Data-Driven Communications

Unit 6: Storytelling with Data

Course Overview

► Unit 1: Defining the Business Objective and Sourcing Data

► Unit 2: Data Analysis

► Unit 3: Data Visualization Principles and Processes

► Unit 4: Visualization Tools and Techniques

► Unit 5: Evaluating Data Visualizations

► **Unit 6: Storytelling with Data**

Unit 6 Learning Outcomes

► identify and define basic principles and methods of graphic design

► apply basic principles and methods of graphic design

► identify and define visual types, data encoding, and textual annotations for visual communications and storytelling

► evaluate how the use of visual communications improves the conveyance of ideas, information, and interpretation of data

Why are Learning Outcomes Important?

▶ Every learning outcome ties back to course materials and content.

▶ Assessments are tied to each learning outcome.

▶ Test preparation

Unit 6 Topics

- ▶ Graphic Design for Data

- ▶ Data Encoding and Annotation

- ▶ The Visual Side of Storytelling
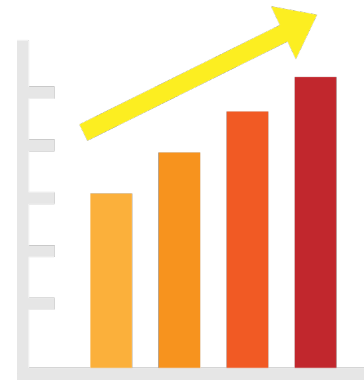
- ▶ Principles of Effective Dashboards

Unit 6 Vocabulary

- ▶ dashboard
- ▶ linear
- ▶ parallel
- ▶ random access
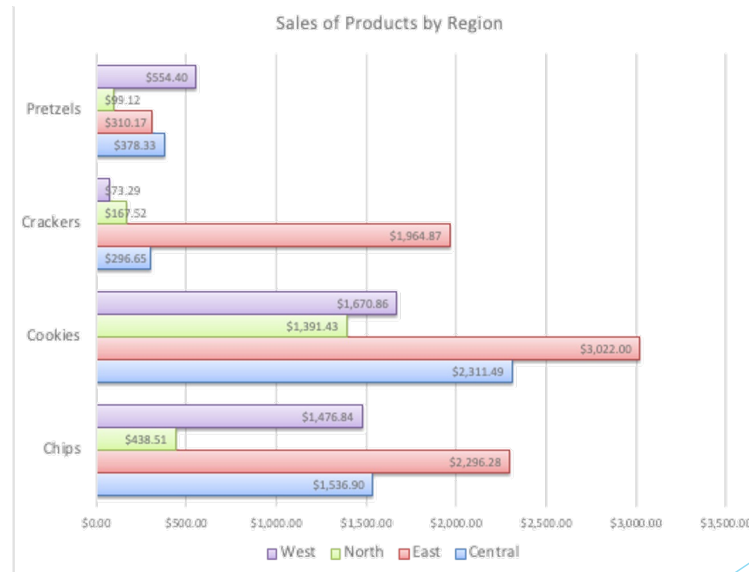- ▶ storytelling principles
- ▶ user-directed

Graphic Design for Data

- ► Color

- ► Contrast

- ► Proportion

- ► Proximity

- ► Alignment

- ► Repetition

- ► In the end, the simplest data visualizations are the best.

Data Encoding and Annotation

- ► Data encoding
- ► Annotation

Sales of Products by Region

The Visual Side of Storytelling

► Storytelling Sequences

　► Linear

　► User-directed

　► Parallel

　► Random access

► Storytelling Principles

　► Map out the most important points before you begin

　► Plan an immersive experience for the audience

　► Change is more important than the timeline

　► Twists in the story make it interesting

　► Users enjoy intrigue and delight

　► Avoid data dumping

Principles of Effective Dashboards

► The contents of a dashboard aligns with the management principles of the organization.

► Dashboard contents provide historical perspectives (descriptive data) as well as prescriptive and predictive data to identify issues and plan for the future.

► Four types of dashboards are necessary and must be coordinated with one another.

  ► company wide

  ► department specific

  ► division specific

  ► project specific

Conclusion

Unit 6 Learning Outcomes:

► identify and define basic principles and methods of graphical design

► apply basic principles and methods of graphical design

► identify and define visual types, data encoding, and textual annotations for visual communications and storytelling

► evaluate how the use of visual communications improves the conveyance of ideas, information, and interpretation of data

What's next?

Case Study Exam Review