esri

Telling Stories with Charts

Cooper Thomas, ArcGIS StoryMaps

SEE
WHAT
OTHERS
CAN'T

Why use charts?

Why use charts?

- To provide quick, digestible insights

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- To complement geographic visualizations

Why use charts?

- To provide quick, digestible insights
- To complement geographic visualizations
- To bolster visual language of story

Static charts

Static charts

- When to use?

Static charts

- When to use?
  - Pretty much always; static should be default choice

Static charts

- Advantages

Static charts

- Advantages
  - Static charts provide the most consistent experience across platforms

Static charts

Mobile vs. desktop

The Two Koreas (2017)

Static charts

- Advantages
  - Static charts provide the most consistent experience across platforms
  - They don’t hide important information behind interactions

Static charts

Annotations

Rio Olympics (2016)

Static charts

Annotations

Rohingya Refugee Crisis (UNHCR, 2018)

Static charts

- Advantages
  - Static charts provide the most consistent experience across platforms
  - They don’t hide important information behind mouseovers
  - They’re easier to create than interactive charts

Static charts

Stylistically flexible

Destination Cities (2018)

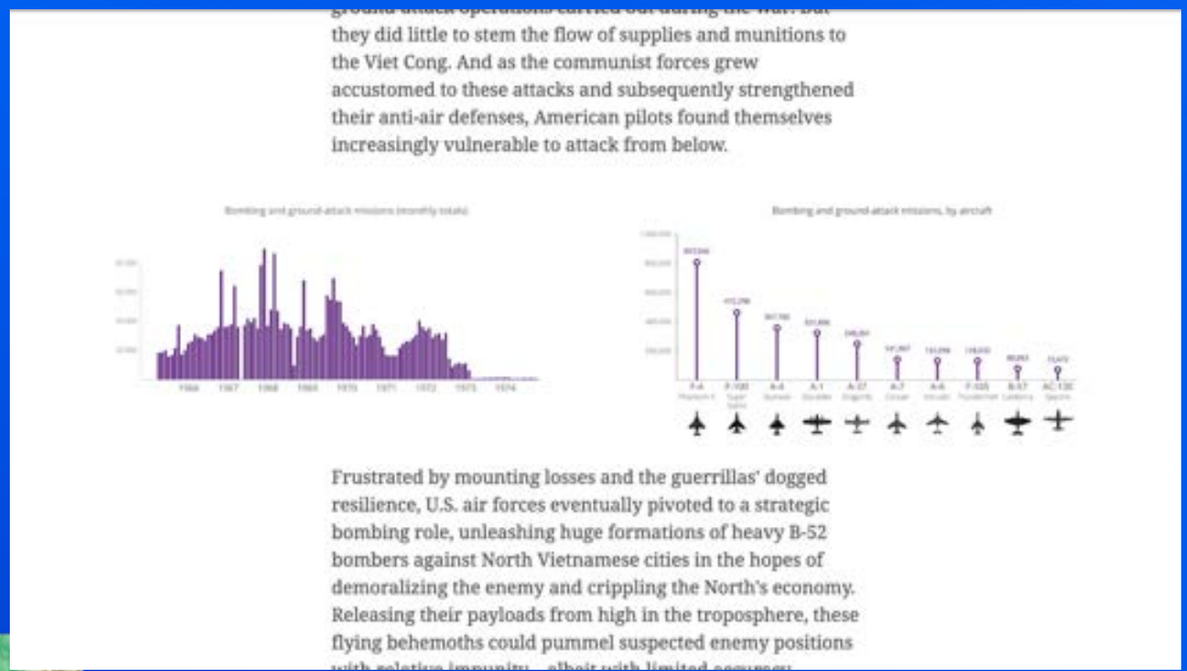
Static charts

- How?

Static charts

- How?
  - Create in ArcGIS Pro, Excel, R, Google Sheets, Illustrator/Photoshop, Chartbuilder, RawGraphs.io, etc.

Static charts



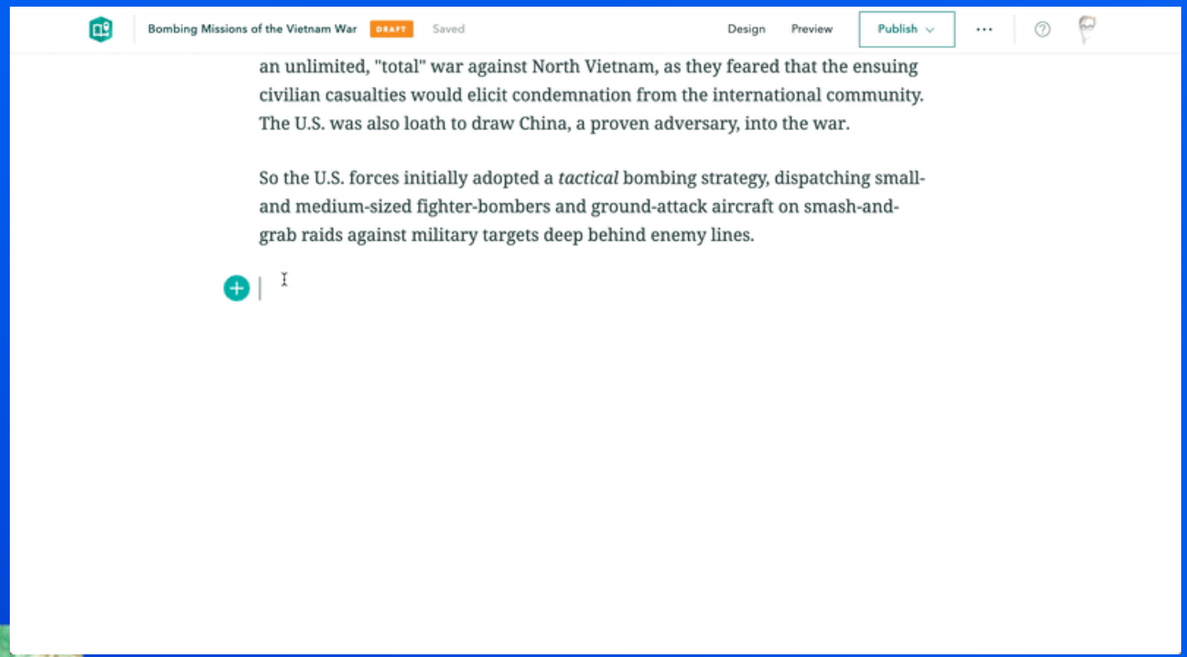
ArcGIS Pro + Illustrator

[Bombing Missions of the Vietnam War (2017)]

Static charts

- How?
  - Create in ArcGIS Pro, Excel, Google Sheets, Illustrator/Photoshop, Chartbuilder, RawGraphs.io, Microsoft Paint, etc.
  - Add to story as static images

Static charts



Added as image

Static charts

- Tips and tricks

Static charts

- Tips and tricks
  - PNG with transparency

Static charts

- Tips and tricks
  - PNG with transparency
  - “Animated” charts in sidecar sections

Static charts

“Animated” charts

Destination Cities (2017)

Static charts

“Animated” charts

The Human Reach (2018)

Interactive charts

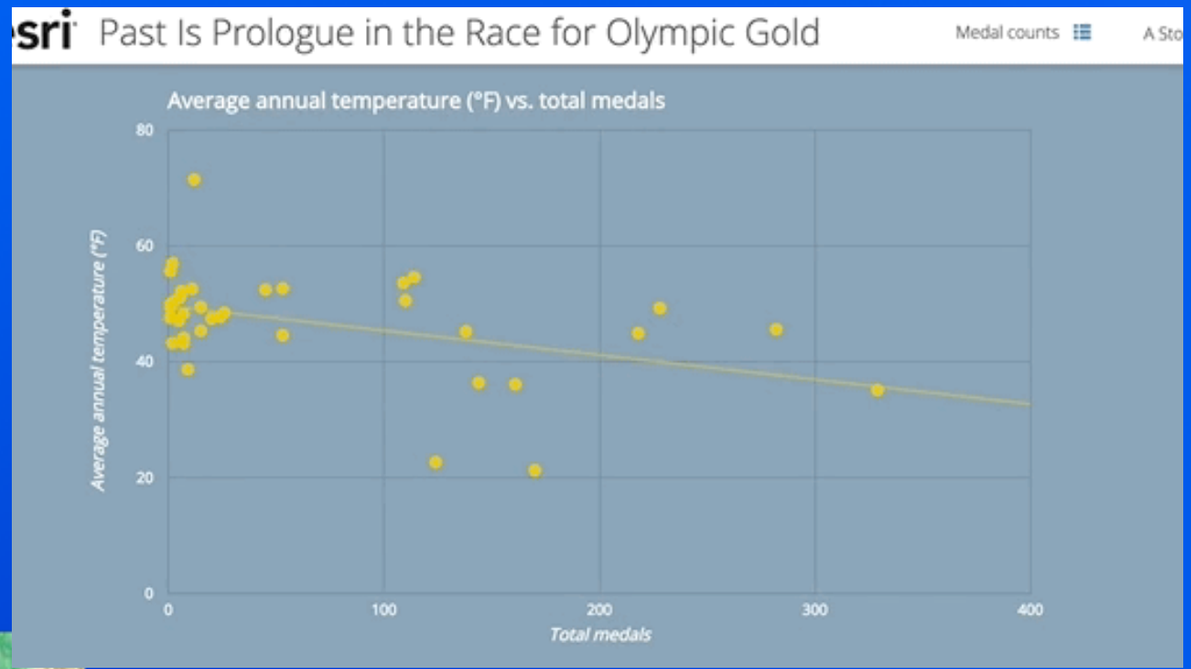
Interactive charts

- When to use?

Interactive charts

- When to use?
  - Data values are interesting, but not essential to story

Interactive charts



Interesting, but inessential, data values

Winter Olympics (2018)

Interactive charts

- When to use?
  - Data values are interesting, but not essential to story
  - Dynamic data source

Interactive charts

- How?

Interactive charts

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  - Externally hosted: ArcGIS Operations Dashboard, Google Sheets, High Charts Cloud; Infogram; probably lots of others

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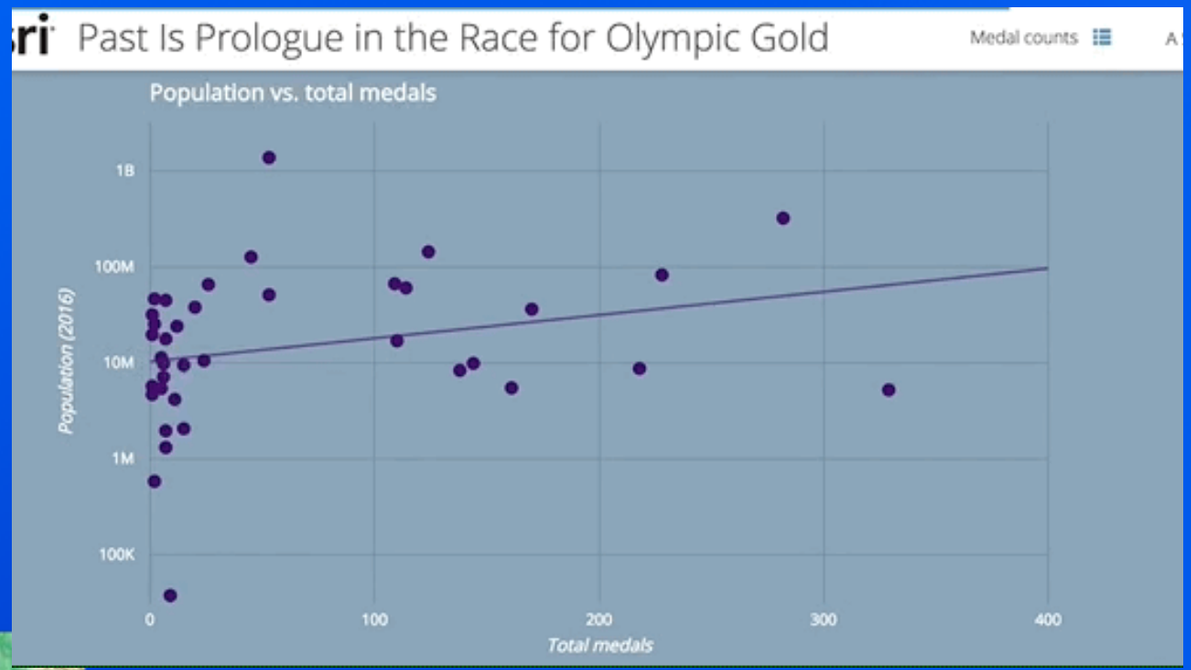
Interactive charts



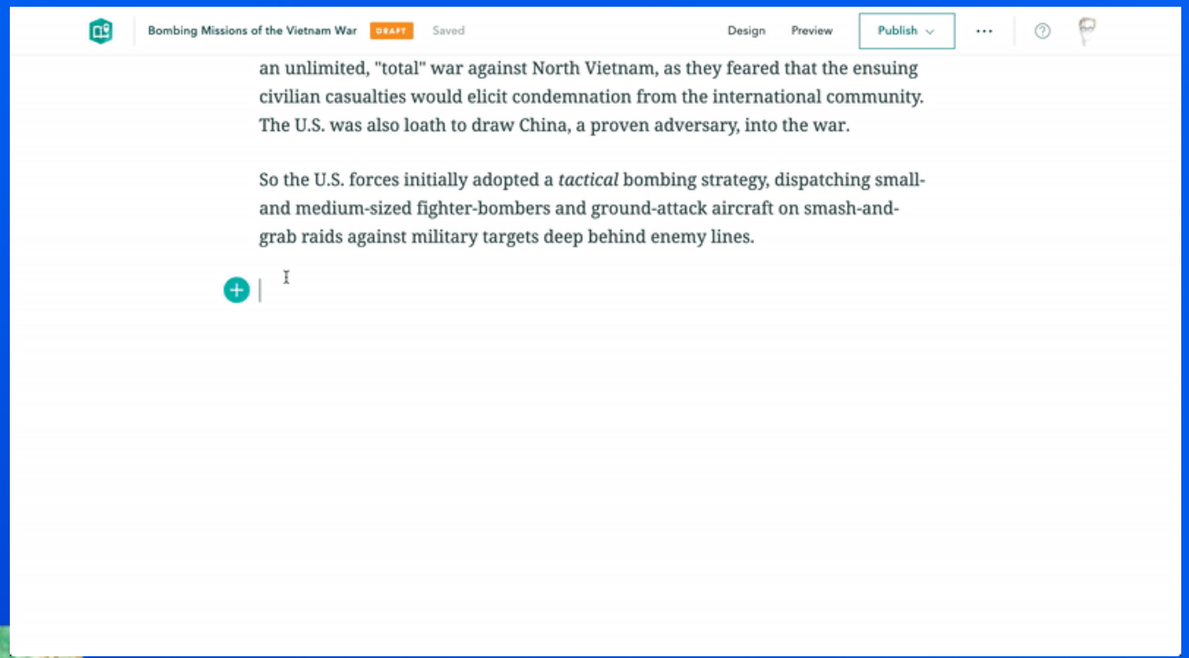
Google Charts API

Winter Olympics (2018)

Interactive charts

- How?
  - Self-hosted: Google Charts API; HighCharts.js; D3.js
  - Externally hosted: Operations Dashboard, High Charts Cloud; Infogram; probably lots of others
  - Embed as webpages/iframes

Interactive charts



Added as iframe

Interactive charts

- New York Times’ three rules of interactive storytelling:

Interactive charts

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Interactive charts

- New York Times' three rules of interactive storytelling:
  - *If you make the reader click or do anything other than scroll, something spectacular has to happen*
  - *If you make a tooltip or rollover, assume no one will ever see it. If content is important for readers to see, don't hide it.*
  - *When deciding whether to make something interactive, remember that getting it to work on all platforms is expensive.*

Questions? Comments?

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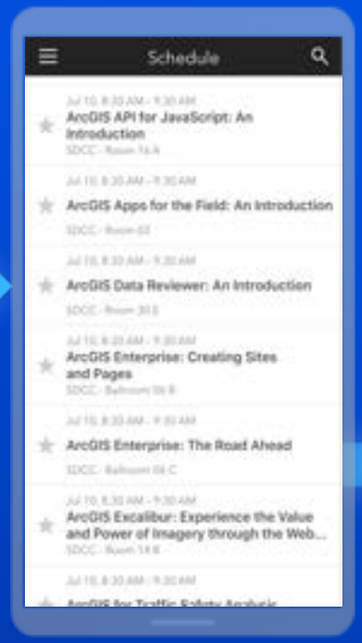
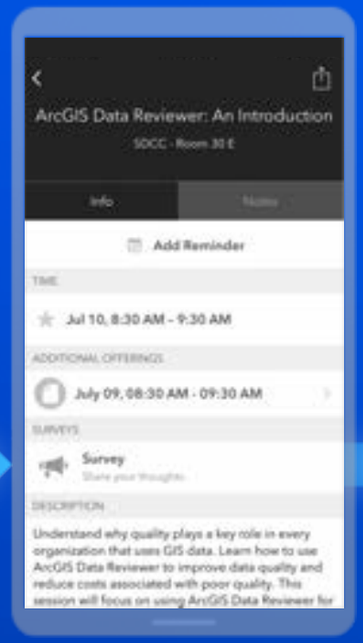
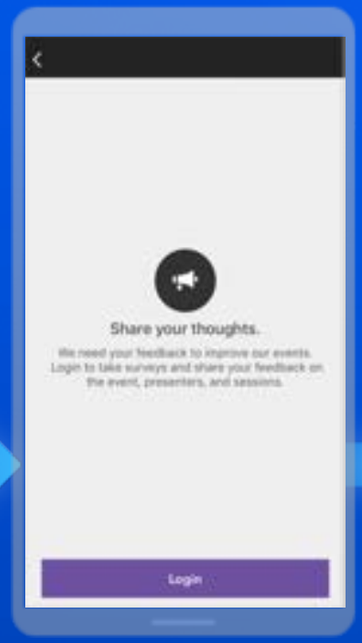
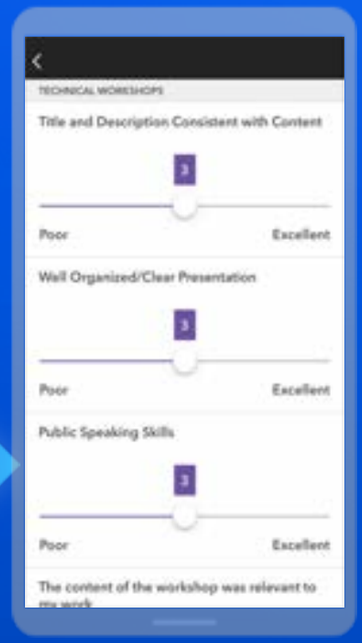


Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"