

## Assignment 3.2: Storytelling with Information Visualization

### Data Visualization

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### Questions

***Who is your target audience?***

Tourists Going to watch the Tour de France for the first time.

***What kind of message would you like to deliver through your infographic?***

It feels a bit silly, but my graphics hit home the true domination of the French in this race. An alternative message it delivers is a renunciation of Lance Armstrong by not including him in the group of riders with multiple wins.

***What kind of genre does your infographic belong to?***

I think my infographic might fit into the Comic Strip genre.

***What kind of narrative structure did you use in designing your infographic?***

My infographic could be seen as user-directed, however I believe it's linear. While there are multiple areas where a viewer may start, the title at the top of the page has a heavy and unique dark font. Once done with the top graph, the colorful countries on the right lead the viewer's eye towards Stage Strategy of 1<sup>st</sup> place Riders. The next element that draws the eye is the large France image & accompanying title "Frances Wins Over the Years." Leaving the last group of charts to be the "Riders with Multiple Wins," at the bottom right of the page.

***Ordering – is it linear, random, or user-directed? What did you use (e.g., arrows, lines, colors) to create the flow of the story?***

I tried to utilize color, font weight, text & image size, to help create a progression through my infographic. Though I could see how multiple different paths may be taken.

***Interactivity – what kinds of interactions would you like to use to enhance your infographic? You can explain this question in just plain English.***

I attempted to use Tableau to create a story. It would have been nice to let the viewer filter between a few different parts of the graphs. It would be nice to filter between Stage Wins and Stage Lead with the Stage Strategy graph, as shown in part one from this assignment, it shows some interesting trends, though having both versions would have been too busy for one page. If we're really dreaming big, it would be awesome to be able to switch between the top three countries: France, Belgium & Spain. I could see this as switching the Wins over the years to represent the country that's chosen, scaling up the wins represented in the Top 2 Riders Country Representation graph, filtering the Stage Strategy graph to a version that shows an interesting trend for that country, changing the color of France to that country's color representation for this infographic and having a short insight written between the Wins over the years title and the graphic of France.

***Messaging – what did you use to present the messages of your infographic, for example, through headlines, annotations, or a short article?***

I relied mostly on the titles & colors to help portray the message that France has won the most Tours. By repeating the same colors & having the Outline of France be the largest on the page. I did also add a small annotation next to the large image of France that talked about a few key riders & pointing out their accomplishments.