

Context | Contrast, Repetition | Typography

Telling Stories with Data

October 30, 2017



Plan for today

Context and audience

Tools

Contrast

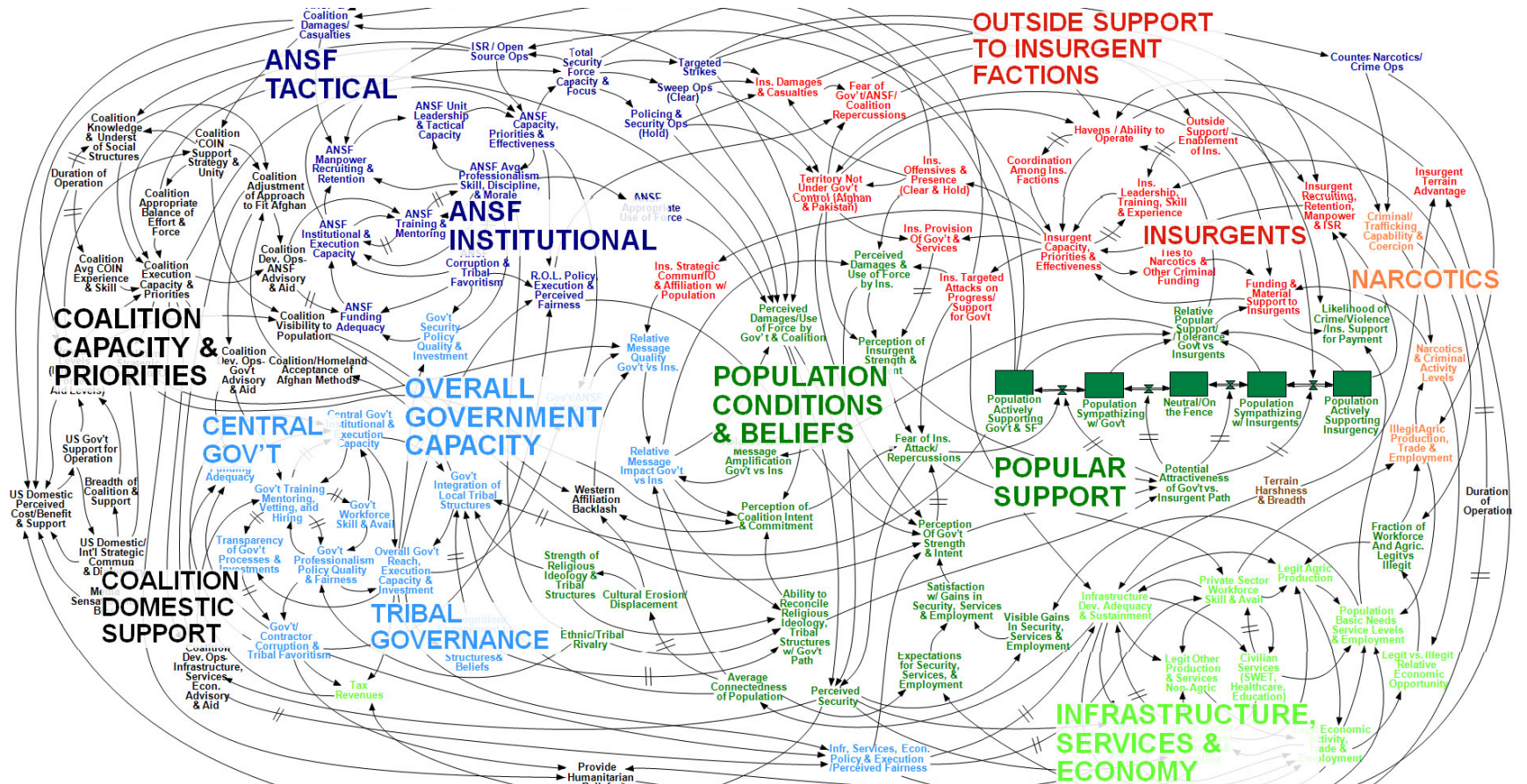
Repetition

Truth in stories



Context

Why is telling stories so hard?



Audience

Stories are how we translate core, essential **content** to different **forms** for specific **audiences**

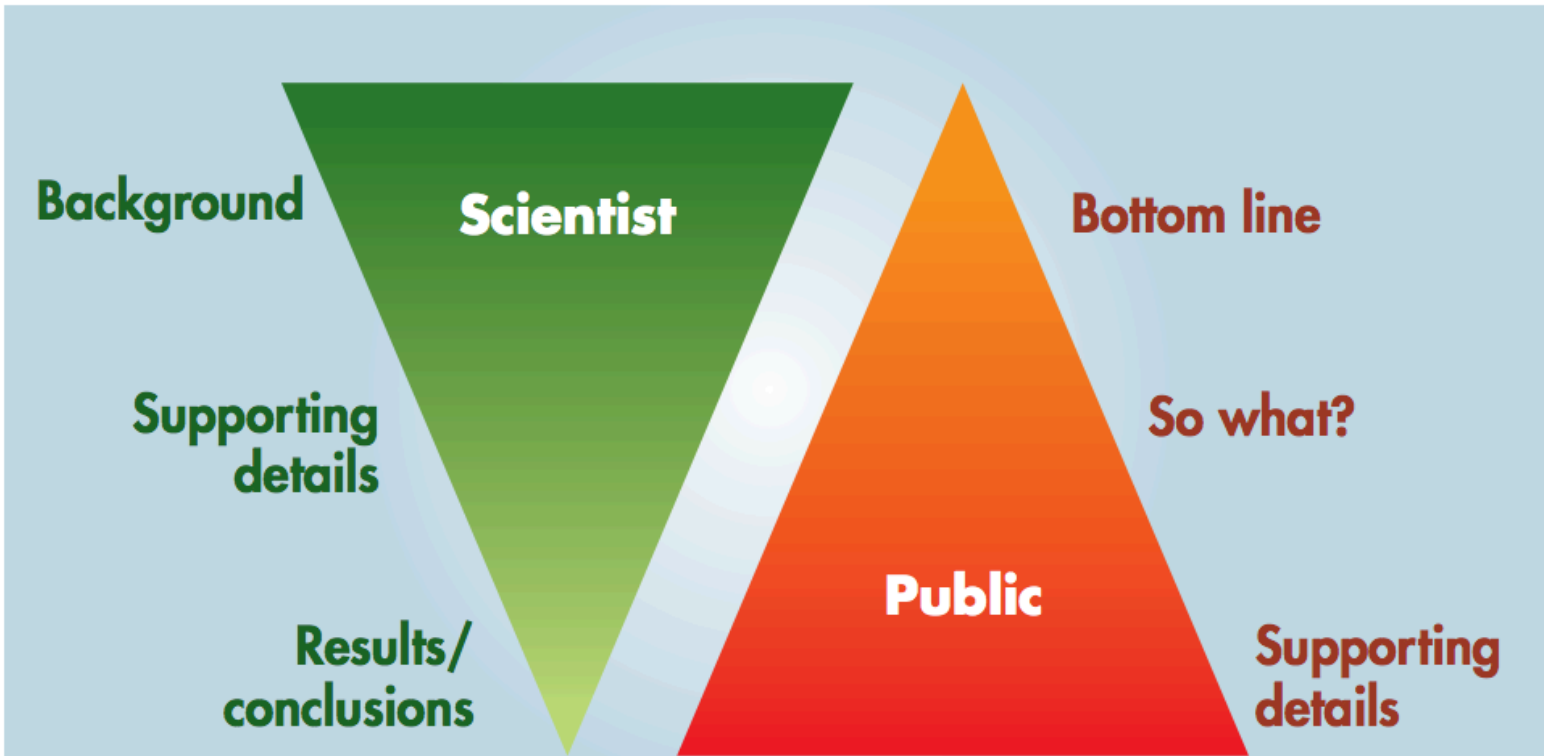
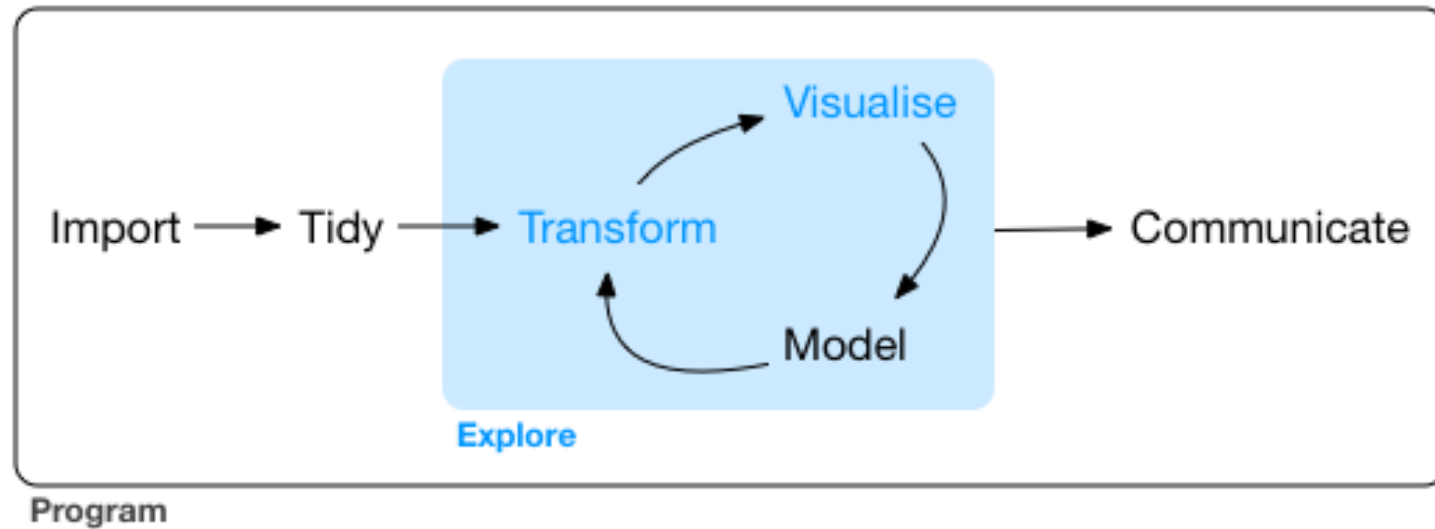


Figure 3. Scientists can communicate more effectively with the public about climate change by inverting the pyramid of their usual presentations to colleagues. That is, start with the “bottom line” and tell people why they should care.

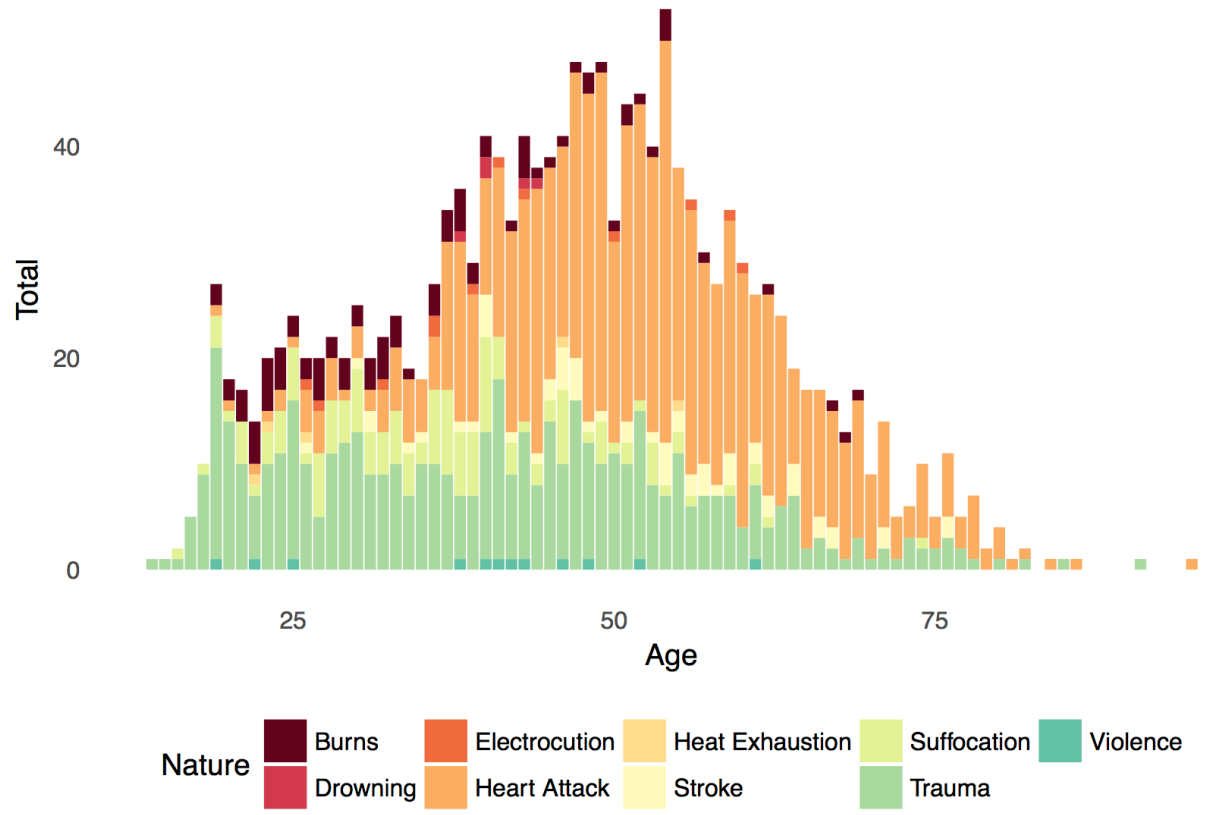
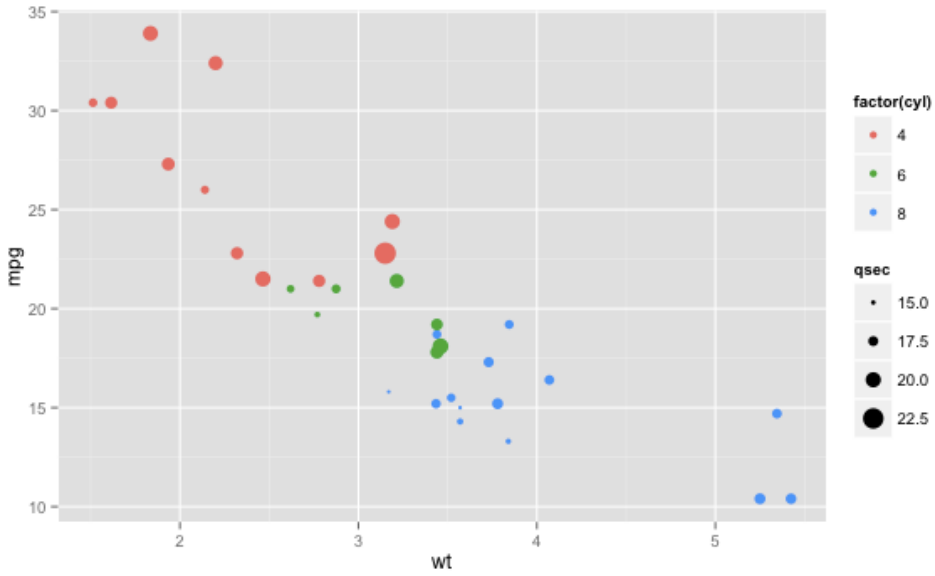
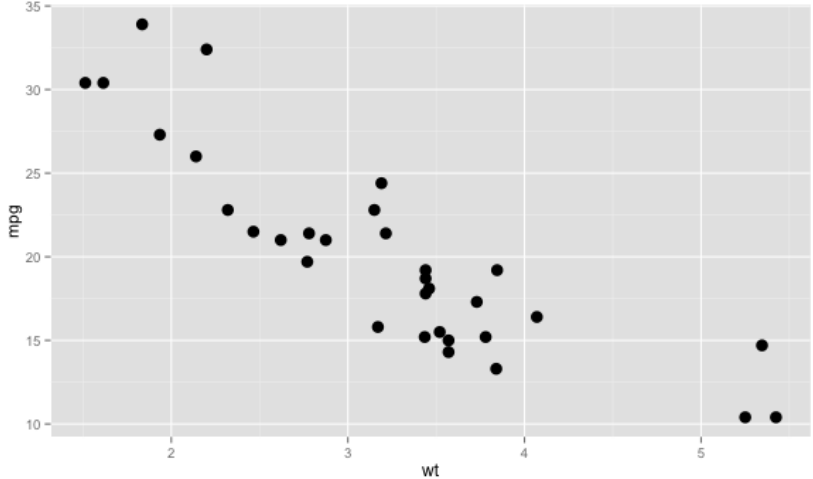


Analysis

Exploration

Discovery

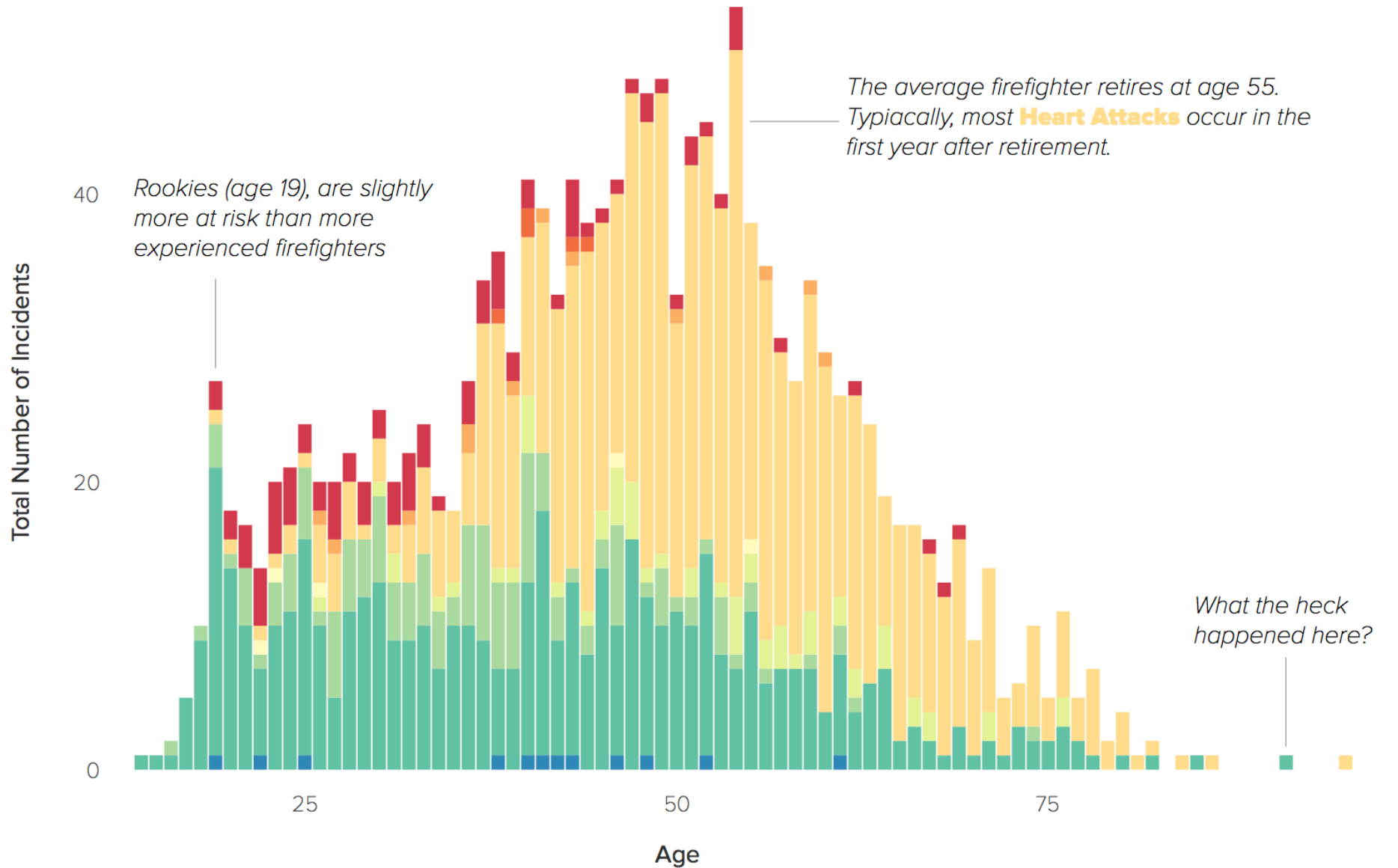
Exploratory vs. explanatory graphics



Firefighters under 50 are more likely to die from **Trauma**, while firefighters over 50 are more at risk of death by **Heart Attack**

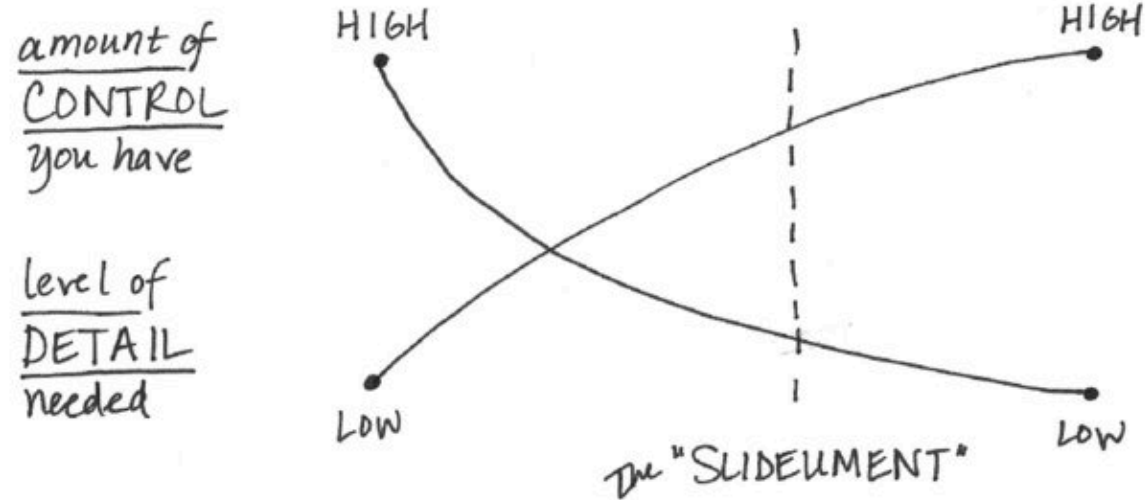
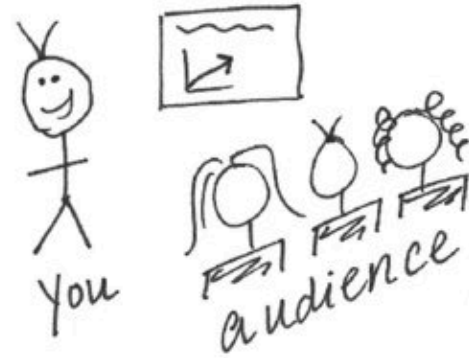
Causes of Death

- Burns
- Drowning
- Electrocution
- Heart Attack
- Heat Exhaustion
- Stroke
- Suffocation
- Trauma
- Violence



Who, what, how

LIVE PRESENTATION WRITTEN DOC OR EMAIL



Food services department in your company

USDA National School Lunch Program

Group of friends at a Halloween party

Who, what, why

3-minute story

Big idea

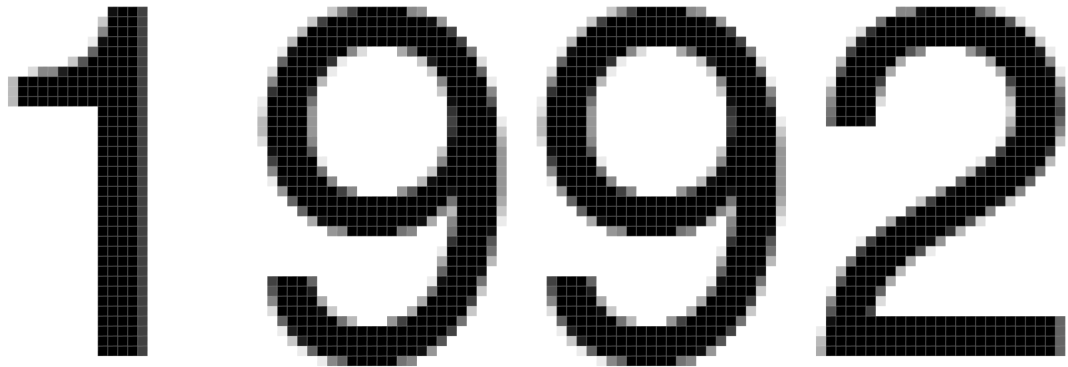
<https://www.youtube.com/watch?v=VzPD009qTN4>

Tools

Image types

Bitmap

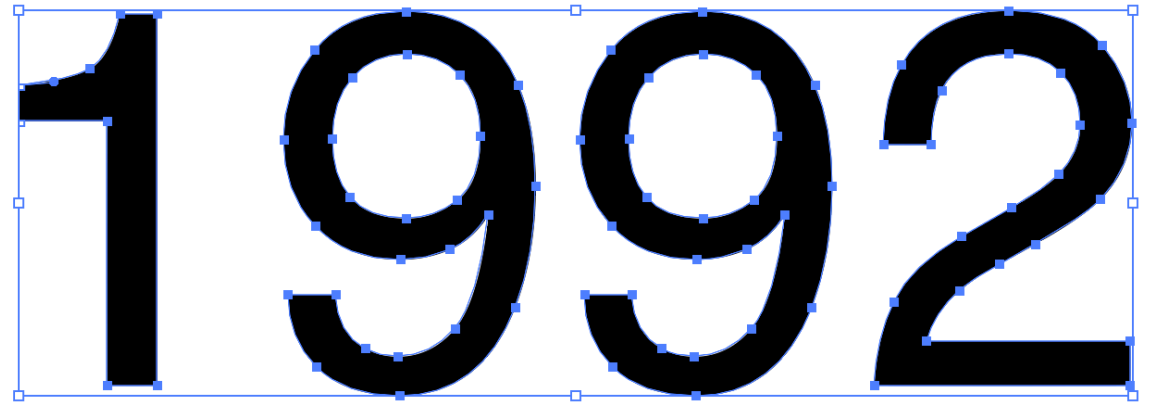
jpeg, png, gif



1992

Vector

pdf, svg



1992

Which format do I use?

Bitmaps

JPEG: Photographs

PNG/GIF: Figures with limited colors

Anything you put in Word

Vectors

PDF: Anything vector based

SVG: Vectors online

Which programs do I use?

Photoshop



Illustrator



InDesign



Photos

Vectors

Documents



GIMP



Inkscape



Scribus



Principles of graphic design

Contrast

Repetition

Alignment

Proximity

Contrast

“If two items are not exactly the same, make them different. Really different.”

Don't be a wimp.

Typographic contrast

Serif

Lorem ipsum dolor sit amet

Sans Serif

Lorem ipsum dolor sit amet

Slab Serif

Lorem ipsum dolor sit amet

Script

Lorem ipsum dolor sit amet

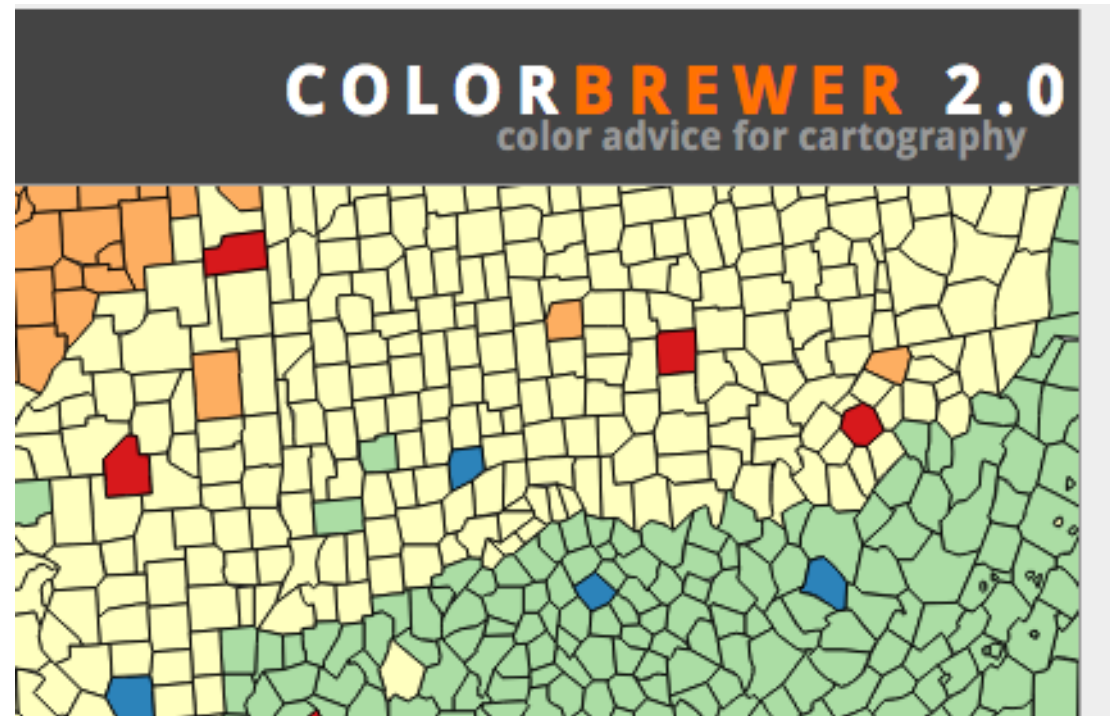
Decorative

Lorem ipsum dolor sit amet

Color contrast



<http://color.adobe.com>



<http://colorbrewer2.org/>

James Clifton Thomas
123 Penny Lane
Portland, OR 97211
(888) 555-1212



PROFILE:

A multi-talented, hard-working young man, easy to get along with, dependable, and joyful.

ACCOMPLISHMENTS:

January 2006-present Web designer and developer, working with a professional team of creatives in Portland.

May 2000-January 2006 Pocket Full of Posies Day Care Center. Changed diapers, taught magic and painting, wiped noses, read books to and danced with babies and toddlers. Also coordinated schedules, hired other teachers, and developed programs for children.

Summer 2006 Updated the best-selling book, *The Non-Designer's Web Book* with my mom (Robin Williams) and John Tollett.

1997-2000 Developed and led a ska band called Lead Veins. Designed the web site and coordinated a national tour.

EDUCATION:

2002-2005 Pacific Northwest College of Art, Portland, Oregon: B.A. in Printmaking

1999-2000 Santa Rosa High School, Santa Rosa, California

1997-1998 Santa Fe High School, Santa Fe, New Mexico

1982-1986 Poppy Creek Daycare Center, Santa Rosa, California

PROFESSIONAL AFFILIATIONS:

Grand National Monotype Club, Executive Secretary, 2000-2002

Jerks of Invention, Musicians of Portland, President, 1999-present

Local Organization of Children of Robin Williams, 1982-present

HOBBIES:

Snowboarding, skateboarding, tap dancing, cooking, magic, music (trumpet, drums, vocals, bass guitar), portrait drawing

References available on request.

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Good or bad?



We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility...

Article I.

Section 1.

All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

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Repetition

“Repeat some aspect
of the design throughout
the entire piece.”

Jamba Whirl

DISCOVER MORE

• FRESH SQUEEZED •

Start The Day

Delicious!

Bored with breakfast? Skipping it altogether? Wake up to a new way to start your day: **Jamba Juice!**

Jamba is the perfect place to pick up that all-important morning meal. First, our fruit-filled products are overflowing with vital vitamins and minerals to give your body the breakfast boost it needs. Even better, you can grab them on the go—and they taste great, too!

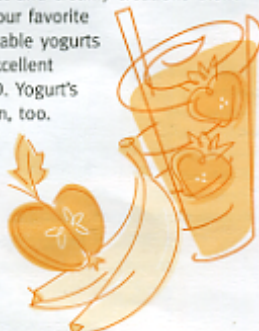
New Fantastic Functional Smoothies. Still sleepy? Get Up & Mango™: This new energy smoothie blends brilliant mangos and perky peaches with soymilk, nonfat frozen yogurt and our special Energy Boost™—a potent combination of ginseng ginkgo biloba, and other fatigue-fighting herbs, as well as four energy-essential B vitamins. Get Up & Mango™ will get you moving—and give you plenty of potassium, calcium and vitamins C and A, as well as 15 grams of protein*.

Want more protein? Our Blue Banana Blast™ smoothie is bursting with blueberries and bananas, plus soymilk, nonfat plain yogurt, nonfat frozen yogurt, and Jamba's Protein Boost™. You get 22 grams of protein, plus lots of dietary fiber, calcium and vitamin D. Drink up!

New Yummy Yogurt Blends. These sweet and creamy creations blend nonfat plain yogurt and soymilk with your favorite fresh fruits and fruit juices. These drinkable yogurts are a good source of protein and an excellent source of calcium and vitamins C and D. Yogurt's "friendly bacteria" helps aid in digestion, too. Choose from Sunrise Strawberry™, Bright Eyed & Blueberry™ and Pick-Me-Up Peach™.

Tomorrow morning, don't let the first meal of the day put you to sleep! Go to Jamba—and give yourself a fresh start!

* Nutritional information based on Original size smoothie.



• FUEL FACTS •

Rise and Shine With Breakfast

Your mother was right: You shouldn't skip breakfast.

But eating any old morning meal won't do. To start the day right, you need to feed your body the vitamins and nutrients it craves.

"You don't want to waste calories," explains Suzanne Havala Hobbs, a registered dietician and member of Jamba's Wellness Advisory Board. "If you load up on empty calories for breakfast, by the end of the day, you're more likely to have missed some important nutrients."

A nutritious breakfast offers a bounty of benefits. For one, you'll have more energy and will probably perform better at work or school. Why? When you wake up in the morning, your body's energy stores are low. After all, you haven't eaten anything in eight to 12 hours. If you don't refuel with breakfast, you'll probably be starved by lunch—and more likely to overeat and make impulsive food choices.

(Continued on back page)

• BEHIND THE BLENDER •

The Secret To Jamba Smoothies

Ever wonder why Jamba smoothies taste so terrific? The secret is in the fruit—and how we pick it.

It starts in the fields. Jamba's suppliers pick produce at the peak of perfection, and within hours, that fruit is "individually quick frozen" to lock in its fresh flavor, juices and nutrients. Soon, it's on its way to Jamba stores, ready to be mixed into one of our splendid smoothies!

Of course, not all fruits are created equal. And when Jamba searches the globe for the best bananas, berries, peaches and more, we're pretty hard to please. We're not only picky about the fruit itself—we insist on a specific variety of strawberry, and each one must adhere to our strict standards for color and flavor—we're also choosy about the people who supply it.

Our suppliers must meet a long list of stringent standards for ensuring quality and food safety. We require vendors to detail all of their quality and safety processes and pass a rigorous third-party audit before we'll even agree to taste-test their fruit. In addition, Jamba officials visit supplier facilities and continue reviewing processes even after a contract is signed. Many of our vendors have been our trusted partners for years.

Why all the fuss? Jamba is committed to providing only the highest quality products to our customers. After all, the better the fruit, the better the smoothie!

FRESH CROP Opening This Fall!

Rancho Cucamonga, California
Ft. Lauderdale, Florida
Charlotte, North Carolina
Honolulu, Hawaii
Fifth Avenue, New York
Orland Park, Illinois

• JAMBATUDE •

Spreading The Jamba Spirit

Jamba General Manager Ray Sterling is a big believer in supporting the local community. So when Ray, who manages the Jamba store at 9th and Irving streets in San Francisco, saw that the 2004 AIDS Walk San Francisco fundraising event was approaching, he sprang into action.

Ray volunteered to captain a team of walkers and, with the help of the Jamba's Northern California marketing department, quickly spread the word about the event to all the stores in Northern California. His goal: Raise \$50,000 for AIDS Walk, which benefits the San Francisco AIDS Foundation and other organizations that provide services, support and education to AIDS patients.

His enthusiasm turned out to be contagious. On July 18, the day of the walk, he found himself leading a team of more than 40 people, including Jamba team members, customers and friends and family. Two team members donned BananaMan costumes, and the rest of the team sported bright yellow Jamba t-shirts as they walked 6.2 miles through Golden Gate Park. Total money raised: \$16,019.

"I think it's so important to support the local community," Ray explains. "This is a big event in San Francisco, and the money goes to help people and children right here. I felt it was essential for Jamba to be a part of it."

The AIDS Walk isn't the only community project Ray has been involved with since joining Jamba two-and-a-half years ago. He also works with a local chapter of The Arc, an organization that helps people with developmental disabilities. Through The Arc, Ray has hired several people with disabilities to work for him at Jamba. For his efforts, he was recognized as an "Employer of the Year" last year by the San Francisco Mayor's Committee for Employment of Persons with Disabilities.

"Ray exemplifies everything that Jamba stands for," says Gail DiSantis, a Jamba District Manager for San Francisco and Ray's boss. "He's friendly, fun and energetic, and when it comes to helping the community, he doesn't just talk. He's a doer."





HUMANITIES

AT BRIGHAM YOUNG UNIVERSITY

VOL. 7, NO. 2 | BYU COLLEGE OF HUMANITIES | SUMMER 2004

Student Scholars Present their Research



Rachel Koenen speaks at the College Symposium on "Thomas's Walden Pond as a Cultural Text"

"If you have knowledge," says Margaret Fuller, "let others light their candles in it." Through sharing their ideas and discoveries at conferences and symposia, our students are learning to light others' candles. They also learn to communicate with precision in a professional setting. Whether they plan academic careers or not, the benefits are just as great: confidence, ability to express complex ideas with grace and clarity, and intellectual maturity and independence.

During the last academic year, dozens of our students took part in academic conferences and workshops. Here are some examples:

Anna Siebach, a senior studying French and Comparative Literature, presented a paper at the International Congress on

Medieval Studies in Kalamazoo, Michigan, at the beginning of May. Anna spent this winter semester doing research in Paris on the Bibles Moralisees, a collection of illuminated Bibles produced for the French royalty between the 13th and 15th centuries. Her paper addressed the political and religious implications of the Bibles, focusing particularly on the Christological representations of kings. Anna was one of three undergraduates to give papers at the conference, one of the largest medieval conferences in North America.

English/Psychology double-major Kristy Money received a university grant to present at a conference in Weimar, Germany, on June 22. Kristy's paper addresses Arthurian literature in the context of Jungian analysis, and in particular the *continued on page 3*

To Think About: Can You Step in the Same River Twice?

Philosophy Professor Dan Graham lectured recently on Heraclitus, the Greek philosopher famous for observing that one cannot step into the same river twice. Did he mean that the person, or the river, changed? Both versions are supportable. However, that does not mean, said Graham, that there is no stability, no continuity to life. What Heraclitus may have seen is that in a life of flux and change, we define ourselves in relation to what is changing around us.

Said professor Graham:
People fording a river encounter ever-changing waters, but in the process they also encounter the river. In resisting the force of the flowing waters . . . the travelers get to their destinations, identifying themselves as independent agents instead of pieces of flotsam. They define themselves by the responses they make to changing situations and a

changing environment.
Graham continues:

And perhaps the changing environment is just as important to the creation the traveler's character as the changing water is to the existence of the river. If we did not constantly meet with sensory stimulation, differing situations, judgments to be made, and decisions to be pursued, we would be mere vegetables. Studies in sensory deprivation show that without constant stimulation, humans quickly become disoriented. The deeper ethical consequence is that without challenges and oppositions we cannot build character. "For it must needs be," says Levi to his son Jacob, "that there is an opposition in all things. If not so, my first-born in the wilderness, righteousness could not be brought to pass, neither wickedness, neither holiness nor misery, neither good nor

bad" (2 Ne. 2: 11). We make our character, for good or ill, by confronting changing situations, evaluating, choosing, and acting in accordance with choices.

This interpretation coincides with another of Heraclitus' maxims: "The character of a man is his destiny."

Dean Van Gessel comments: "All of us are in the process of defining ourselves in relation to change. Our students are doing this with a special intensity: they are young, and they learn new things every day. This edition of the newsletter highlights their activities in practicing scholarship and communicating their work to audiences outside the classroom. We are proud of the ways in which they are defining themselves, and we approach with reverence our mission to help them in the process."

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results...not software.™

Great Career Opportunities

Account Executive

InsidesSales.com is a very aggressive company that is growing at 8% to 10% a month. Great environment! Fun place to work. If you're interested in career with a company that is going places fast and you're willing to work hard and produce this could be a great fit. Your responsibilities will include: contacting leads that have expressed interest and asked for more information about our products, setting those clients up on our service. Once on our service they become your account to continue to manage and up sell. We pay you three ways: Salary of \$30,000 a year, commission on new accounts set up, and monthly residual commission on accounts you have already set up. We are taking the current batch of salespeople to Hawaii in August. Let's get together to see if there is a fit at InsideSales.com.

Send resume to dffairbanks@insidesales.com or call Dave 853-4098

Account Executive Assistant

InsidesSales.com is a very aggressive company that is growing at 8% to 10% a month. Great environment! Fun place to work. If you're interested in career with a company that is going places fast and you're willing to work hard and produce this could be a great fit. We are looking for someone who will be an asset to our team. Can you multitask? Do you get along with people? Do you have good computer skills? This person's roll will be in supporting our Account Executives with their smaller clients and all their needs. \$10 an hour, full time, benefits. Send resume to

dffairbanks@insidesales.com or call Dave 853-4098

Web Developer (Beginner or Intermediate)

InsidesSales.com is a very aggressive company that is growing at 8% to 10% a month. Great environment! Fun place to work. If you're interested in career with a company that is going places fast and you're willing to work hard and produce this could be a great fit. We are looking to fill a full or part time position working in a team environment to fix and improve an already established web application using technologies such as PHP, MySQL, Javascript and HTML. We are looking for someone who is a quick learner and can work well in a team environment.

If this sounds like it might be a good fit please contact Dan Telschow at dtselchow@insidesales.com or call 853-4091.