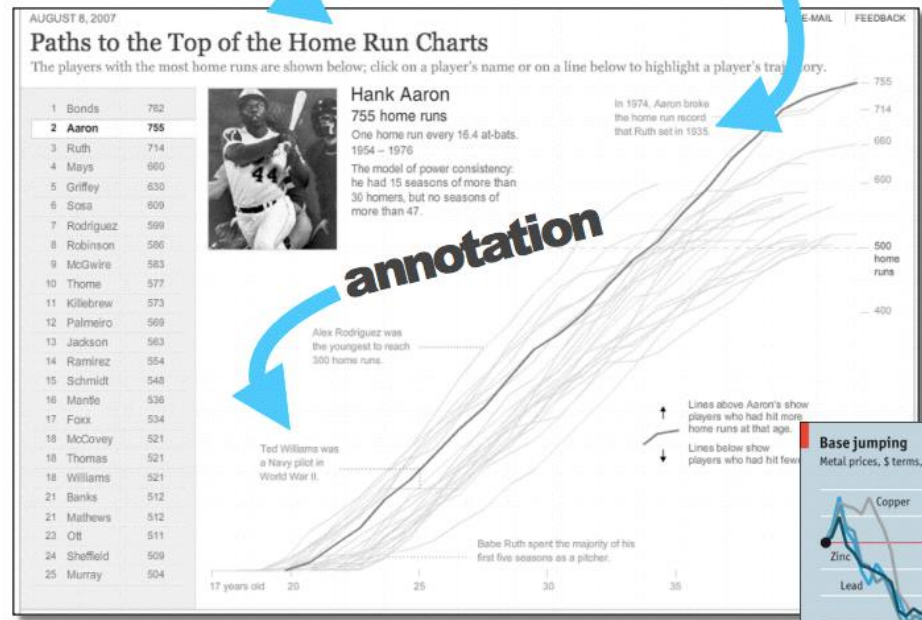
MESSAGING



headline

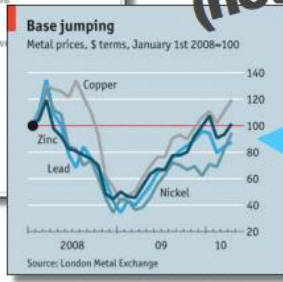
caption

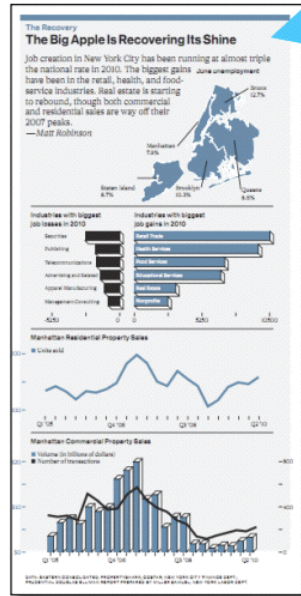
Use headlines, captions, & annotations. Quickly draw attention to what's important.



annotation

(nothing)





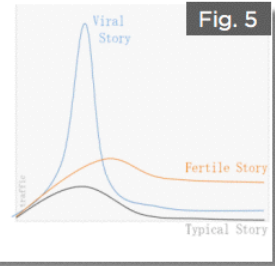
isolated

Weave text into the graphic—not just at the beginning.
 Text and graphics work better together than apart.

Connect the text to the relevant graphics.
 See Fig. 5

quite significantly... To make this... economic, visualizations... to stories that are either persistent or viral in order... ue-generating traffic. Persistent stories cover... atic themes" that maintain relevance over time... crisis, food, economics, the housing market).

flattens and elongates" ready fatter and longer... n, these visualizations... veral months and... e heavy traffic... y. These stories tend... ology, personalities, or sensational news. To get the... : buck, produce visualizations for editorial content... istent or viral



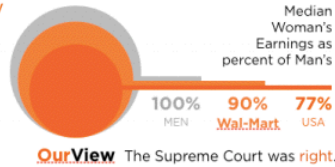
integrated

1.5 million women sued Wal-Mart for discriminatory pay & promotion practices, using mostly statistics to make their case.

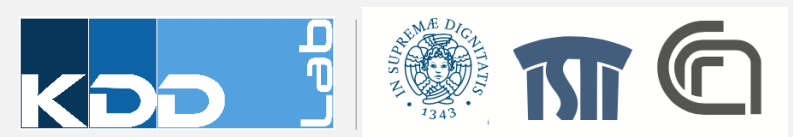


Women were paid less than men in every region, even when they had higher ratings and seniority.

But Wal-Mart's numbers showed their women fared better than elsewhere in the country.

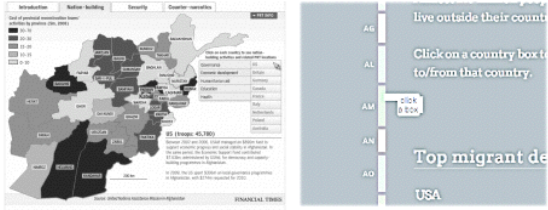


INTERACTIVITY

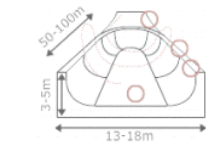
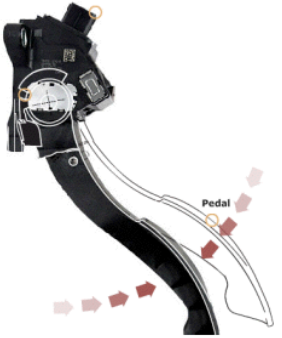
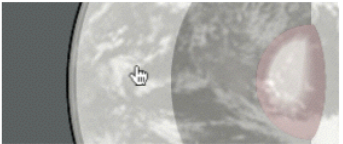


Interactive features should scream interactivity. Avoid a click-and-peek experience.

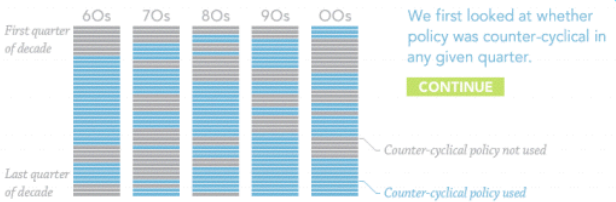
Be explicit.



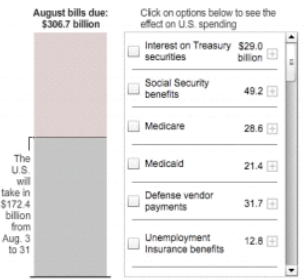
suggested actions



visual cues

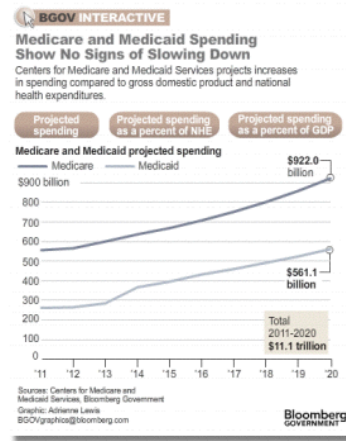


Source: Bloomberg

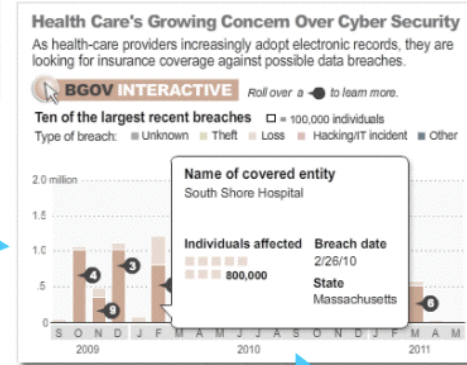


familiar widgets

LINKED DISPLAYS - BRUSHING



Interactive features should react to the user. Depress buttons, highlight items, animate widgets.



Don't obscure data. Avoid letting pop-ups obscure data.

