

Breakout Session II: Storytelling Theory and Practice

This is a suggested activity. You can feel free to come up with your own!

You've just heard two speakers describe more theoretical work exploring what is a story in the context of visualization. In your breakout group, pick a basic visualization, such as a Google Trends chart, and discuss what elements could be added to the chart to make it an interactive, visual storytelling device.

Pick a dataset of your choosing from Google Trends. Below are examples you can work from.

Questions to spur discussion:

1. What story does the data tell? Does the data tell multiple stories?
2. Do you have hypotheses about the data? What kinds of data might you add to the chart to support those stories?
3. How would redesign this chart you make your story or hypothesis more apparent?
4. How would you support user interaction with the story? Social features?
5. What theories of narrative and storytelling are applicable?

<http://www.google.com/trends>

