

# Data Storytelling Tools

*Where to find tricks, tips and resources to visualize your data.*



## Data Design Tips

*Learn how to effectively visualize data.*

**StorytellingWithData.com:** Blog by data design guru Cole Nussbaumer Knaflic. Her outstanding book, *Storytelling with Data*, should be on your bookshelf (Wiley & Sons, 2015).

**Makeover Monday:** Designers take on a data visualization challenge and post the results. <http://www.makeovermonday.co.uk>, #MakeoverMonday

**Effective Data Visualization:** Stephanie Evergreen's textbook about the hidden tricks of using Excel for data visualization (Sage Publishing, 2017).

**Tableau Public:** Their Gallery is a series of interactive data visualization stories, submitted by Tableau users. <http://public.tableau.com>

## Free or Low-Cost Stock Photography

*Professional quality photos and images.*

iStockPhoto.com

Unsplash.com

Stocksy.com

DeathToTheStockPhoto.com

TheStocks.im

Twenty20.com

Pexels.com

Lifeofpik.com

StockSnap.io

Burst.shopify.com

Pixabay.com

Gratisography.com

Negativespace.com

## Free, Easy-to-use Online Design Tools

*When you don't have access to a design professional.*

### Create Visuals for Online and Print:

Piktochart.com | Canva.com | Designbold.com | Spark.adobe.com  
Stencil.com | *Low-tech option:* Powerpoint and a photo/textbox

### Photo Editing:

PicMonkey.com | Fotor.com | BeFunky.com | Pixlr.com | Aviary.com

### Turn Quotes/Words Into Images:

Quozio.com | Pablo.buffer.com | Recite.com

### Image Discovery and Sharing:

Imgur.com | Memegenerator.net

### Infographic Creator:

Infogram.com | Visme.co | Easel.ly

### Free or Low-Cost Icons/Vectors:

TheNounProject.com | Illustrio.com | Vexels.com | Freepik.com  
Blugraphic.com | Iconfinder.com

## Don't forget the basics!

*Lots of software you use every day has design capabilities.*

**Microsoft:** Word, Excel, PowerPoint (try tables!)

**Google:** Charts, Sheets

**Adobe Creative Suite:** Photoshop, Illustrator and InDesign

**Tableau:** Free to students; reduced rate for non-profits.

## Story Resources

*These storytelling nonprofits are the gold standard.*

**StoryCorps:** Searchable trove of audio stories at [www.StoryCorps.org](http://www.StoryCorps.org). Download their app and record your own stories: <https://storycorps.org/participate/storycorps-app>

**The Moth:** Searchable collection of true audio stories, told live. [www.themoth.org](http://www.themoth.org)

# “Lessons from the Frontiers of Data Storytelling”



WASHINGTON LOW INCOME  
**Housing Alliance**



**BUILDING  
CHANGES**

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