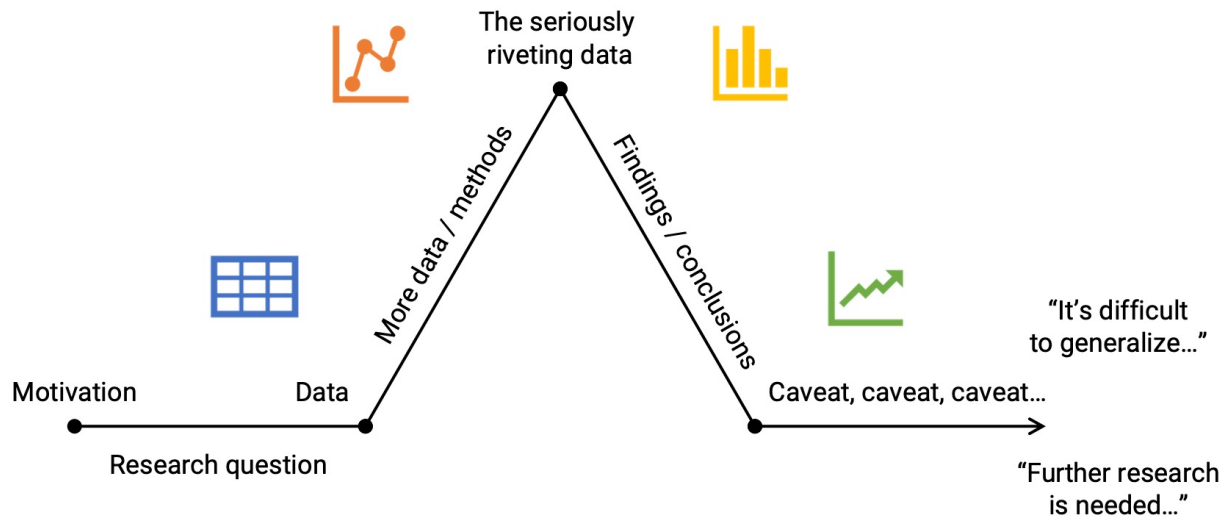# Telling a Story

- "A single (static) visualization will rarely tell an entire story" – Clause O. Wilke (2019), Chp. 29.
- Use **layers** or **animation** to build tension / provide context.
- Make charts for the generals (i.e. keep it simple).
- Build up towards complex figures.
- Be consistent, but don't be repetitive.

Slide Design

- **Hitchcock's rule**: The size of any object on your slide should be proportional to its importance to the story at that moment.
- **Slide titles**: A single statement about what slide means (in big font!).
- **Use large font sizes** (>40 titles, >24 text).
- **Use fonts as pre-attentive attributes**, e.g. san-serifs for slide text, italic serif for quotes.
- Consider using a **light-colored background** (tan / gray)
- Use **high contrast** between font and background color.
- Don't use silly fonts like Comic Sans, Papyrus, etc.
- **1 slide, 1 idea**: Break up main points into multiple slides.
- **Slide numbers**: bottom-left or bottom-right.
- **Remove "chart junk"**: logos, etc. (exception: small footers).
- Consider using handouts.

Starting a Speech

1. Tell a story, talk about **people** ("Imagine...").
2. Use **a shocking factoid** ("There are more people alive today than have ever lived...").
3. Ask a question that matters to the audience ("Have you ever...?").