

Visualización de datos & *Storytelling*

Experiencias de investigación internacional

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Seminario DigiDoc

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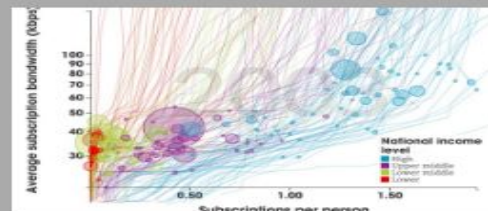
Kiln Enterprises Ltd

**Data + Technology + Storytelling
+ Design**

Kiln is an award-winning interactive studio and the company behind Flourish, a powerful new platform for visualising and storytelling with data.



RECENT PROJECTS



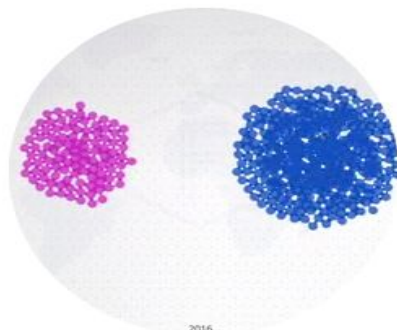
Flourish

“Makes it easy to turn your spreadsheets into world-class responsive visualisations, maps, interactives and presentations.”



No coding required

Simply connect your data with an ever-growing library of powerful templates.



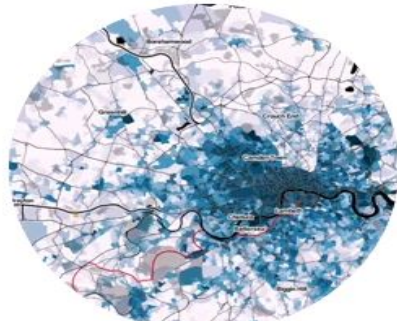
Unlimited flexibility

Commission or create unique private templates that do exactly what you need.



Animated storytelling

Guide an audience through your data to explain it, online or in person.



Outputs last forever

Projects can be published to your own server and will work forever.

Plantillas

Choose a template

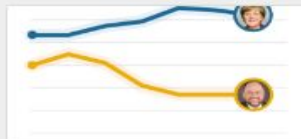
Showing Featured Favourites Mine Company All by Flourish



Connections globe
Made by Flourish team



Election results chart
Made by Flourish team



Horserace chart
Made by Flourish & Google News
Lab teams



Icon map
Made by Flourish team



Line, bar and pie charts
Made by Flourish team



Map: the world
Made by Flourish team



Map: UK constituencies
Made by Flourish team



Map: US counties
Made by Flourish team



Network graph
Made by Flourish team



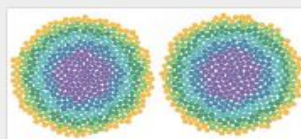
Sankey diagram
Made by Flourish team



Scatter
Made by Flourish team



Slope chart
Made by Flourish team



Survey
Made by Flourish team



Time map: the world
Made by Flourish team



Time map: UK
Made by Flourish team

Visualización



Datos

Preview Data

Data

Q

Import your data

	A	B	C	D	E	F	G	H	I	J	K	L
1	name	pic	Election 2013	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
2	CDU	https://tempfiles201706.flourish.studio/merkel_head.1504542633939.15	41.5	35.5	36	34	34	36	37	40	39.5	38.5
3	SPD	https://tempfiles201706.flourish.studio/schulz_head.1504542885354.15	25.7	22	23	30.5	33	31	26	24	25	24
4	FDP	https://tempfiles201706.flourish.studio/lindner_head.1504543030698.15	4.8	7.5	7	6.5	6.5	6	9	10.5	9	10
5	Grüne	https://tempfiles201706.flourish.studio/cem_head.1504543224789.1512	8.4	10	9	7.5	7.5	7	8	7	7	7.5
6	Linke	https://tempfiles201706.flourish.studio/kippling_head.1504543376751.1	8.6	9.5	9.5	8	8	9	8	8.5	9	8
7	AfD	https://tempfiles201706.flourish.studio/meuthen_head.1504543615466	4.7	10.5	11.5	7	7	7	8	6.5	7	8
8												
9												
10												

Select columns to visualise

Fill in the column id you want to visualise. Add multiple columns with a comma or hyphen (eg. A,B or A-C)

Data

Data

Name column (REQUIRED)

The name of each entrant

A

Image column

The URL of the image to use

B

Score columns

Raw scores, which will be automatically converted to ranks. Column names will be used to populate the x-axis of the chart.

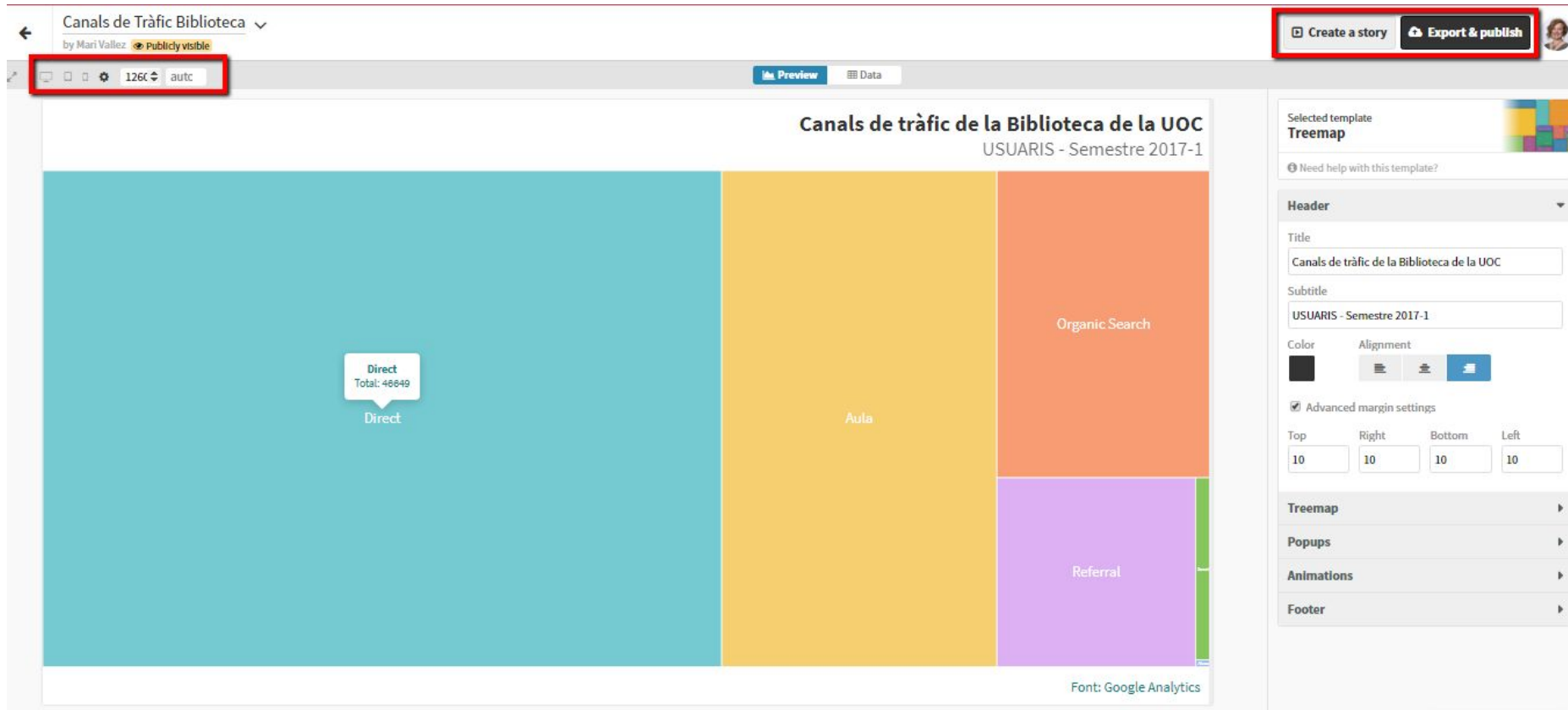
C-L

Filter

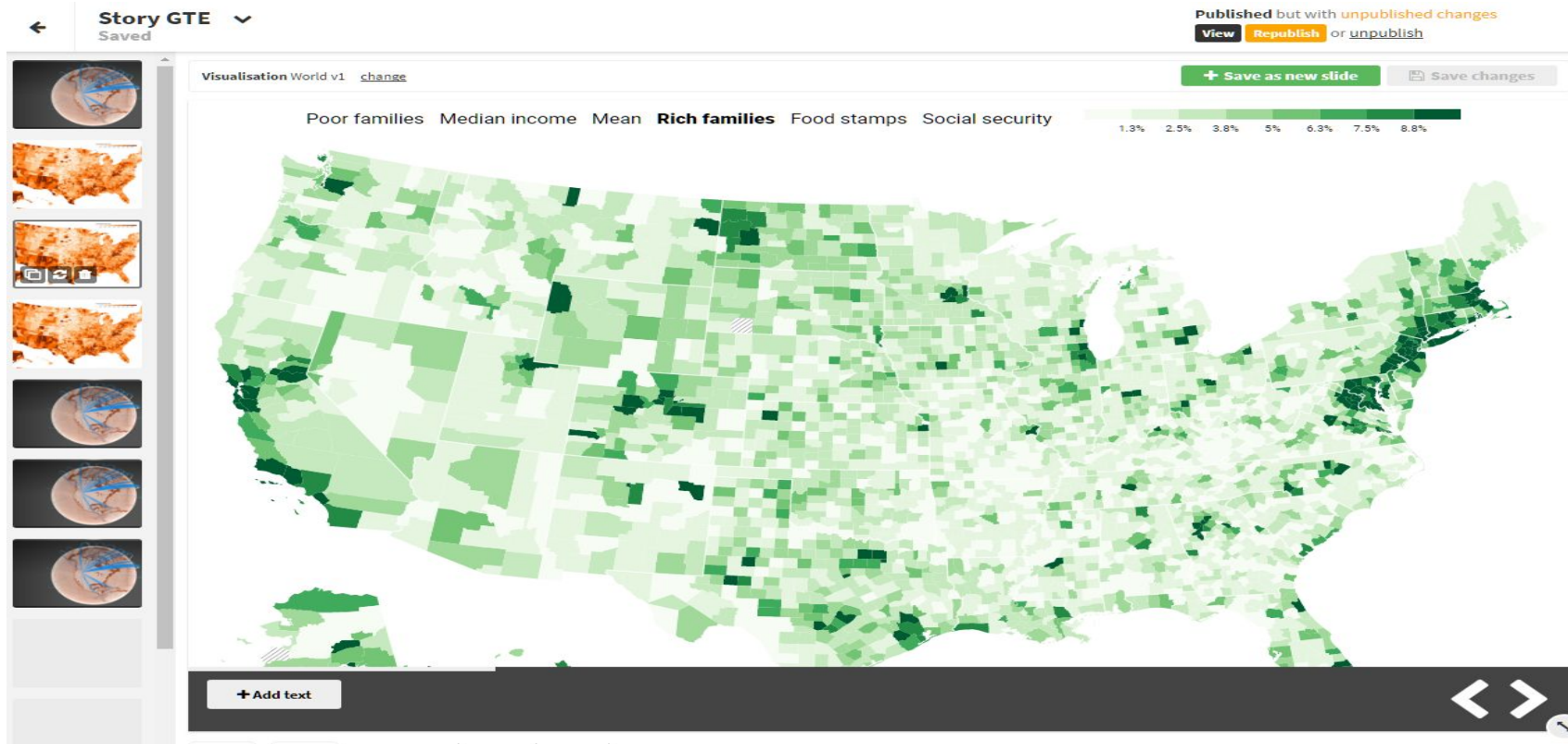
Hide/show entrants based on the



Publicar visualización



Crear historias



Premios

The image shows a screenshot of the GEN Global Editors Network website. At the top, there is a dark blue navigation bar with social media icons (Twitter, Facebook, Google+, LinkedIn, Email) and links for 'CONTACT US', 'GEN NEWSLETTER', and 'DJA NEWSLETTER'. On the right side of this bar are 'Join' and 'Log in' buttons, and language options for 'Français' and 'Español'. Below this is a white header with the GEN logo (a globe icon followed by 'GEN' and 'GLOBAL EDITORS NETWORK' below it) on the left, and a menu with 'GEN SUMMIT', 'PROGRAMMES', 'COMMUNITY', 'WORK WITH US', 'PRESS ROOM', and 'ABOUT US' on the right, along with a search icon. The main content area has a dark background with a repeating pattern of small white icons. Overlaid on this is the text 'STARTUPS FOR NEWS BATTLES' in large, bold, yellow and white letters. Below this is a light gray horizontal bar with the text 'STARTUPS FOR NEWS FINAL'. The main body of the page is white and contains the following text:

Startups for News 2017 - Online Pitch Battles

From March to May, GEN and [Journalism.co.uk](#), in partnership with [Slush](#), [Media Lab Bayern](#) and [VivaTech](#), showcased 16 cutting-edge startups. These 16 startups faced off through online pitch battles.

Every week, the video presentations of two startups working on a similar theme were posted on this page. The public and the jury voted for their favourite startup. A 50/50 combination of the jury and the public vote determined the winner of the battle.

The 8 winning startups participated in the [Startups for News Final](#) which took place at the [GEN Summit 2017](#) in Vienna. At the GEN Summit, they had the opportunity to pitch in front of 750 editors-in-chief and media professionals from over 70 countries.

The **winner of the competition** was **Flourish** and [Urbs Media](#) was the runner-up.

Conclusiones

- Conocimiento + Infraestructura = Producto
- Financiación para desarrollo
- Área de negocio → Premium:
 - Keep your data and projects private
 - Download projects as HTML
 - Get priority support

Gracias!!!