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# Final Projects WhyWhatHow Sparkline

***Use the WhyWhatHow Sparkline to Organize Your Paper and PechaKucha.*** Research papers and presentations often have three-part structures of introduction/argument/conclusion, similar yet different from the classic three-act narrative structure found in myths, novels, and fictional comics: set up/confrontation/ resolution.

Narratives involve characters, plot, and setting, while arguments entail evidence, logic, and context. Project histories, case studies, even process description all rely on narrative. One way in is simply contextualizing the topic for a wider audience. Or as Lee LeFever suggests: contextualizing it, telling a well-crafted story, and connecting narrative elements to detailed descriptions of the issue. Nancy Duarte draws on narrative theory to design organizational presentations, which she says should mix story and argument to transport audiences from "what is," through a series of contrasts with  "what could be," to produce a "state of bliss." The difference between "what is" and "what could be" measure the *stakes*, the *why*, of the project. Superimposing LeFever and Duarte: start with context (WHY), tell a story as call to adventure, contrast IS/COULD be, and end describing the project with a call to action (HOW).
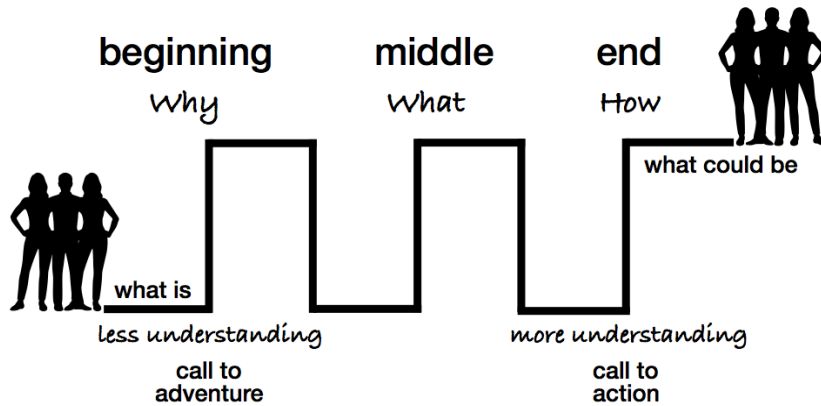


Use your paper and presentation to present arguments, stories, and images that create resonances between your theory and your target audience or stakeholder: try to transport them from *what is* to *what could be*.

| Beginning: What Is? Who are your stakeholders? | Middle: Contrast of What Is/Could Be What makes the concept distinctive? | End: What Could Be? How can project best succeed? |
|---|---|---|
| **Why** is your concept important to each stakeholder? | **What** are the core issues and potential solutions? | **How** does your concept engage each stakeholder? |
| What is the **adventure**, what's at stake for each stakeholder? | What are the key **perspectives** and **challenges**? | What **action** can your stakeholders take? |