**Creating a Story…from Data**

You’re creating a story. That happens to have data in it. End of setup! So come up with your story first.

Every story has a beginning, middle and end. Every story has a structure. Storyboard your story structure as you think it flows together. AND write down the key components of your story. You may find yourself doing this multiple times, going back and forth, changing your structure and changing your components until they all mesh together. So I’m giving you space to do things and cross them out and do them again. If you run out of room, just use the backs of these pages or blank note paper.

Plot (Very short description – don’t capture the entire storyboard, just the overarching idea – e.g., “A girl discovers she can move to Cuba to rise to the top of politics, where she can live out her dreams after confronting some political challenges along the way.”) It should read like a real plot synopsis, not a description of a chart or data. This may be aspirational, not necessarily the exact story of the infographic. THIS IS LISTED FIRST HERE, BUT IT IS POSSIBLE YOU WILL WANT TO DO THIS LAST – SKIP IT IF YOU DON’T KNOW HOW TO START HERE!

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Protagonist (Is our protagonist the girl or the father of the girl or a Cuban citizen or an average American reader…?) Who is the focal point of our story? Specific is better than general.

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Goal/Story Question (What is the point of this story? What are we trying to solve/resolve? What is the “So What” of this story?)

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Transformation (How will our protagonist be transformed going through the plot on the road to the “So What?”)

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Anxiety (How will our story create and then resolve anxiety in our reader/viewer?)

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Use the space below (and the backs of these pages or a whiteboard or notebook pages) to sketch out your complete storyboard. It should take two forms:

1. A structural storyboard like a series of comic strip panels that shows the different moments in the story and they key ideas/visuals/data being displayed.
2. A sketch of the interface and charts and copy elements that make up the story at each point along the way.

Where possible, include the actual copy being proposed. Where not possible, use “Greek” text (nonsense placeholder copy) that indicates the scope/quantity of copy, if not the actual words.

This is a data story, don’t forget, so think very carefully about the data you’re using to support your story. Is it the right data? Are there any statistical issues that need to be addressed? Are you using the best chart to say what you want to say? Can you find other data to make the story richer?