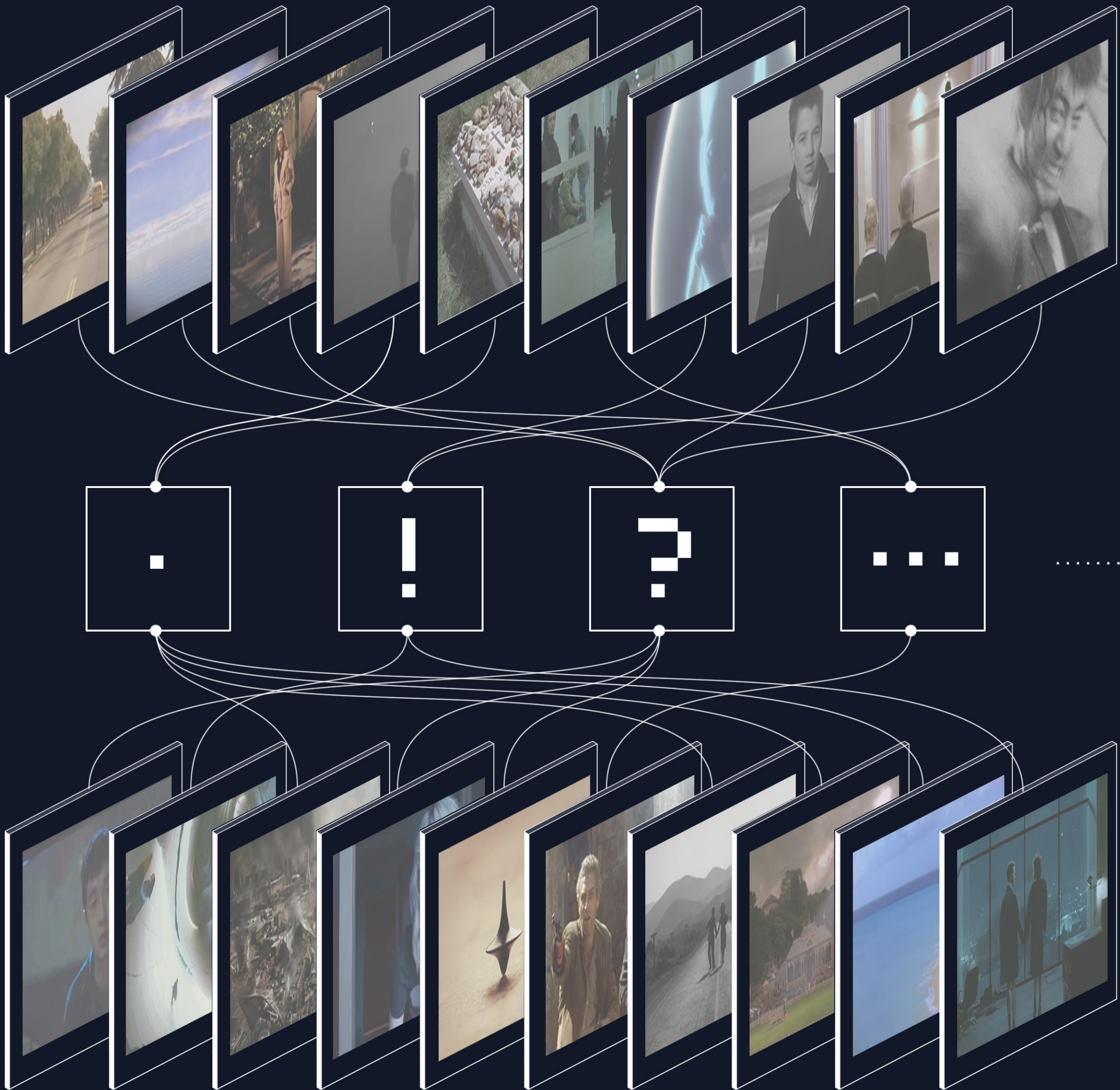# What's Next . ! ? …

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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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

Data Video

Full Stop E

Exclamation Ending

Question Mark Ending

Ellipsis Ending