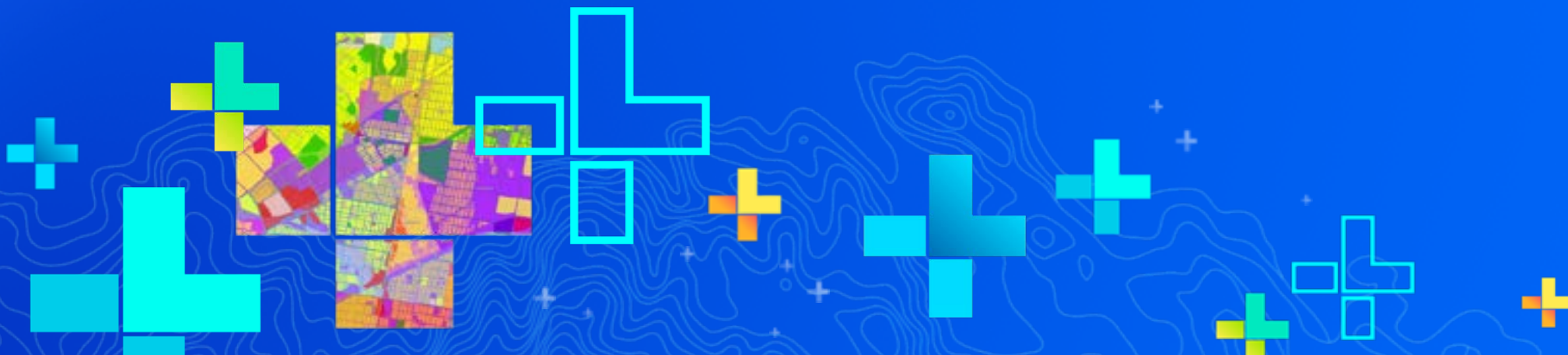




Telling Stories with Charts

Cooper Thomas, ArcGIS StoryMaps

SEE
WHAT
OTHERS
CAN'T



Why use charts?



Why use charts?

- To provide quick, digestible insights



Why use charts?

- To provide quick, digestible insights
- 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

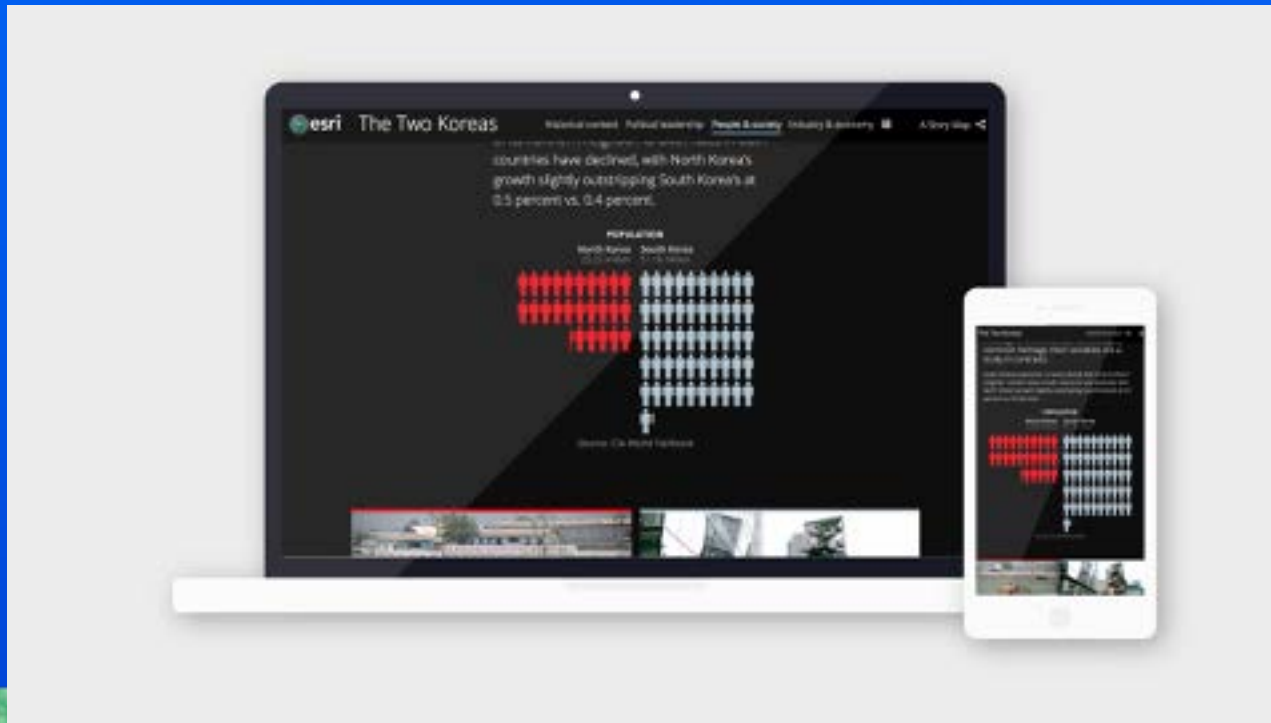


Static charts

- 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



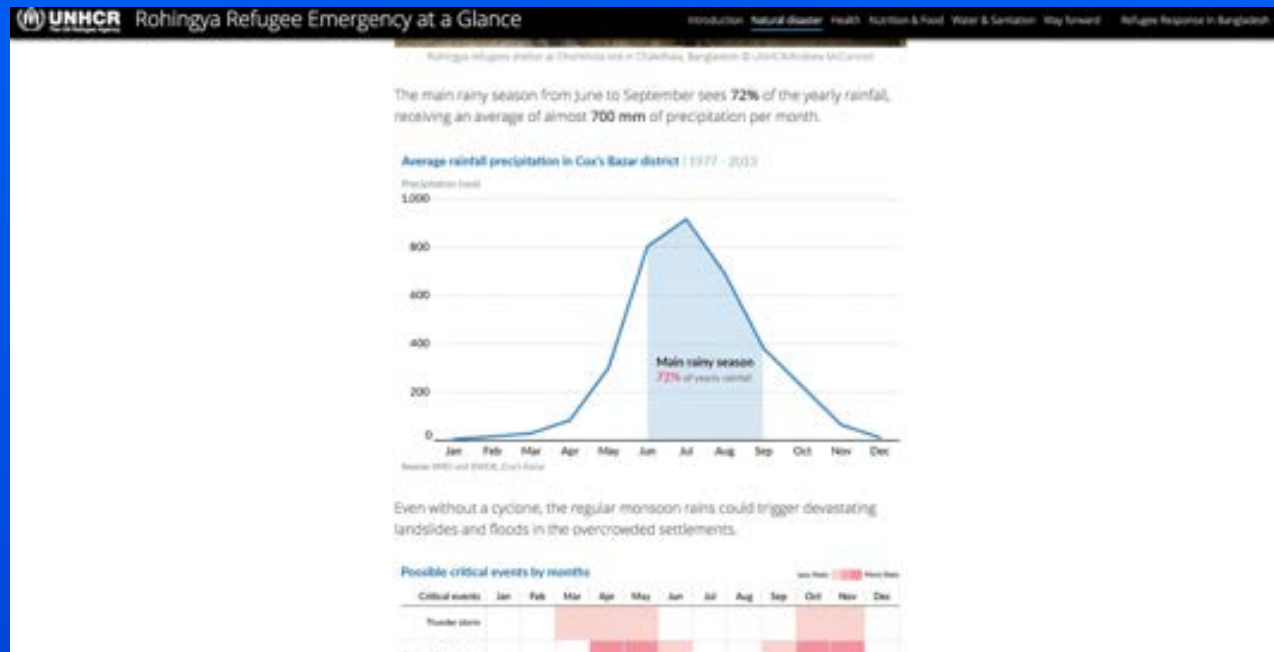
Static charts



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?

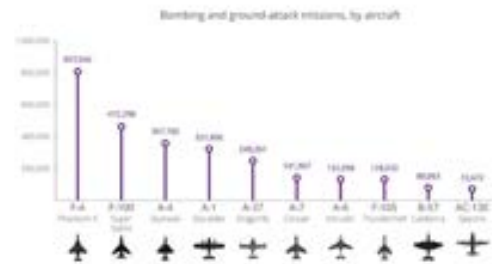
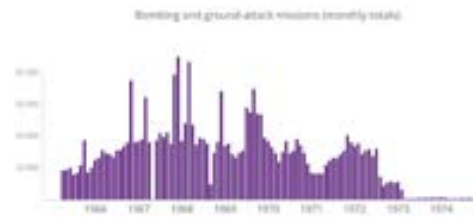


Static charts

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

Static charts

ground attack operations carried out during the war but they did little to stem the flow of supplies and munitions to the Viet Cong. And as the communist forces grew accustomed to these attacks and subsequently strengthened their anti-air defenses, American pilots found themselves increasingly vulnerable to attack from below.



Frustrated by mounting losses and the guerrillas' dogged resilience, U.S. air forces eventually pivoted to a strategic bombing role, unleashing huge formations of heavy B-52 bombers against North Vietnamese cities in the hopes of demoralizing the enemy and crippling the North's economy. Releasing their payloads from high in the troposphere, these flying behemoths could pummel suspected enemy positions with relative impunity... albeit with limited accuracy.

ArcGIS Pro + Illustrator

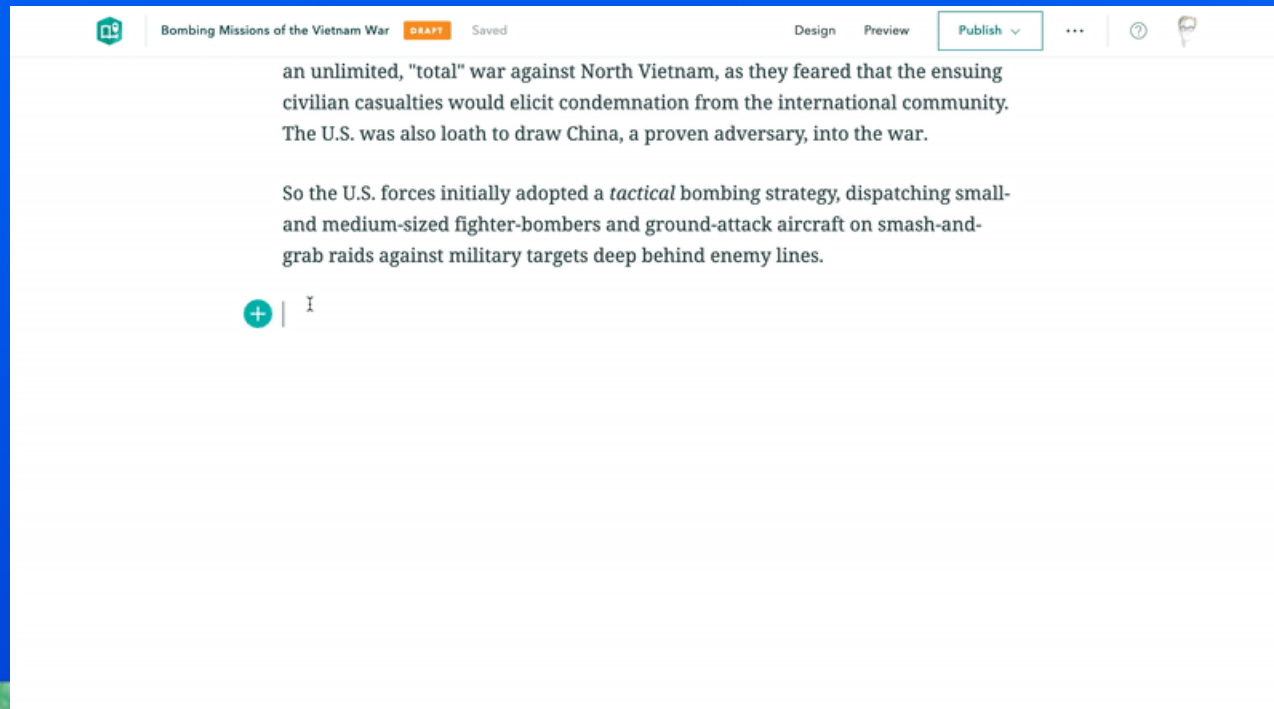
[Bombing Missions of the Vietnam War \(2017\)](#)

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

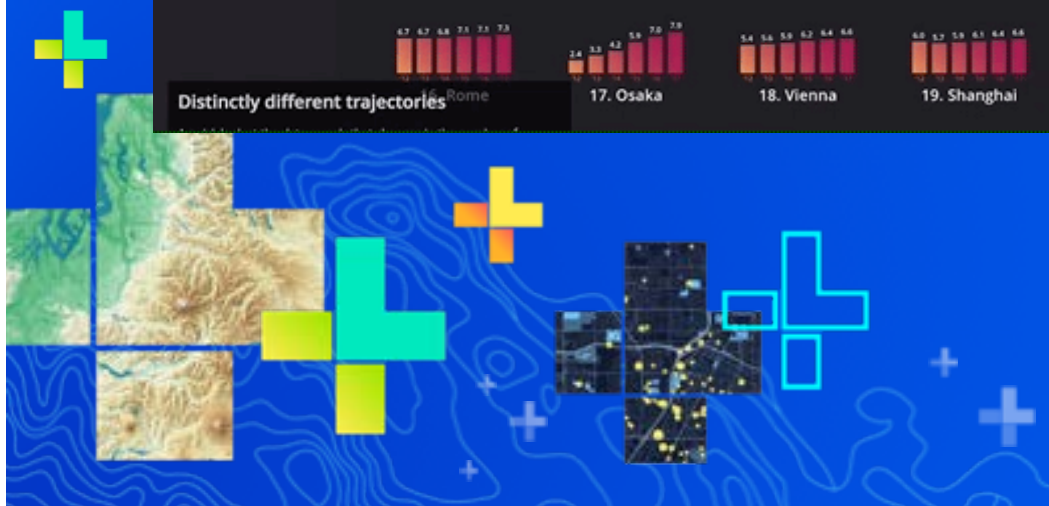


Static charts



“Animated” charts

Destination Cities (2017)



Static charts



“Animated” charts

[The Human Reach \(2018\)](#)

Interactive charts



Interactive charts

- When to use?

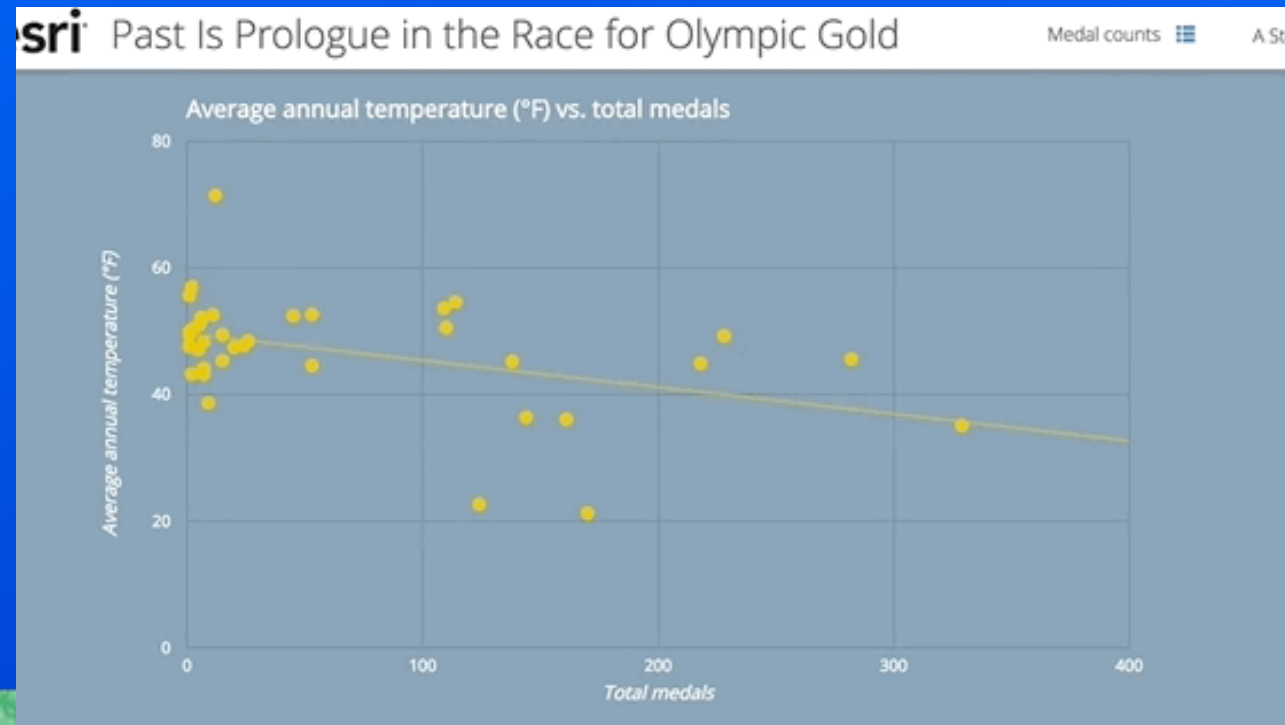


Interactive charts

- 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

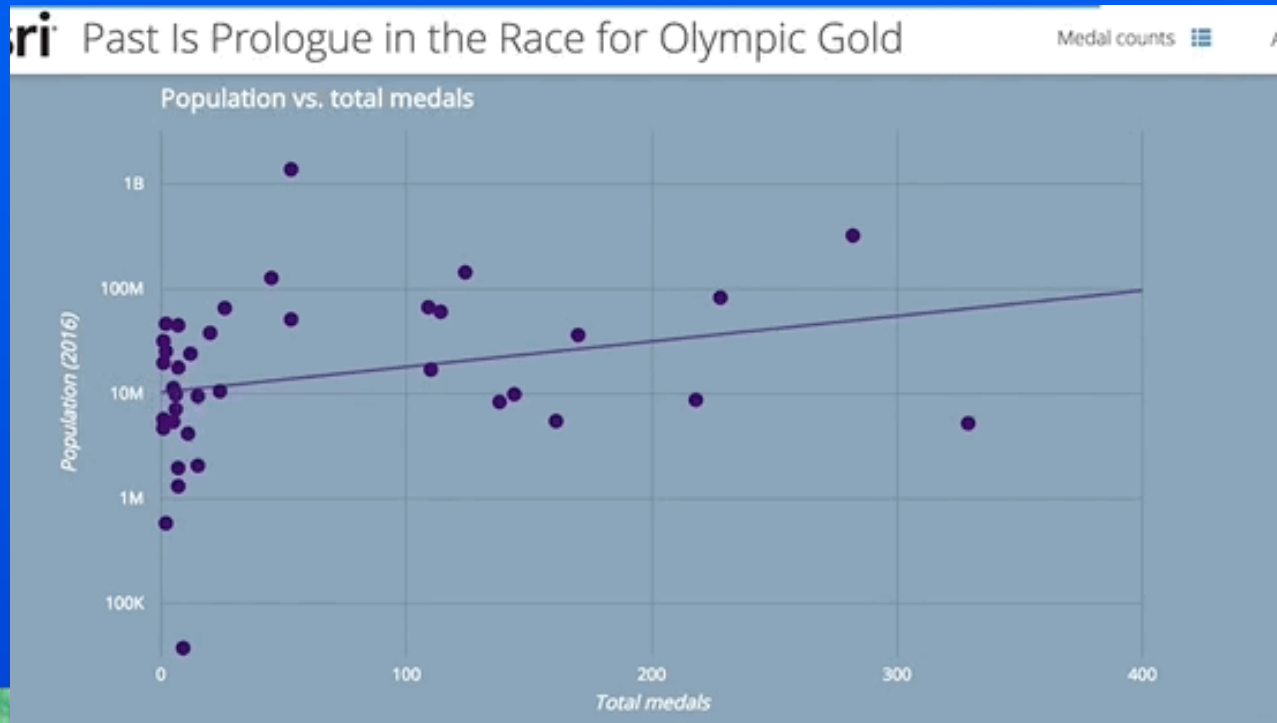
- How?
 - Externally hosted: ArcGIS Operations Dashboard, Google Sheets, High Charts Cloud; Infogram; probably lots of others

Interactive charts

- How?

- Externally hosted: ArcGIS Operations Dashboard, Google Sheets, High Charts Cloud; Infogram; probably lots of others
- Self-hosted: Google Charts API; HighCharts.js; D3.js

Interactive charts



Google Charts API

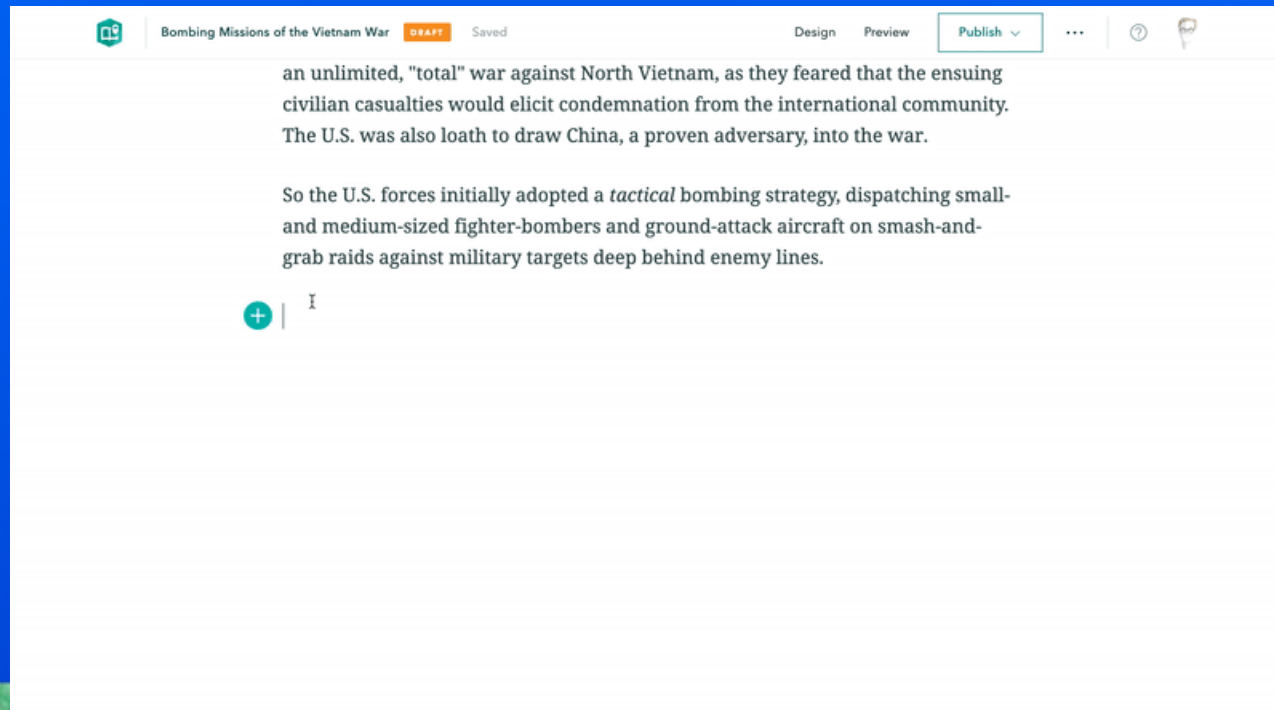
Winter Olympics (2018)

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



Bombing Missions of the Vietnam War DRAFT Saved

Design Preview Publish

an unlimited, "total" war against North Vietnam, as they feared that the ensuing civilian casualties would elicit condemnation from the international community. The U.S. was also loath to draw China, a proven adversary, into the war.

So the U.S. forces initially adopted a *tactical* bombing strategy, dispatching small- and medium-sized fighter-bombers and ground-attack aircraft on smash-and-grab raids against military targets deep behind enemy lines.

+ | I

Added as iframe

Interactive charts

- New York Times' three rules of interactive storytelling:



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*

Interactive charts

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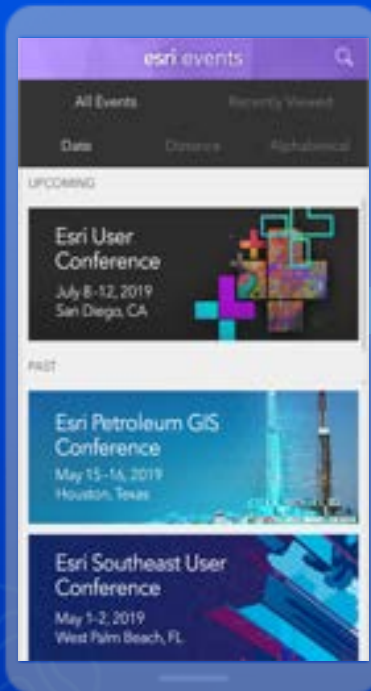
Interactive charts

- 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.*

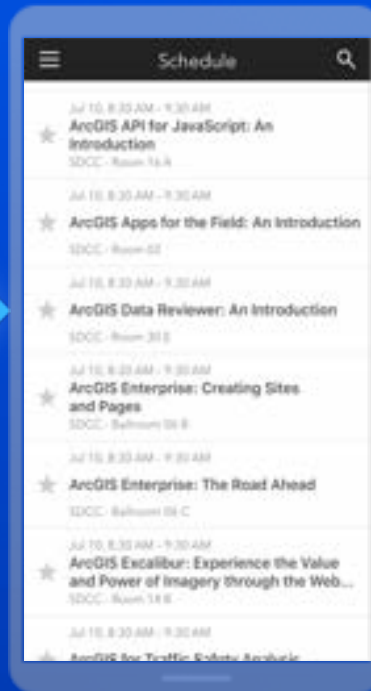
Questions? Comments?

Please Share Your Feedback in the App

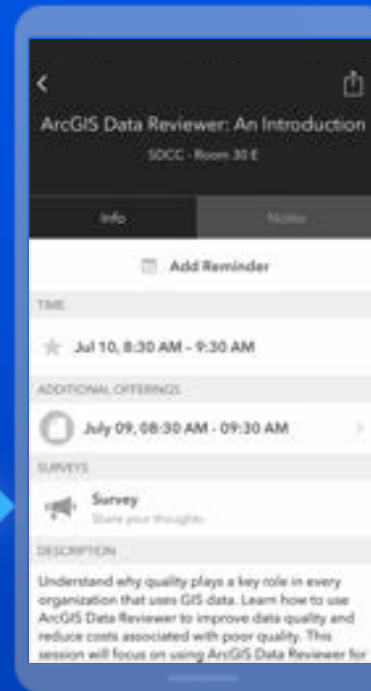
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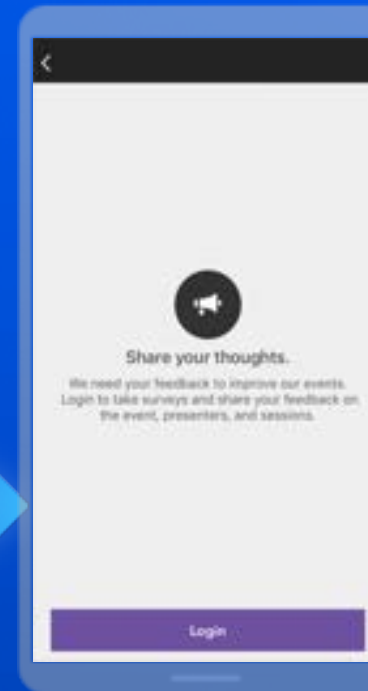
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Log in to access the survey



Complete the survey and select "Submit"

