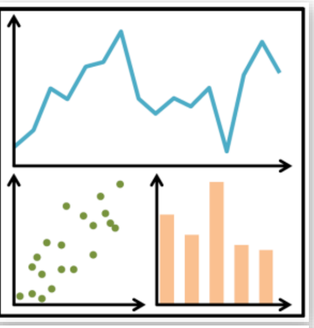
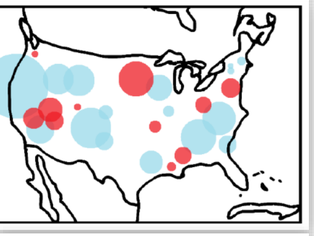
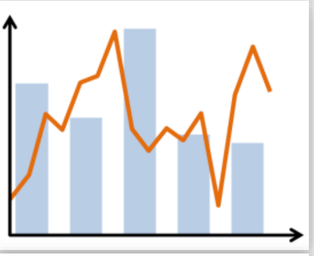
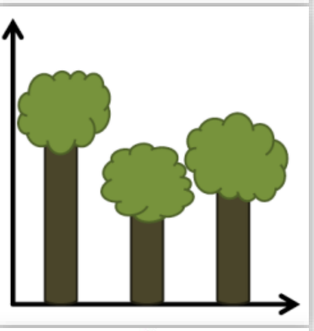
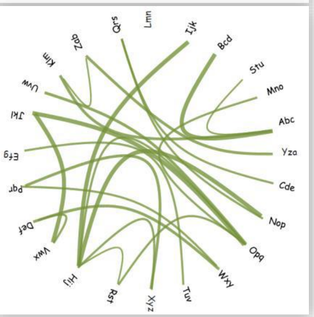






Storytelling, How to Give a Talk

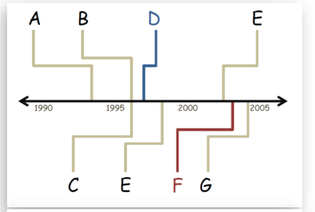
CS 7250

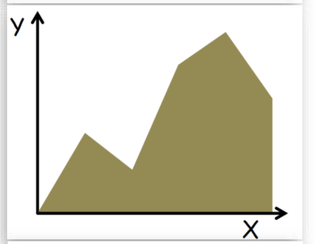
SPRING 2020

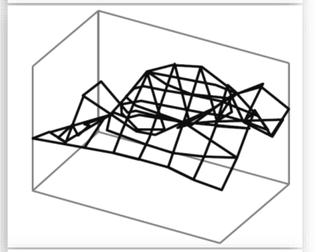
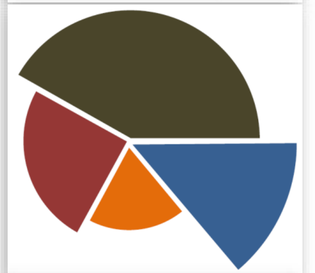
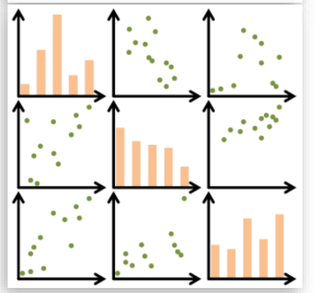
Prof. Cody Dunne

NORTHEASTERN UNIVERSITY

Slides and inspiration from Michelle Borkin, Krzysztof Gajos, Hanspeter Pfister, Miriah Meyer, Jonathan Schwabish, and David Sprague





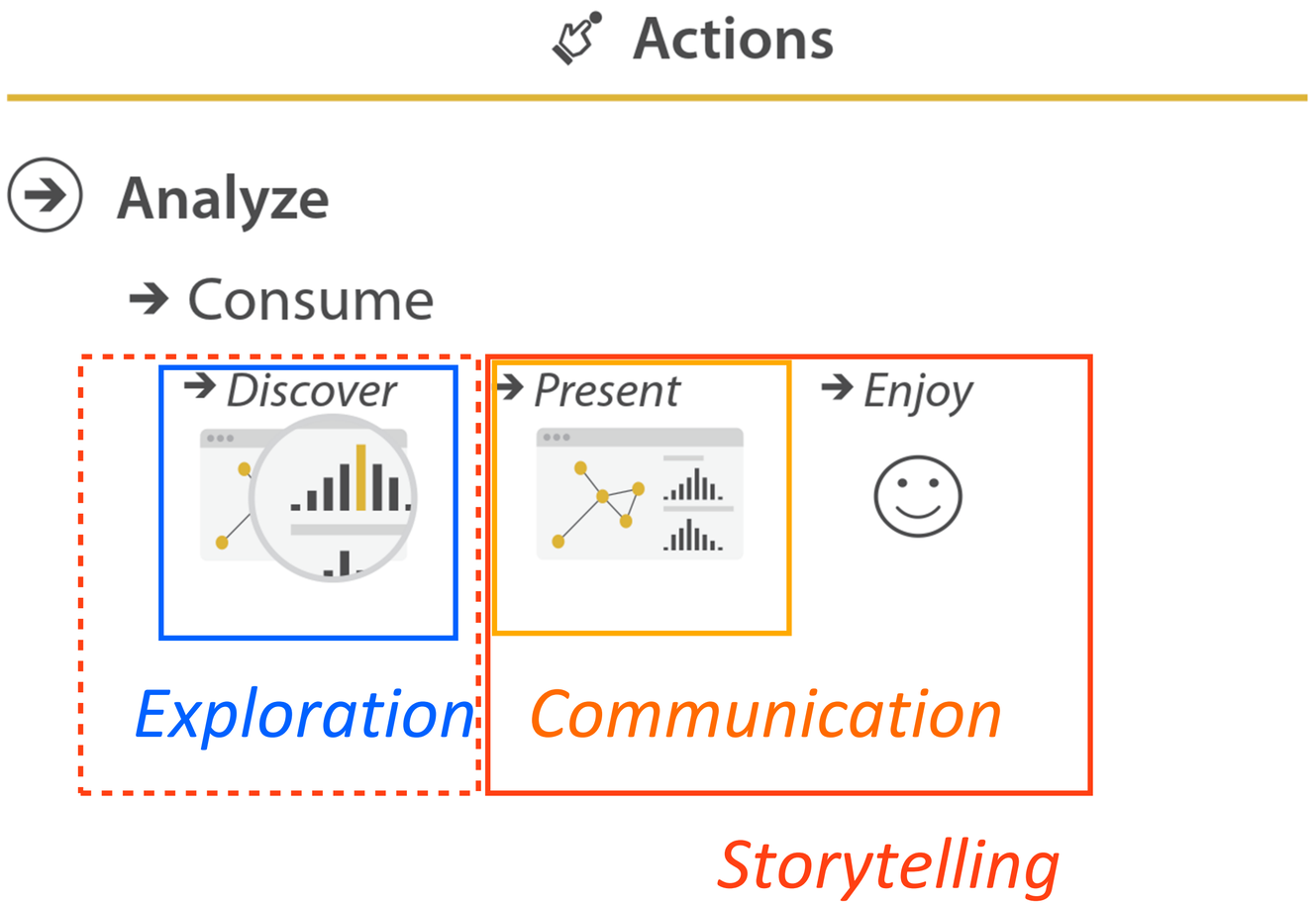




Burning Questions?

TRACE EVALUATIONS

Previously, on CS 7250…

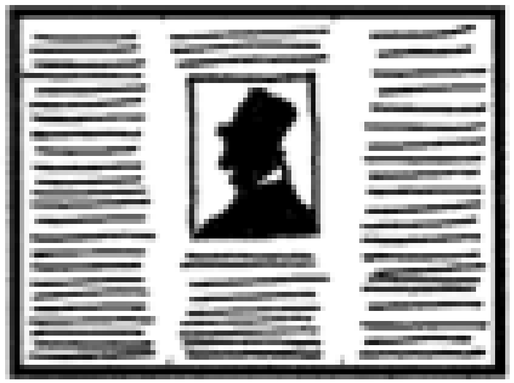
What is a story in visualization?

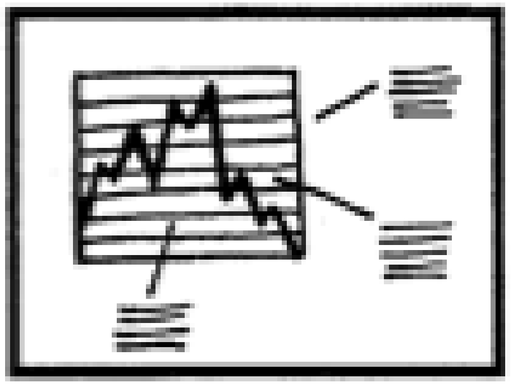


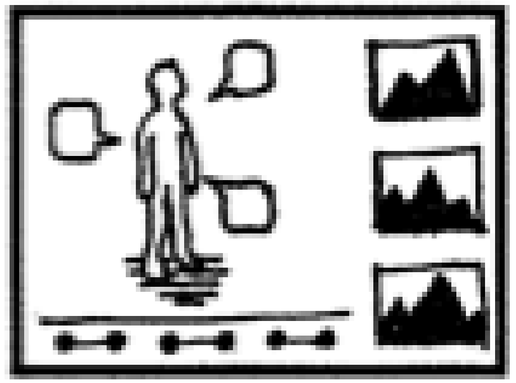
What is a story in visualization?

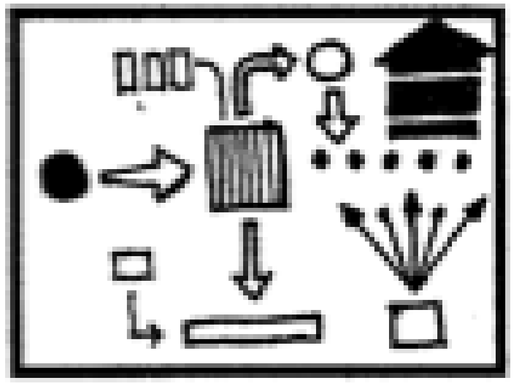
- Story - an ordered sequence of steps with a clearly defined path through it.
- Steps can contain text, images, visualizations, or video, or combinations.
- Order is a key element of stories (usually linear in time).

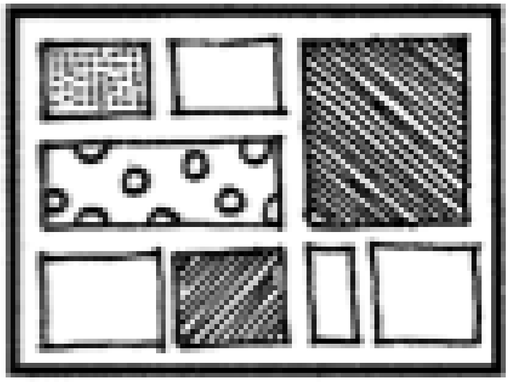
Genres of “Narrative Data Storytelling”

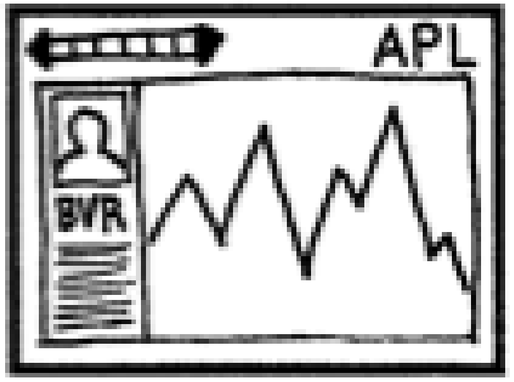

Magazine Style


Annotated Chart

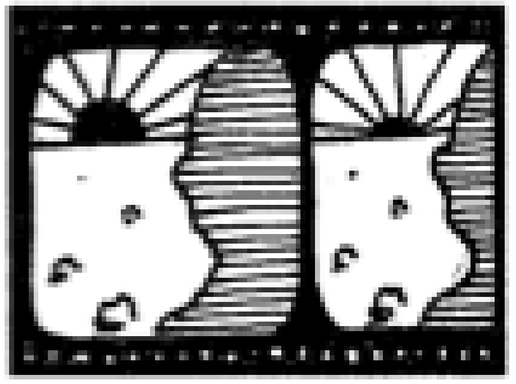

Partitioned Poster


Flow Chart


Comic Strip



Slide Show


Film/Video/Animation

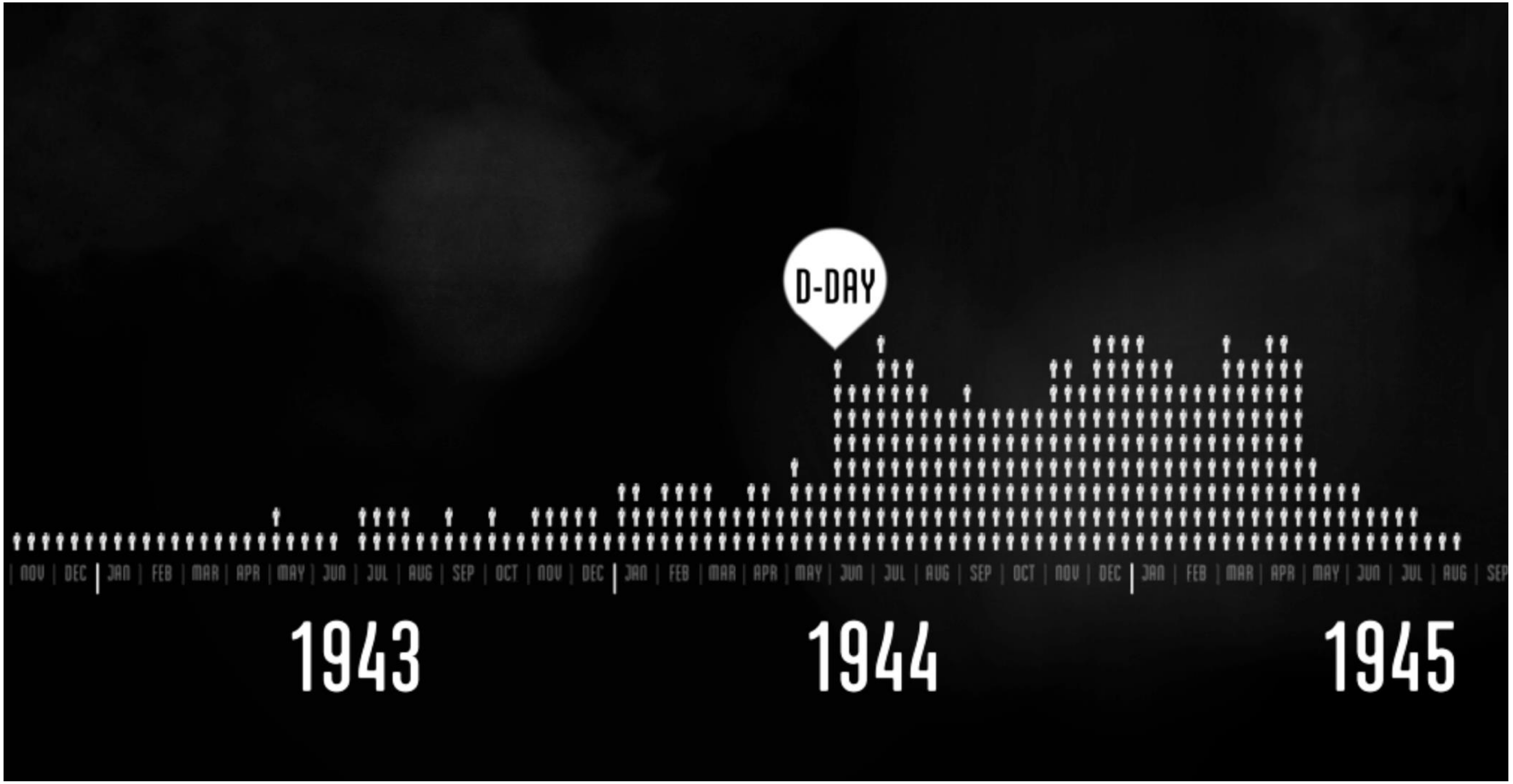
Note: not mutually exclusive!

Segel & Heer, 2010

Now, on CS 7250…

STORYTELLING

The Fallen of World War II

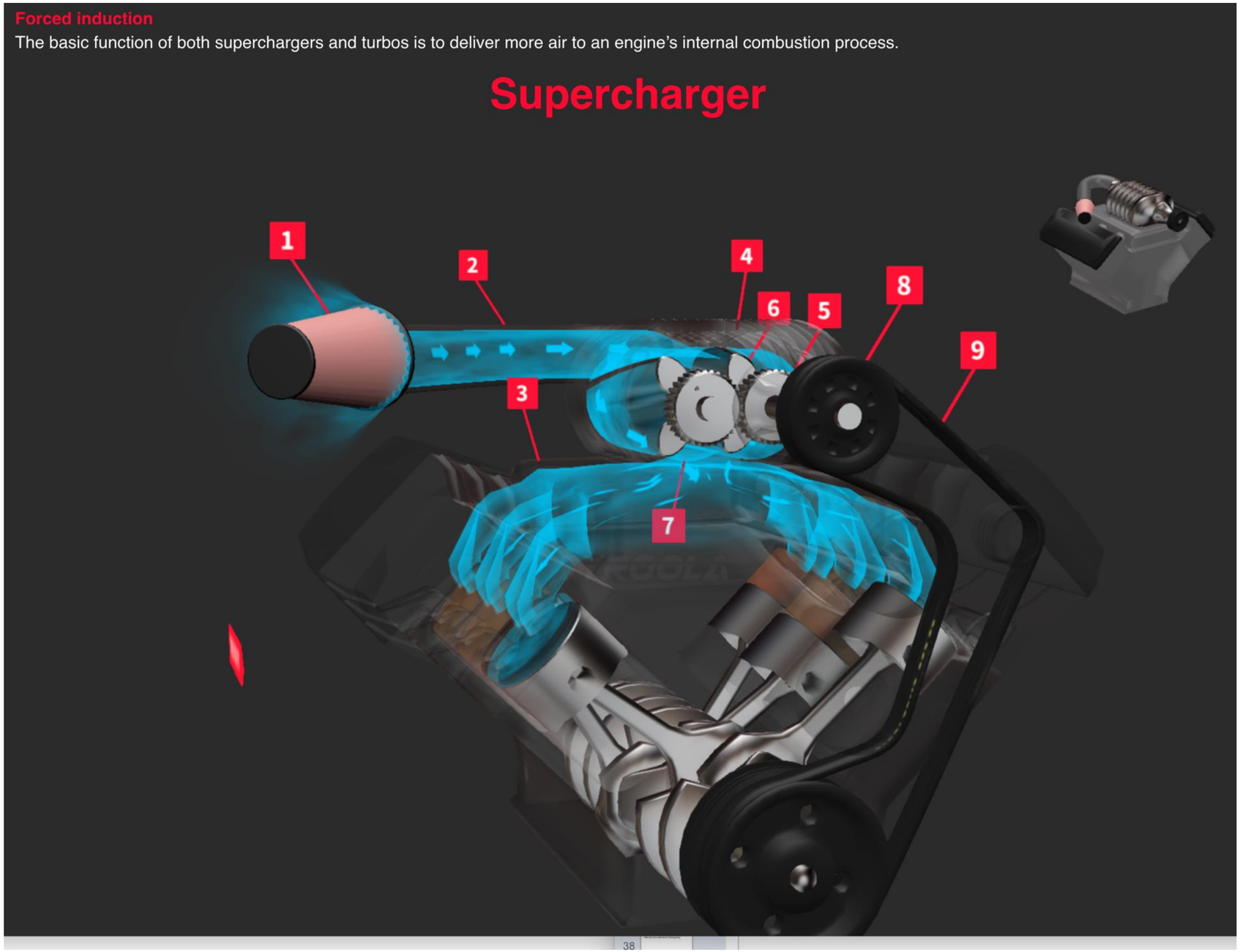


Neil Halloran, 2015

GOLD
SXSW
WINNER
VIMEO
BEST OF 2015
2016
BEST AMERICAN
INFOGRAPHICS

In-Class Exercise

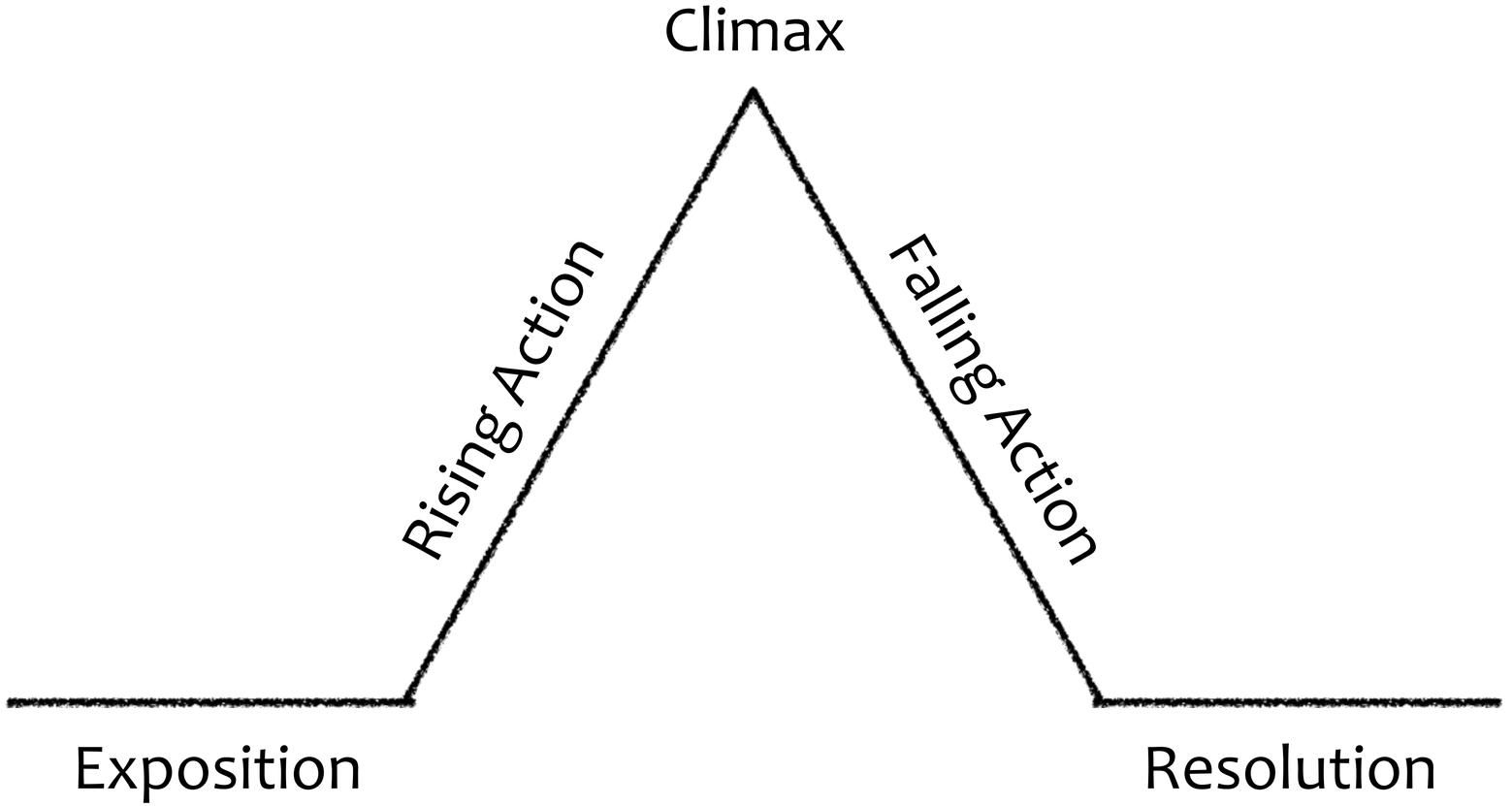
~8 min



Tyroola & Animagraffs, 2016 → tyroola.com.au/supercharger-vs-turbo/

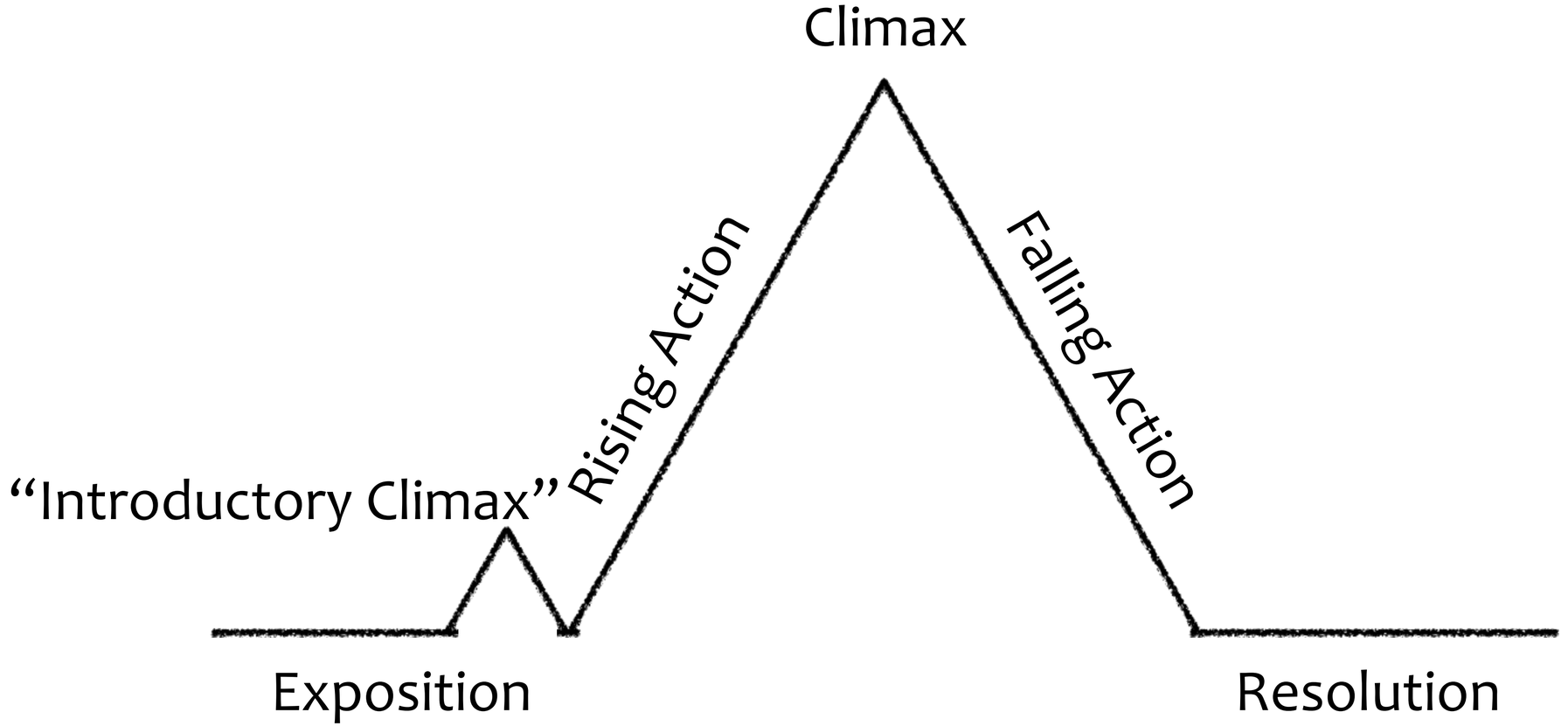
How to Give a Good Talk

Narrative Structure*



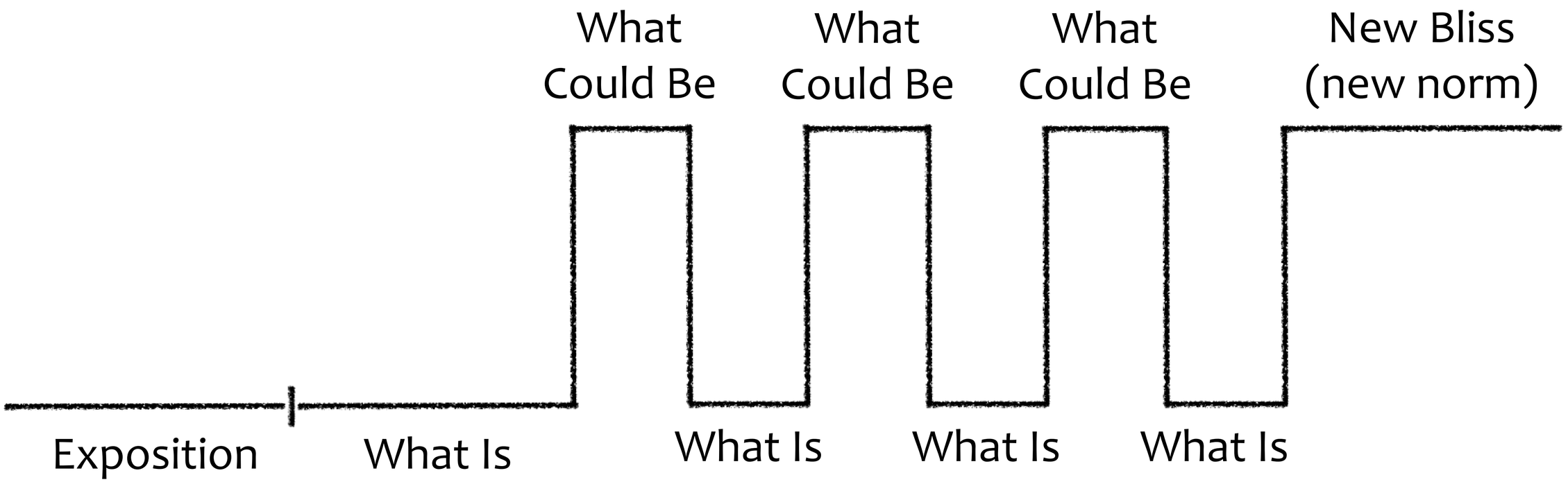
*Gustav Freytag

Narrative Structure*



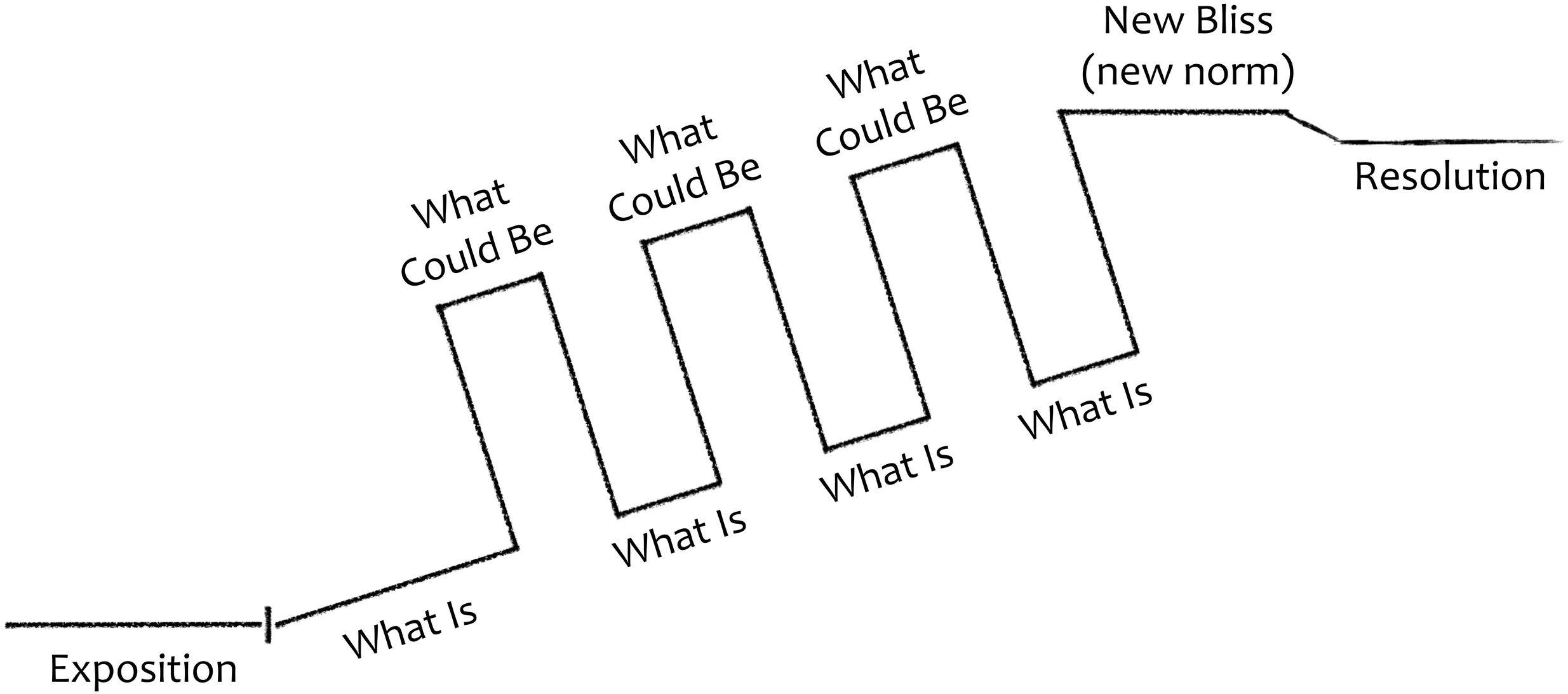
*Gustav Freytag

Narrative Structure*

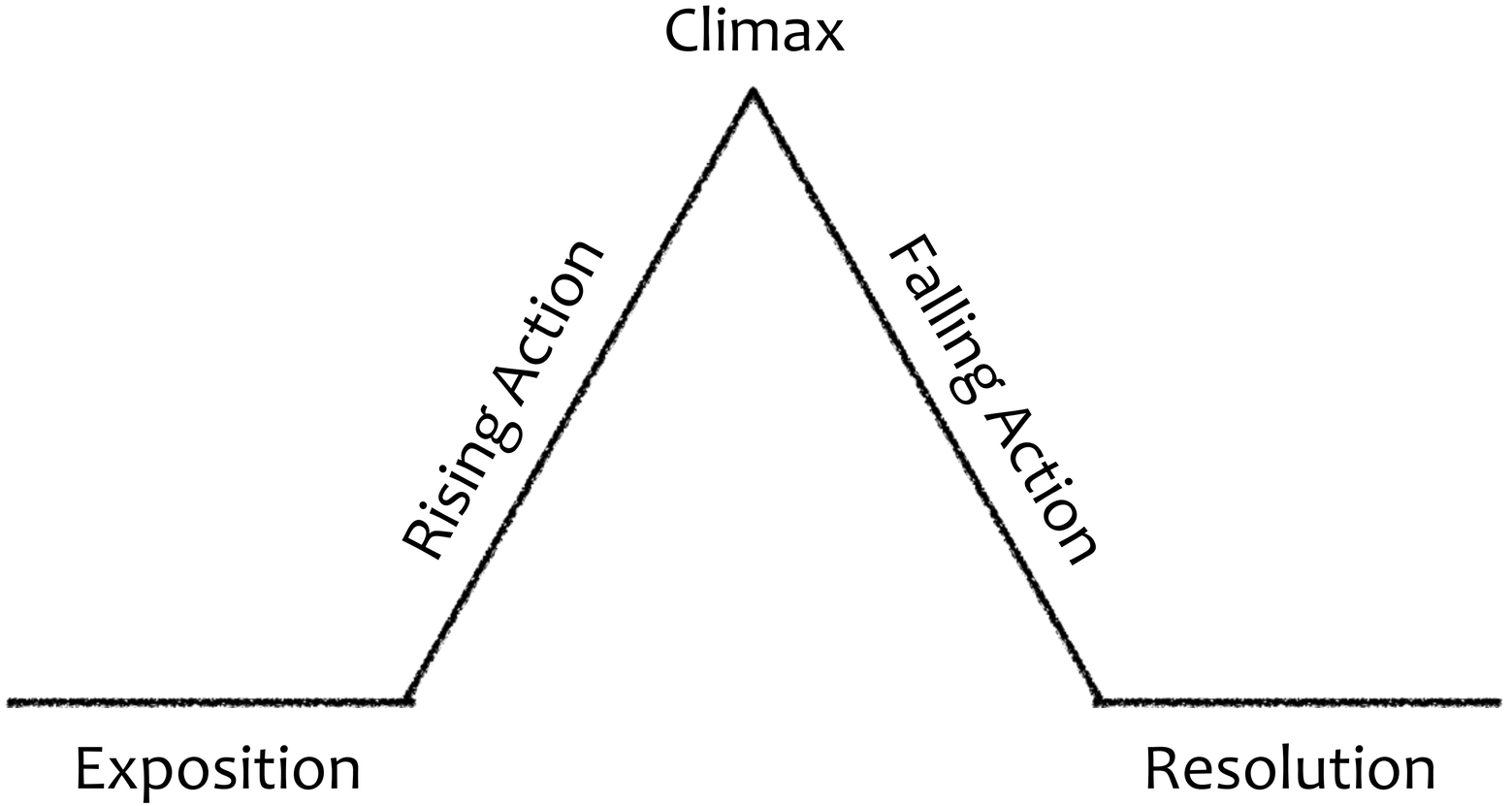


*Nancy Duarte

Narrative Structure



Narrative Structure



Example Talks

Michelle Borkin

"Can astronomers help doctors?" (9:42)

Derek Sivers

"Weird or Just Different" (2:38)

Terry Moore

“How to Tie Your Shoes” (2:52)

Hans Rosling

"200 Countries, 200 Years, 4 Minutes" (4:47)

(*Pikard Lecture Commentary)* (*1:21:19*)

Megan Monroe

“The Talk Talk” (36:13)

TED's "Ten Commandments"

1. **Dream big.** Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.

Final Project Presentations maybe more of a "small" dream…

TED's "Ten Commandments"

2. Show us the real you.
Share your passions, your dreams… and also your fears. Be vulnerable. Speak of failure as well as success.

Final Project Presentations should talk about design challenges, hurdles you had to overcome!

TED's "Ten Commandments"

3. Make the complex plain.

Don't try to dazzle intellectually.
Don't speak in abstractions.
Explain! Give examples. Tell stories. Be specific.

You do not need to recite each line of code you wrote ;)

Make sure to be clear, explain your motivating problems, give examples.

TED's "Ten Commandments"

4. **Connect with people's emotions.** Make us laugh! Make us cry!

Make the presentation personal/relatable to your classmates.

TED’s “Ten Commandments”

5. **Don't flaunt your ego.**
Don't boast. It's the surest way to switch everyone off.

TED's "Ten Commandments"

6. No selling from the stage!
Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.

This is not the audience to pitch your start-up spin-off ideas too ;)

TED's "Ten Commandments"

7. Feel free to comment on other speakers' talks, to praise or to criticize.
Controversy energizes!
Enthusiastic endorsement is powerful!

Participate in the Q&A after each talk!

TED's "Ten Commandments"

8. Don't read your talk. Notes are fine. But if the choice is between reading or rambling, then read!

Be yourself, be natural.

TED's "Ten Commandments"

9. End your talk on time.
Doing otherwise is to steal time from the people that follow you. We won't allow it.

Please be concise and respect the time limit!

TED's "Ten Commandments"

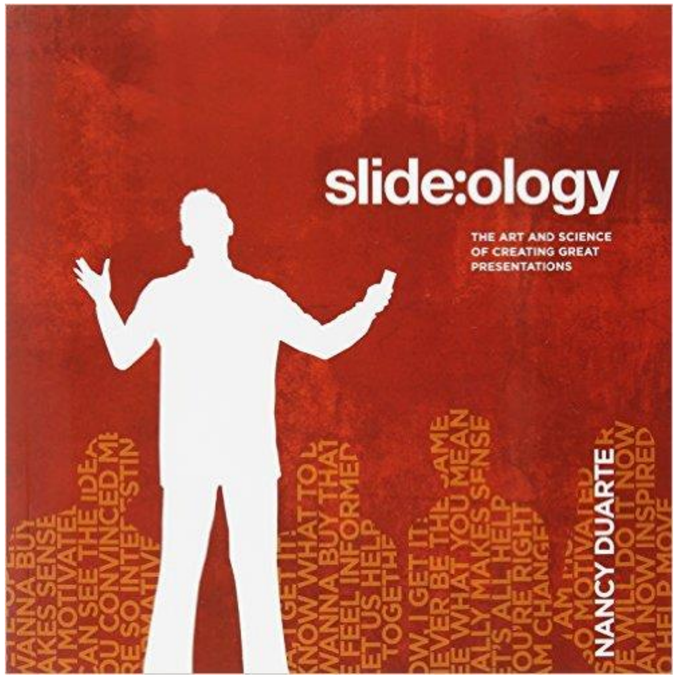
10. Rehearse your talk in front of a trusted friend … for timing, for clarity, for impact.

This is especially challenging when multiple people are giving the talk together!

Other Presentation Tips…

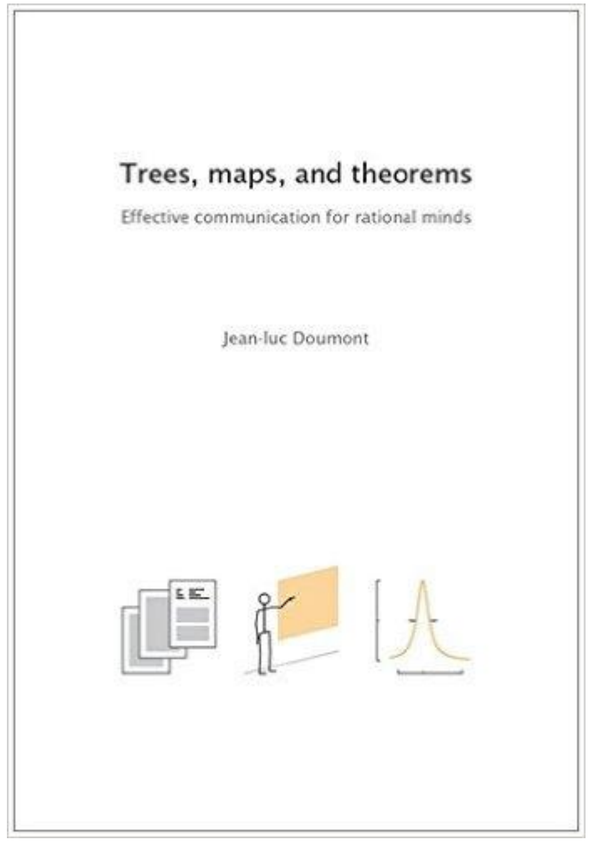
- Practice, practice, practice.
- Watch lots of talks for good role models.
- Breathe.
- Vary tone & rate of speaking.
- Take pauses. Avoid filler words (um, ah, uh).
- Never apologize.
- Always have a clear message.
- Make sure to have your “ah ha!” moment.
- Know your audience.

More Presentation Resources



"slide:ology" by Nancy Duarte

http://eelmaa.net/dld/blog/slideology.pdf



"Trees, Maps, and Theorems Effective Communication for Rational Minds" by Jean Luc Domont