

Data Storytelling for Charities:

Useful resources



Data visualisation

Flourish

Data visualisation tool that can create static graphs and charts as well as interactives and animations. Lots of templates to work with.

<https://flourish.studio/>

Datawrapper

A quick tool for create visualisations for embedding onto websites. Used by journalists as well as organisations like the UN.

<https://www.datawrapper.de/>

Our World in Data

A scientific online publication focused on large global problems. There are a huge number of data sets, and you can refine and then download the charts and maps.

<https://ourworldindata.org/>

Infographics

Infographia

A downloadable set of 4500+ infographic templates for PowerPoint, Keynote or Google Slides. One-off payment required (no subscription needed).

<https://infograpia.com/>

Infogram

A tool for creating infographics using an easy drag-and-drop interface. You can paste in data, upload spreadsheets, or connect it to live data sources.

<https://infogram.com/>

Canva

A flexible, browser-based design tool with plenty of pre-built templates – as well as icons, charts and different text elements.

<https://www.canva.com/>

Images and icons

Pexels

Large repository of photos (and video) that can be used for free, without attribution. Try and think laterally with your search terms to get the best images.

<https://www.pexels.com/>

Pixabay

Huge store of photos, illustrations, vector images, and GIFs. You can use the images for commercial or non-commercial use, as long you're not selling them.

<https://pixabay.com/>

Flaticon

A resource containing more than 12.4 million icons. You need to make your searches as specific as possible. Download the images as png files, and you will also get details of how to credit them.

<https://www.flaticon.com/>

Microsoft how to guides

AddTwo:

A guide to creating a variety of more creative chart types within PowerPoint. This comes from a partnership who used to work in data visualisation for The Guardian.

<https://www.addtwodigital.com/powerpoint-tutorials>

Stephanie Evergreen:

Step-by-step guides to creating various types of charts in Excel. The author is a noted data visualisation trainer and author.

<https://stephanieevergreen.com/how-to/>

Excel campus:

Guides to adding a limited amount of interactivity into Excel charts (eg. buttons to change years), as well as adding elements like percentage changes or target lines.

<https://www.excelcampus.com/charts/10-advanced-charts/>

PresentationGo

A repository of free templates for PowerPoint, which includes infographics, diagrams, org charts and other formats. Quality is mixed, so you need to do some searching to find the good stuff.

<https://www.presentationgo.com/>

Using colours

Adobe Color:

This useful resource will generate colour palettes, and also provide science-based guidance on accessibility and how hues will appear to people who are colour blind.

<https://color.adobe.com/create/color-wheel>

Datawrapper colour guide

A long and in-depth guide to using colours in data visualisation. It covers how to create an internal style guide, with reference to brands like The Economist.

<https://blog.datawrapper.de/colors-for-data-vis-style-guides/>

Coolers:

A simple colour-palette generation tool. You can give it a starting point (eg. your brand colour), and it will generate complementary colours and give you the hex code that defines them.

<https://coolers.co/>

Examples and inspiration

Data Visualisation Catalogue

A library of different data viz types created by Severino Ribecca. You can select specific charts, or browse by 'function'.

<https://datavizcatalogue.com/>

Information is Beautiful

The website of David McCandless, a data journalist and information designer. His blog showcases brilliant examples of beautiful data visualisations.

<http://www.informationisbeautiful.net/>

Nathan Yau

This is an excellent author and blogger to check out, and he's written two great books on data visualisation.

<http://flowingdata.com/>

PolicyViz

Jonathan Schwabish is an economist, writer and trainer specialising in data visualisation for policy organisations. His blog contains lots of advice. He also has several books and a podcast.

<https://policyviz.com/>