

Assignment 1: Composing Your Story

Directions: Write two versions of persuasive messages (*data only AND data + story*) using a data set of your choice. You may choose a data set from your company or discipline, or if you don't have that information available, use the most recent [Drake Common Data Set](#).

STEPS

Message 1: Data Only Message

For the **data only** version... (use the example of Pet Health Insurance as a model. See p. 20 in ¹*Everyday Business Storytelling*)

1. Select a narrowed portion or "slice" of data to explain.
2. Write an 80-100 word paragraph that analyzes, interprets, and explains the data.
3. Craft your language to meet the needs of your target audience.
4. Use professional standards of written English (grammar, spelling, punctuation, usage, syntax).

Message 2: Data + Story Message

For the **data + story** version... (use the example of Pet Health Insurance as a model. See p. 20 in *Everyday Business Storytelling*)

1. Use the same narrowed "slice" of data as in message 1.
2. Write a 100-200 word paragraph that wraps the data analysis, interpretation, and explanation inside a human-interest story.
3. Incorporate storytelling elements of setting & characters, conflict, big idea, and resolution.
4. Craft your language to meet the needs of your target audience.
5. Use professional standards of written English (grammar, spelling, punctuation, usage, syntax).

FORMATTING

- Place **both** messages in the **same** Word document. (Message 1, Message 2).
- Single space (1.0 or 1.15) your copy within each message.
- Double-space between paragraphs.
- Use this file-naming convention: **Lastname_firstname_A1**
- Upload to the Bb assignment link.
- Click submit.

¹Kurnoff, J., & Lazarus, L. (2021). *Everyday Business Storytelling: Create, Simplify, and Adapt a Visual Narrative for Any Audience*. John Wiley & Sons, Incorporated.

Assignment 2: Visualizing Your Data Story

Directions: Create a One-pager that displays visually and textually your pitch idea. (See examples in ¹*Everyday Business Storytelling*, Ch. 13.)

***Note:** Assignment 2 builds on assignment 1. *You may incorporate the elements of assignment 1 into assignment 2 as well as add other key information.*

Steps

1. Use the storytelling elements of setting & characters, conflict, big idea, and resolution.
2. Size images proportionally to fill the document frame (Don't skew images.).
3. One pager should fit on one 8-1/2x11 piece of paper.
4. Provide attribution for any images (not originally created by you, or when requested by the artist). Attribution should be small and unobtrusive.
5. Sources for free & paid images: unsplash.com, shutterstock.com, istockphoto, etc.

Formatting

1. Save your slides as a PDF.
2. Use this file-naming convention: **lastname_firstname_A2**
3. Upload to the Bb assignment link.
4. Click submit.

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Assignment 3: Pitching Your Recommendation

Directions: Create and record a 5-7 minute pitch of your recommendation based upon the data analysis, visualization(s), and narrative(s) you have created in Assignments 1 & 2. Create a recommended course of action for key stakeholders. Be mindful of the needs of your various audiences. (See examples in ¹*Everyday Business Storytelling*, Ch. 10, 14, 15, 16, 17, 19).

***Note:** Assignment 3 builds on assignments 1 & 2. *You may incorporate the elements from assignments 1 & 2 into assignment 3 as well as add other key information.*

Steps

1. Create a pitch deck of 5-10 slides that incorporates your story, data visualization, and recommendation.
2. Use the storytelling elements of setting & characters, conflict, big idea, and resolution to present your data and subsequent recommendation.
3. Include active headlines.
4. Apply appropriate strategies to address multiple and diverse audiences to flex or pivot your story. (See Chs. 14, 15, 16, 17, 19.)
5. Build-in interactions for a virtual audience.
6. Size images proportionally and provide attribution when necessary.
7. Include your script notes for each corresponding slide.
8. Save your slides using the file-naming convention below.
9. Record your recommendation pitch using Panopto or another screencasting software.
10. Save/upload your completed video in/to Panopto.
11. Use this file-naming convention for your *video & slideware*: **lastname_firstname_A3**
12. **Copy & paste the Panopto link** into the Bb assignment link's text editor box.
13. Click in the text editor box to upload a **copy of your slides** with **speaking notes**.
14. Click submit.

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