

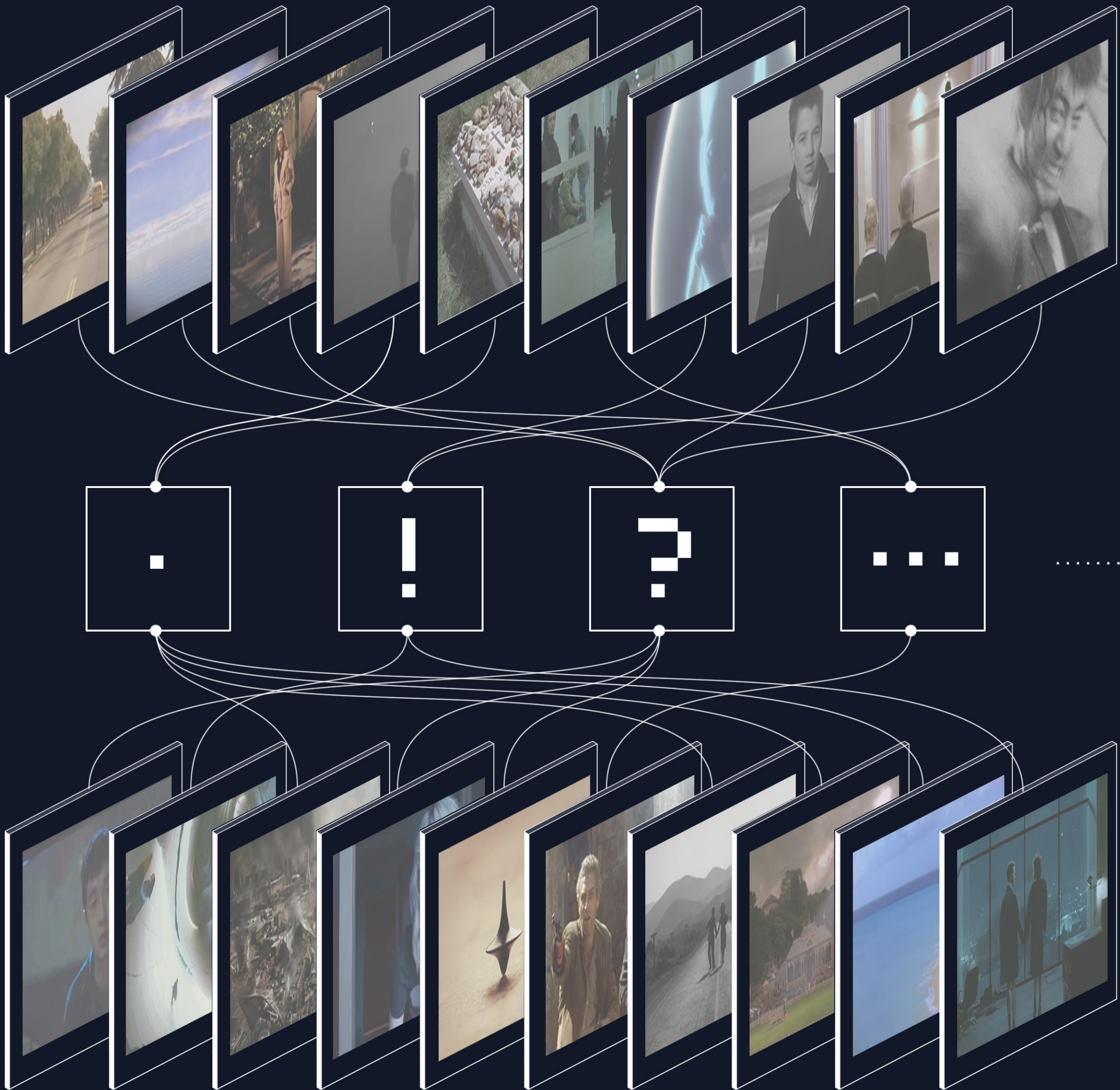
What's Next . ! ? ...

The Art of Cinematic Endings in Data Video

After analyzing 111 film endings and 105 data video endings, we identified four common styles using the framework of punctuation marks. We next consulted expert interviews to derive 20 guidelines for creating cinematic endings in data videos. To demonstrate the application of our cinematic guidelines, three authors of this work (a film scriptwriter, a data visualization designer, and a cinematic designer) have created four data videos with the ends of the four punctuation marks.

The four data videos are about the recent COVID-19 pandemic and demonstrate how each of the four ending punctuation marks can be visualized with different cinematic ending styles. We form a mingling space by comparing COVID-19 pandemic cases from different countries and time periods, so that viewers can make connections and provoke more thoughts. We apply the visual storytelling from the film to the data videos, aiming to make the data more empathetic and impactful.

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Guidelines

Cinematic Endings

- HOME
- GALLERY
- STORYBOARD
- DOWNLOAD
- ABOUT

An exclamation point encompasses a certain expression of emphasis, emotion, or feelings in the form of surprise or secret revealed at the end.

SETTING

- G1 FULL STOP
- G2 EXCLAMATION POINT
- G3 QUESTION MARK
- G4 ELLIPSIS

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DATA FOLLOW

VISUAL DESIGN

G1.1

Call Back

Summarize facts in a declarative mood and recall the previous events of the story.

Source: BBC 2010
🔗URL

Go back to front

G2.1

Contradictions, Surprising Data Facts

Summarize facts in a declarative mood and recall the previous events of the story.

Source: BBC 2010

Go back to front

G3.1

G1.2

Take-Home Messages

Explicitly present the data insights and take-home messages.

Source: BBC 2010
🔗URL

Go back to front

G2.2

A New Perspective Comparison

They might not necessarily be the most crucial part of the story but leave audiences with a new perspective.

Source: BBC 2010
🔗URL

Go back to front

G3.2

G1.3

Data for Reality Checking

Emphasize the connection between the data facts and the world by referring to real-world pictures. Engage the audiences in understanding how the real world is reflected by the data and establish emotional resonance.

Source: BBC 2010
🔗URL

Go back to front

G2.3

Visual Contrasts

Highlight the contradictions with strong visual contrasts by using colors, animations, and scenes.

Source: BBC 2010
🔗URL

Go back to front

G3.3

For example, based on the ellipsis ending style and corresponding guidelines G4.1, G4.2, and G4.4, we have designed visualization of a running time clock and the fading images of the elderly, symbolizing and emphasizing the great sense of urgency to improve the vaccination rate.

"The camera zoom, the changing dates, the changing color of the photos plus the music and vo all work together to express the idea, that's an example of using the integrative form of visual and audio language to express content ... and to me personally, it's my definition of being cinematic."

— A cinematic expert's comment after watching these data videos

