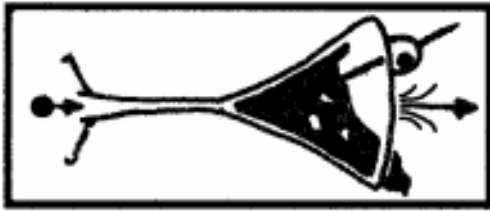
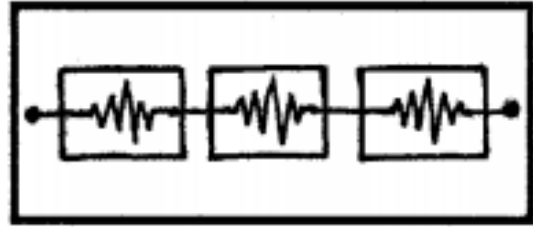


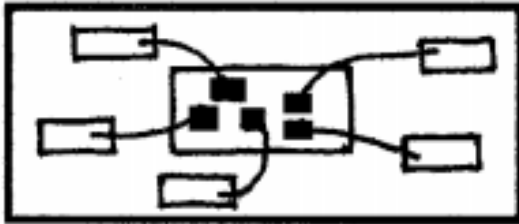
Martini Glass Structure



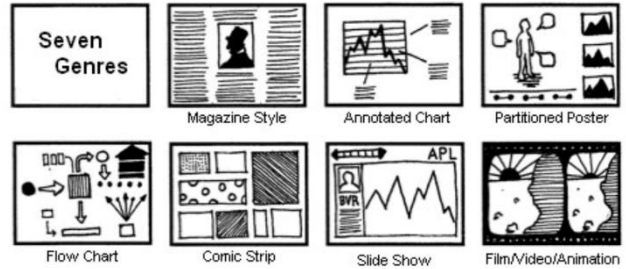
Interactive Slideshow



Drill-Down Story



7 Genres of Storytelling



Author vs. reader driven stories

Reader driven	Author driven
Multiple orderings	Prescribed ordering
Less messaging	Stronger messaging
More open interactivity	Limited interactivity

2. Visual narrative tactics

- Highlighting
- Transition guidance

3. Narrative structure tactics

- Ordering
- Messaging
- Interactivity

Design process

An editorial process characterized by rhetorical decisions at various points.

Taxonomy of Rhetorical Strategies

Rhetorical Categories	Editorial Layers
Information Access	Data
Provenance	Visual Representation
Mapping	Annotation
Procedural	Interactivity
Linguistic	

Visualization rhetoric

Rhetoric / framing: How an interpretation arises from a representation, plus individual, social factors

Framing effects: small changes in presentation of an issue result in significant changes in opinion

- Method
 - 51 professional produced narrative visualizations
 - NYT, BBC, Economist, local news, political outlets
 - Iterative qualitative coding, seeded scheme with semiotics, persuasion concepts