

# Data Storytelling Summer University

07-10 Aug 2023

## Schedule

DAY 1		07 Aug	
TIME	LECTURE	TOPIC	DETAILS
10:00–11:00	<b>Data Storytelling Summer University Introduction</b>		
11:00–12:00	<b>Attila Bátorfy Persuasion, engagement, hyperbole: the meaning of style on data maps</b>	Data-Driven Narratives in Action	The presentation will show the persuasive power of maps through different map designs and styles.
12:00–12:10	<b>Break</b>		
12:10–13:10	<b>Krisztián Szabó - Scrolling is in, buttons are out - the importance of “scrollytelling” in nowadays journalism</b>	Data-Driven Narratives in Action	For the past decade, scrollytelling has been one of the most popular storytelling methods in online multimedia journalism. The 2012 The New York Times article titled Snow Fall: The Avalanche at Tunnel Creek was instrumental in bringing this method into the limelight. The method is now part of the toolset of all major newsrooms around the world. During the talk, I will present some examples of my own inspiration, scrollytelling pieces I have worked on recently, basic methodology, and the importance of using this constantly developing method.
13:10–14:10	<b>Lunch Break</b>		
14:10–14:40	<b>Dr. Mary Karyda - Other Data</b>	Unconventional Data Representations	An introduction to design research methods used to imagine and develop playful, personal and meaningful data objects for everyday environments.
14:40–14:50	<b>Break</b>		
14:50–15:20	<b>Dr. Damla Çay - Data Driven Collaboration</b>	Evolving Design Process	An introduction to design methods for collaboration, in the context of data visualization. We'll discuss challenges and participatory approaches around a data visualization case study: City Walls of Istanbul.
15:20–15:40	<b>Activity: Designing a Data Badge</b>	Introduction	In this exercise we'll experiment with the idea of data objects and data-driven collaboration.
15:40–16:40	<b>Activity: Designing a Data Badge</b>	Designing Data Badges	In groups, you'll decide on the important data to show on your badge and how to show them.
16:40–17:00	<b>Activity: Designing a Data Badge</b>	Present your badges!	3 minute presentation of your badges to the class.

DAY 2		08 Aug	
TIME	LECTURE	TOPIC	DETAILS
10:00–10:20	<b>Ice-breaker &amp; Introductions</b>		Getting to know each other before the actual workshop begins.
10:20–11:50	<b>Evelina Judeikyté Data Storytelling Workshop</b>	Module 1: Craft a compelling narrative	Part 1: Profiling the audience and finding insights in the data.
11:50–12:00	<b>Break</b>		
12:00–13:00	<b>Evelina Judeikyté Data Storytelling Workshop</b>	Module 1: Craft a compelling narrative	Part 2: Build a story arc.
13:00–14:00	<b>Lunch Break</b>		
14:00–15:25	<b>Evelina Judeikyté Data Storytelling Workshop</b>	Module 2: Design for impact	Part 1: Create charts based on your story and objective.
15:25–15:35	<b>Break</b>		
15:35–17:00	<b>Evelina Judeikyté Data Storytelling Workshop</b>	Module 2: Design for impact	Part 2: Understand visual perception.

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DAY 3 09 Aug			
TIME	LECTURE	TOPIC	DETAILS
10:00–10:10	Ice-breaker		
10:10–11:30	Evelina Judeikyté Data Storytelling Workshop	Module 2: Design for impact	Part 3: Refine your charts by eliminating clutter, creating visual hooks and an emotional connection.
11:30–11:40	Break		
11:40–13:00	Evelina Judeikyté Data Storytelling Workshop	Module 2: Design for impact	Part 3 (continued): Refine your charts by eliminating clutter, creating visual hooks and an emotional connection.
13:00–14:00	Lunch Break		
14:00–15:30	Evelina Judeikyté Data Storytelling Workshop	Module 3: Deliver an effective presentation	Work through presentation and public speaking techniques: balance out the content, add rhythm, sequence it well, create an engaging hook, etc.
15:30–15:40	Break		
15:40–17:00	Evelina Judeikyté Data Storytelling Workshop		Show time: final touches, presentations, and group feedback.

DAY 4 10 Aug			
TIME	LECTURE	TOPIC	DETAILS
10:00–10:15	Introduction		
10:15–11:15	Anne-Marie Dufour - To D3 or to not D3	Evolving Design Process	There are now a gazillion tools at our disposal to create data visualizations. What are D3's specificities that make it still relevant today, and how should you approach learning it?
11:15–11:25	Break		
11:25–12:25	Dr. Damla Çay - Evaluating Data Visualizations	Evolving Design Process	How do we understand the user experience of a visualization? In this talk, I'll introduce common evaluation methods(task-based and insight based evaluation), along with some uncommon ones (elicitation interview).
12:25–13:25	Lunch Break		
13:25–14:25	Mihály Minkó - Centered around a Genius	Unconventional Data Representations	How can one physicalize the most important relations in a geniuses short life? Using methodological approach and simple encoding techniques it is possible. Let me show you how!
14:25–14:35	Break		
14:35–15:35	Melinda Sipos - Data-based Spatial Artworks	Unconventional Data Representations	An introduction to recent and ongoing projects I've worked on: physical representations of small and large-scale data-sets in different contexts.
15:35–16:00	Closing Ceremony		As a final activity, we will reflect on the knowledge gained throughout the program, capture the memories with a group photo, award certificates of completion.
16:00–17:00	Informal Gathering		We'll conclude with an informal gathering over drinks. It's a perfect opportunity to network, share experiences, and celebrate the accomplishments of our participants in the world of data storytelling and visualization.