Digital Storytelling

Creating and sharing digital stories with data is all about making connections between the experiences of the designer and those of the user. Below are some tools and resources that can help you tell better stories through better design.

**Tools for Digital Storytelling**

**ColorBrewer**

A tool providing **perceptually uniform and colorblind-safe color palettes** for maps and other visualizations. Categorized for sequential, diverging, and qualitative data sets, palettes may be exported for Adobe products, JavaScript, and CSS.

**URL** colorbrewer2.org

**BatchGeo**

A web-based tool for quickly **mapping and geocoding** spatial data. Users can control map styles, markers, and color groups, and created maps can be saved and shared with others.

**URL** batchgeo.com

**Google Fusion Tables**

An experimental Google app that fully automates the process of analyzing and visualizing data. Fusion Tables **integrate cleanly with the full family of Google services**, making it easy to visualize data from files on Google Drive as well as using Google Maps. Data can also be retrieved from spreadsheet files and public datasets that are accessible through the Fusion Tables interface.

**URL** google.com/fusiontables

**QGIS**

A powerful platform for **geospatial analysis**. As an open source competitor of ArcGIS, one of the world’s leading and most powerful GIS platforms, QGIS makes it possible to create, modify, and analyze maps and geospatial data.

**URL** qgis.org

**Plot.ly**

As a “GitHub for data scientists,” Plot.ly is an online interface and API that makes it easy to analyze data, create charts, and share projects. Users can create a wide array of different visualization types that include **dynamic interaction** with their underlying data.

**URL** plot.ly

**StoryMap JS**

A web-based platform and API that enables users to create **media-rich narrative maps**. Users create maps and annotations that guide readers through stories with data about people, places, things, and events in time.

**URL** storymap.knightlab.com

**RAW**

“The missing link between spreadsheets and vector graphics,” RAW takes tabular data and generates customizable **vector-based charts** that may be exported or embedded elsewhere. Built on D3.js and open source, RAW gives users control over chart type, data dimensions, and colors, making it excellent for quickly and effortlessly prototyping beautiful visualizations of your data.

**URL** rawdensitydesign.org

**Infogr.am**

A web-based platform for creating **charts and infographics** using free templates. Data can be entered manually or imported from an external source (such as Google Sheets and Google Analytics), and the Infogr.am API provides additional flexibility for application-driven integrations. The web interface includes support for publishing charts that are scalable across many platforms, including WordPress and social media.

**URL** infogr.am

**Piktochart**

Create **infographics, posters, reports, and presentations** using hundreds of free templates, icons, and images. Data can be imported from spreadsheets and final visualizations can be downloaded in high resolution image formats.

**URL** piktochart.com

**Tableau Public**

Create **dashboards and charts** that can be shared over the web. Often regarded as one of the major workhorses of data visualization, Tableau simplifies the process of visualizing data while still providing users most control over their design and analysis.

**URL** public.tableau.com

For more resources and information, visit the Northeastern University Libraries GIS and data visualization subject guide at http://subjectguides.lib.neu.edu/gis-dataviz