Goskills

Data-Driven Storytelling: Inspire Action through Data

GoSkills online course syllabus

Skill level
Beginner

Lessons
15

Accredited by
Verified by GoSkills

Pre-requisites
No prior experience needed

Video duration
44m

Estimated study time
44m 2s

Instructor
Rebeca Pop

Introduction

1 Utilizing data in storytelling

In order to communicate effectively with data and inspire your audience to take action, you should incorporate data storytelling into your reports and presentations.

Dynamic Data Storytelling

2 You're a natural-born storyteller

You grow up surrounded by storytelling (think books, movies, theatre), but somehow people often end up seeing data and storytelling as two elements that can't be easily combined.

3 Identifying your inspiration

As you develop your data storytelling skills, it's key to pick a source of inspiration.

4 Do stories need data?

After this lesson, you'll be able to combine the credibility of data and the engagement driven by storytelling.

5 The narrative arc

The narrative arc is the foundation of storytelling and can be applied to your data visualizations.

6 Narrative arc example

While being familiar with the narrative arc is a key initial step in your data storytelling journey, seeing examples will help this come to life.

Static Data Storytelling

7 Templates are not enough

Regardless of the data visualization tool that you are using, you might find yourself defaulting to graphs that are available in templates.

8 Leverage annotations

Annotations are quick and easy to incorporate, but often forgotten. After this lesson, you'll be able to leverage annotations to tell a data story.

9 Pay attention to colors

Colors are complex and picking the right color can be a complex, time-consuming process.

10 Don't forget the headline

Headlines are often the first element that your audience will see so knowing how to craft a catchy headline can help your message come across.

Next Steps

11 Mistakes to avoid

Now that you learned the secret ingredients to creating engaging storytelling, knowing what to avoid is equally important.

12 Using a practice handout

Using a handout guide can be incredibly helpful when deciding how to craft your story using data.

13 Practice with a case study

Utilizing a case study can help you practice what you learned right away.

14 Review additional resources

The instructor will walk you through a few additional resources that you can explore as a next step.

Conclusion

15 Begin crafting your stories

Thank you for watching this course!

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