

# DATA STORYTELLING: DESIGN BETTER CHARTS

*"Design is intelligence made visible."*

**FINDING STORIES**



# INTRODUCING FINDING STORIES



As interest and investment in data continues to grow, so does the need for best practice and support to help everyone achieve success. In recent years there has been an explosion in techniques, roles and use cases for how to analyse, model and visualise data, however we believe that there is currently an imbalance in the support for this increase.

Many online and offline training providers do an amazing job in supporting the technical side of the role, but we've found that there is less support out there for the 'softer side' of the role. Attributes such as empathy, listening, storytelling, influencing, confidence, facilitation and ultimately leadership need more of a focus and we are here to help make that a reality.

From our experience, to differentiate and excel in data centric roles you need a balanced skill set to complete your projects, land your work and influence change. We're here to help create that balance and further elevate the role data plays within our organisations.

'Finding Stories' ultimate goal is to help promote the importance of softer skills in this most technical of disciplines and help deliver training programmes that will increase an individual's confidence in today's work and success in their future career.

# INTRODUCING OUR COURSE ON DESIGNING BETTER CHARTS

“ **Being great at Data Visualisation is becoming an increasingly important skill in Data Science and this course will help you raise the bar and become more confident in telling data stories that engage and inform.** ”

This course is all about understanding the fundamentals of good design when it comes to Data Visualisation and the importance it plays in helping you find and tell your story.

We've all sat in presentations, watched the news, scrolled through Twitter and found ourselves remarking “that’s a great chart” or “what on earth is that(!)” when looking at other people’s visualisations. Data visualisation is now everywhere and as a result it’s becoming more and more important that we get it right and get people engaged with the story we are trying to tell.

We are not underplaying it to say that a good chart can make the difference between a success project and one that fails to land.

Our course is designed to get you thinking about ‘what makes a great visualisation’ and what are the Design Principles you can apply each and every time to achieve this. The course will also share how you can go about approaching the production of Data Visualisation in a more systematic way that will elevate your end product and ensure you inform, inspire and ultimately entertain your audience.

## WHY DO IT?

If you find that your presentations are full of ‘the same old visuals’ or you’re finding that you are having to take the time to explain your charts, rather than your story, then you may need help with visualisation design.

Alternatively, if you simply want to find that next 10-20% to elevate your charts to the next level then this course will be for you.

The course contains models, examples and best practice to help you become more confident with Data Visualisation Design and ultimately have more influence with your data stories.

The course is designed for individuals that are comfortable with the typical range of chart types that you can find in products such as Microsoft Excel, and are confident in choosing the right chart type for their data.

Individuals who use data visualisation to tell data stories and/or need visualisation to explain complexity are most likely to benefit from this course.

# WHAT TOPICS DO WE COVER

## 01

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### **EVALUATION**

What is Data Visualisation?  
Why do we do it?  
What makes a great chart?

## 02

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### **DESIGN**

Introduction to three key principles of data visualisation design.  
With a through exploration of each.

## 03

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### **APPROACH**

Introduction to 4 stage process to creating your own visualisations.  
How to challenge yourself on whether they achieve great design.  
Ideas for the future to continue to elevate your outputs.

**COURSE  
DURATION**

**1 DAY**

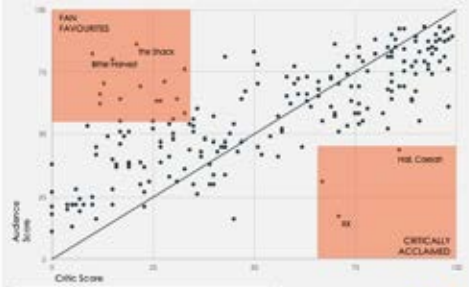
# SELECTION OF SLIDES FROM COURSE

## 02 THEY HELP US IDENTIFY PATTERNS, TRENDS & OUTLIERS.

Is there a relationship between Critic and Audience Score and which films show the biggest differences?

### AUDIENCE RATING TEND TO FOLLOW CRITIC SCORES, HOWEVER SOME DIFFERENCES OCCUR

Top 214 films based on volume of reviews



## WHY DO WE VISUALISE?

## WHAT IS A GOOD CHART?

### THE ANATOMY OF A GOOD CHART

**Pleasurable**  
Visually appealing, fun to look at, and easy to read.

**Easy to Understand**  
Clear and concise, easy to read, and easy to use.

**Tells a Story**  
Helps the audience understand the data and its implications.



FROM THE BOARD OF FRODO BAGGINS

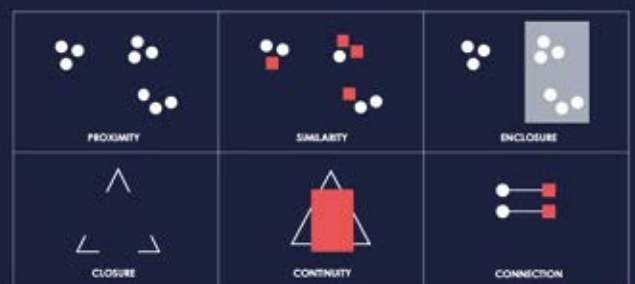
## EXAMPLE CHARTS FROM FIVETHIRTYEIGHT.COM



## BEST PRACTICE FROM INDUSTRY

## GESTALT PRINCIPLES

### GESTALT PRINCIPLES OF VISUAL PERCEPTION:



Adapted from Storytelling with Data, Cole Nussbaumer Knaflic



## **Ross Durston**

The course was created and will be led by Ross Durston, who is trained in the topics of Storytelling, Speechwriting and Data Visualisation.

Ross designs courses and learning programmes based on his training and 15 years of data analytics and research experience.

Combined together with experience spanning across multiple sectors (such as Retail, B2B, e-commerce and Financial Services), working both client and agency side, Ross is set to support ambitious teams and talented individuals become better data storytellers.

For more information, please get in contact.

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