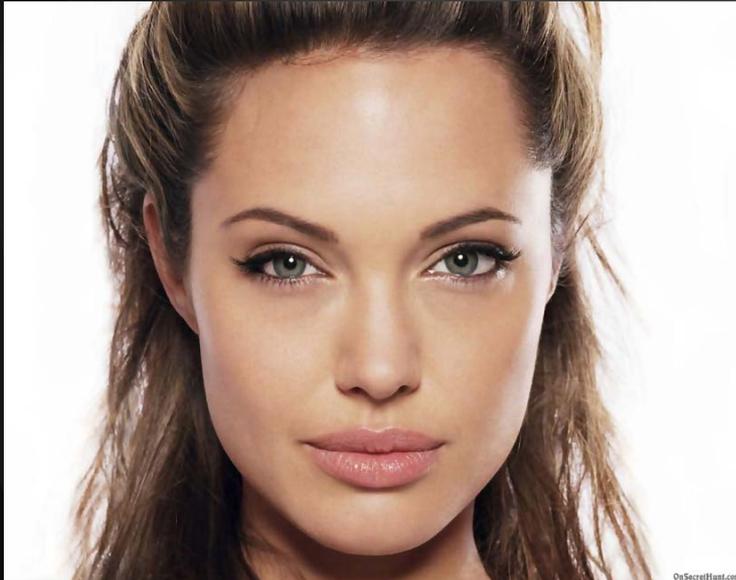


# Visualized articles

What they are and why we use them

WITH YOUR HOSTS ...



**Erin Cristales:** [erin.cristales@gmail.com](mailto:erin.cristales@gmail.com)



**Marco Martell:** [marco.a.martell@cloud.redoakisd.org](mailto:marco.a.martell@cloud.redoakisd.org)

**Go to the following link ...**

[www.surveymonkey.com/r/QQB2RZZ](http://www.surveymonkey.com/r/QQB2RZZ)



# The purpose of visualized articles

Visualized articles combine research, surveys/interviews and images to tell a complete story graphically.

They are one step beyond **infographics** because your reader should see themselves in the content ... which means you need to survey/interview your readers.



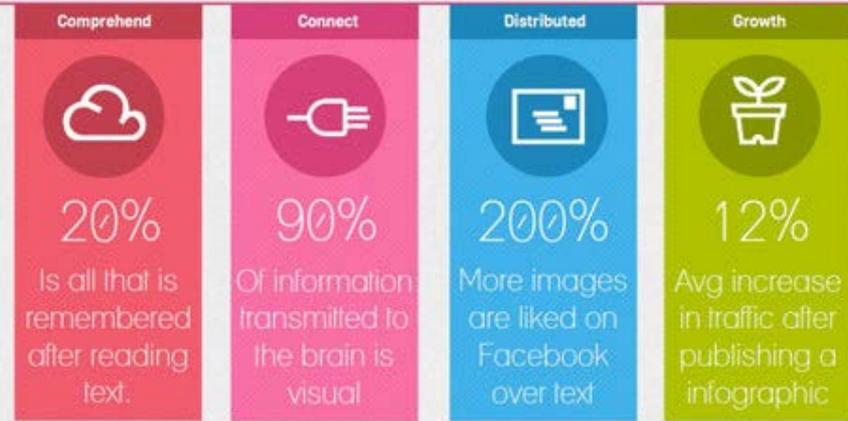
# The seven main types of visualized articles

- Best/favorites
- Flow chart
- Timeline
- Useful bait
- Versus
- By the numbers
- Photo
- Also incorporate quotes and charts for impact

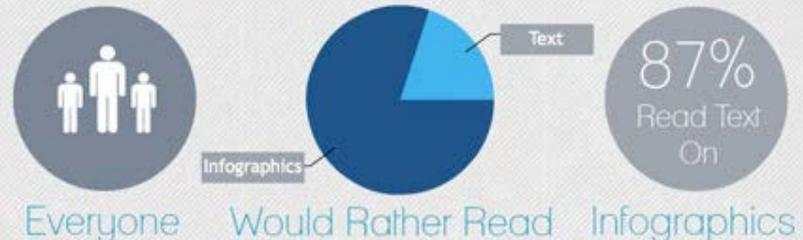
## INFOGRAPHICS

### WHY YOU NEED THEM

Everyone has a message, the hard part is bundling it up so the message is understood by anyone, and everyone.



### Who Reads Infographics



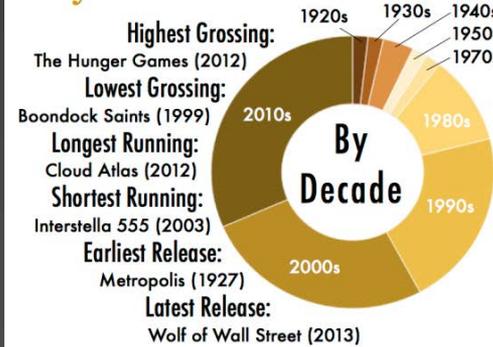
# Best/favorites

This type of graphic is technically a listicle, but told visually. It breaks down the best/worst or favorite/least favorite on a particular topic.

Examples:

- The best video games
- The best Twitter posts of 2015
- The worst “Walking Dead” characters ever

## Favorite Films by the numbers



**In More Than One List**  
3  
Tangled (2010)  
Inception (2010)  
Frozen (2013)

**Average Box Office**  
\$90,282,876

## Favorite Directors

- Quentin Tarantino**  
3 - Pulp Fiction (1994)  
- Kill Bill Vol.1 (2003)  
- Django Unchained (2012)
- David Lynch**  
2 - Blue Velvet (1986)  
- Mulholland Dr. (2001)
- Terence Malick**  
2 - Thin Red Line (1999)  
- The Tree of Life (2011)
- David O. Russell**  
2 - The Fighter (2010)  
- Silver Linings Playbook (2012)
- Guy Ritchie**  
2 - Lock Stock and Two Smoking Barrels (1998)  
- Snatch (2000)
- Martin Scorsese**  
2 - Shutter Island (2010)  
- The Wolf of Wall Street (2013)

## Academy Awards – 114 Nominations/22 Wins

**Best Picture Nominees**

- Mr Smith Goes to Washington (1939)
- It's a Wonderful Life (1946)
- A Few Good Men (1992)
- Pulp Fiction (1994)
- Good Will Hunting (1997)
- Thin Red Line (1998)
- American Beauty (1999)
- The Fighter (2010)
- Inception (2010)
- Tree of Life (2011)
- Silver Linings Playbook (2012)
- Django Unchained (2012)

**6 Best Original Screenplay**

**2 Best Cinematography**

**2 Best Supporting Actor**

**2 Best Supporting Actress**

**1 Best Animated Feature**

**1 Best Costume Design**

**1 Best Sound Mixing**

**1 Best Sound Editing**

**1 Best Visual Effects**

**1 Best Art Direction**

**1 Best Picture**

**1 Best Director**

**1 Best Actor**

**1 Best Actress**



The 100 Funniest American Movies Of All Time  
#10. Airplane!

**Mean Score:**

Rotten Tomatoes **83%**

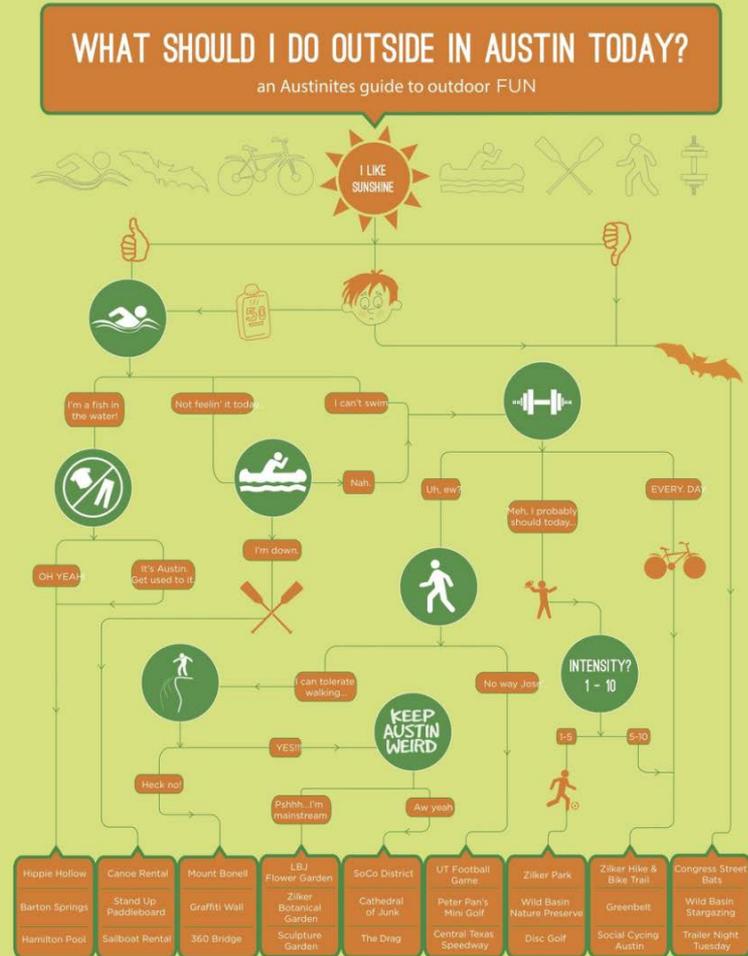
IMDb **7.8**

# Flow chart

A flow chart answers a specific question by giving choices to the reader that helps them arrive at the right answer. These tend to be research-driven.

Examples:

- Which job is right for you?
- Who is your perfect match?
- What is your ideal pet?
- Which car is right for you?



# Timeline

A timeline graphic is made up of chronological data that is visualized. It takes the user on a journey.

Examples:

→ A timeline of a famous person's life

→ A timeline of important milestones for an event or genre (ex. history of hip-hop)

→ A timeline of your school's football victories

## The Iconic 1960's

The United States in the 1960s—women's roles in society were changing as well as progressing. The style icons and powerful female figures are presented differently than ever before. These women were glamorized by being covered continuously in magazines yet women in the workforce were still fighting for rights. The sexual revolution was in full swing and the mothers, wives and daughters in this country were becoming more than just housewives. Respect and individuality has been inevitable ever since.

- 1** **1962** Marilyn Monroe was photographed for *Time* #1 by Herb Lubalin, to imagine that covered sexuality, honesty and culture. Monroe drew X's on the images she was not content with, making this a truly American design, going against the grain on the traditional and showing the personality of the model.
- 2** **1964** This Seventeen magazine is discussing politics and why it might be harder to matter to women. In '69 President Nixon creates the Task Force on Women's Rights and Responsibilities to recruit and train women for upper-level governmental positions, bringing a new respect to women in a political standpoint.
- 3** **1965** This Virginia Slims cigarette ad taking women empowerment one step too far. The idea of women liberation went to radical extremes to get people's attention. The tagline, "You're come a long way, baby" is humorous in that the image shows how powerful women are but using the innocent name, "baby".
- 4** **1965** In this *Esquire* Magazine "sex" being explored in "The Masculinization of the American Woman" George Lois took the phrase literally on the cover, showing the role reversal happening in America during this changing time.
- 5** **1966** Helen Gurley Brown, author of "Sex and the Single Girl" took over the running of *Cosmopolitan* magazine in 1966, changing the format and content completely, with images photos of heavily dressed young women and specific short articles about sexuality completely changed the role of great material.
- 6** **1968** Gloria college didn't just put a woman on the cover to depict a college student, but a female African American college student. Towards the end of the 1960's African American women were becoming an important part of the magazine industry.
- 7** **1969** Twiggy known as "the original model" was thriving throughout the 1960's. In this Vogue photo shoot she was described as the "anti-woman" because she challenged what women are supposed to look like. With her bony cheeks, flat chest, short nails and minimal makeup meant back to the expectations.

## Not Just a Pretty Face Anymore

- 1960** The Equal Pay Act was signed into law. It required equal pay for men and women performing the same job duties, making it possible for women to do the same work as men and get paid the same as men.
- 1961** The Women's Strike for Peace is founded, one of the first female activist groups in the world. Their main purpose was to bring an end to the Vietnam War and gain women's more political voice that had never been heard before.
- 1963** The Equal Pay Act requires equal pay for men and women performing the same job duties, making it possible for women to do the same work as men and get paid the same as men.
- 1963** The Bay Area Women's Strike for Peace is founded, one of the first female activist groups in the world. Their main purpose was to bring an end to the Vietnam War and gain women's more political voice that had never been heard before.
- 1965** The second Annual Women's Strike for Peace is founded, one of the first female activist groups in the world. Their main purpose was to bring an end to the Vietnam War and gain women's more political voice that had never been heard before.
- 1966** The Bay Area Women's Strike for Peace is founded, one of the first female activist groups in the world. Their main purpose was to bring an end to the Vietnam War and gain women's more political voice that had never been heard before.
- 1968** The Bay Area Women's Strike for Peace is founded, one of the first female activist groups in the world. Their main purpose was to bring an end to the Vietnam War and gain women's more political voice that had never been heard before.
- 1969** California was the first to adopt the "no fault" divorce law, allowing people to divorce by mutual consent, changing the regulations of what women and giving women a part in important marital decision making.

# Useful bait

A way to explain something or answer a question by visually showing how to do it. It can be great to get quotes from students who have experience with the topic you are discussing.

*News illustrated*

## GANGNAM STYLE!!!

### The 5 basic steps

The sudden explosion of a South Korean entertainer called Psy, has given the world Gangnam Style. It is setting the music and dance world on fire and has a set sequence. We simplify them for your perusal

★ When to use the steps during the chorus ★

Oppa is Gangnam style, ahhhh... Gangnam style... Oh, oh oh oh oh, Oppa is Gangnam style...	<b>Step 1</b>	<b>Step 2</b>
<b>Step 1</b> ahhhh... Gangnam style... Oh, oh oh oh oh, Oppa is Gangnam style... Eeeehh- Sexy Lady~	<b>Step 2</b>	<b>Step 3 or Step 1</b> (in the last chorus)
<b>Step 1 or Step 2</b> (in the last chorus) Oh, oh oh oh oh, Oppa is Gangnam style... Eeeehh- Sexy Lady oh oh oh oh. Oppa is Gangnam style.	<b>Step 4</b>	<b>Step 5</b> (only at the end)

**Step 1**  
Riding the horse  
Dress classy and dance cheesy  
Cross your hands like taking the horse reins and pulse up and down  
Do small jumps with your legs spread like you are riding a horse  
Footsteps: R L R R L R L L

**Step 2**  
Lassoing the sexy lady  
Lassoing motion with your right arm  
Continue with the horse-riding movement  
Footsteps: R L R R L R L L

**Step 3**  
Now everybody is looking at me  
Hands in pockets or waist and small hip side movements combined with the foot steps  
Slight kick with the right leg. Alternate with small jumps with the left leg  
Finish this move dragging the right leg to the left leg  
Footsteps A: L R L R L R L R  
Footsteps B: L R

**Step 4**  
Combine a few 'sexy' moves  
Now move your hips to the outside with quick movements twice  
Spread and flex your legs. Move your body up and down three times  
Rotate your right leg three times, maintaining the body position.  
Footsteps: L R L R L R L R

**Step 5**  
Finish with a cool pose  
Cross your hands over your left leg  
"L" shape with your fingers  
Spread your arms and raise your right leg (position A). Now get down quickly on your right leg and flex the left one. Now rotate your right arm and with your hand touch your chin doing a "L" shape with your thumb and index fingers (position B)

Source: YouTube

HUGO A. SANCHEZ/Gulf News

Examples:

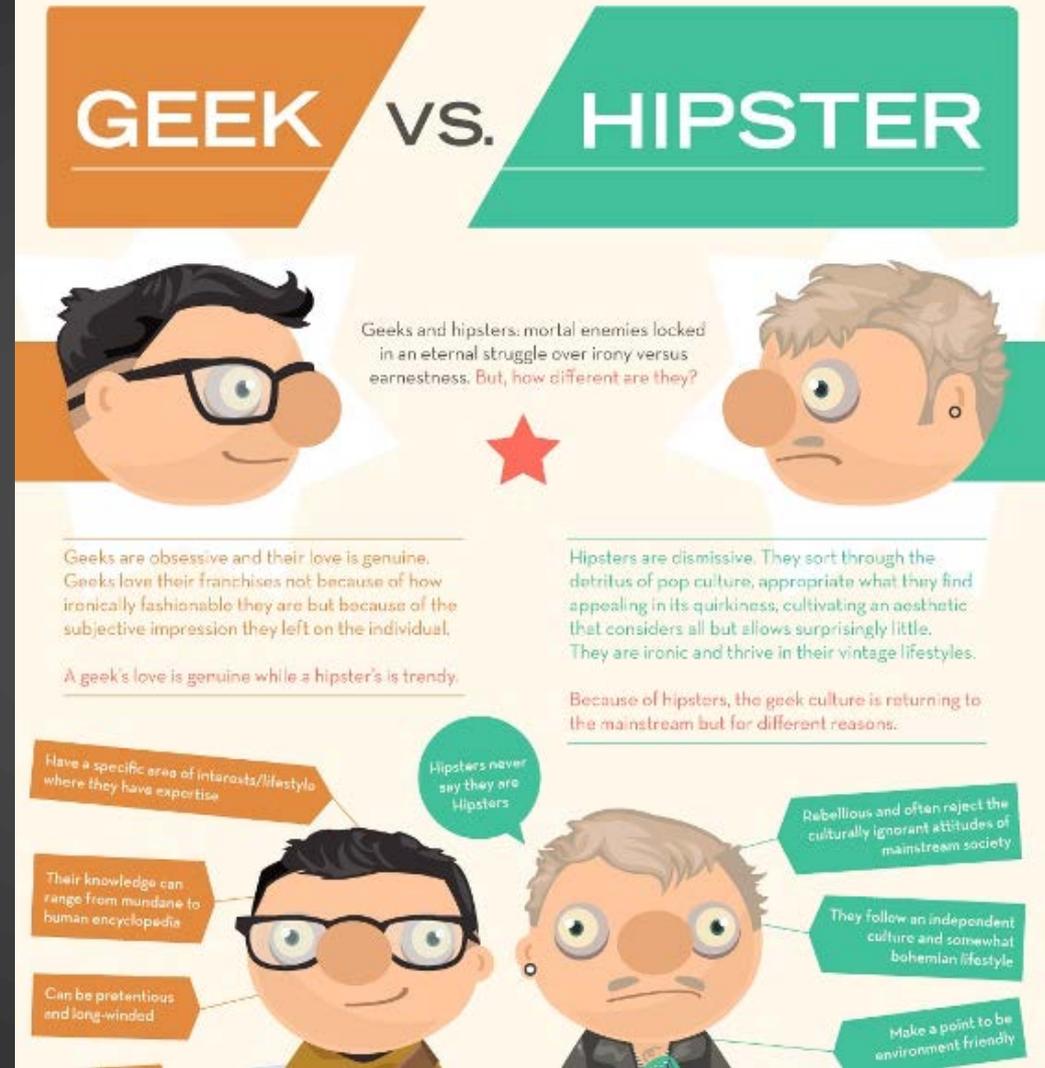
- How to train for your first marathon
- How to perfect a particular soccer move
- How to throw the perfect birthday party

# Versus

Places two things in a head-to-head comparison so we can visually see their differences. Student surveys are great for these.

Examples:

- Xbox vs. Playstation
- Hunger Games vs. Divergent
- LeBron vs. KD
- Nike vs. Adidas
- Your school vs. its rival

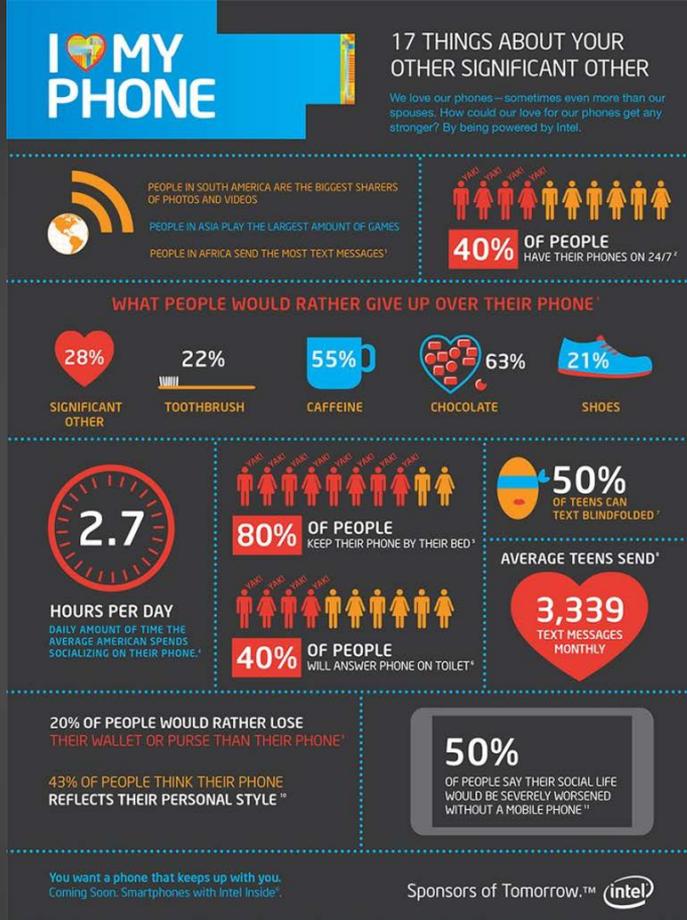


# By the numbers

This graphic oozes numbers using data and statistics. It works well with lots of content.

Research/surveys are your best friend with these. Example topics:

- Obesity
- School demographics
- Technology
- Relationships
- Depression
- Sports



# Photo

Uses photos to visualize the content of tell the story. Text is used to describe and explain the elements in the photo.

Use research/student or staff quotes for text.

Example topics:

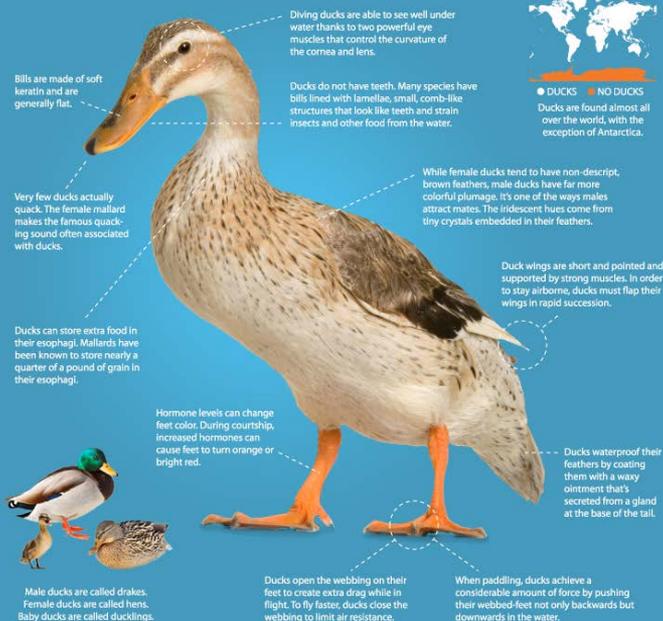
- School blueprint
- Sports/academic clubs
- Shoes
- Anatomy of a classroom
- Dress code

## DUCKS

Sure we know Donald and Daffy, but there's much more to ducks than what we've seen in cartoons. In reality, ducks, members of the Anatidae family, are extraordinarily complex creatures — the product of millions of years of evolutionary adaptation. Here are some facts and stats about ducks.

Kingdom  
Phylum  
Class  
Order  
Family

Animalia  
Chordata  
Aves  
Anseriformes  
Anatidae



A group of ducks is referred to as a raft, team, or paddling.



When most birds molt, they replace flight feathers one at a time. Ducks, however, drop all their flight feathers at once, leaving them temporarily grounded.



Ducks are precocial—ducklings are able to feed themselves shortly after hatching. Ducks are also omnivores. They typically feed on aquatic vegetation as well as small insects, crustaceans and some fish.



Ducks fly in v-shaped patterns to reduce headwind for birds flying behind the leader. Migrating ducks follow the same flight plan they've used for centuries.



Dabblers feed by skimming the water or up-ending themselves to reach food just below the surface.

Dabblers have legs that are more centrally located, which allows them greater mobility while feeding on land.

Dabblers sit high in the water.

THERE ARE

2

MAIN TYPES OF DUCKS



Divers go deeper under water.

Diving ducks have legs that are set far to the back of the body, which causes them to waddle on land, but helps them swim faster and with more control.

Diving ducks sit much lower in the water than dabblers. Divers are able to submerge easily to go after under-water prey.



Most ducks are monogamous during the breeding season.



A close relative of modern ducks lived alongside dinosaurs more than 65 million years ago.

Out of 100 ROMS students and staff ...

- 41** said they lie at least **once a day**
- 27** said they lie at least **once a week**
- 11** said they lie at least **once a month**
- 5** said they lie at least **once a year**
- 8** said they lie **every second of every day**
- 8** said they **never tell lies** (I'm an angel!)

**11**

The number of times per day the average American lies

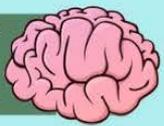


**2** The age at which most people tell their **first lie**. Figuring out how to lie has been called a "natural milestone."



**217** The number of lies people tell in **January**, making it the most dishonest month.

**LYING MAKES YOU SMARTER.** Scientists say liars have stronger brain matter in their prefrontal cortex because they can link thoughts/ideas that aren't connected in reality. But be wary: Many start to believe their own lies.



**BEARDS INSPIRE GREATER BELIEF.** A study found that people, for whatever reason, think guys with beards are more trustworthy than clean-shaven men.



# THE TRUTH ABOUT LYING



A look at the tales we tell in (and out of) school

 "I told her I liked her shoes even though they were hideous. **It just came out.**"

 "My dog **ate my homework** (and ID)."

 "I told her I didn't have her pen **when I was holding it in my hand.**"

 "When she saw me throw a pencil at someone, I told her **it slipped.**"

 "My beta fish **ate my homework packet.**"

 "I didn't complete my work because **my parents were in the hospital.**"

 "My mom signed my report card (**but the first name was misspelled in the signature.**)"

 "I cut off her ponytail because she told me to."



 "In 1st grade, a kid bit me. I **put hot sauce on my arm and acted like it was bleeding.**"

 "I wasn't talking! (as I watched them talk)."



 "My mom threw my paper away **when she cleaned out my backpack.**"

# Programs for creating graphics

You can use Photoshop or Illustrator for infographics. It is much easier to create charts and graphs in Illustrator.

You can also use InDesign to create interactive graphics that use motion, video, sound, etc.

Click on the video to the right to learn how to create interactive graphics in InDesign.



# Other programs for the less Adobe Creative Suite inclined ...

**Canva** (Canva.com) ~ Free

**Piktochart** (Piktochart.com) ~ Basic is free; Pro is not

**Venngage** (Venngage.com) ~ Free

**Easely.ly** (Easely.ly) ~ Free

**Infogr.am** (Infogr.am) ~ Free

**Dipity** (Dipity.com) ~ Great for interactive timelines; is free,  
but user can upgrade

**Visme** (Visme.co) ~ Free, with (pay) premium features

# How do you get the info?

Online surveys/polls

In-person interviews

**RESEARCH!!!**

And inspiration ...

# Look at great examples ...

Go to GOOD Infographics, online newspaper sites, advertising/marketing agencies like 160over90, Design Taxi on Twitter, Pinterest.

Look at what the design is ... and what it could be for your audience.



**WHAT DO YOUR GLASSES SAY ABOUT YOU?**  
BEST ANSWER FOR YOUR PERSONALITY

**THE MINIMALIST**  
Simplification and order are essential to your life. You have a few things, but you have them all.

**THE HIPSTER**  
You're a trendsetter and you're not afraid to be different. You're a rebel with a cause.

**THE ROCKER**  
You're a rebel with a cause. You're a rebel with a cause. You're a rebel with a cause.

**THE FASHIONISTA**  
You're a fashionista. You're a fashionista. You're a fashionista.

**THE BOHEMIAN**  
You're a bohemian. You're a bohemian. You're a bohemian.

**THE ATHLETE**  
You're an athlete. You're an athlete. You're an athlete.

**THE NERD**  
You're a nerd. You're a nerd. You're a nerd.

**EXAMINERCT.COM**

# I AM AN HISPANIC AMERICAN

Hispanics represent nearly one out of every six adults in the U.S. today. This growing demographic will increasingly affect the institutions, communities and fabric of American life. Here is a snapshot of the values, beliefs, behaviors and worldview of today's Hispanic American.

**97%**

I AM PROUD OF MY HERITAGE



## TOP 3 WAYS I CONTRIBUTE TO AMERICAN SOCIETY



## CHILDREN & YOUTH

### PROBLEMS MY CHILDREN ARE FACING:



**52%**

The local church is critical in my children's lives

90% of U.S. Catholics

The church addresses youth challenges well

## FAITH JOURNEY

I attended Catholic church growing up: **82%**

I am Catholic today: **68%**

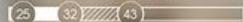
I am Protestant today: **36%**

I claim no / other faith: **16%**

## THE CHURCH



### MY CHURCH SPEAKS:



I prefer Spanish-only service

I prefer English-only service

I prefer a bilingual service

### FAITH IS VERY IMPORTANT IN MY LIFE:



## AT WORK



I HAVE CHANGED MY FAITH OR MY FAITH VIEWS SIGNIFICANTLY IN MY LIFETIME

**33%**

I HAVE GONE THROUGH A PERIOD OF LIFE WHERE I DROPPED OUT OF CHURCH AFTER HAVING REGULARLY ATTENDED

**67%**

**STRANGE SCOPES ON ICE CREAM**

**the coolest DESSERT - HISTORY**

5th century BC: First recorded use of ice cream in Persia.

12th century: Ice cream in Italy.

17th century: Ice cream in France.

18th century: Ice cream in America.

**TODAY**

Ice cream is a beloved treat in America.

**As the WORLD churns TOP 5 ICE CREAM COUNTRIES**

1. USA

2. ITALY

3. FRANCE

4. GERMANY

5. JAPAN

**9 FTALL**

Chocolate Syrup

**AMERICA**

Vanilla's

87% of Americans

**UDDERLY amazing!**

1 GALLON OF MILK

3 TABLES OF MILK

1 GALLON OF ICE CREAM

**PRETTY COOL, HUH?**

50 LICKS

**BRAIN FREEZE!**

10 LICKS

5 LICKS

**BAMA-HISPANICS**

HOW MUCH WOULD IT COST TO BE

# BATMAN OR SUPERMAN?

THIS YEAR THE CAPED CHUSADERS GO HEAD-TO-HEAD IN BATMAN V SUPERMAN: DAWN OF JUSTICE. BUT HAVE YOU EVER THOUGHT HOW MUCH IT'D COST TO BE ONE OF THESE GUYS OVER THE COURSE OF A YEAR?

## • COST OF BEING BATMAN •

### RESIDENCE

£6.2m

Batman lives! His lavish out of town mansion. It doesn't come cheap though.

### FOOD

£718,000

Superheroes get to eat. Batman gorge on veg and protein - and a duck's come cheap.

### IDENTIFICATION

£18m

What would Batman do if he got packed in and he takes a bite on his Batsuit? He wouldn't need quarters in an emergency, like when he gets burnt clean in Batman tights.

### KEYSICLES

£1.3m

Do you think it's some magic juice that keeps Batman looking the way he does? The special costs on margin-expensive anti-oxidation.

### ULTRASONIC BEEF ATTRACTOR

£390,000

'Come here, Hunter'

### GLITTER GRAPHITE COOL

£718,000

He spends loads on black boot polish too.

### ELBOW AND KNEE PADS

£14

Climbing through snipers and scaling up buildings isn't easy on the hands and knees.

### QUANTUM TO THE BAT CONSERVATION TRUST

£838

Batman likes to give a bit back to the bats.

### RETROBOLD

£5.2 million

Experts reckon the Batmobile featured in Batman v Superman: Dawn of Justice would cost nearly \$10 million in armour and weapons.

## • TOTAL COST OF BEING BATMAN FOR A YEAR •

£33.6m

## • COST OF BEING SUPERMAN •

### RESIDENCE

£895

Average monthly rent on a two bedroom apartment in the US is £1,036. But given Super spends half his time cocooned in an ice palace, we've halved it.

### FOOD

£70

Superman doesn't need to eat. But powered by the sun. When he does eat it's only to fit in. He drinks tap water too, superman.

### EMERGENCY FUND

£35

If his cape is on the blink, he just takes the bus.

### MEMBERSHIP

£329

Keep KET Pak. Superman doesn't need to. He does like out of a Fresh Fruit membership, though. So like don't break his world.

### PHONE HOME

£170

That direct line to Krypton isn't cheap.

### SPYFICTION INSURANCE

£1.4m

Super splashes out on bespoke kryptonite insurance to keep the green stuff at bay.

### LAUNDRY CHECKUP

£500

Superheroes do a special check just for Super.

### BIT

£17

Superman's out there as high-tech as his mask. He'll just rip out of the work gear and done a cape in a phone booth.

### WINGSL

£0

When Superman looks round at his peers and sees that souped-up, ultra-berry flying machines, he must feel pretty sad. Not when it comes you get a plane, really.

## • TOTAL COST OF BEING SUPERMAN FOR A YEAR •

£1.4m

#### SOURCES

- [www.metropolismag.com](http://www.metropolismag.com)
- <http://www.nytimes.com/2016/04/09/entertainment/movies/batman-v-superman-dawn-of-justice.html>
- <http://www.nytimes.com/2016/04/09/entertainment/movies/batman-v-superman-dawn-of-justice.html>

#### BRINGED TO YOU BY:



### CLASSIC TOYS

1. **STAR WARS** - The Force is with you. £100

2. **STAR WARS** - The Force is with you. £100

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# Examples

<https://www.good.is/infographics/gap-girl-power-101#open>

<https://www.good.is/infographics/infographic-why-it-s-physically-impossible-to-look-like-barbie#open>

# Brainstorm

Use the handout provided to think of a few visualized article ideas. I would LOVE for volunteers to share what they're thinking.

