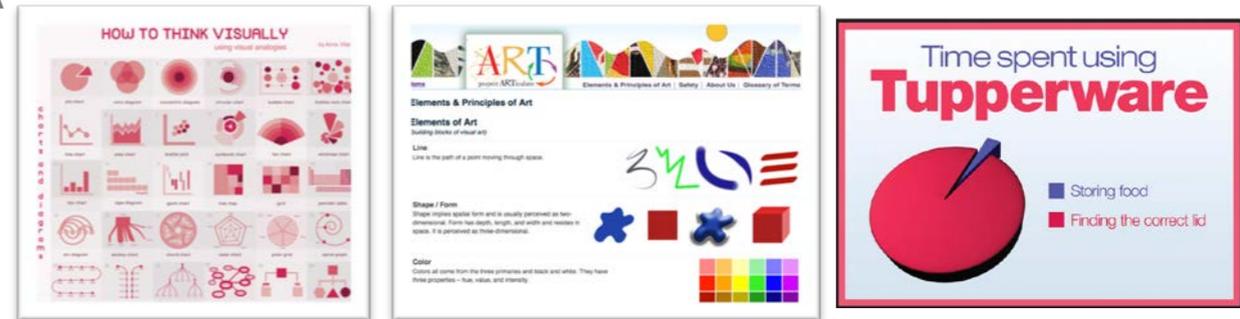


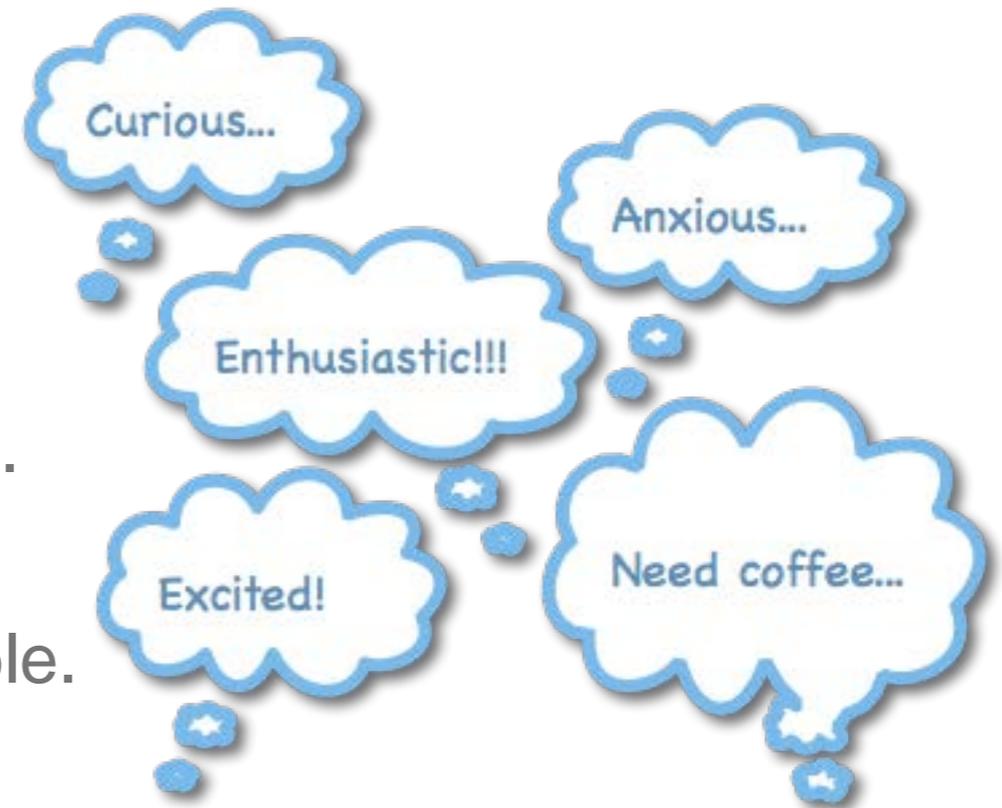
Communicate Visually!

- Organization of Fish and Wildlife Information Managers Workshop
October 1, 2015 * Williamsburg, VA



How are you feeling today?

- Open your sketchbook and markers.
- Draw a simple face showing how you feel.
- Write your name underneath your face drawing.
- Find someone who feels like you do at your table.
- Introduce yourself.





The Land of Visuals

Our adventure begins. . .

Your graphic guide in the land of visuals.

- Diane Knudson



- Instructional Designer for U.S. Fish and Wildlife Service
- BFA in Graphic Design/Creative Writing
- MA in Publications Design
- Dissertation in Instructional Technology & Distance Education
- Dreamed of being a Disney animator

Quick poll!

- If somebody gave me markers and some paper and asked me to draw, I would:



Squeal with delight and start drawing right away - I LOVE markers!



Wonder if there is a pencil and eraser nearby - This could be fun?



Wish I could make myself and the markers disappear - Who me? Draw?!



Pull out my phone and find an app to do it for me - No need to draw.

When was the last time you used a picture to convey an idea?

- Was it at work?



- Was it at home?



- Was it effective?





Your Wishes



-
- Ideas I could apply to redesigning the logo for the database I manage for my Department.
 - Approaches to designing graphics for use on either websites or PowerPoint presentations.
 - I am particularly interested in turning numerical data into an infographic.
 - I'm hoping to learn more about creating visuals and infographics for fish/wildlife/natural resource related topics, any tips and tricks you have for getting your creativity flowing, what tools/programs you use, etc.



Your Wishes



- Color schemes, how many colors to use, tips for ensuring your message translates just as well to color blind readers. Tips on what certain messages colors are used to convey (e.g. red/yellow makes you hungry = McDonalds).
- Sample websites that show design layout ideas for web pages.
- Ideally, the one thing I'd like to learn from the workshop would be **animation** techniques.
- But, if animation won't be part of the workshop, the one thing I'd like to hear about would be **effective use of color**. That is a real challenge for me.



Paulkner, pixabay.com

Personal Symbols

Your visual language



During our four-hour adventure in the land of visuals, you will:

- Design a concise symbol-based vocabulary to use in brainstorming ideas,
- Apply basic principles of graphic design to visual images you create,
- Turn numerical data into an infographic, and
- Use graphics or images instead of bullet points to tell stories in presentations.

Symbol or what?

- What is an icon?



- What is a logo?



- What is a symbol?



- What is a sign?



- What are Emoji?!





Design a concise symbol-based vocabulary.

- Brainstorm a list of symbols you could use (class brainstorm).

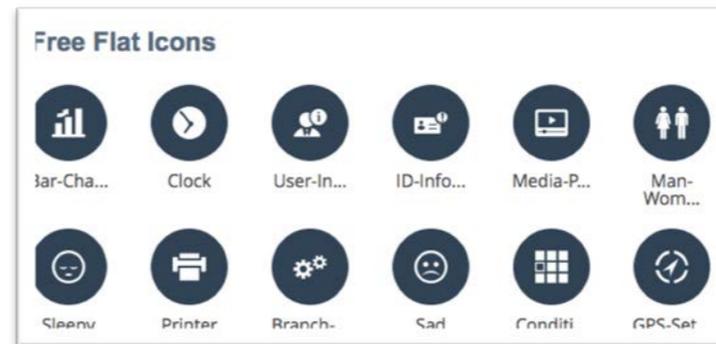


Design a concise symbol-based vocabulary

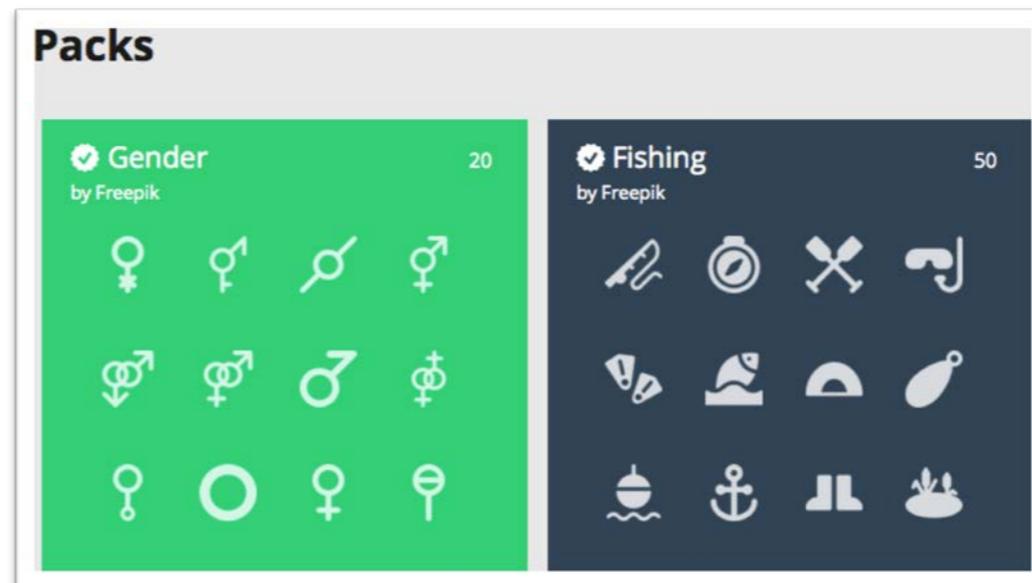
- Brainstorm a list of symbols you would use (class brainstorm).
- Look at symbol examples together.

Symbol examples

Flat Icon Maker <http://flaticons.net>



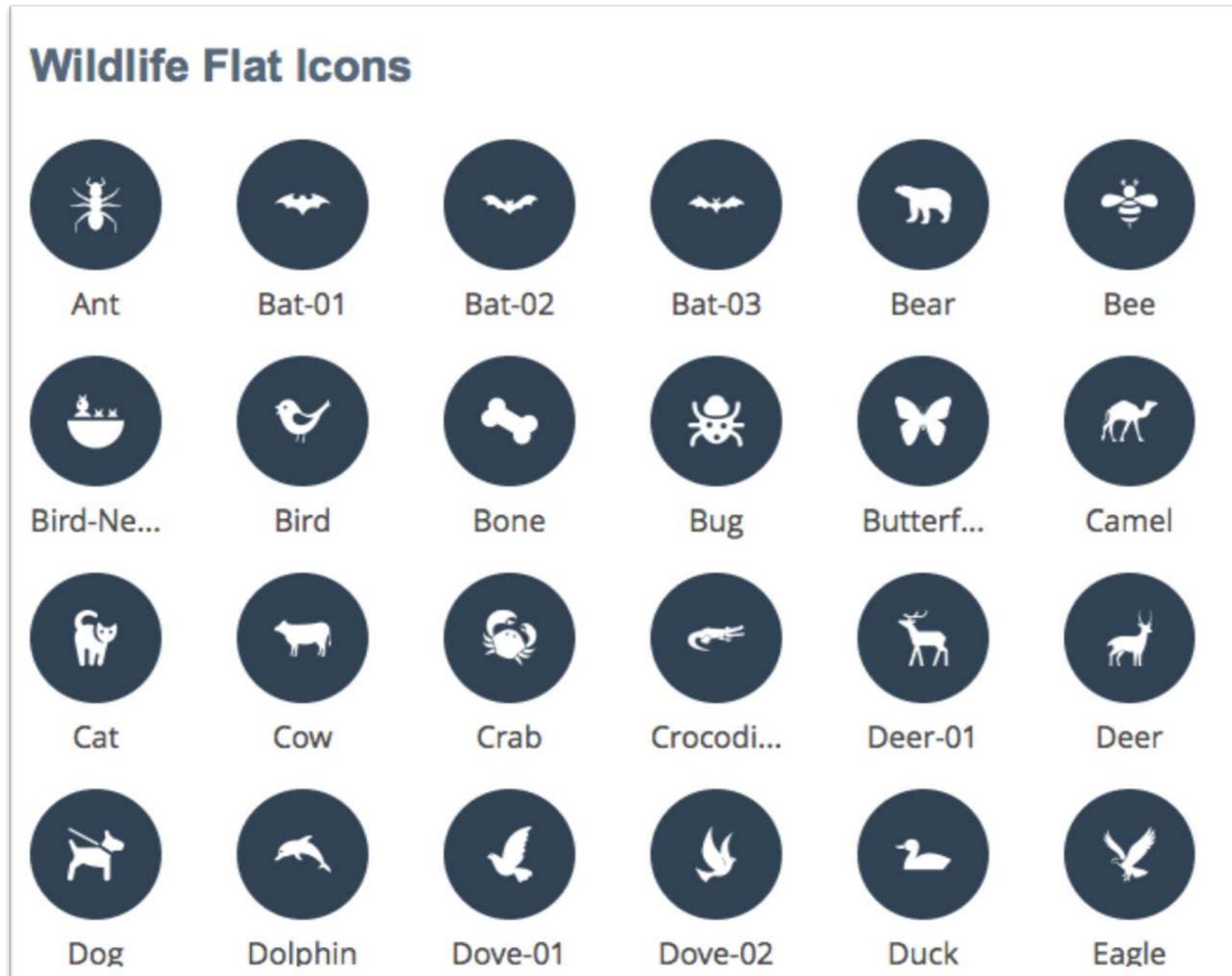
Flat Icons <http://www.flaticon.com>



*Note - I will use icons/symbols interchangeably.

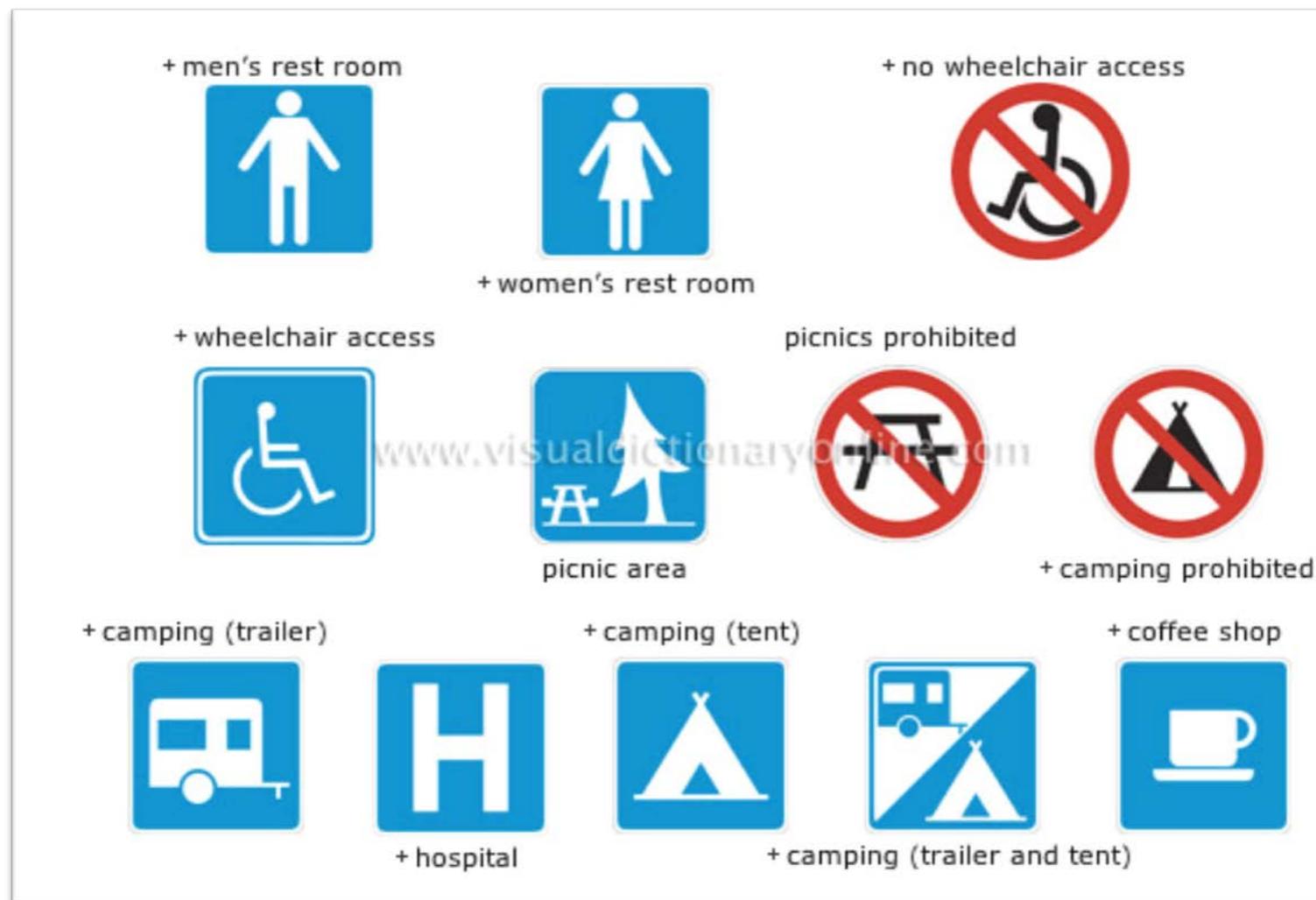
Symbol examples

- Flat wildlife icons <http://flaticons.net/category.php?c=wildlife>



Symbol examples

http://visual.merriam-webster.com/images/society/city/common-symbols_1.jpg





Design a concise symbol-based vocabulary

- Brainstorm a list of symbols you would use (class brainstorm).
- Look at symbol examples together.
- Practice drawing symbols in your sketchbook.

Personal symbols





Design a concise symbol-based vocabulary

- Brainstorm a list of symbols you would use (class brainstorm).
- Look at symbol examples together.
- Practice drawing symbols in your sketchbook.
- How could you use these symbols?

Potential uses of symbols

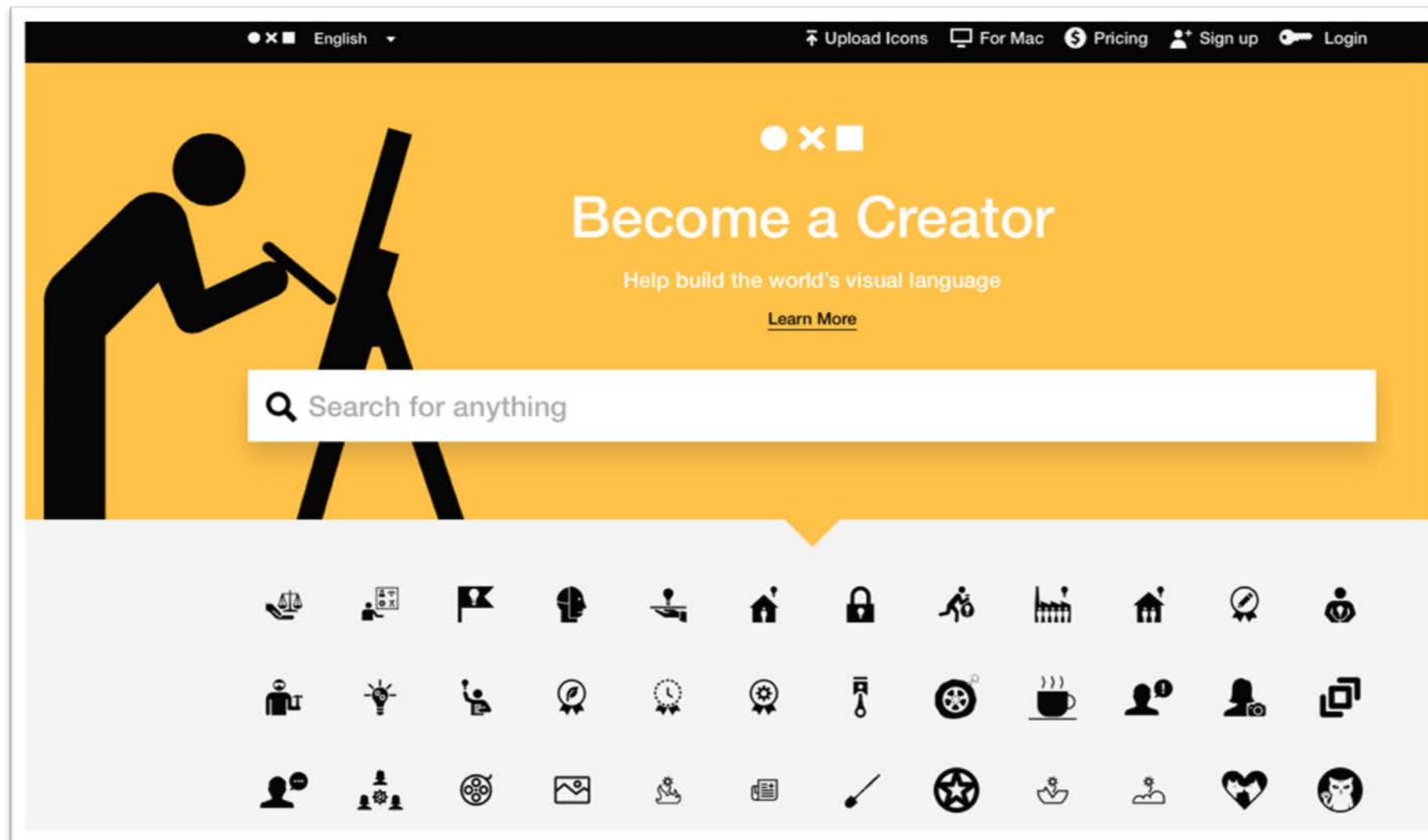
- Brainstorming idea sessions.
- Graphic recording at meetings.
- Get viewers' attention during presentations.
- Notes/memory jogger in personal sketchbook.



Lucinda Levine, Graphic Recorder
09/09/15

Symbols for a fee: The noun project

- “The Noun Project” is an icon library — \$1.99 per icon/\$9.99 per month



<https://thenounproject.com>

The big picture



- Use personal symbols for brainstorming, notes, presentations.
- Next, we'll look at elements and principles of design to illustrate ideas and concepts.



Earth photo: NASA.gov, Dove from Open Clipart Vectors, pixabay.com

Convey an Idea

Apply design principles



During our four-hour adventure in the land of visuals, you will:

- Design a concise symbol-based vocabulary to use in brainstorming ideas,
- Apply basic principles of graphic design to visual images you create,
- Turn numerical data into an infographic, and
- Use graphics or images instead of bullet points to tell stories in presentations.



Elements of Design

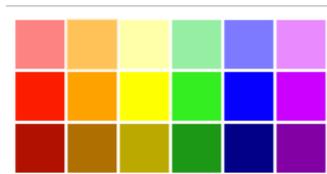
- Line



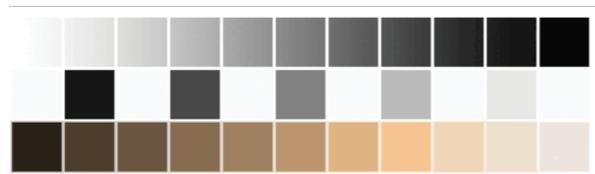
- Shape/Form



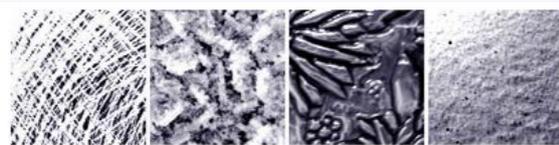
- Color



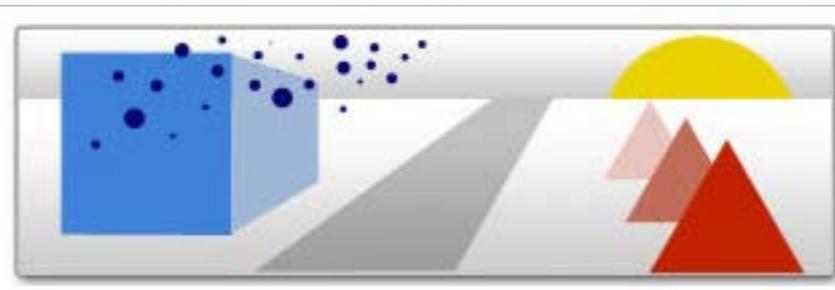
- Value



- Texture



- Space/Perspective



Principles of Design

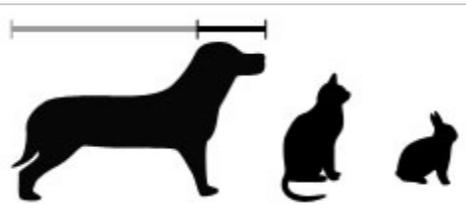
- Pattern



- Rhythm / Movement



- Proportion / Scale



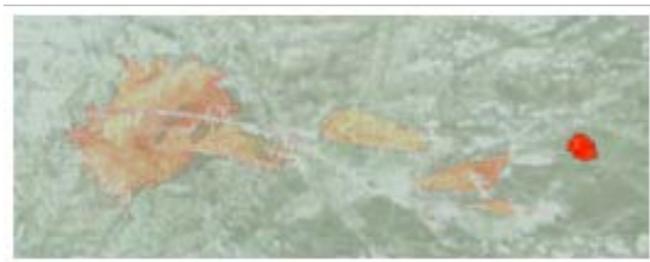
- Balance



- Unity

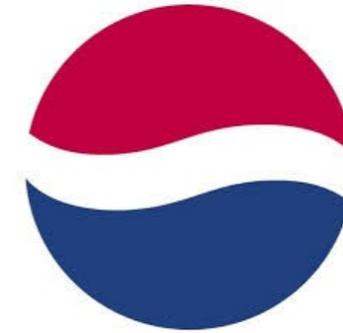
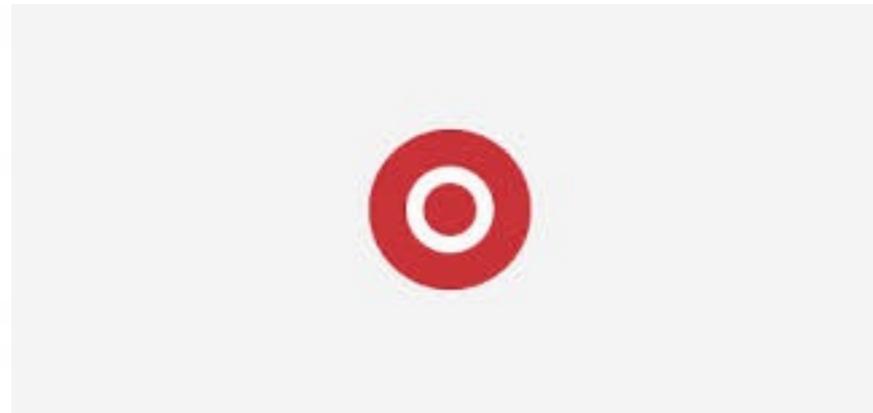


- Emphasis





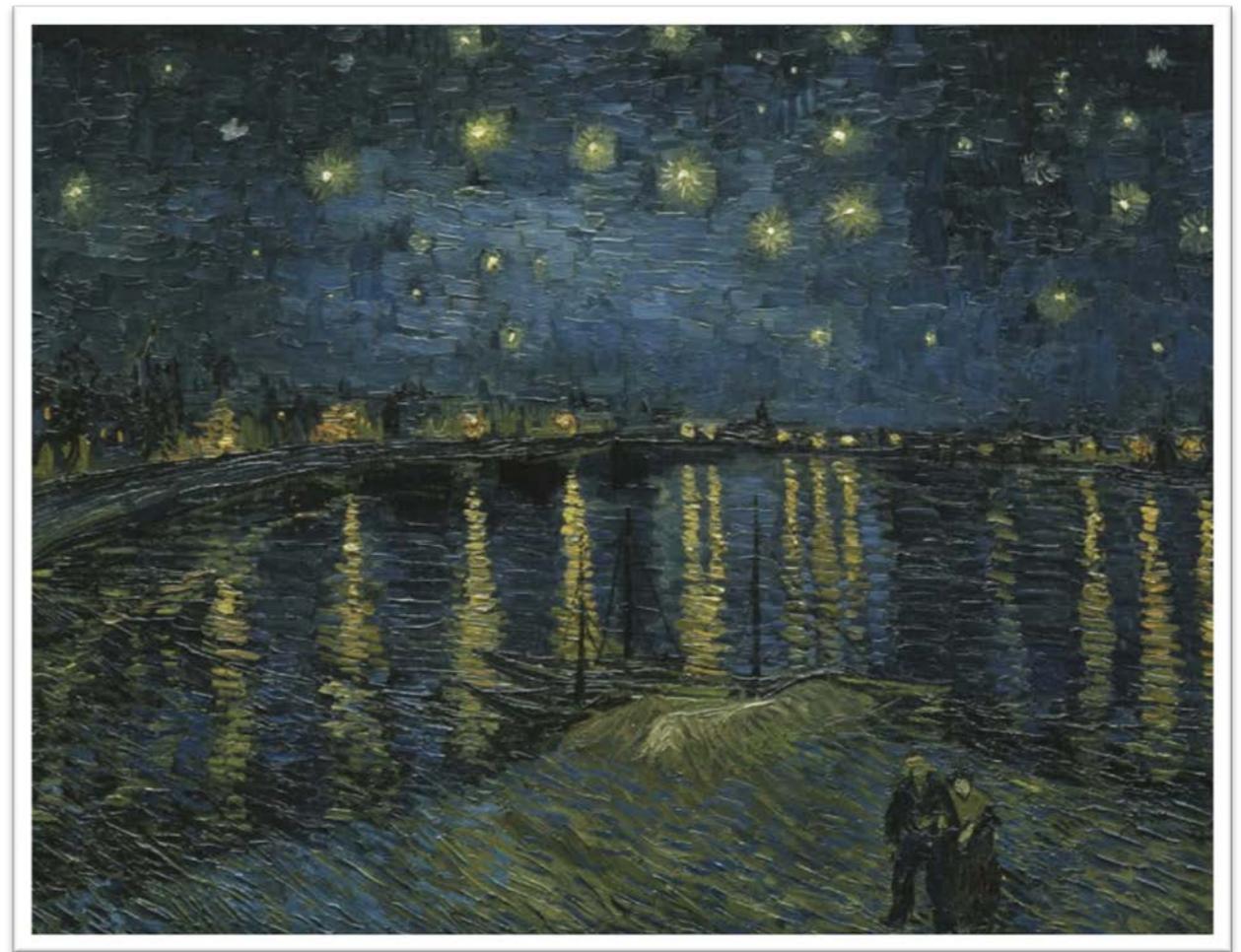
Basic Design Principles Examples



Basic Design Principles Examples

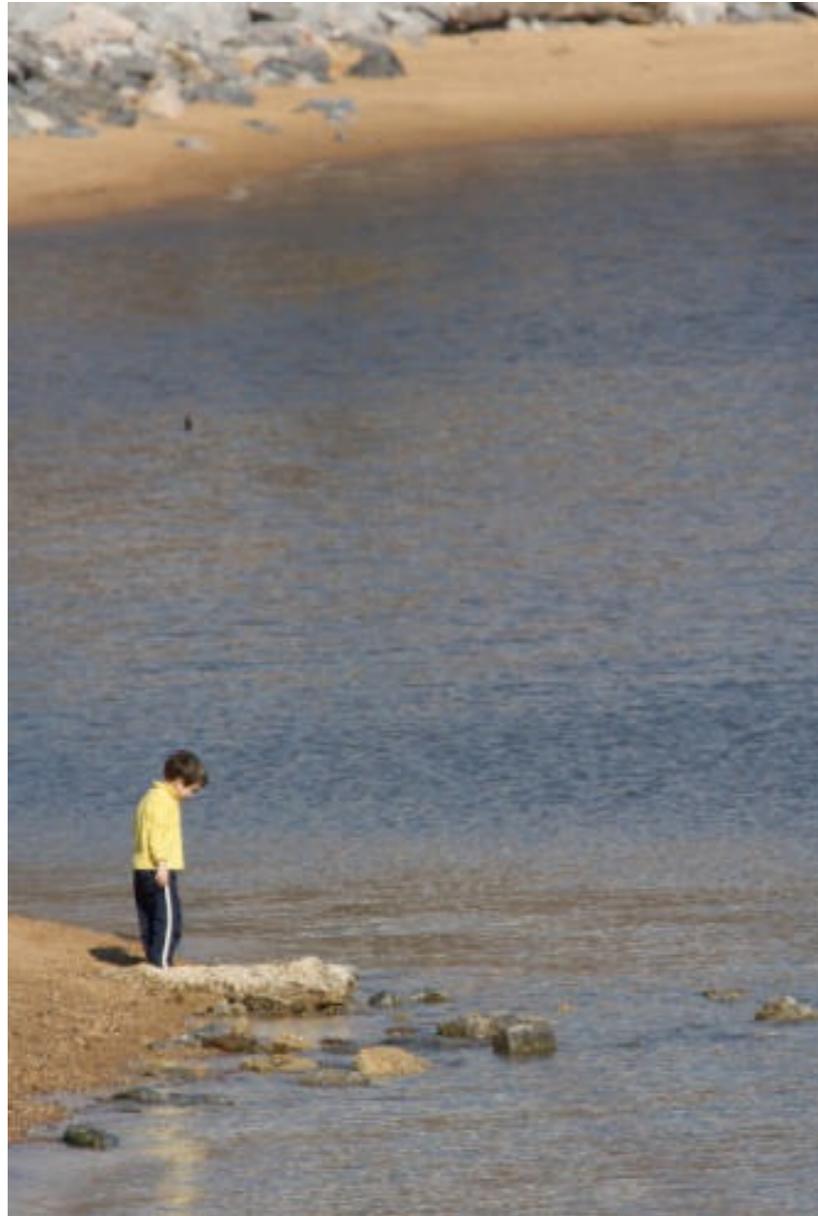


Paul Cézanne, *Mt. St. Victoire*



Vincent van Gogh, *Starry Night over the Rhone*

Basic Design Principles Examples



Child on shore, Ryan Hagerty, USFWS



Monarch butterflies, USFWS

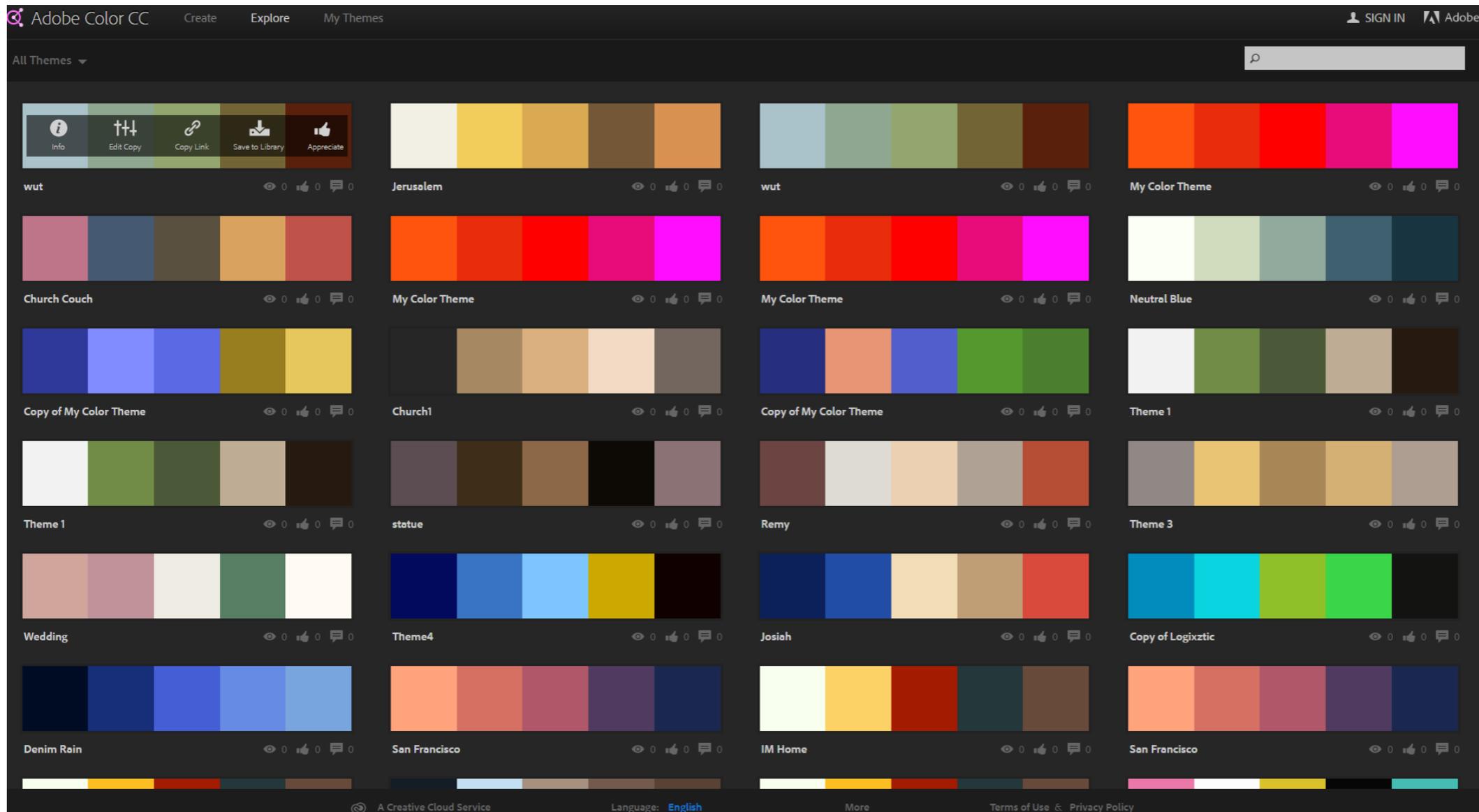
Basic Design Principles Examples



“Eco-nomics: The Hidden Costs of Consumption” by Josh Beatty

<http://blog.hubspot.com/blog/tabid/6307/bid/6012/17-Examples-of-Great-Presentation-Design.aspx>

Color palettes



Adobe Color (formerly known as Kuler)
<https://color.adobe.com/explore/newest/>

Color palettes

Explore Over a Million Color Palettes

You'll find over 3,886,459 user-created color palettes to inspire your ideas. Get the [latest palettes RSS feed](#) or use our [color palette maker](#) to create and share your favorite color combinations.

NEW MOST LOVED MOST COMMENTS MOST FAVORITES

Browse Palettes DAY WEEK MONTH ALL

Dull Delight by Ali_Tripp

0	0	3	0
COMMENTS	FAVORITES	VIEWS	LOVES

17-22 Octombrie 2008 by xenak

0	0	4	0
COMMENTS	FAVORITES	VIEWS	LOVES

Colour Lovers.com
<http://www.colourlovers.com/palettes>

Design SEEDS {for all who love color} EST. 2009

palette search | the book | about | contact | fresh hues

GET 25% OFF CALENDAR PRINTING

GET AN INSTANT QUOTE NOW!

smartpress.com
Real people... who really know print.
Top Quality. Fast Turnaround.
100% Guarantee!

search by color value

R G B

search by theme

autumn winter spring summer

flora wanderlust creatures rustic

market hues nature made edible hues succulents

posted 09.27.15

see similar colors

share the love

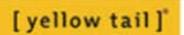
Wholesale Mulch Supplier
Bulk, Bagged Or Delivered Mulch. Free Delivery Over 10 Yards.

Design Seeds – colors in nature
<http://design-seeds.com/search>

Use of color in logos

A RAINBOW OF BRANDS

All colors express different emotions and brands have always called on them when creating their own identities. Color influences 50 to 85 percent of customer purchasing decisions and it is the first thing a consumer will notice about a brand's logo. (Colors listed from most popular to least popular.)

BLACK Dramatic & Sophisticated	   
BLUE Trustworthy & Secure	      
RED Bold & Passionate	      
YELLOW Optimistic & Innovative	     
ORANGE Vibrant & Energetic	     
PURPLE Enchanting & Regal	   
GREEN Rejuvenating & Natural	     
GRAY Sleek & Timeless	    
BROWN Grounded & Robust	  
PINK Festive & Fun	  

Pantone Infographic – 50 Years of Color
<http://www.pantone.com/pages/pantone.aspx?pg=21111&ca=90>

Popular colors

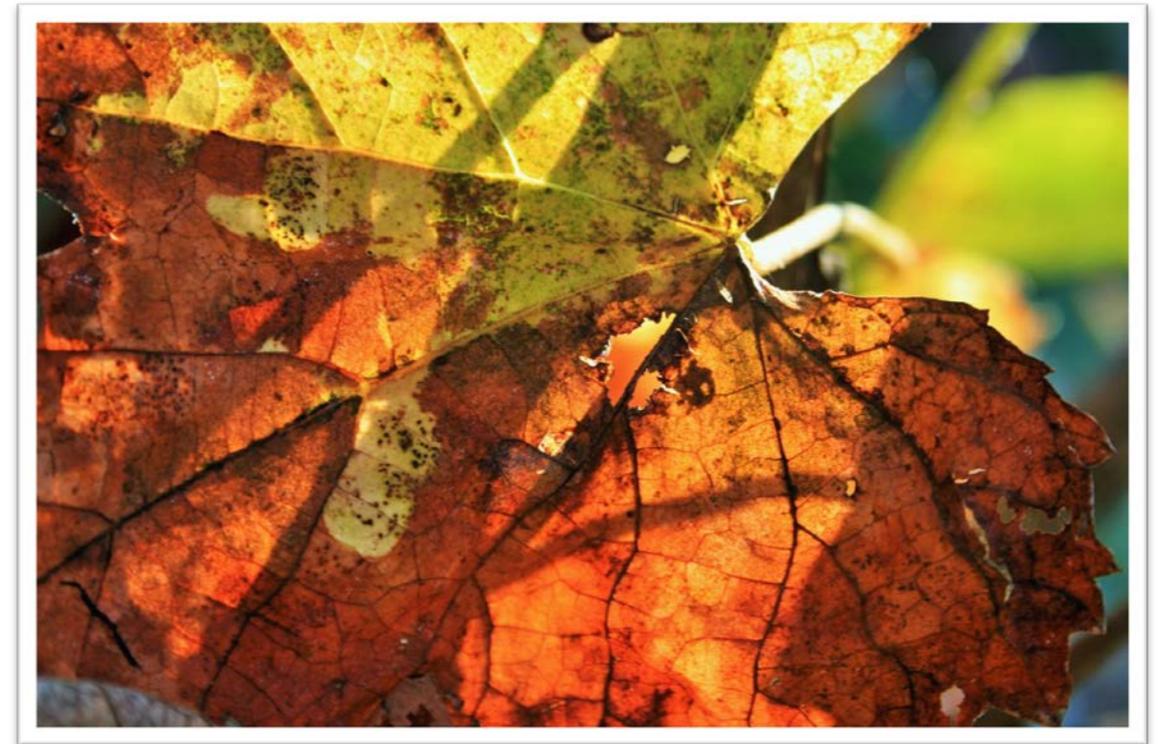


Concept?

An abstract idea



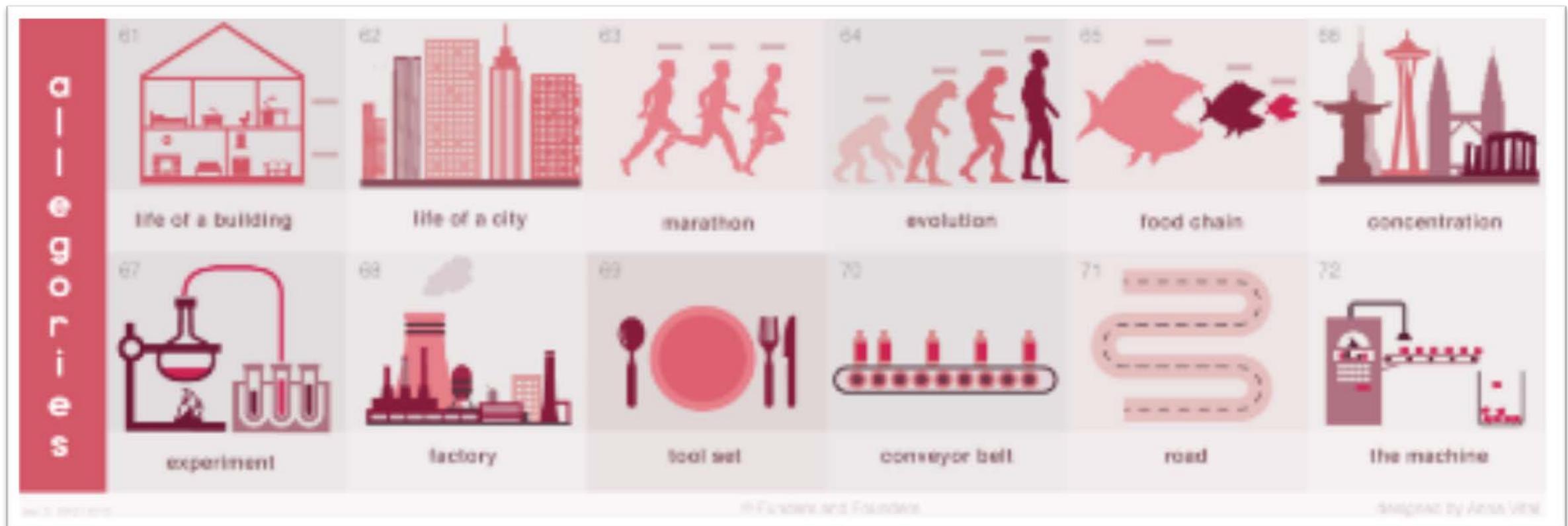
Public Domain Pictures, pixabay.com



Bluesnap, pixabay.com

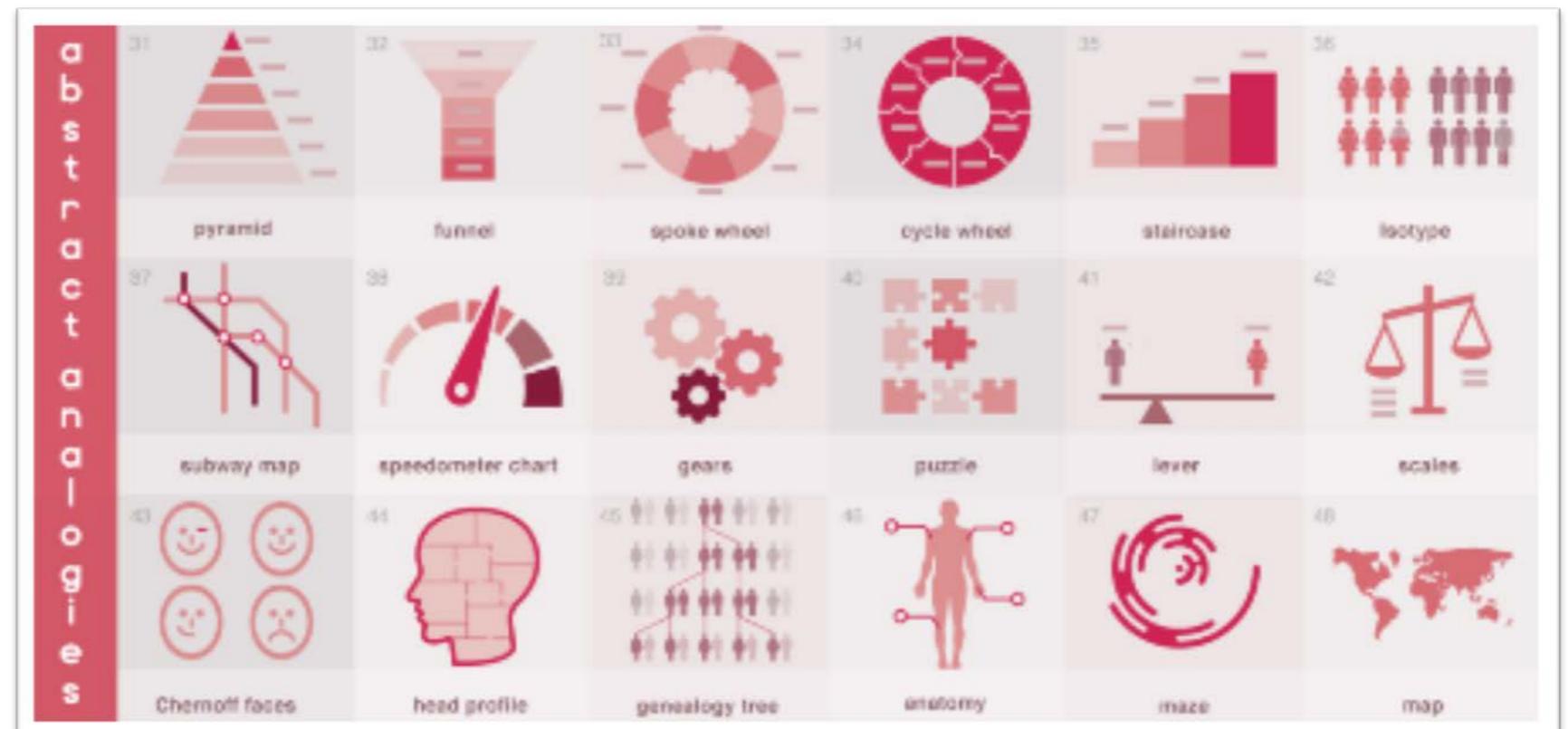
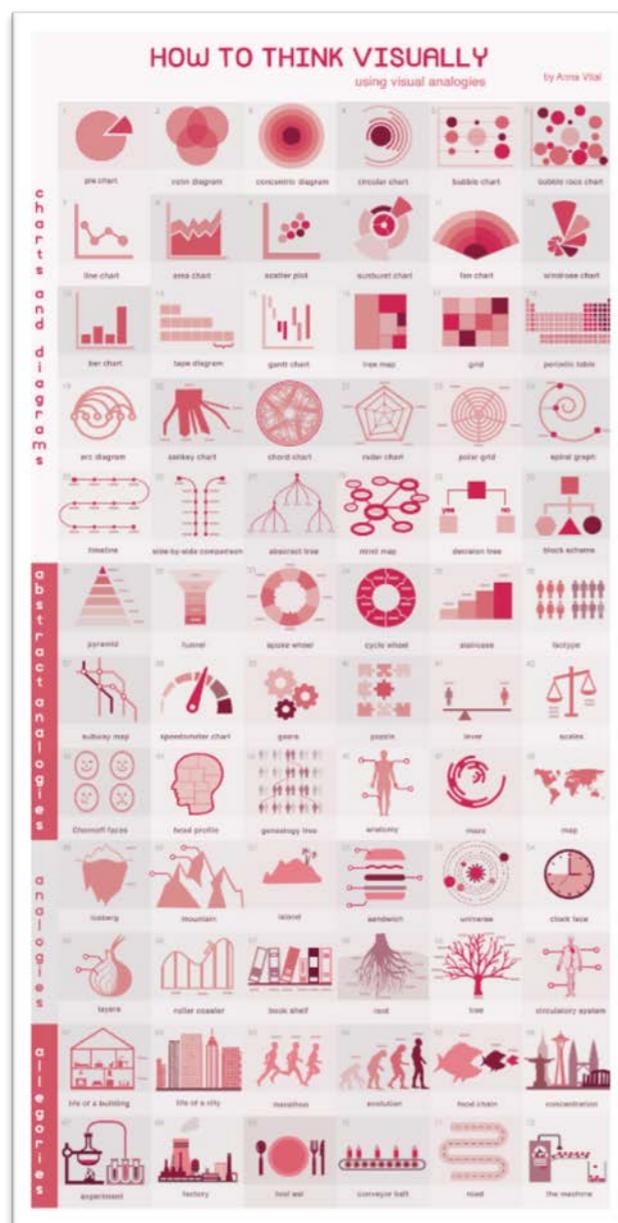
Illustrating concepts

- Allegory - “a story in which the characters and events are symbols that stand for ideas about human life or for a political or historical situation.” (m-w.com)
- “How to Think Visually Using Visual Analogies” infographic by Anna Vital



Visual thinking examples

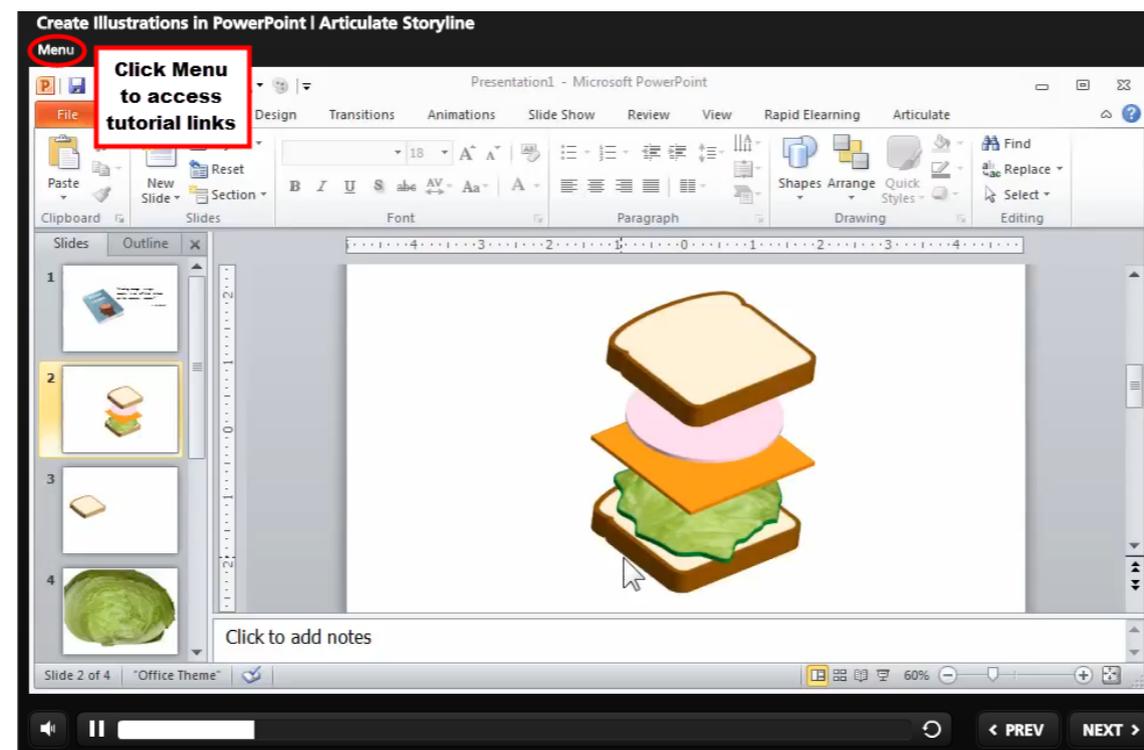
- Analogy - “a comparison of two things being alike in some way.” (m-w.com)
- “How to Think Visually Using Visual Analogies” infographic by Anna Vital



Graphic creation tools

MS PowerPoint

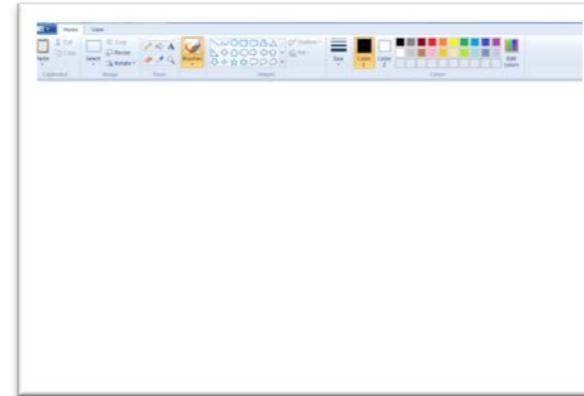
- Tutorial from Tom Kuhlman “Create Illustrations in PowerPoint”
<http://elearning-examples.s3.amazonaws.com/sl-sandwich/story.html>



More graphic creation tools

- **Windows Paint**

(Go to All programs -> Accessories -> Paint)



- **Adobe Photoshop Elements (\$79.99)**

<http://www.adobe.com/cart.html?marketSegment=COM&editSku=65263733&promoid=KSEQW>

- TechSmith has government volume licensing

Camtasia – screen recording tool (\$299.00)

Snagit – screen capture tool (\$49.95)

Bundle – both programs (\$324.00)

- Adobe Creative Cloud (**Photoshop, Illustrator, InDesign, Flash, etc.**)

<http://www.images.adobe.com/content/dam/Adobe/en/volume-licensing/pdfs/buying-programs-comparison-guide-com-gov-en.pdf>

If you are pressed for time. . .

- Creative Commons (Flickr, Google Images, Pixabay)

<https://search.creativecommons.org/?q=graphics>



- freeimages.com: Definitely one of the most popular free photo sites. The photographers establish the terms, so read the conditions, but most pictures can be reused immediately (formerly SXC.hu).
- elearningart.com: Find royalty free stock photography for eLearning courses. The site has some nice, free, downloadable useful images.
- stockvault.com: Stock Vault offers a lot of free images. Just make sure to read license agreements.
- morguefile.com: Offers stock photographs in high resolution digital. With over 55,000 images, divided into several categories.

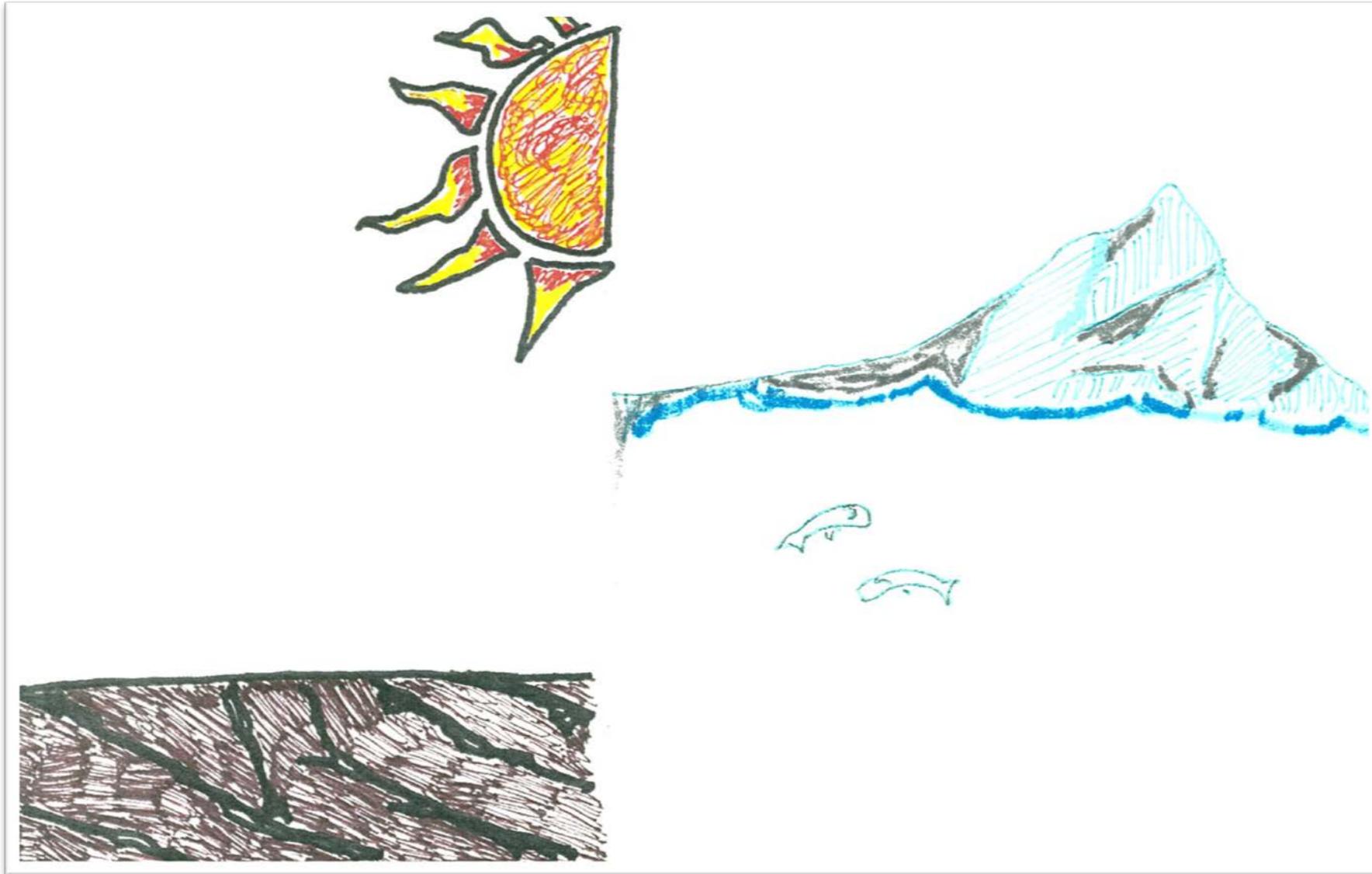


Apply basic design principles to visual images you create.

- Each team (table) will receive a pack of 4x6 cards with concepts.
- Working in pairs, choose a concept.
- Illustrate the concept together using symbols and basic design principles.
- Show and tell -- elect a spokesperson to describe your illustrations.
- How would you apply what you've learned?

Concept example

Quick sketch for "Climate Change"



The big picture



- Use personal symbols for brainstorming, notes, presentations.
- Use personal symbols and the elements and principles of design to illustrate concepts.

Time spent using **Tupperware**



■ Storing food

■ Finding the correct lid

Brett Jordan

Infographics

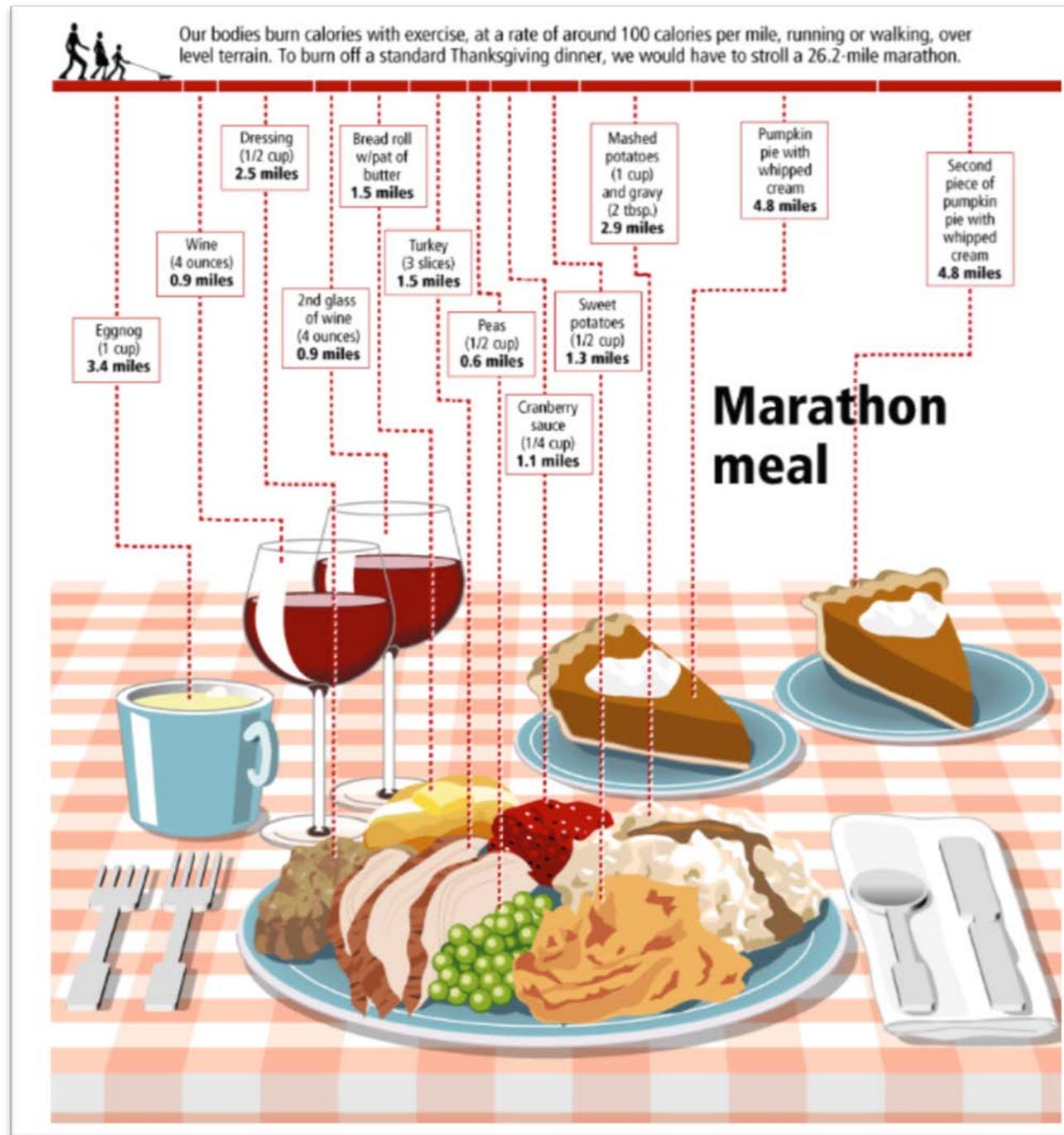
Information at a Glance



During our four-hour adventure in the land of visuals, you will:

- Design a concise symbol-based vocabulary to use in brainstorming ideas,
- Apply basic principles of graphic design to visual images you create,
- Turn numerical data into part an infographic, and
- Use graphics or images instead of bullet points to tell stories in presentations.

What is an infographic?



“Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.” (Wikipedia)



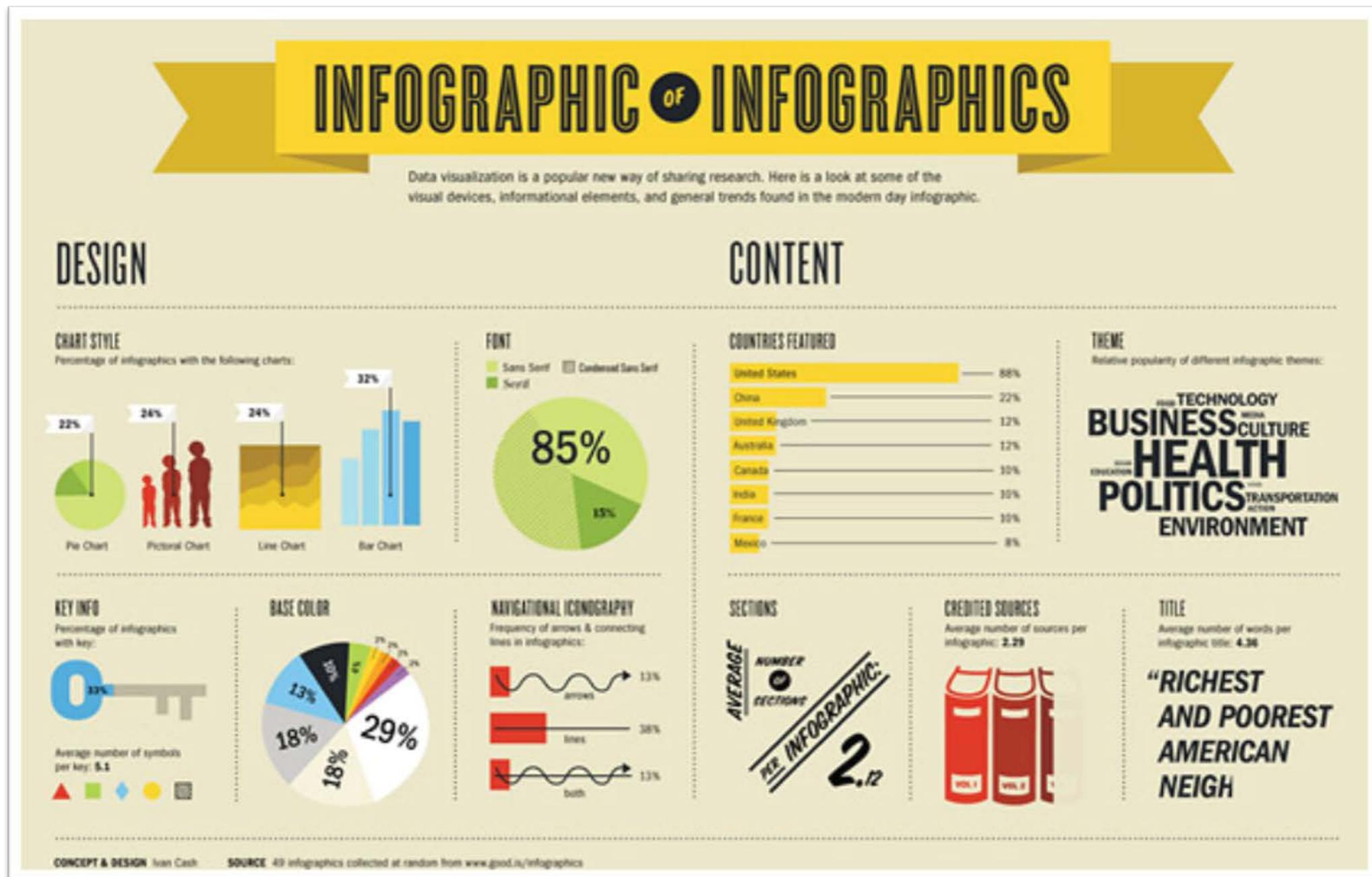
Turn numerical data into an infographic.

- Analyze the award-winning infographic; hear thoughts from award winner.
- See examples of infographics.
- Working in pairs and using a content list, create an infographic.
- Show and tell — discuss your infographics.

Infographic Elements

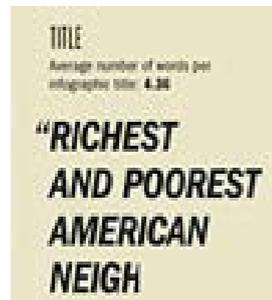
title, theme, numbers, charts/graphs, symbols, sequence, color palette

<http://designyoutrust.com/wp-content/uploads/2011/04/244.jpg>



Infographic elements

- Title



- Theme



- Numbers



- Credited sources

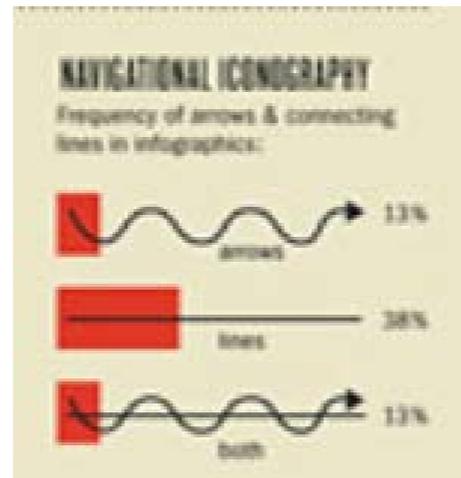


Infographic elements - continued

- Symbols



- Sequence/navigation aids



- Color palette

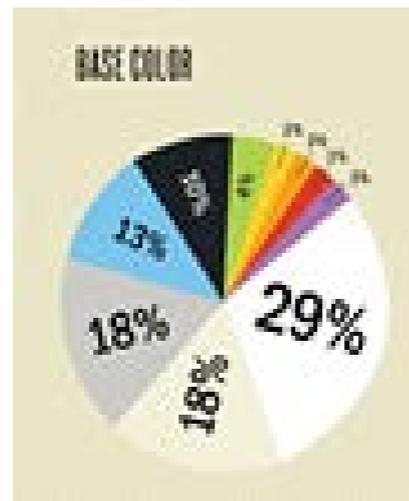
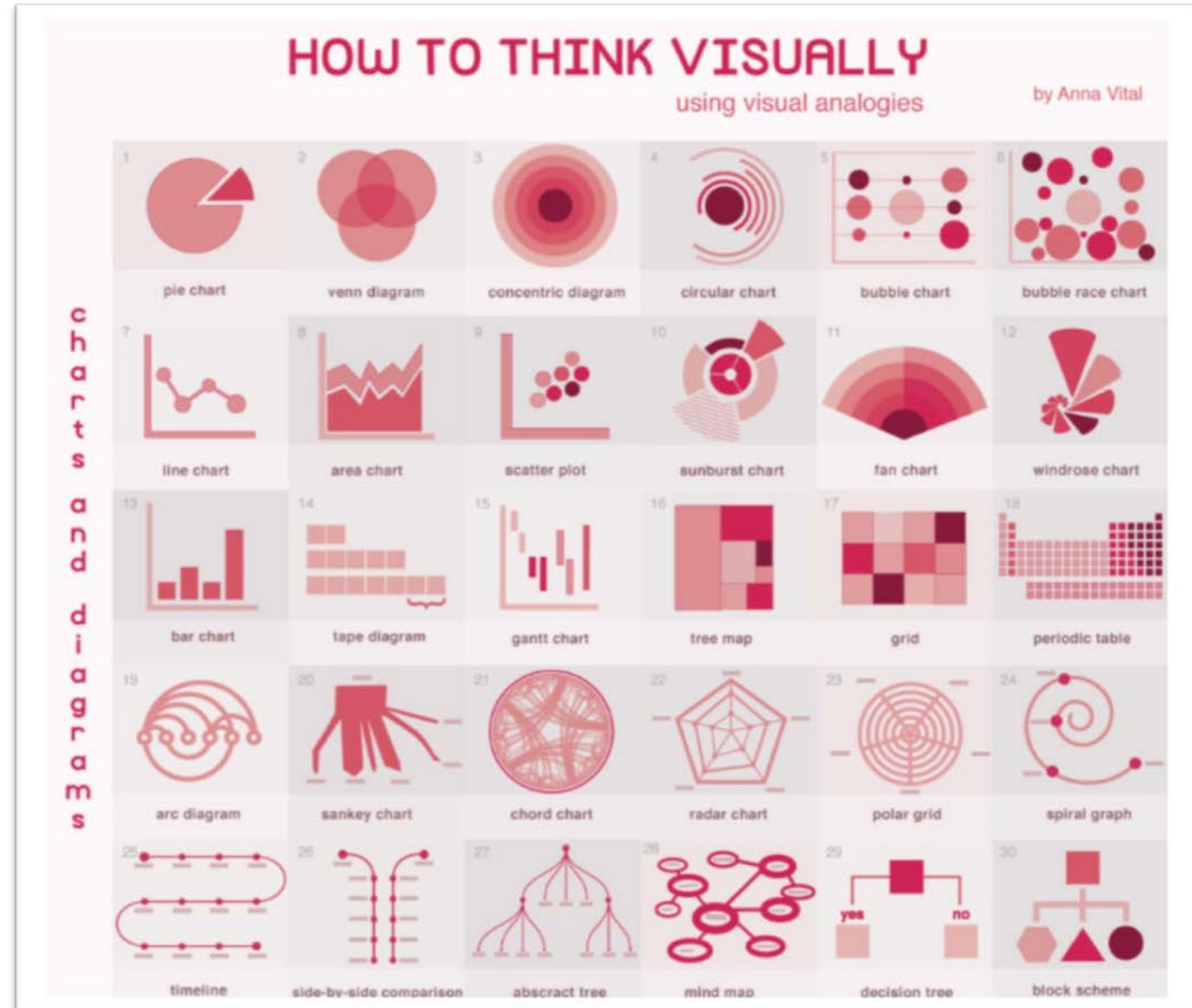
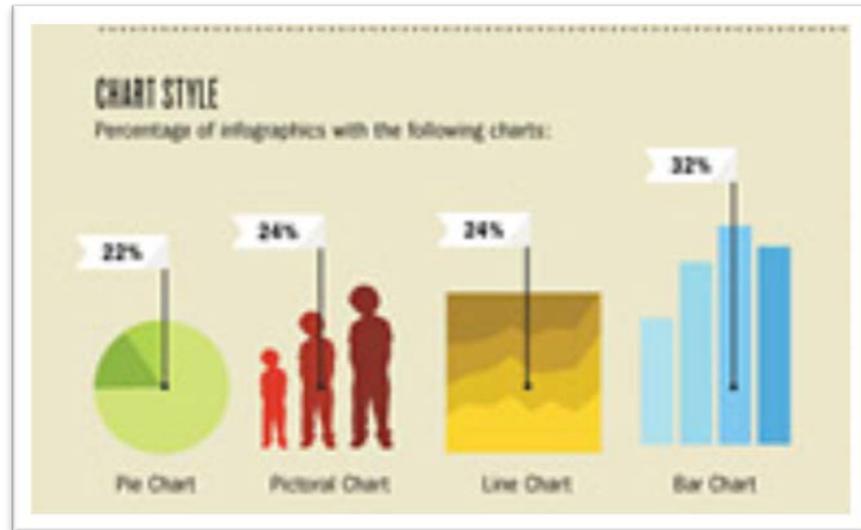
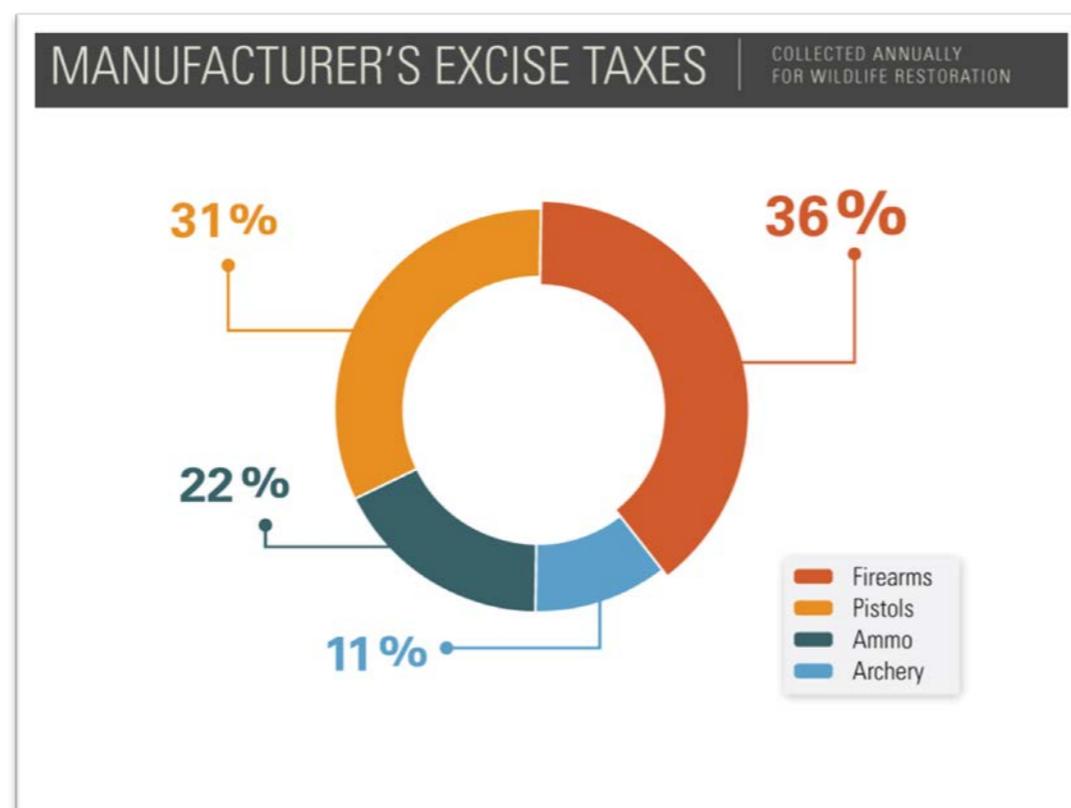


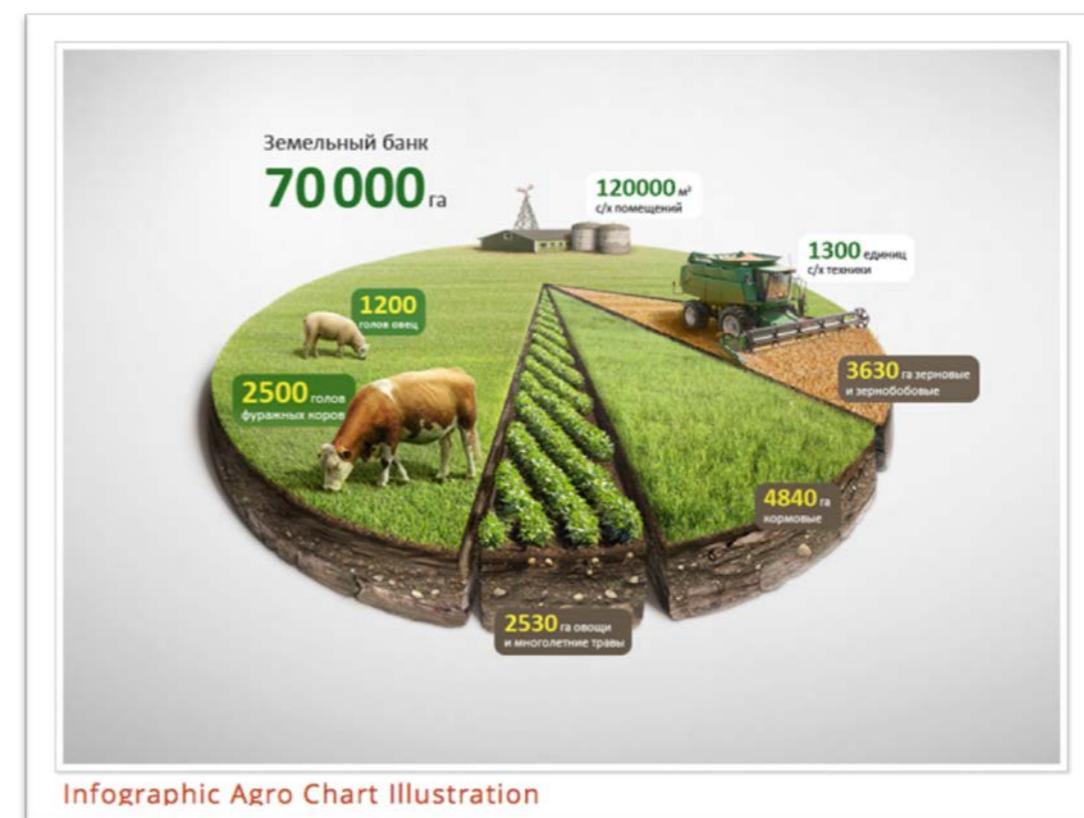
Chart styles



Pie charts

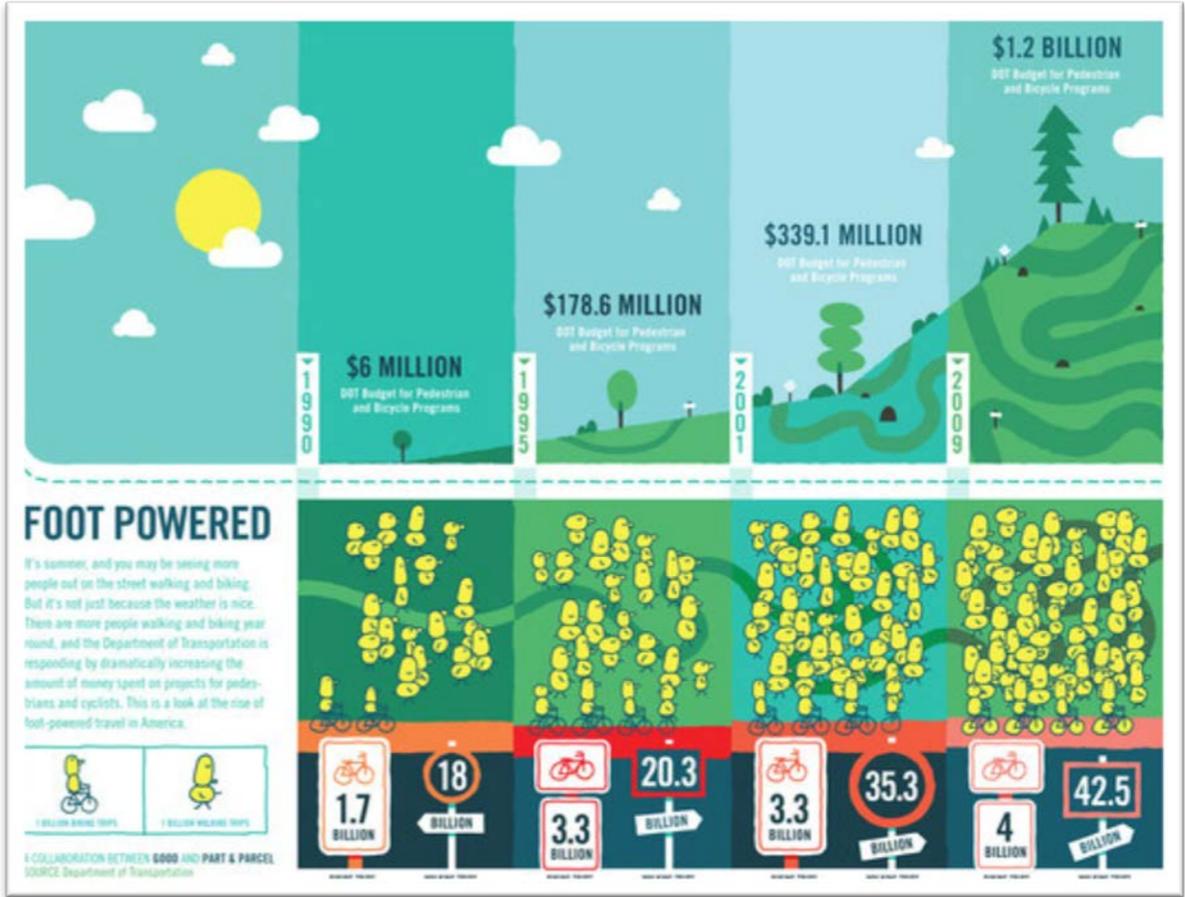
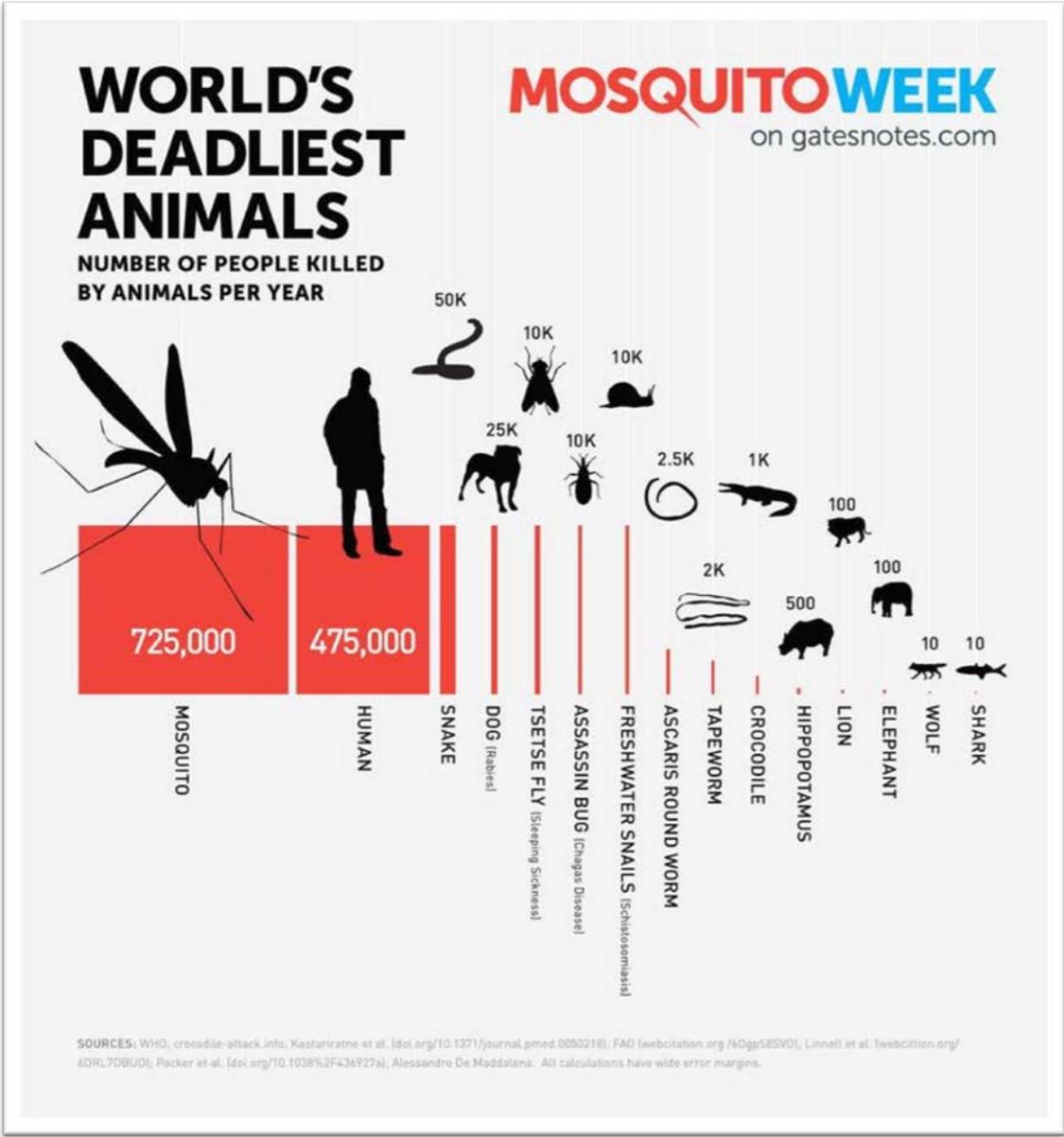


Wildlife and Sport Fish Restoration
online course, Kelly Fike, USFWS



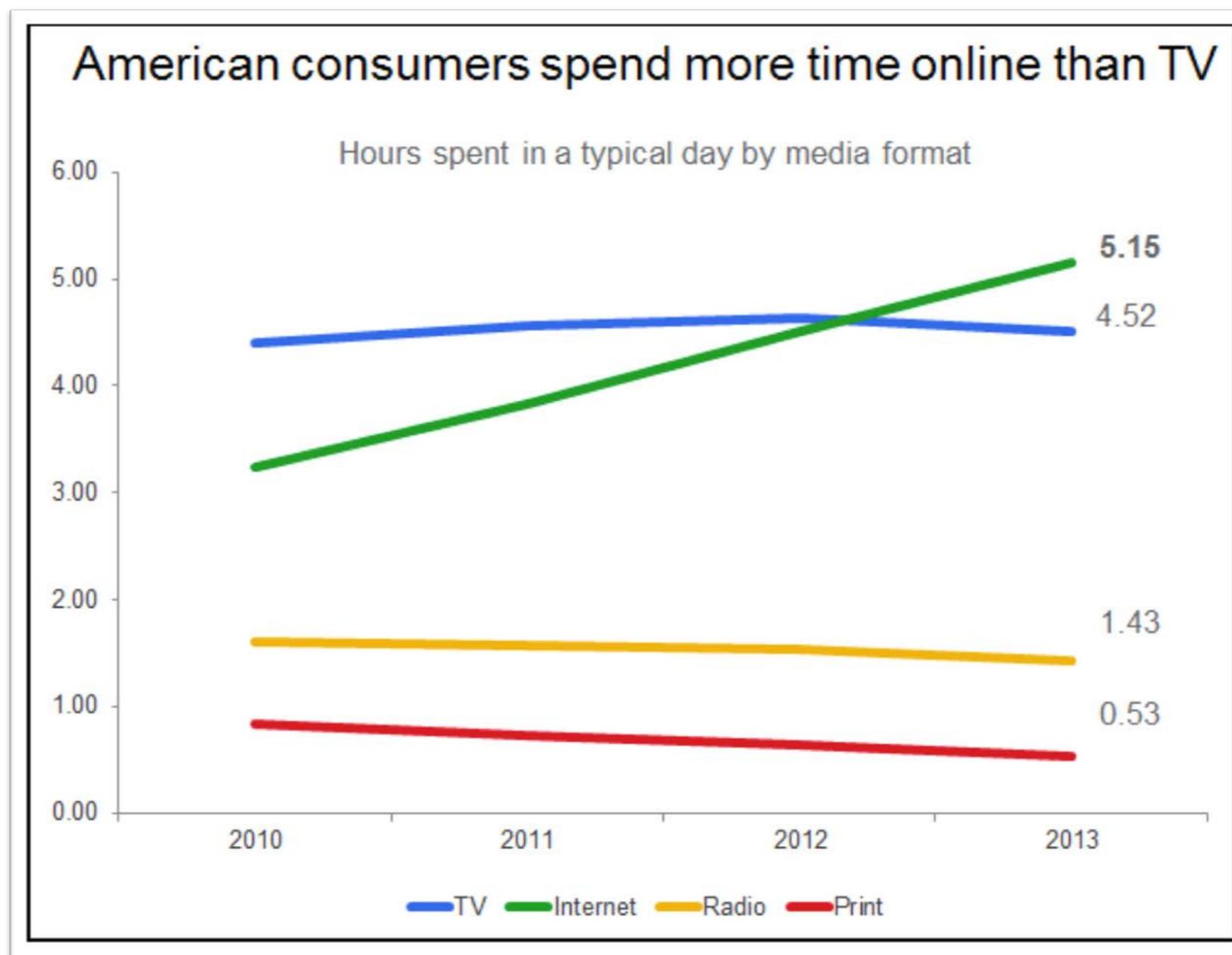
http://designinstruct.com/visual-inspiration/charts_graphs_examples/

Pictorial chart



<http://www.bing.com/images/search?q=infographic+examples&view=detailv2&&id=3CF055B95B824919225486313A32D1B483886B33&selectedIndex=126&ccid=m%2f8B101F&simid=608012489017396800&thid=JN.O4J9d3FbmvolOwqhMK9y2Q&ajaxhist=0>

Line chart

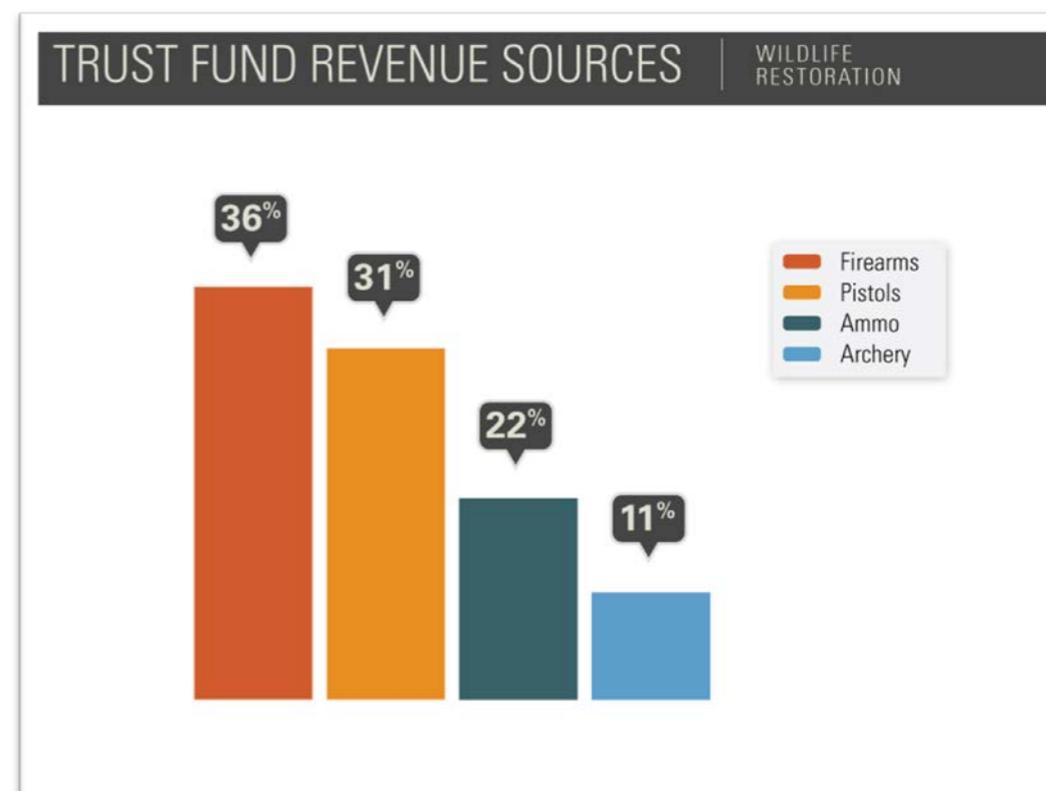


http://www.kaushik.net/avinash/wp-content/uploads/2014/02/line_graph_us_media_consumption-1.png by Avinash Kaushik

Bar charts



http://designinstruct.com/visual-inspiration/charts_graphs_examples/



Wildlife and Sport Fish Restoration
online course, Kelly Fike, USFWS

Infographic elements - charts

“The Back of the Napkin” by Dan Roam, p. 128



Class exercise – turn data into a chart

% of AAAS scientists who say scientists should. . .

- Take an active role in public policy debates about science & technology – 87%
- Focus on scientific work/stay out of public policy debates – 13%

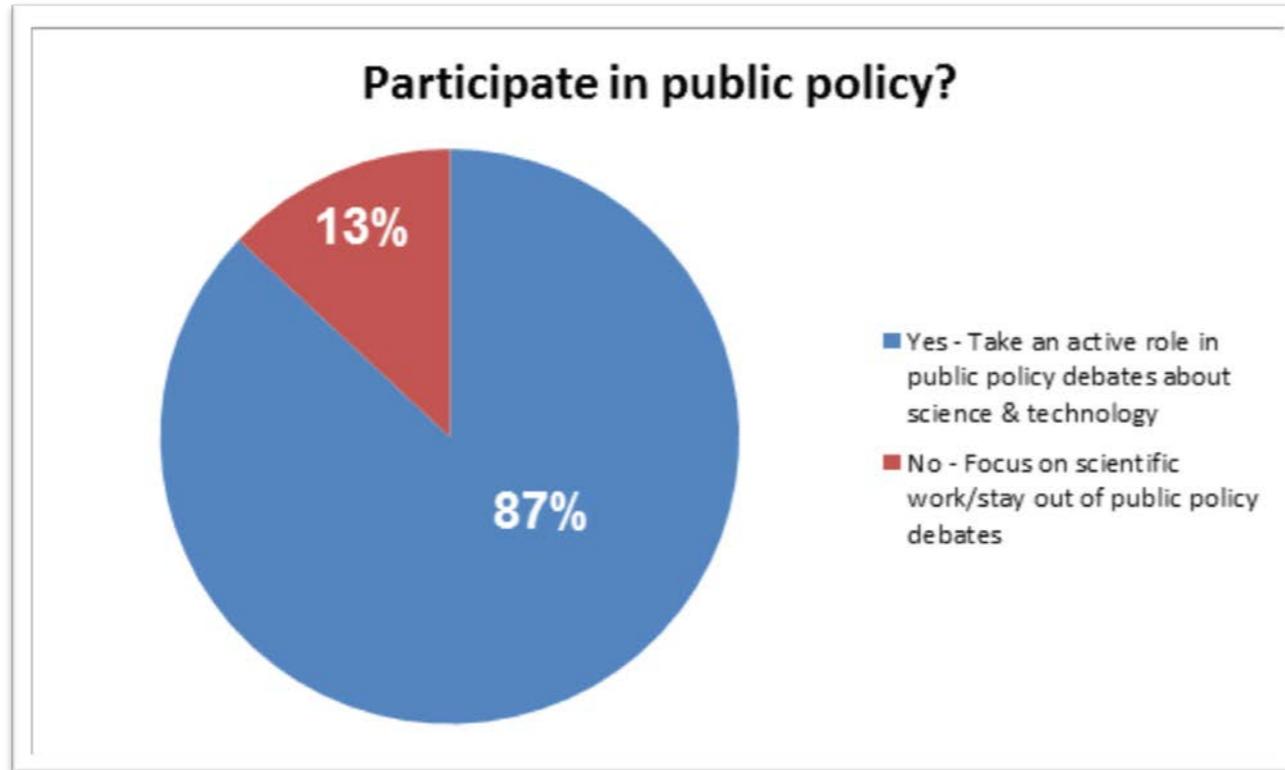
Data source: Pew Research Center

Pew Research Center . (2015, Sept.). How Scientists Engage the Public. Retrieved from

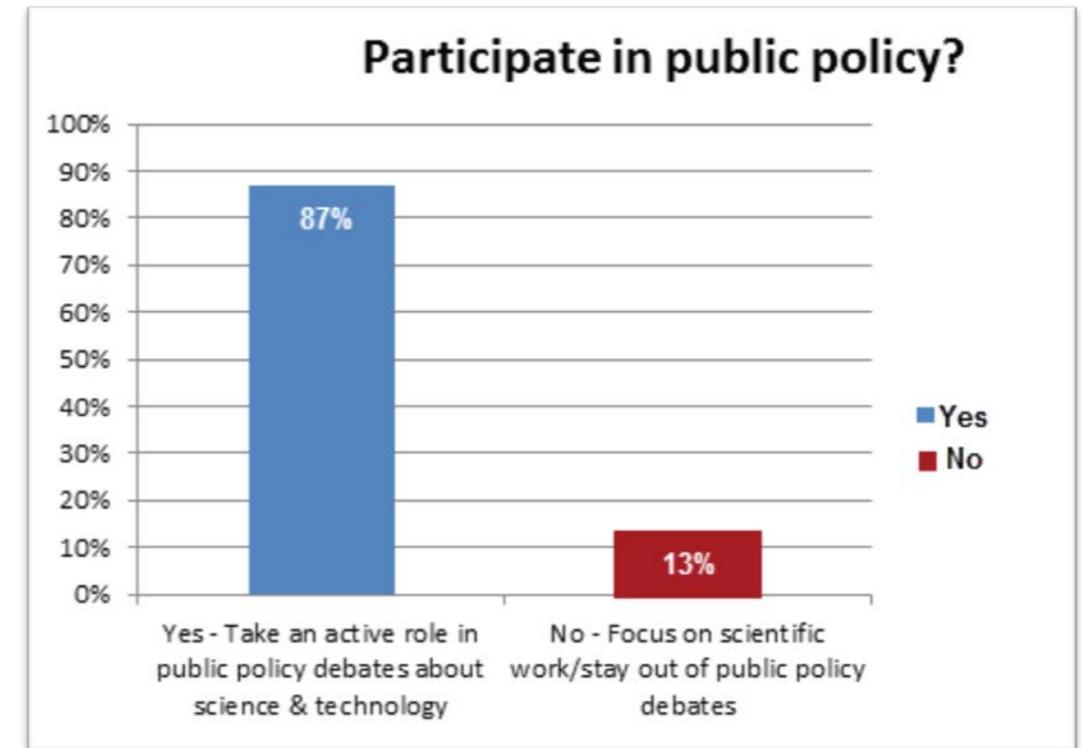
http://www.pewinternet.org/files/2015/02/PI_PublicEngagementbyScientists_021515.pdf

Survey of 3,748 American-based scientists connected with the American Association for the Advancement of Science (AAAS)
Sept. 11 – Oct. 13, 2014.

Chart?



Pie



Bar



Best types of infographic data.

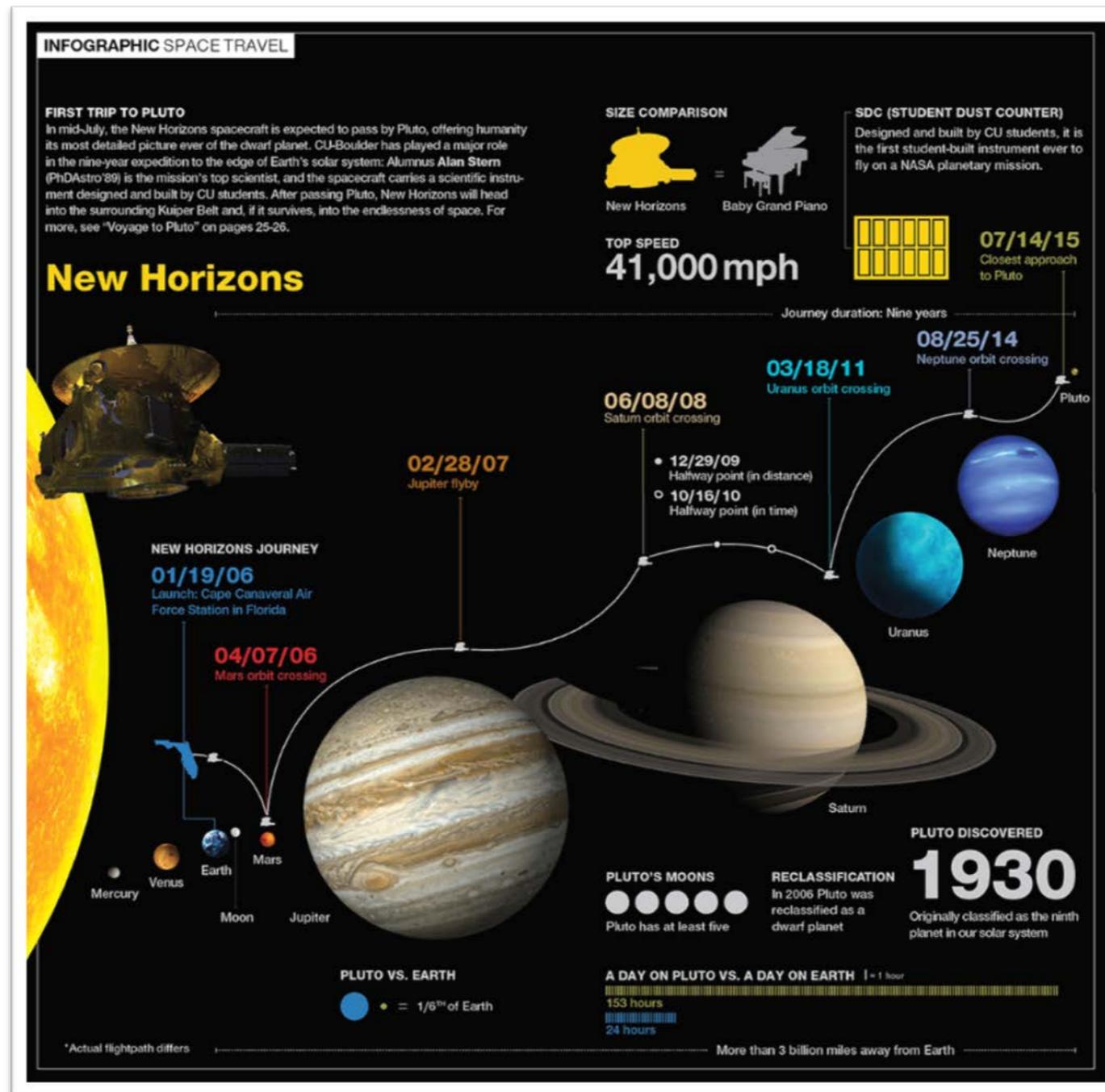
- Chronological story / timeline
- Compare / contrast
- Process
- Connect concepts, show relationships
- Show statistical data using charts



Turn numerical data into an infographic.

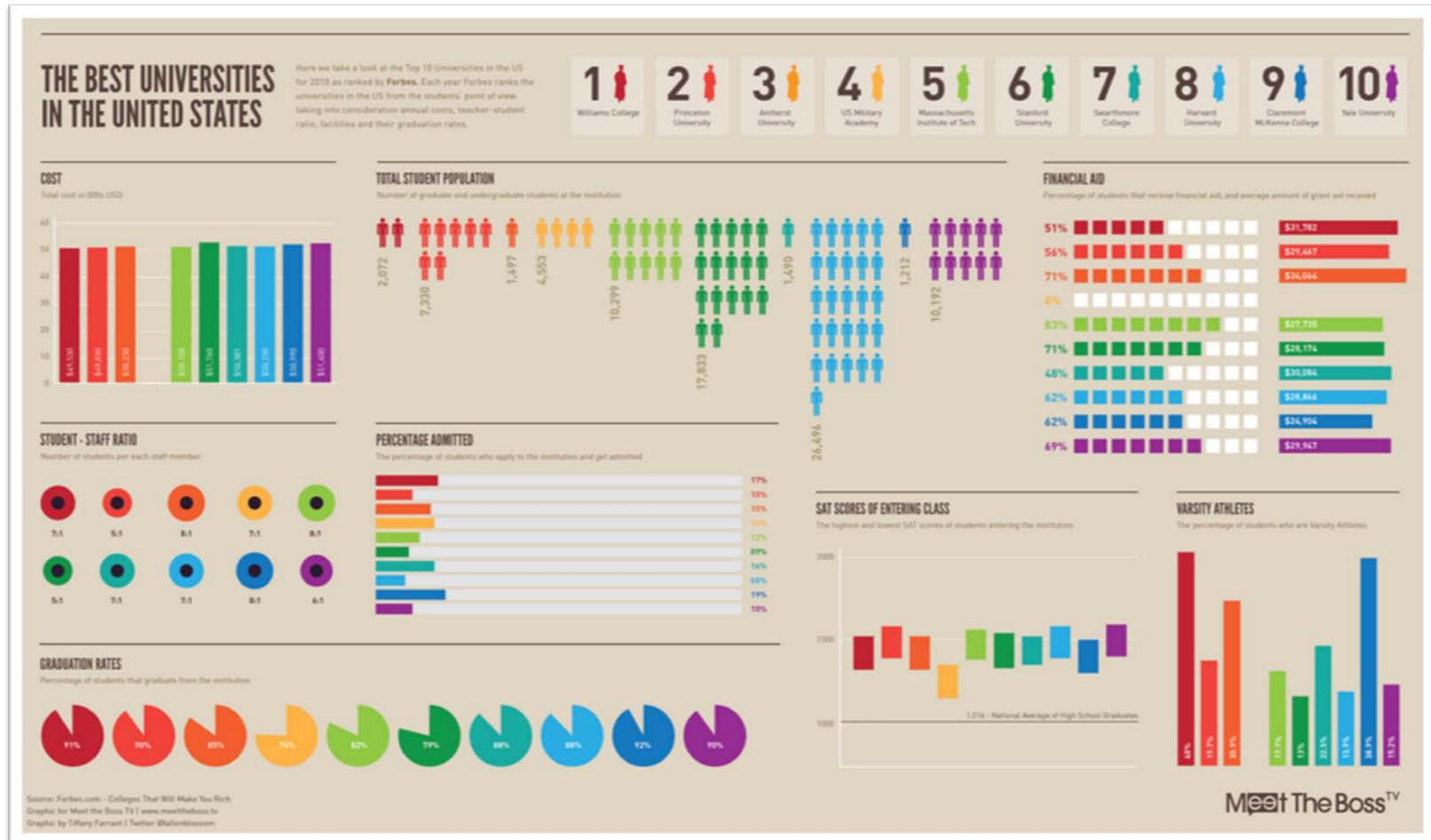
- Analyze the award-winning infographic; hear thoughts from award winner.
- See examples of infographics.
- Working in pairs and using a content list, create a piece of an infographic.
- Show and tell — discuss your infographics.

Infographic examples - chronological story/timeline



http://alumni.colorado.edu/wp-old/wp-content/uploads/2015/07/infographic_space_travel.jpg

Infographic examples - compare/contrast



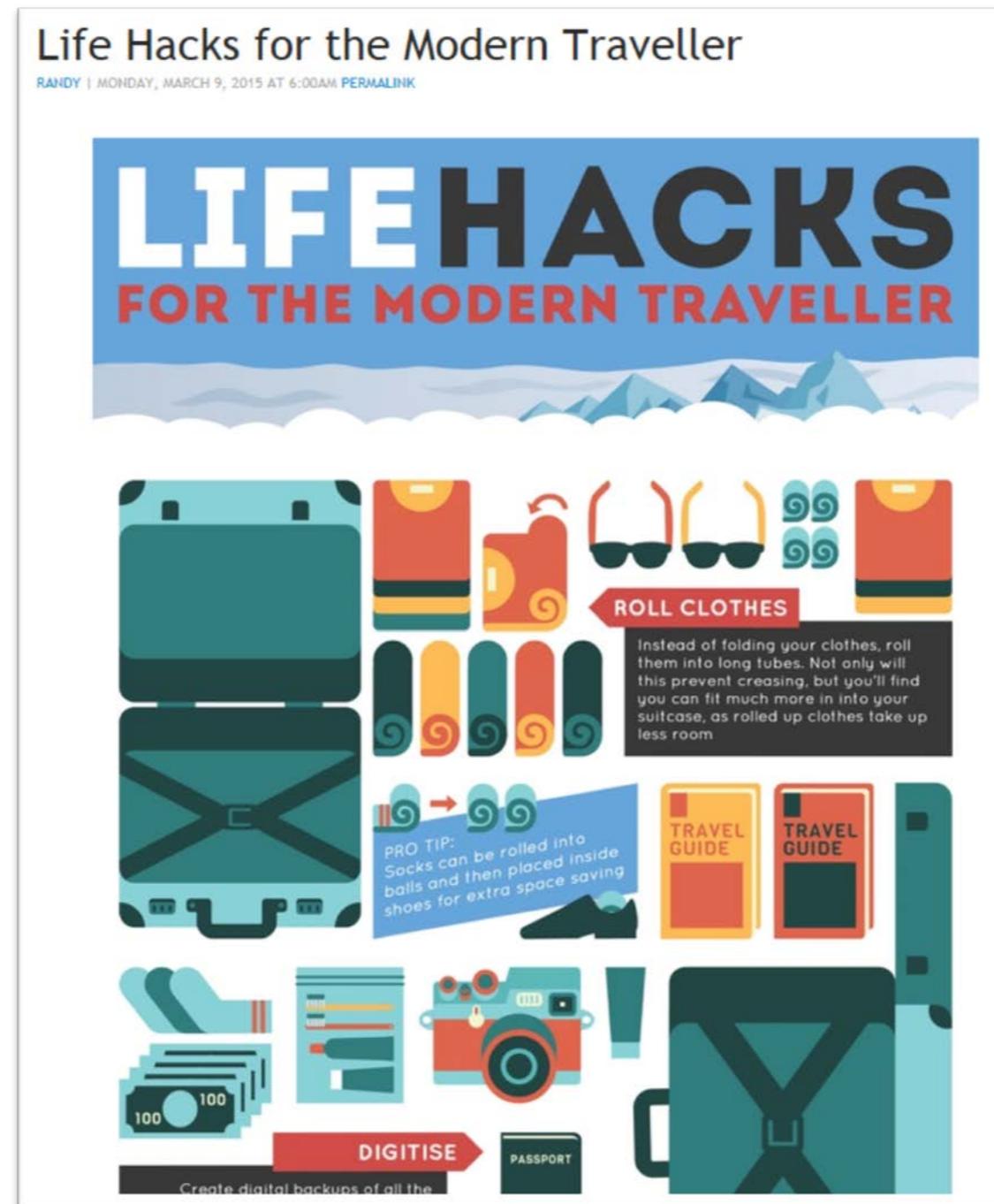
<https://www.flickr.com/photos/gdsdigital/5059535030>

Infographic examples - compare/contrast



<http://www.worldwildlife.org/pages/infographic-sea-turtles>

Infographic examples - process



<http://www.coolinfographics.com/blog/2015/3/9/life-hacks-for-the-modern-traveller.html>

Infographic examples - relationships

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

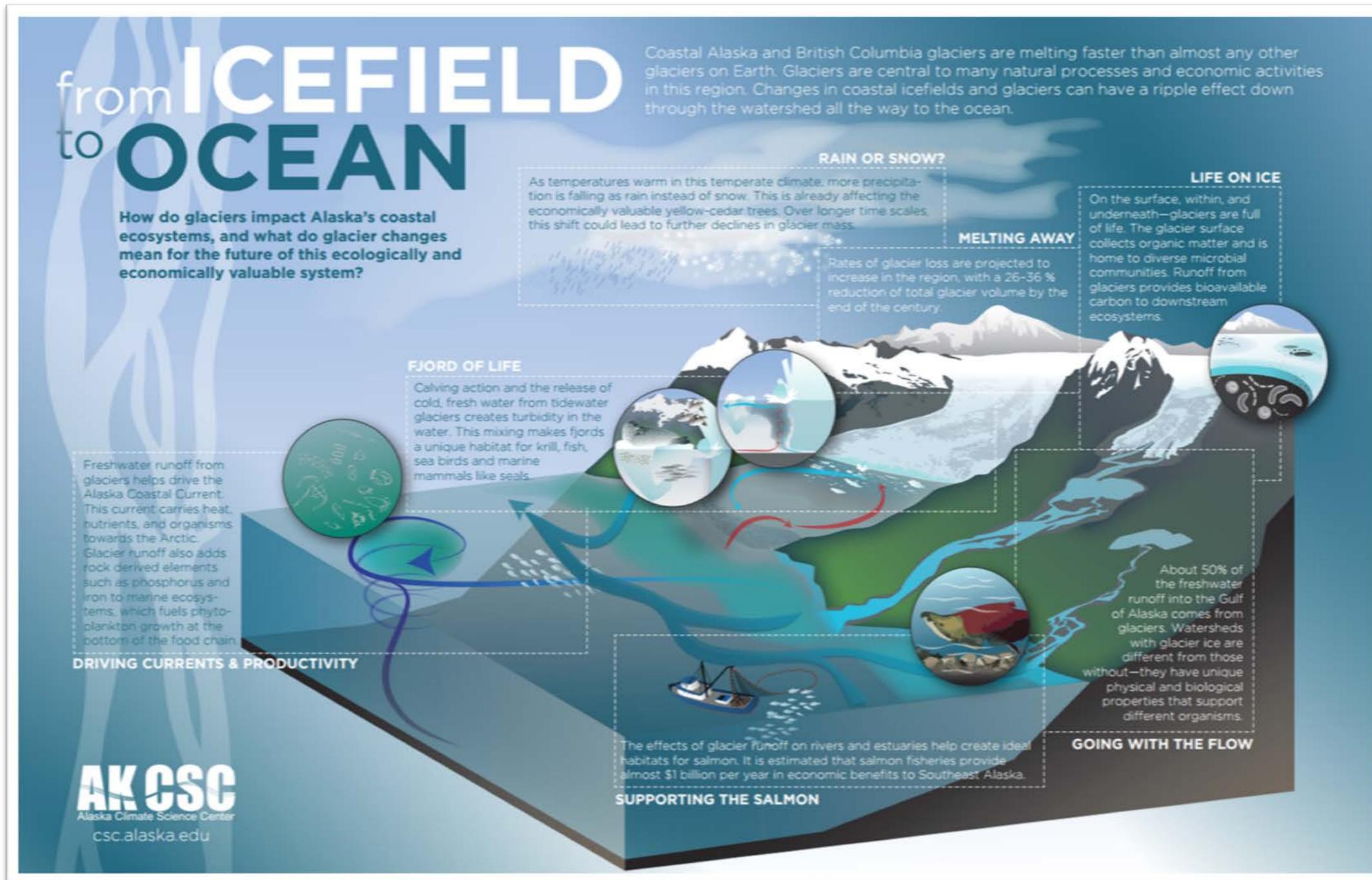
SPACE

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

ELEMENTS OF DESIGN
quick reference sheet

paperleaf
created by Paper Leaf Design, www.paper-leaf.com

Infographic examples - relationships



<https://csc.alaska.edu/sites/default/files/Timm.K.Glacier-System-Poster-2014.pdf>

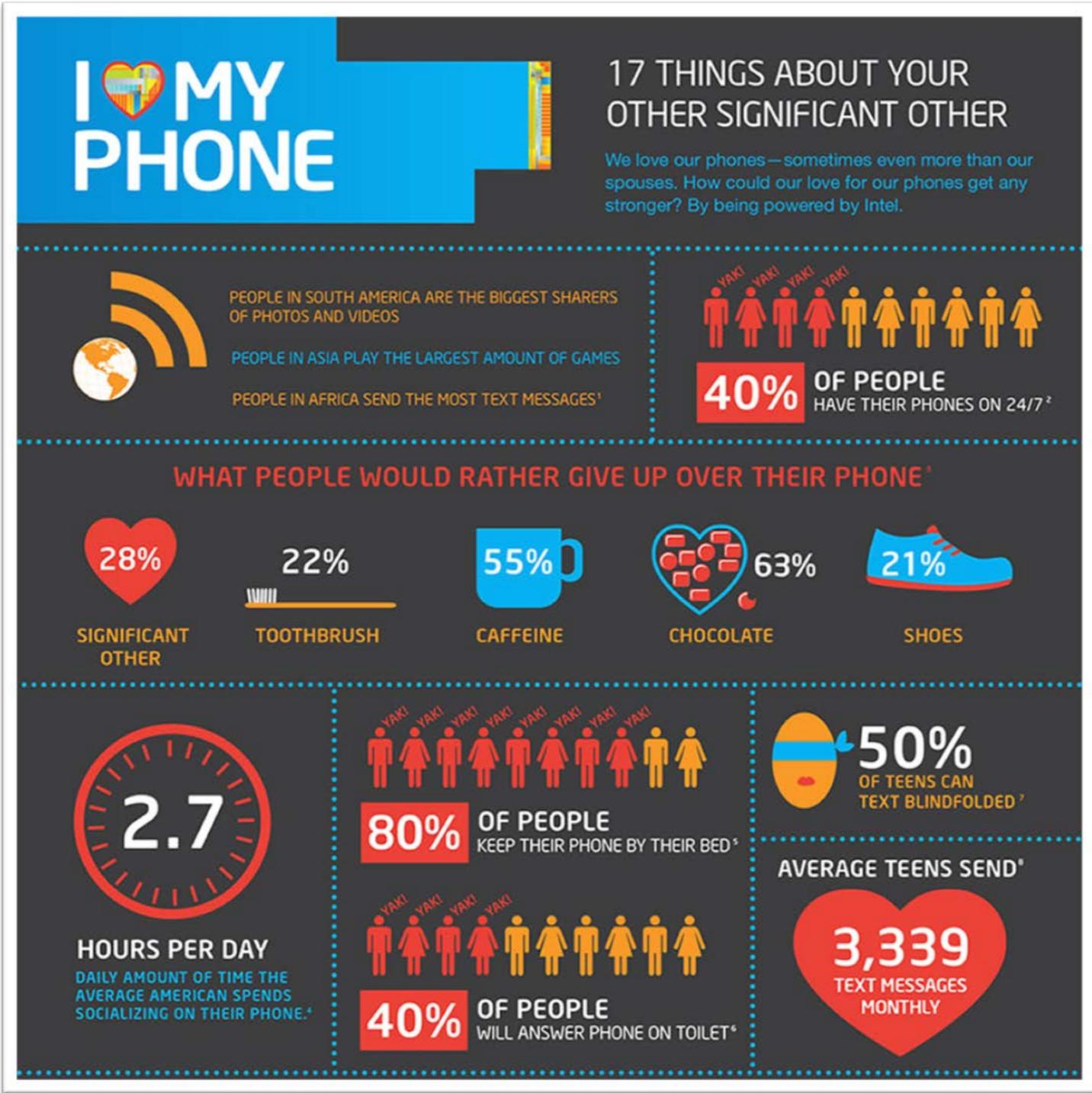
Infographic examples - statistics in charts



Posted by krischlsett

<http://www.mobilewinerywebsites.com/average-smartphone-usage-infographic>

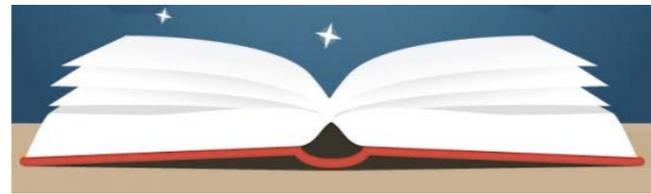
Infographic examples - relationships



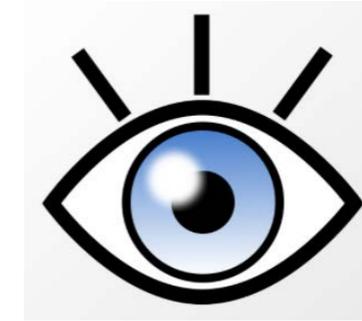
Create an infographic in six steps.



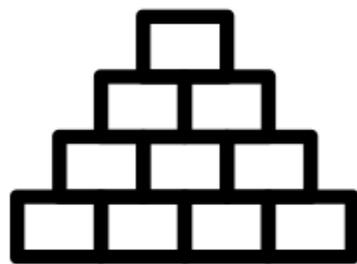
1 Gather information.



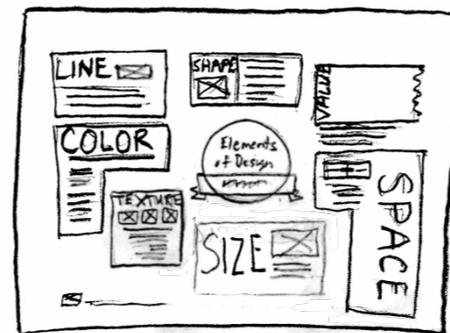
2 What's your story?



3 Visualize data.



4 Build an outline.



5 Wireframe (sketch) it.



6 Design and refine.



Step 1 - Gather information.



- Gather information.

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or a phrase, connecting content to one another; creating patterns and much more.

SIZE

Size is how small or large something is; a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

SPACE

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to give the eye a rest; define importance; lead the eye through a design and more.

- Evaluate and cite your sources. [Paper Leaf Design](#)

- Describe the theme of your infographic in one sentence.

To explain and give examples of the elements of design.

Step 2 - What story do you want to tell?

- Describe your story in 1-2 sentences.



The elements of design can stand by themselves yet they all work together to create a unified whole/composition. The example elements are a visual reminder of what we learned earlier in the course.

- Who is your target audience?

Adult students of this workshop who work as biologists or information technologists. They are accustomed to working with numbers and scientific facts. They are not accustomed to using visual imagery to communicate their messages.



Step 3 - Visualize data.



- Visualize someone from your target audience.
- How would they read the data?
- Summarize the story you want to tell with the data, keeping your audience in mind.
- Imagine what your data could look like.

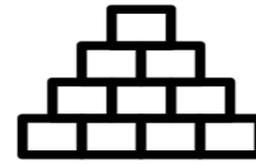


LINE SIZE

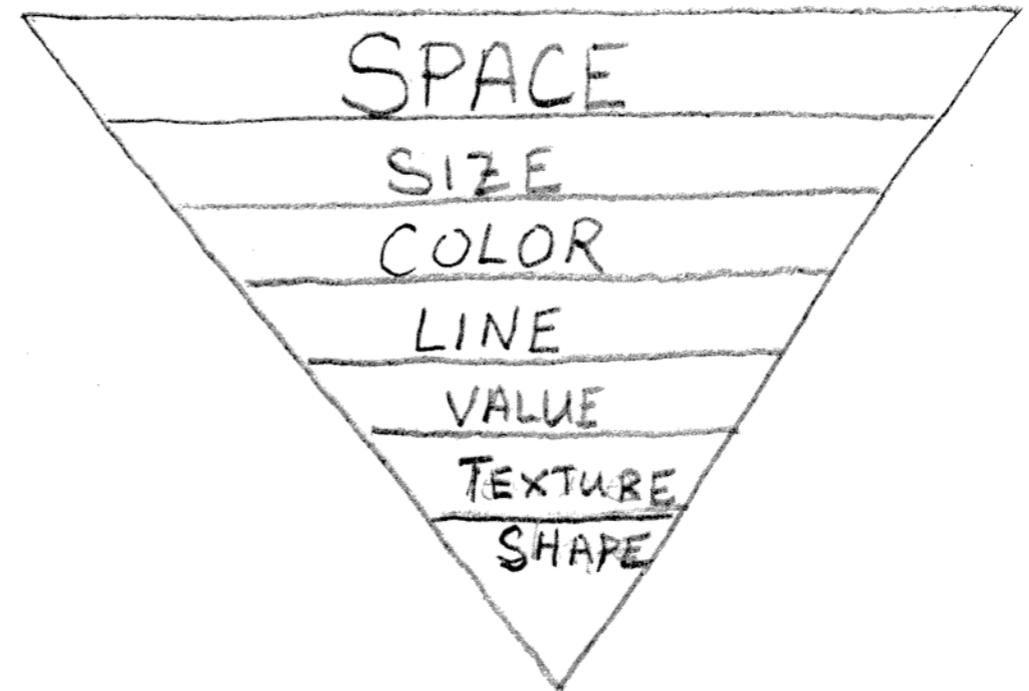
COLOR

SPACE

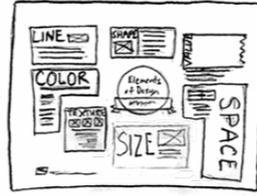
Step 4 - Build an outline.



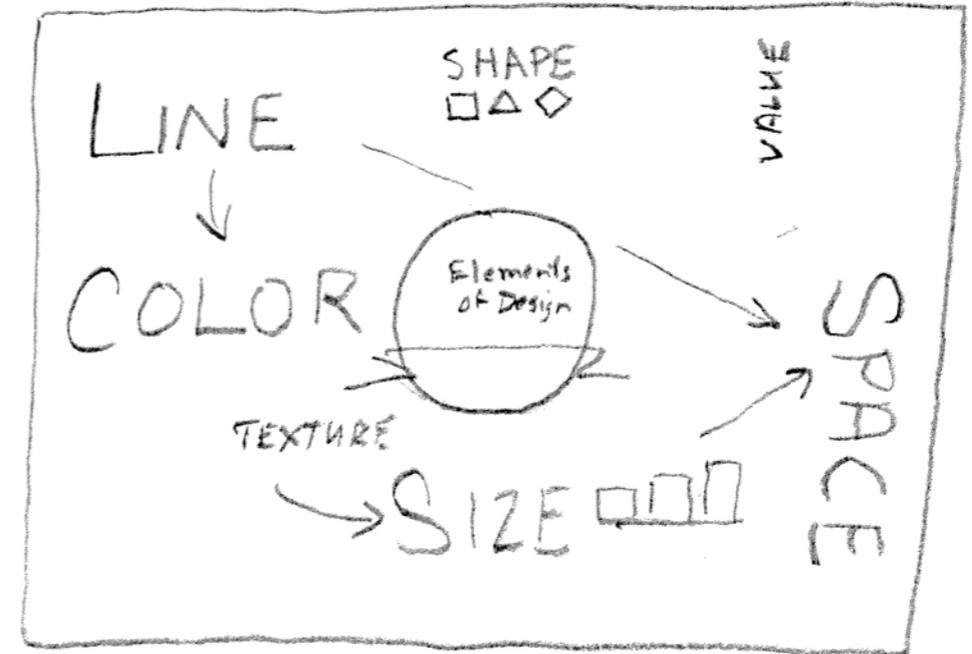
- What data will grab the viewer's attention?
- Make an outline to show what data is most important.
- What are the headings and subheadings?
- Will help you determine flow.



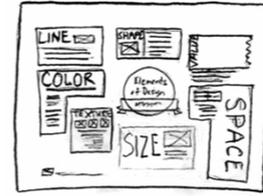
Step 5 - Sketch a layout.



- Sketch a rough layout (called “wireframing”).
- Use your outline as a guide for hierarchy.
- Determine the placement of the most important data and the flow of the rest.



Step 5 - Sketch a layout.



LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

SHAPE

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, explanations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light, to create a pattern; to lead the eye; or to emphasize.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

SIZE

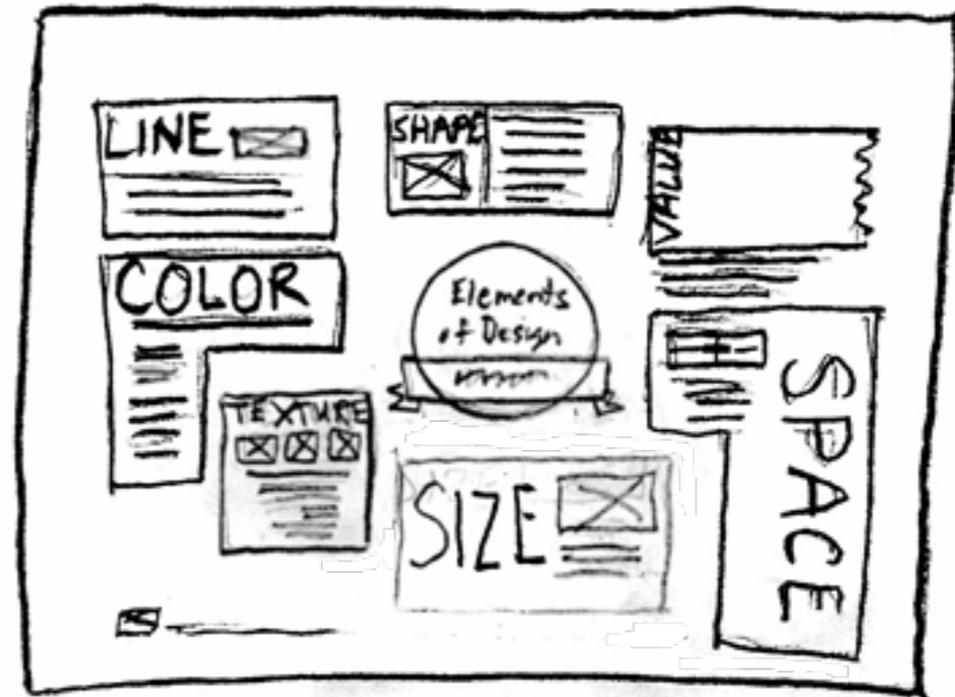
Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

SPACE

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to give the eye a rest; define importance; lead the eye through a design and more.

ELEMENTS OF DESIGN
quick reference sheet

created by paper leaf Design, www.paper-leaf.com



Step 6 - Design and refine.



- Add color to your infographic.

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

SPACE

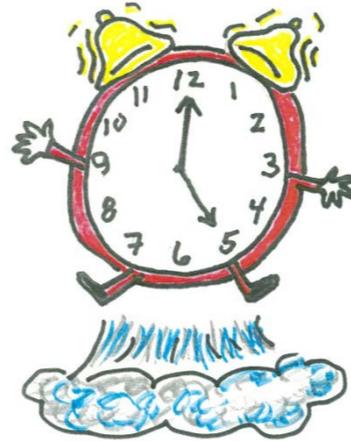
Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

ELEMENTS OF DESIGN
quick reference sheet

paper leaf
created by Paper Leaf Design, www.paper-leaf.com

If you are pressed for time. . .

- Hire a graphic designer.
- Use an online infographic generator.





Free infographic generators

- Infogram <https://ifogr.am>
- Piktochart <http://piktochart.com>
- Canva <https://www.canva.com/create/infographics>
- Venngage <https://venngage.com>
- [easel.ly](http://www.easel.ly) <http://www.easel.ly>

Piktochart demo

The screenshot shows the Piktochart website interface. At the top, there's a navigation bar with the logo, user profile 'dkwebgeek', and menu items like 'Pikto Templates', 'My Saved Piktocharts', and 'Featured Piktocharts'. A search bar is present. Below the navigation, a red text overlay reads '1. Choose a free template.' The main content area shows a 'Free Templates' section with a preview of a '2014 STARTUP LANDSCAPE IN MALAYSIA' infographic. A 'Y Axis Title' input field is visible with 'CANCEL' and 'UPDATE CHART' buttons. Below this, a 'Data' tab is active, showing a table with columns A-E and rows 1-6. A red text overlay reads '2. Change data.' The table contains the following data:

	A	B	C	D	E
1		Elements			
2	Space	65			
3	Size	55			
4	Color	40			
5					
6					

Below the table, there's a 'Settings' gear icon and an 'IMPORT YOUR DATA' button. A small preview of a bar chart is visible at the bottom left of the editing area.

<http://piktochart.com>

3. Edit each area then preview.

The previewed infographic is titled 'Elements of Design' and features a dark teal background. It includes a donut chart with the number '453' in the center. To the right of the chart, there's a text area with 'Welcome to Piktochart. You can write your description here.' and '255 Units'. Below the text area, there are three horizontal bars of varying lengths. At the bottom, there's a 'SUB TITLE' and three icons: an airplane, a heart, and a thermometer.



Turn numerical data into an infographic.

- Analyze the award-winning infographic; hear thoughts from award winner.
- See examples of infographics.
- Working in pairs and using a piece of content, create one part of an infographic.
- Show and tell — discuss your infographics.



Infographic exercise

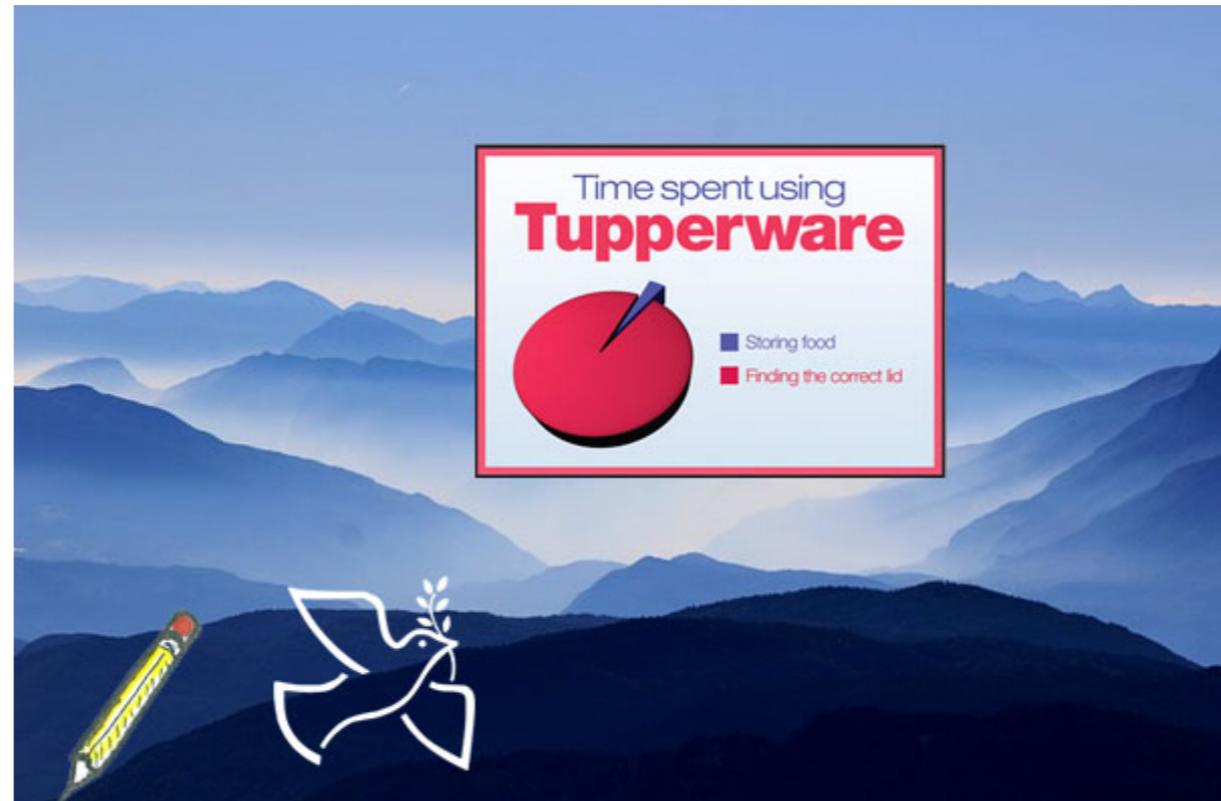
1. Read content about scientists using social media.
2. Write a theme (one sentence) and a story (two sentences) based on the data.
3. Decide the best way to show the data visually –
What kind of chart?
Should you use icons?
4. Draw a rough sketch showing how you would present the data.

Infographic exercise

Volunteers to show and discuss (if time).



The big picture



- Use personal symbols for brainstorming, notes, presentations.
- Use personal symbols and the elements and principles of design to illustrate ideas and concepts.
- Turn numerical data into a piece of an infographic.



Tell stories in presentations

Using graphics or images



During our four-hour adventure in the land of visuals, you will:

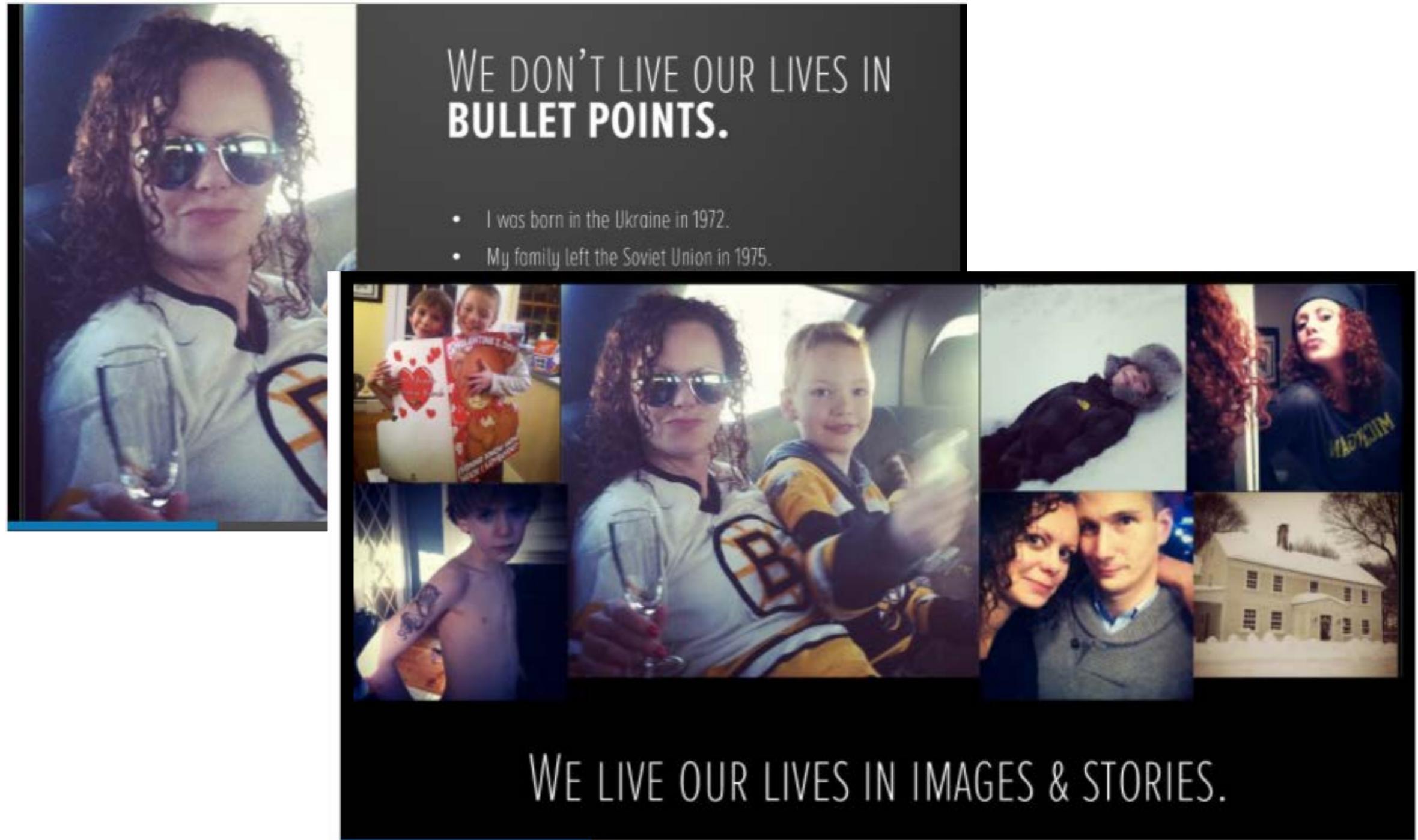
- Design a concise symbol-based vocabulary to use in brainstorming ideas,
- Apply basic principles of graphic design to visual images you create,
- Turn numerical data into an infographic, and
- Use graphics or images instead of bullet points to tell stories in presentations.



Use graphics or images to tell a story.

- See examples of PowerPoint presentations that tell stories with images.
- How would you apply what you've learned?

Story example - Hubspot “What Would Steve Do?”



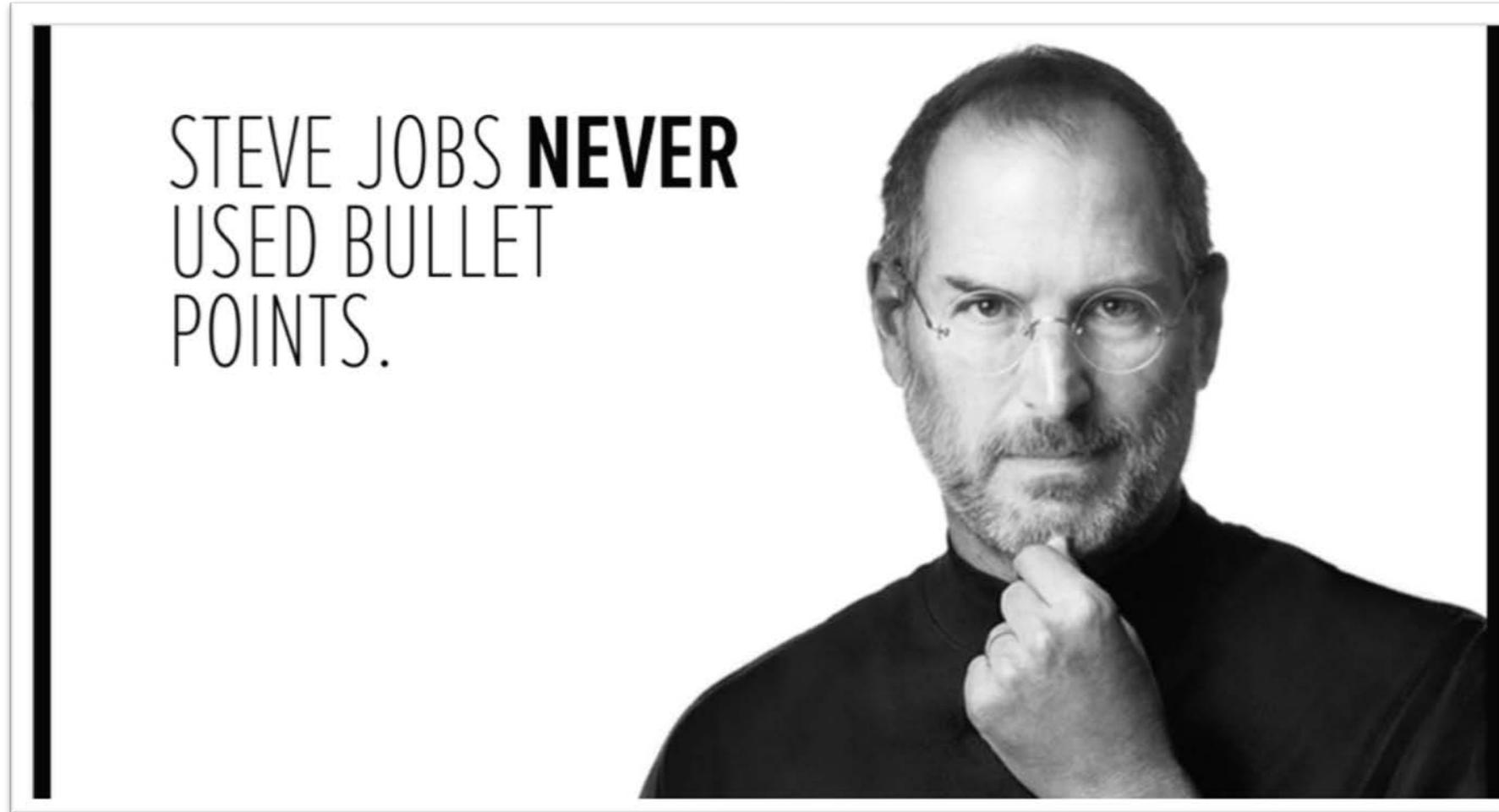
WE DON'T LIVE OUR LIVES IN BULLET POINTS.

- I was born in the Ukraine in 1972.
- My family left the Soviet Union in 1975.

WE LIVE OUR LIVES IN IMAGES & STORIES.

The presentation slide features a large image of a woman with curly hair wearing sunglasses and a white racing suit with a yellow and black logo, holding a glass. To the right of this image is a dark grey box containing the text 'WE DON'T LIVE OUR LIVES IN BULLET POINTS.' and two bullet points: 'I was born in the Ukraine in 1972.' and 'My family left the Soviet Union in 1975.'. Below this is a collage of several smaller photos: a woman in a blue hoodie with 'MADKIN' on it, a woman in a racing suit with a child, a child holding a Valentine's card, a child with a tattoo, a couple, and a large white house in the snow.

Story example - Hubspot “What Would Steve Do?”



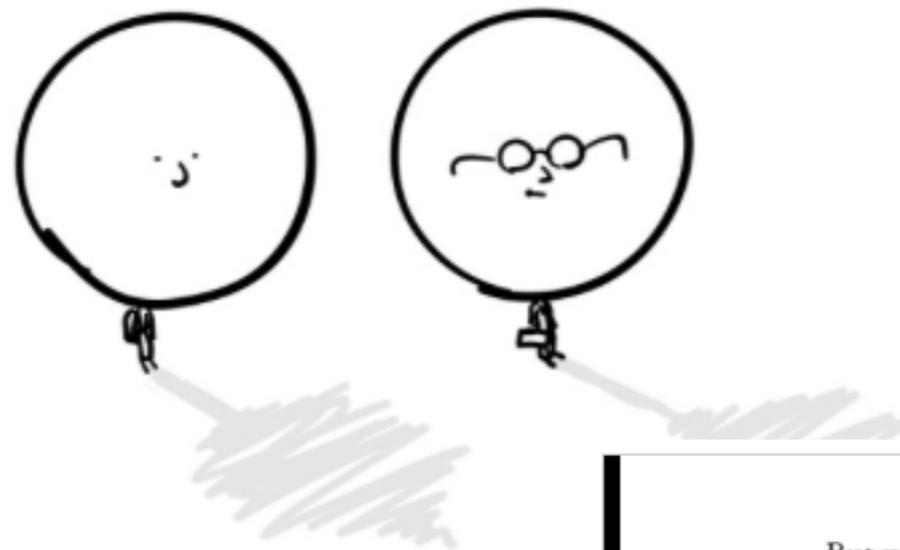
Story example - Eric Schmidt “How Google Works”



<http://blog.hubspot.com/marketing/inspiring-slideshare-presentations-for-marketers-list>

Story example - Eric Schmidt

When Jonathan and Eric arrived at Google, we thought we knew all there was to know about running successful businesses.



01

But we quickly learned that almost everything we thought we knew about managing businesses was dead *wrong*.



02

Story example - Eric Schmidt

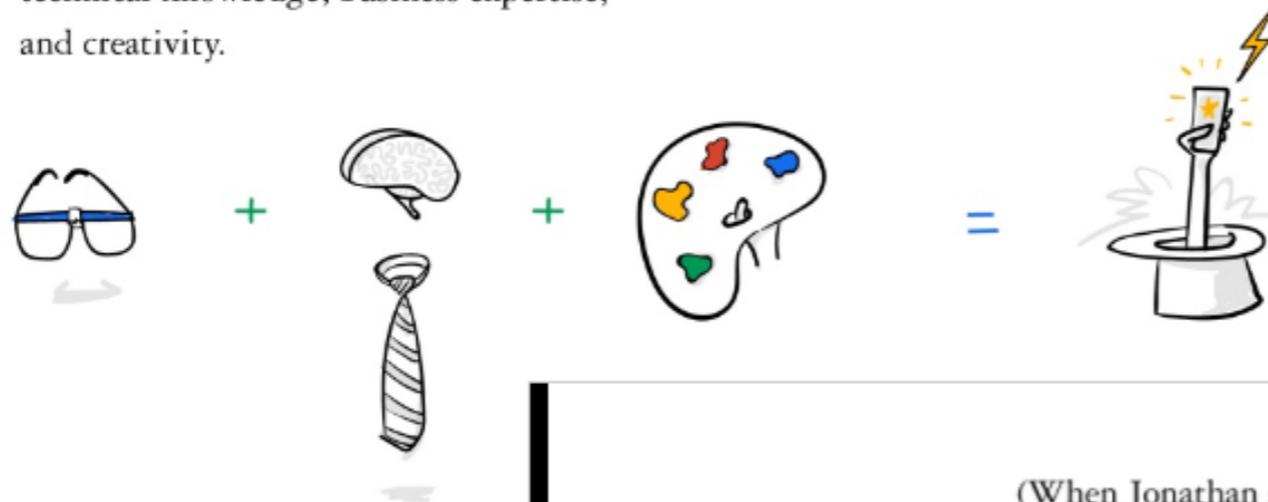
The people that can have the
biggest impact of all are the ones we call:

SMART CREATIVES

13

Story example - Eric Schmidt

These are the product folks who combine technical knowledge, business expertise, and creativity.



(When Jonathan arrived at Google, one of his first work products was such a plan. Larry Page said the plan was "stupid".)



Story example - "What if.." by Motivate Design

— WHY "WHAT IF"? —

We are so glad you asked!

GOAL = INNOVATE, THEN

INCREMENTAL CHANGE =

DISRUPTIVE THINKING =

— BUT, IT IS POSSIBLE —

MOTIVATE DESIGN

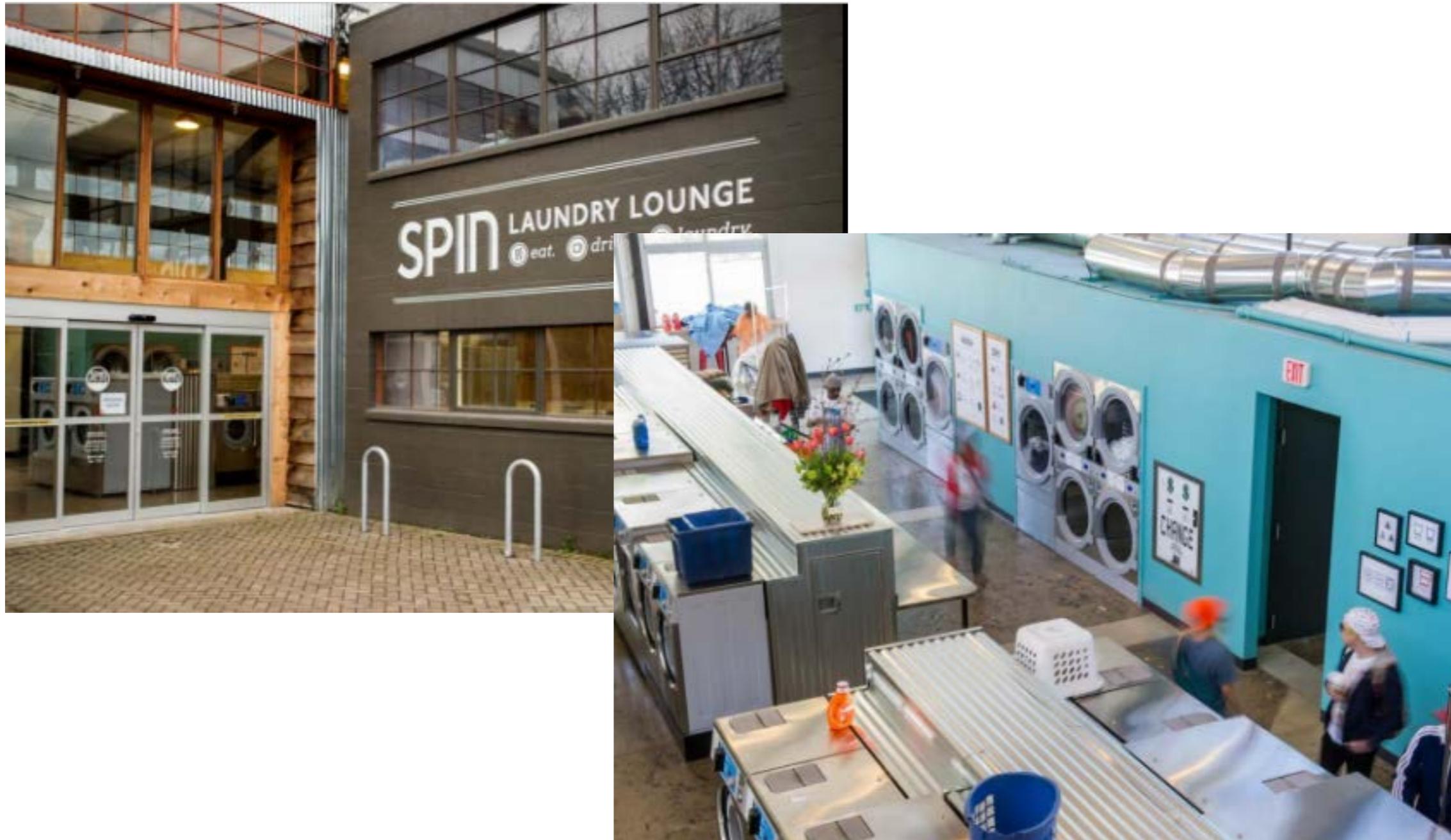
CLICHÉ:
LAUNDROMATS ARE DEPRESSING!

CLICHÉ:
LAUNDROMATS ARE DIRTY!

CLICHÉ:
THERE ARE BAD, FLUORESCENT LIGHTS

CLICHÉ:
THEY ARE OUT-DATED & WEIRD

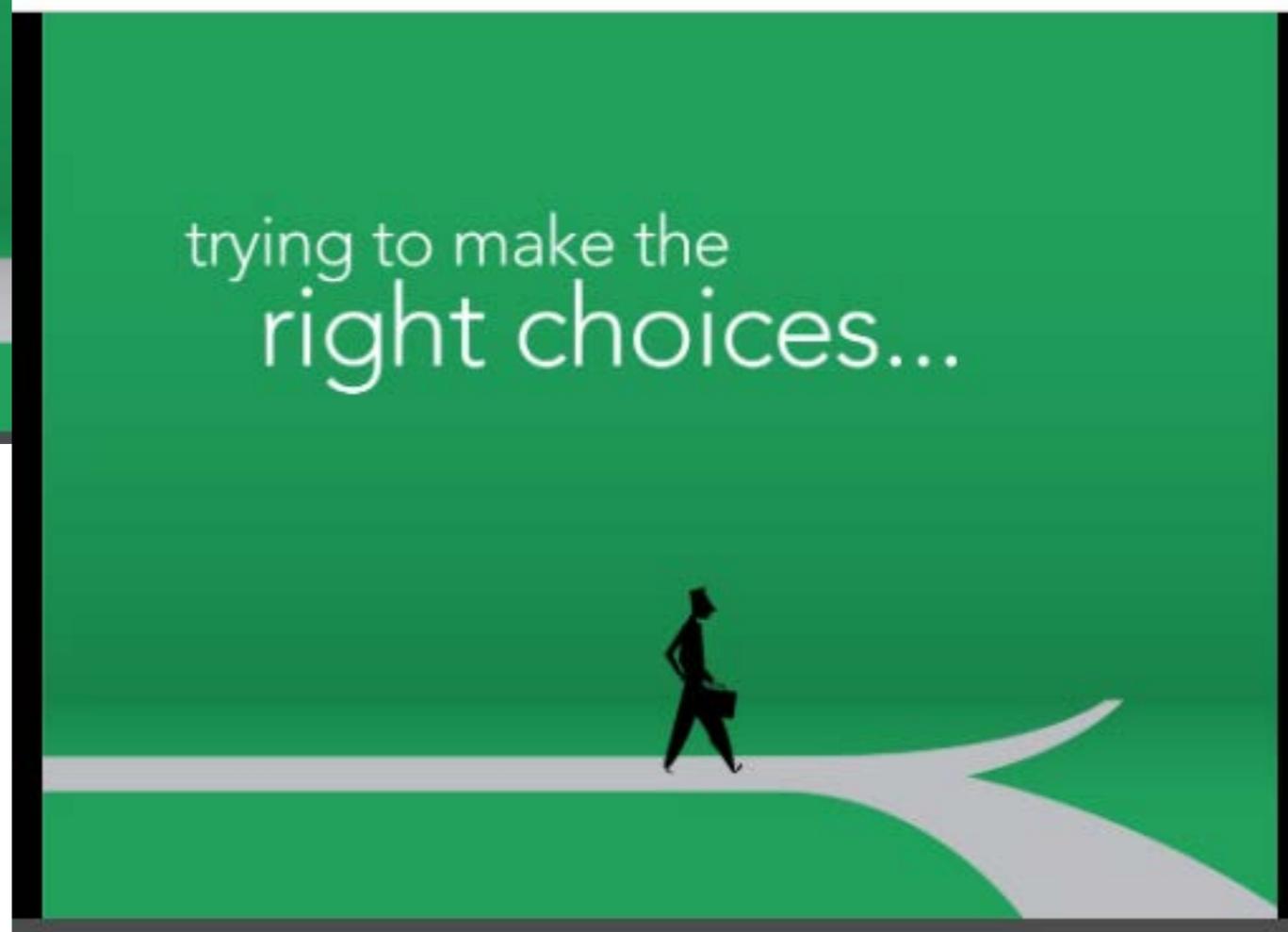
Story example - "What if.." by Motivate Design



Story example. Josh Beatty Eco-nomics. . .



Story example. Josh Beatty Economics. . .



Story example. Josh Beatty Eco-nomics. . .



Story example. Josh Beatty Eco-nomics. . .



what's hidden? | environmental costs from the use of oil to produce and ship the plastic bottles



Story example - Al Gore “An Inconvenient Truth”



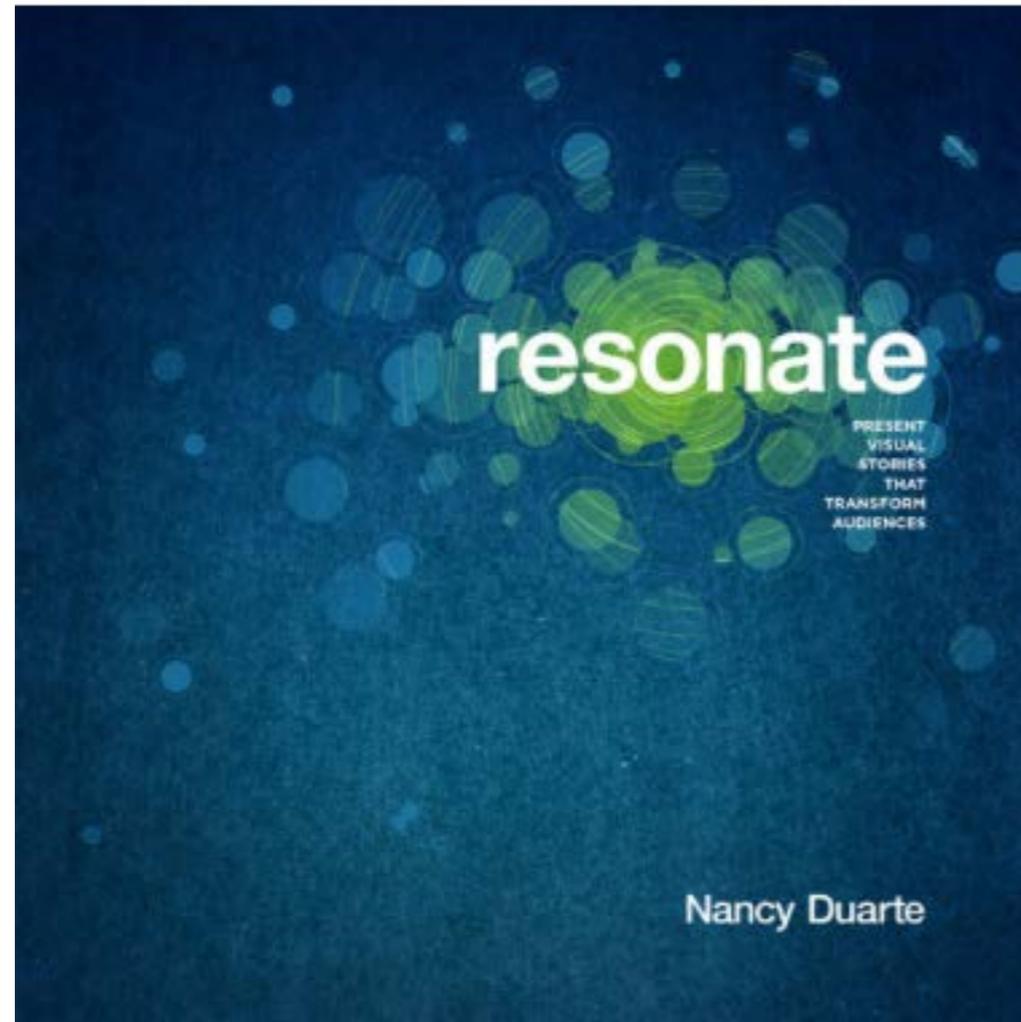
<https://www.takepart.com/an-inconvenient-truth/film>

Story example – Rauch Foundation



<http://mannerofspeaking.org/2010/11/12/making-data-meaningful/>

“How To” Resource



Resonate: Present Visual Stories that Transform Audiences

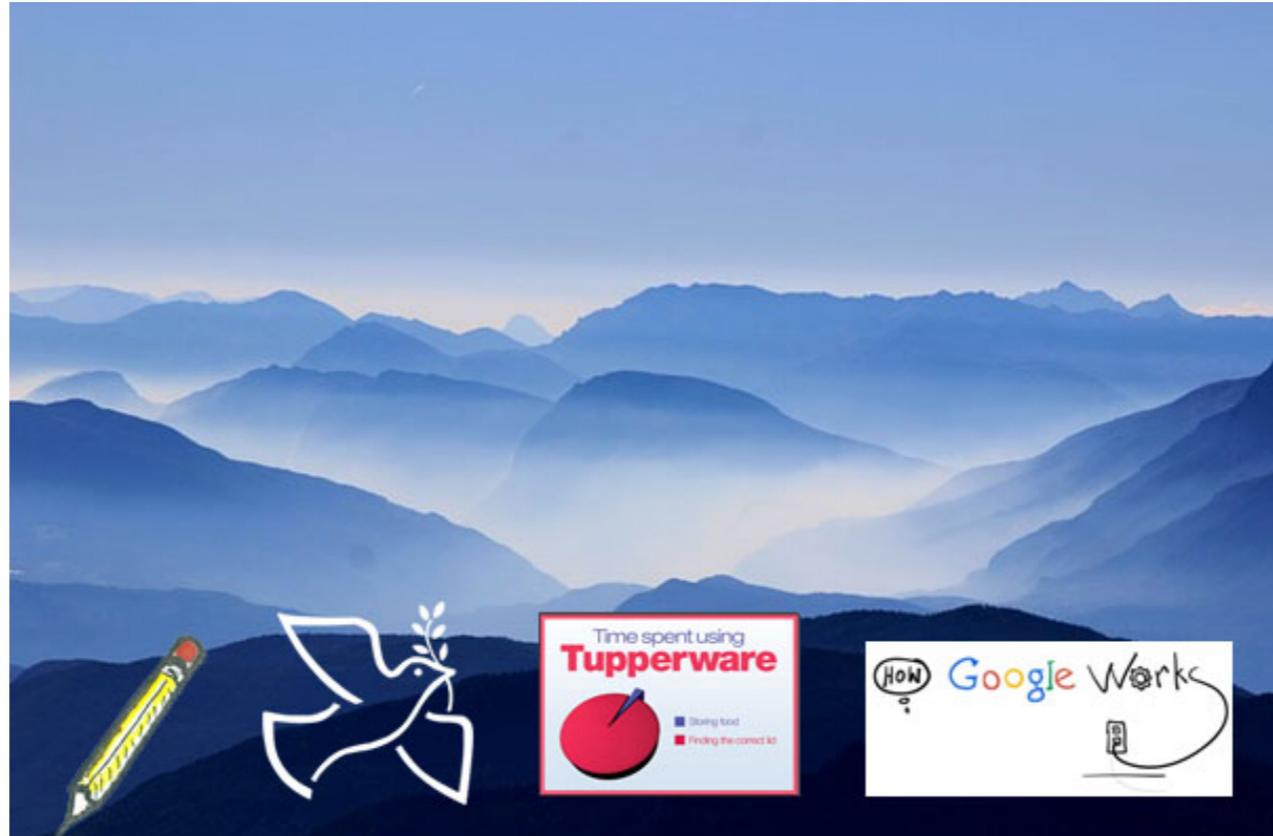
<http://www.duarte.com/book/resonate/>

If we have time. . .

- Discuss examples.
- Why are stories more effective?
- How could you use a story in your work presentations?



Our story.

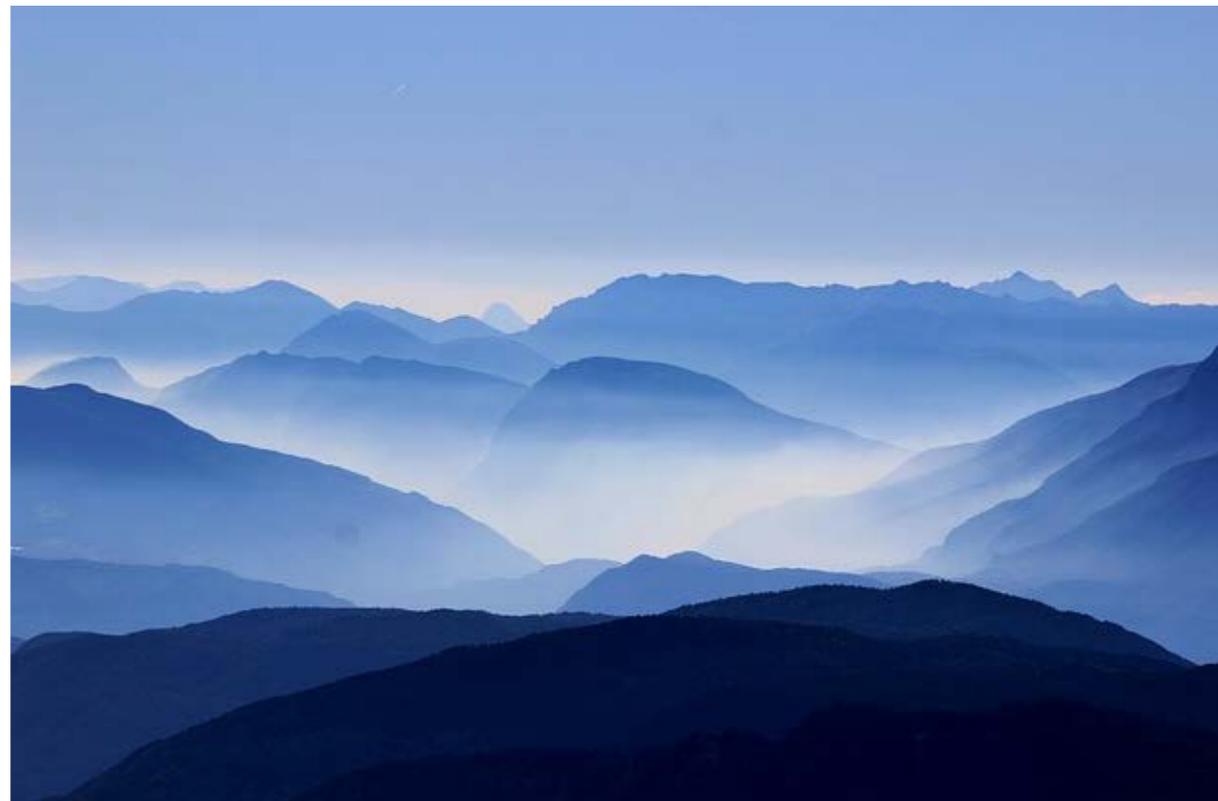


Today we embarked on an adventure in the land of visuals. We thought and listed and sketched the first pieces of our visual vocabulary in our sketchbooks. We put on designer hats and analyzed examples using the elements and principles of design. And then applied design principles ourselves when we illustrated a concept. Next we looked at infographics. And we paired up and created rough sketches to get a feel for the design process. Finally, we saw some PowerPoint presentations that used visual images to tell stories — and we remembered them.



Your story.

What will you remember from your adventures in the land of visuals?



Hat's off to all of you!





Contact me

- Diane Knudson
- diane_knudson@fws.gov
- 304-876-7454

