

VISUAL

STORYTELLING

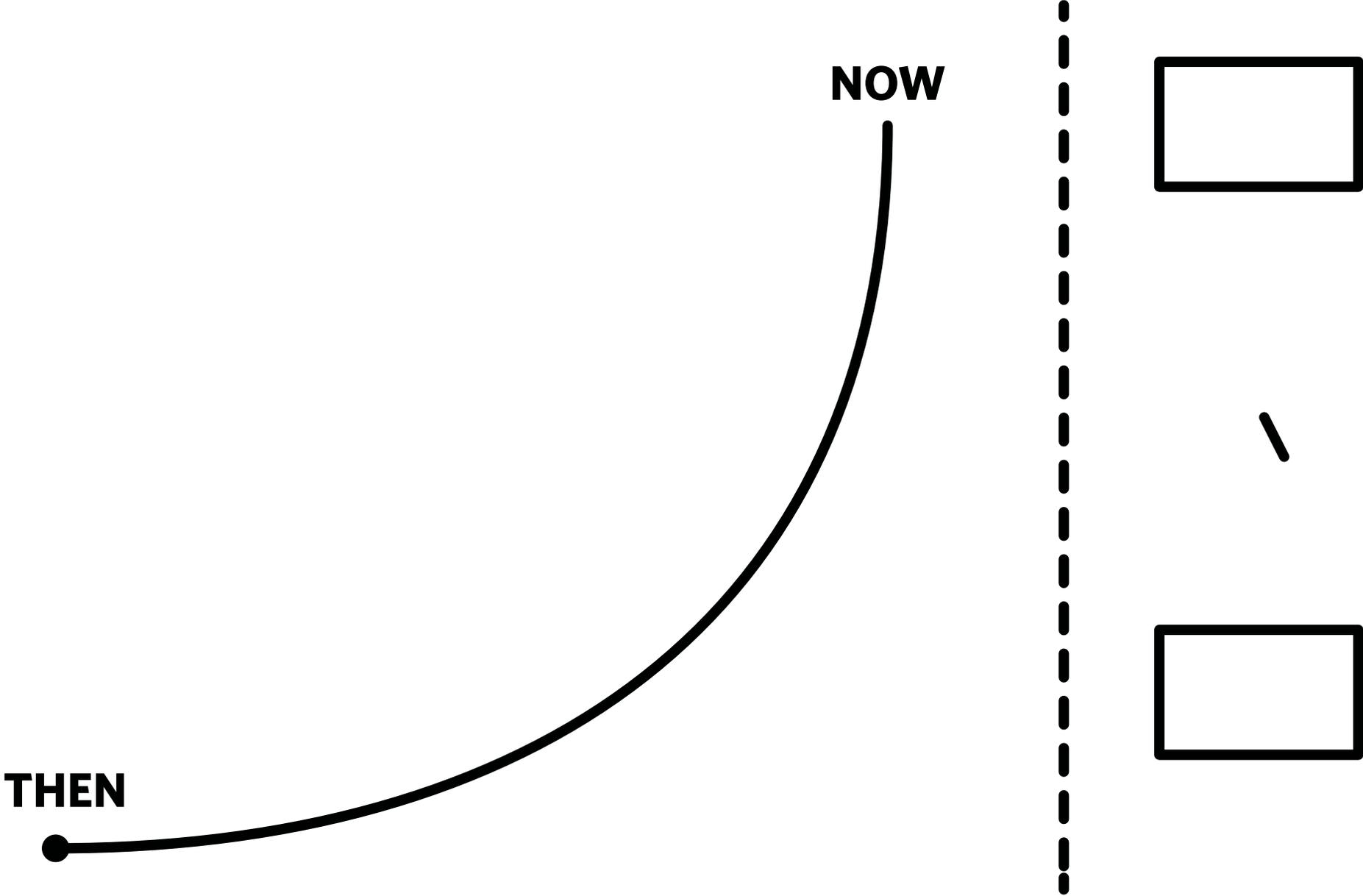
WITH

DATA

Bryan Connor &  
Heather Bradbury

**M | I | C / A**

# THE WORLD OF VISUALIZATION



What makes up a story?

idea / curiosity / event,



What makes up a story?

idea / curiosity / event,

a human component,



What makes up a story?

idea / curiosity / event,

a human component,

a catalyst,



What makes up a story?

idea / curiosity / event,

a human component,

a catalyst,

a climax,

an ending.

**P**arts of a good story:

powerful & compelling,

has a clear or persuasive message,

has a call to action.

# HUNCH QUESTIONS:

**WHEN YOU SEE A FLY IN YOUR HOME ARE YOU MORE LIKELY TO**

**Swoosh it away**

**Squish it**

**WHAT TYPE OF OPERATING SYSTEM DOES YOUR PHONE USE?**

**iPhone**

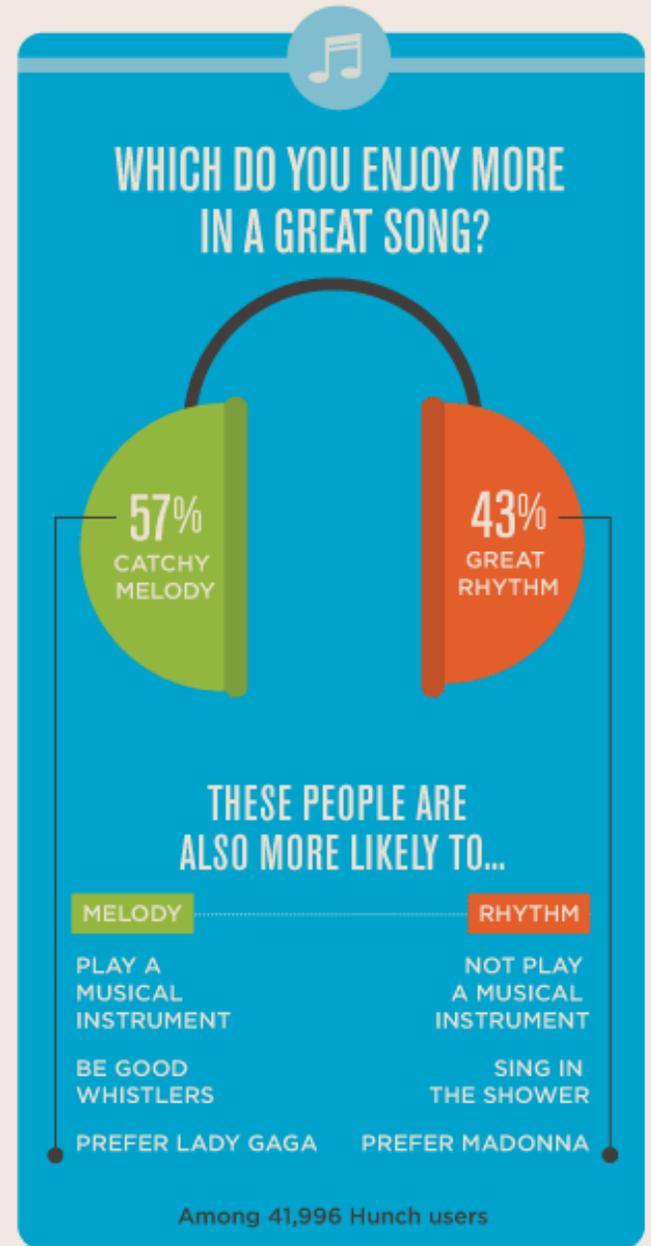
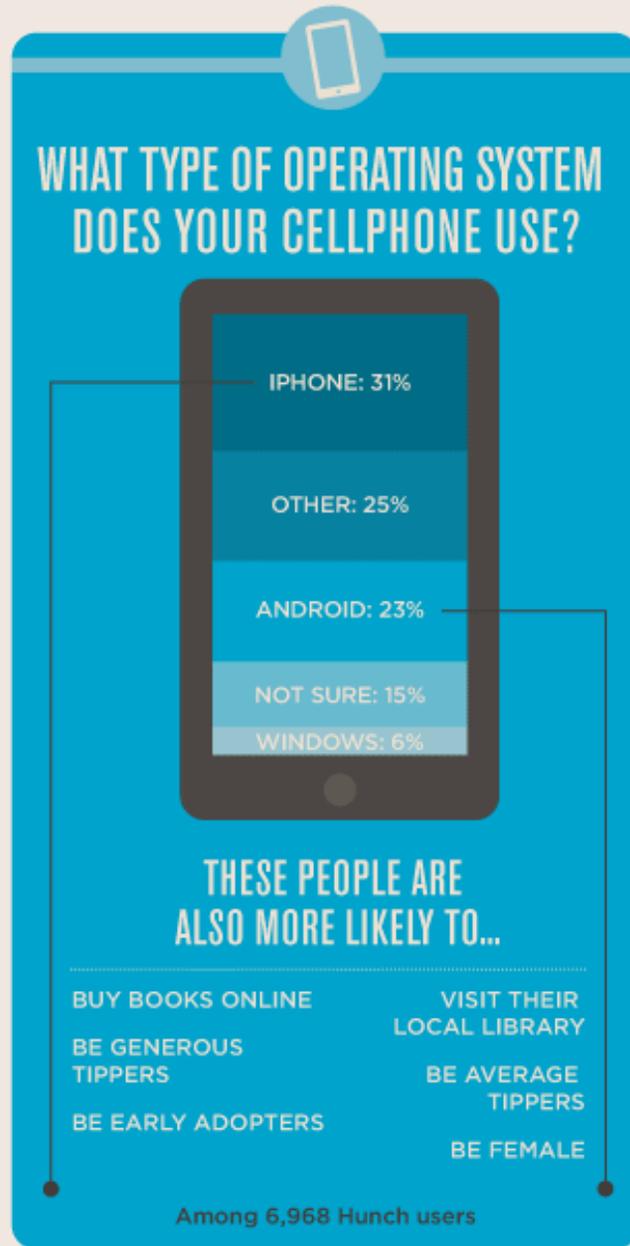
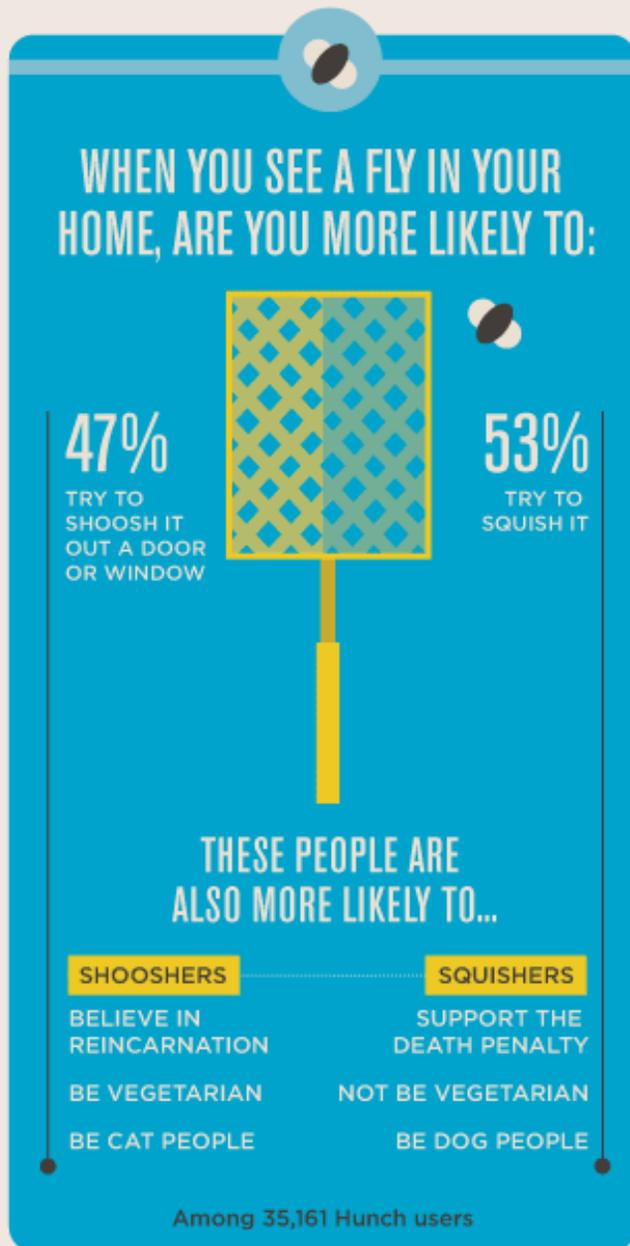
**Android**

**WHICH DO YOU ENJOY MORE IN A GREAT SONG?**

**Catchy melody**

**Great Rythm**

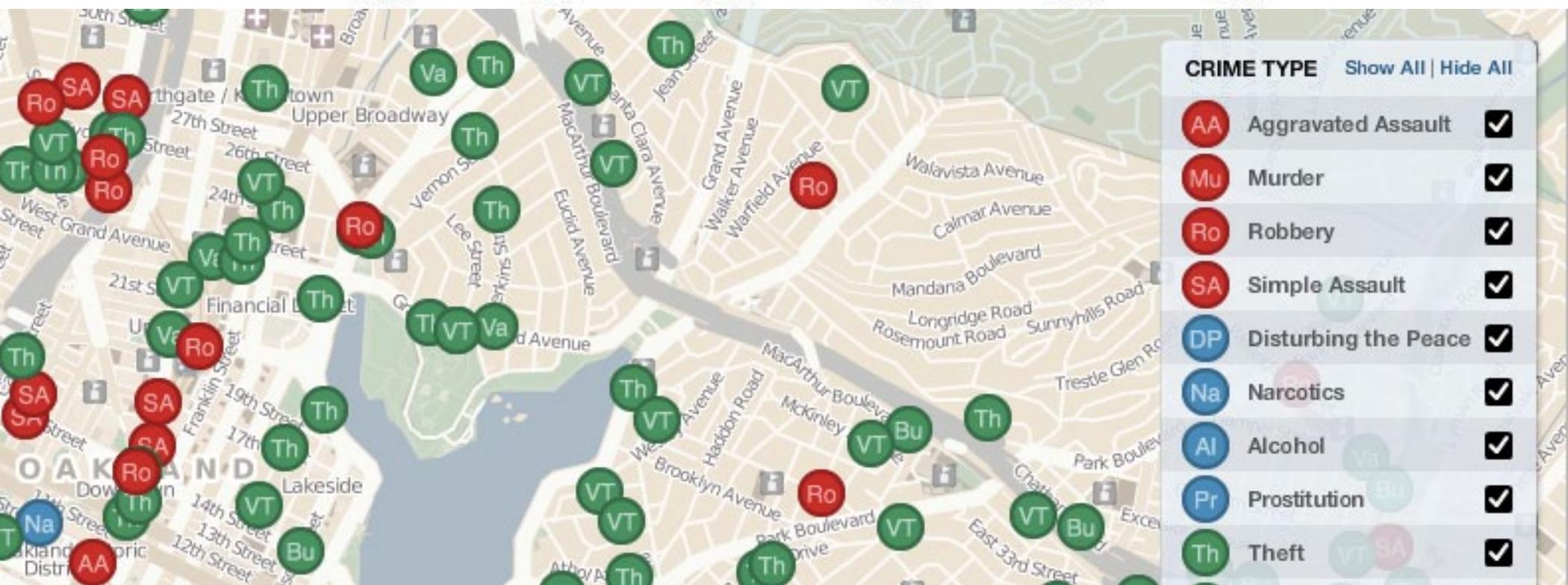
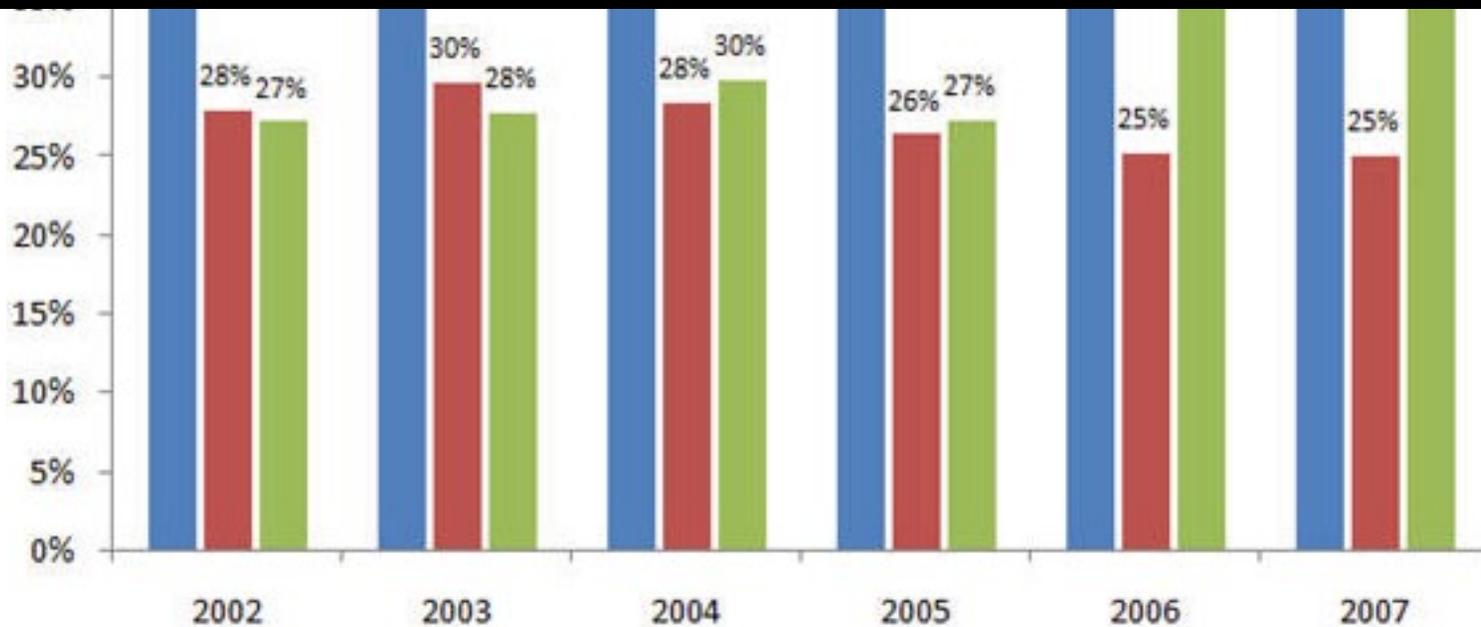
# WHAT THEY SAY INFOGRAPHIC



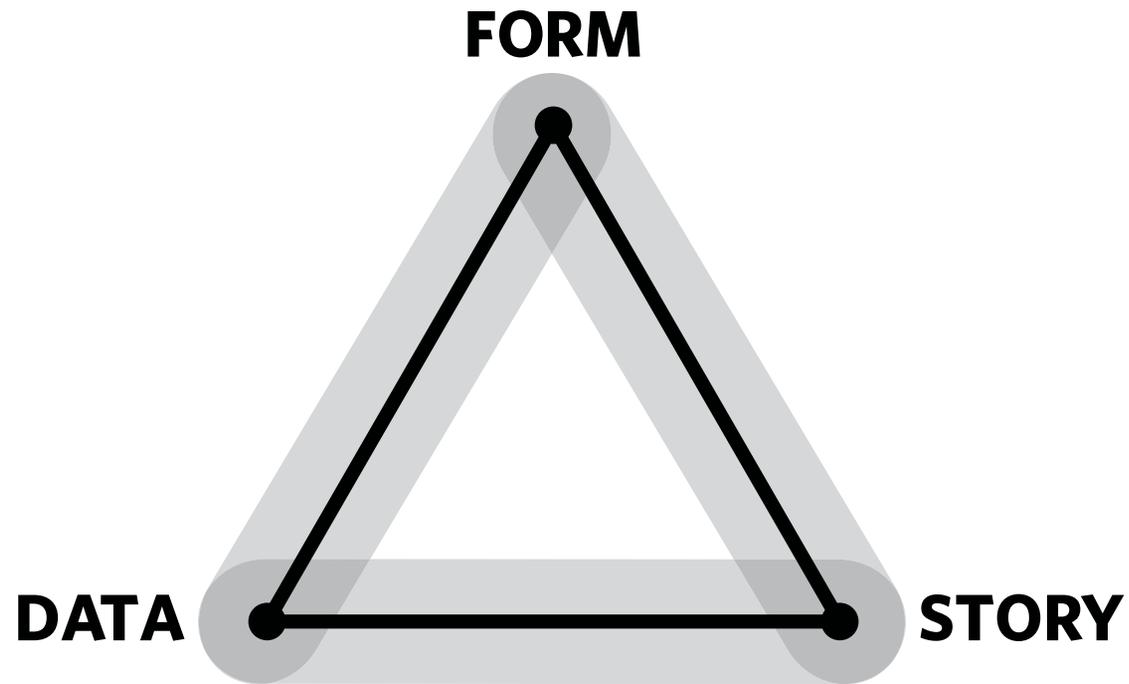
# FROM THE HEADLINES

**Baltimore's Steadman is Busiest EMS in Nation  
According to Firehouse Magazine**

# DISCOVERY VS. COMMUNICATION



# COMMUNICATING WITH DATA



# STORYTELLING TOOLS

**STATIC VISUALS  
AND TIMELINES**

OR

**INTERACTIVE  
VISUALIZATIONS**



**SUPPORTING  
ARTICLES**

**SOCIAL CONTEXT  
FROM FRIENDS**

**VIDEO / AUDIO  
CONTEXT**

**FULL EXPERIENCE  
OR GAME**

# FROM THE HEADLINES

## **Baltimore's Steadman is Busiest EMS in Nation**

Luke Broadwater - The Baltimore Sun

**Posted:** Thu, 12/01/2011 - 09:47am

**Updated:** Thu, 12/01/2011 - 09:47am

**REAL ESTATE**

**URBAN PLANNING**

**GOVERNMENT**

**HEALTHCARE**

**ECONOMIC DEVELOPMENT**

**ETC...**