



STORYTELLING WITH DATA + POWERPOINT: ONE-DAY WORKSHOP

Lesson 1: What is a data story?

Lesson 2: Up and running with PowerPoint

Lesson 3: Principles of information design

Lesson 4: Preparing your data story

Lesson 5: Presenting your data story

Lesson 6: Capstone

Learning Objectives

- Student can identify the elements and features of data-driven storytelling
- Student can navigate the fundamental features and functions of PowerPoint
- Student can use information design principles to build PowerPoint presentations
- Student can prepare all assets necessary to deliver presentation
- Student can deliver engaging, compelling data-backed presentation
- Student can build end-to-end data-backed presentation prototype

Lesson plan developed by George Mount. For more resources like this, visit stringfestanalytics.com

Lesson 1: What is a data story?

Objective: Student can identify the elements and features of data-driven storytelling

Description:

- If Aristotle were an analyst: elements of data storytelling

Exercises: Quiz

Assets needed: None

Time: 45 minutes

Lesson 2: Up and running with PowerPoint

Objective: Student can navigate the fundamental features and functions of PowerPoint

Description:

- Navigating the ribbon
- Adding and modifying content
- Customizing themes and formatting
- Importing photos, icons and Excel-based data assets

Exercises: Quiz

Assets needed: None

Time: 45 minutes

Lesson 3: Principles of information design

Objective: Student can use information design principles to build PowerPoint presentations

Description:

- The struggle of data storytelling
- Thinking like a designer
- Choosing the right representation

Exercises: Quiz

Assets needed: None

Time: 45 minutes

Lesson 4: Preparing your data story

Objective: Student can prepare all assets necessary to deliver presentation

Description:

- Mapping a presentation
- Building visualization
- Gathering presentation assets

Exercises: Building & sharing workbooks and slides

Assets needed: Baseball records

Time: 70 minutes

Lesson 5: Presenting your data story

Objective: Student can deliver engaging, compelling data-backed presentation

Description:

- Preparing para-presentation assets
- Speaking compellingly about data

Exercises: Quiz, evaluate recorded presentations

Assets needed: Baseball records

Time: 70 minutes

Lesson 6: Capstone

Objective: Student can build end-to-end data-backed presentation prototype

Exercises:

- Case briefing
- Check-ins, huddles and time-outs
- Recording final presentation after class

Assets needed: Baseball records

Time: 3-4 hours



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