Finding & Sketching the Story in your Data

#IDMG2014

IDMG Summer School, 2014

Bernadette Geuy
Workshop
★ Your Data
★ The Story in your Data
  ○ Case study
  ○ Storytelling theory
★ Sketching
  ○ Sketching warmups
★ Sketching & Storytelling
  ○ Storyboarding
  ○ Share out
Your Data

350°F

43%

$3.13B

7lb 6oz

11'2"

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>49</td>
<td>48</td>
<td>57</td>
<td>204</td>
</tr>
<tr>
<td>37</td>
<td>40</td>
<td>12</td>
<td>18</td>
<td>107</td>
</tr>
<tr>
<td>40</td>
<td>33</td>
<td>34</td>
<td>29</td>
<td>136</td>
</tr>
</tbody>
</table>

8CDF 3DA2
Your Data

- Trends
- Variances
- Evidence
- Hypothesis validation
- Distribution
- Case for change

- Check balances / controls
- Before / after
- Decisions: A or B?
- Predictions
- other...
The Story in your Data

Case Study: a typical week....

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles</td>
<td>3.82</td>
<td>3.82</td>
<td>3.82</td>
<td>3.82</td>
<td>3.82</td>
<td>30.56</td>
</tr>
<tr>
<td>Cal</td>
<td>168</td>
<td>142</td>
<td>168</td>
<td>142</td>
<td>168</td>
<td>1,240</td>
</tr>
<tr>
<td>Ascent</td>
<td>312</td>
<td></td>
<td>312</td>
<td>312</td>
<td>312</td>
<td>1,248</td>
</tr>
<tr>
<td>Mins saved</td>
<td>10</td>
<td>20</td>
<td>10</td>
<td>20</td>
<td>10</td>
<td>120</td>
</tr>
<tr>
<td>$ saved</td>
<td>1.85</td>
<td>1.85</td>
<td>1.85</td>
<td>1.85</td>
<td>1.85</td>
<td>$14.80</td>
</tr>
</tbody>
</table>
The Story in your Data
over the course of a year...

<table>
<thead>
<tr>
<th></th>
<th>Weekly (avg 3 rides per)</th>
<th>Total (48 wks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miles</td>
<td>22.92</td>
<td>1,100 miles</td>
</tr>
<tr>
<td>Calories</td>
<td>930</td>
<td>44,640 calories</td>
</tr>
<tr>
<td>Ascent, feet</td>
<td>1,557</td>
<td>74,736 feet</td>
</tr>
<tr>
<td>Mins saved</td>
<td>90 mins</td>
<td>4,320 mins</td>
</tr>
<tr>
<td>$ saved</td>
<td>11.10</td>
<td>$532.80</td>
</tr>
<tr>
<td>BP</td>
<td>130 / 82</td>
<td>122 / 76</td>
</tr>
</tbody>
</table>

$ saved = 12.75 lbs
= 14.15 miles
= 72 hours
The Story in your Data

Bernie wants a new bike...
The Story in your Data

Story Elements

- *Hero / protagonist* (with an inner issue)
- *Setting*
- *A challenge / call to action*
- *Supporting characters*
- *Ordeal and suspense*
- *Transformation*
- *Ending / Reward*
Storytelling

Narrative forms

- *Hero’s Journey*
- *Defining moment*
- *Yesterday, today, tomorrow*
- *Start at the plot climax or end*
Storytelling

The Hero's Journey

Storytelling - a storyboard example

Cal Central: Improving the Online Student Experience

1. Ordinary World
2. Challenge
3. Engagement

4. Order
ITFR
Funding

5. Success
Cal Central
Campus wide
Jan '14

Thank you for Cal Central. It has immensely improved every aspect of my online Cal experience.

Sakai OAE
Col Central v. 1

Cal Central v. 0.8

Bernie's Superpowers
Relator
Strategy

Design Studio
Sketching Workshop
Business Case

Toby Chen
Student
Sketching
Sketching

Why Sketch?

- Invites input
- Blah, blah, blah...
- Simplicity complex ideas
- Work out ideas
- Left and right brain thinking
- Cognitive candy
- Simple tools
Sketching - your ideas, a pen + paper!
Sketching - tools

1. **PRISMACOLOR**
   - Grey 408
   - Shading “super power” pen

2. **Sharpie**
   - Accent + movement

3. **Sharpie**
   - Basic sketching
Sketching - the basics

Circles

Lines

Arrows

Rectangles

Shade + Texture

People
Sketching & Storytelling
## Story Example - Bernie's bicycle adventures

<table>
<thead>
<tr>
<th><strong>Hero</strong> - draw her/him</th>
<th><strong>Their ordinary world</strong></th>
<th><strong>The problem or challenge</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Hero" /></td>
<td><img src="image2" alt="Ordinary World" /></td>
<td><img src="image3" alt="Challenge" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Taking up the challenge</strong></th>
<th><strong>The ordeal</strong></th>
<th><strong>Our hero is transformed</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Challenge" /></td>
<td><img src="image5" alt="Ordeal" /></td>
<td><img src="image6" alt="Transformation" /></td>
</tr>
</tbody>
</table>
### Sketching your Story

<table>
<thead>
<tr>
<th>Hero - draw her/him</th>
<th>Their <strong>ordinary world</strong></th>
<th>The problem or <strong>challenge</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking up the challenge</td>
<td>The <strong>ordeal</strong></td>
<td>Our <strong>hero is transformed</strong></td>
</tr>
</tbody>
</table>
Share out
Resources

99 Ways to Tell a Story - Matt Madden

Back of the Napkin and Blah Blah Blah - Dan Roam

Sketchnote Handbook - Mike Rohdes

Resonate - Nancy Duarte

Doodle Revolution - Sunni Brown

Wired for Story - Lisa Cron

Storytelling Animal - Jonathan Gottschall
Continuing the conversation...

email bernadetteg@berkeley.edu

Twitter @BernieGeuy  
@CalCentral

LinkedIn http://www.linkedin.com/in/bernadettegeuy

Join Sketching & Storytelling group
  Monthly lunchtime meetup
  Sketching your Superhero Story workshop
  Sketching for Communicators

Facebook https://www.facebook.com/groups/sketchingstorytelling/
One last thing... help spread the word!

Tell your students about CalCentral

CalCentral.Berkeley.Edu