Visual storytelling

Design and code in modern journalism
Graphics/graphic design = visual communications

Graphic design is deliberate and considered.
It is designed.
Four **basic principles** of design:

- Contrast
- Repetition
- Alignment
- Proximity
Contrast

Use **contrast** to add visual interest to your work

- Contrast is created when two elements are different
- Grabs a reader's attention
- Creates Hierarchy among elements
- Direct a reader's eye
Contrast can be used in many ways.
Good or bad use of contrast? Why?
proximity

Use to group related elements
Proximity: Physical closeness implies a relationship.
News and Announcements
Sitepoint.com Development
Marketplace Development
Contests Development
General Development
Content for Your Site
Blogging
Content Writing
Social Networking and Communities
Multimedia Content
Audio, Video and Animation
Games
Photography
Widgets, Mashup and Other Media
Design Your Site
Just Starting Your Design
Graphics
Graphic Tutorials and Methods
Graphic Wars
Flash and Actionscript
Web Page Design
HTML and XHTML
CSS
Accessibility and Usability
Reviews and Critiques
Design Elements
Website Reviews
Content Reviews
Program Your Site
PHP
Application Design
Classic ASP
.NET
JavaScript
Java and JSP
ColdFusion
Ruby
Perl, Python and Other Languages
Databases
MySQL
XML and Web Services
General Development Issues
General Application Design and Theory
Web Security

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  - CSS
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# Program Your Site
* PHP
  - PHP Application Design
* [ColdFusion](#)
* [ASP](#)
* [.NET](#)
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* Java and JSP
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* Perl, Python and Other Languages
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  - MySQL
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* [Web Security](#)
Swan Lake

The production will appear on 18 March 2010 and tickets will go on sale from Thursday 5 November 2009.

Thu 18/03/10
19:30 The Russian State Ballet - Swan Lake
Grand Canal Theatre - Dublin

With over 60 dancers performing their sparkling version of this classic ballet on the new stage, accompanied by a full symphony orchestra, this show will provide a spectacular way to experience the full grandeur of Dublin’s brand new 2,000 seat theatre, designed by uber-architect Daniel Libeskind. The theatre has been designed as a receiving house for musicals, theatre, ballet and opera and will be operated by Live Nation.

The formation of The Russian State Ballet in 1979 brought stars from the famous Bolshoi, Kirov and Stanislavski ensembles together to create a touring company of the highest standard in order to bring Soviet ballet to the rest of the world.
Swan Lake
Bolshoi Ballet

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Grand Canal Theatre - Dublin
Thursday 19.30 18/03/10 Tickets €35.00 €55.50, €75.50, €99.00
Alignment

Use to create unity between elements and organize the page.

- Nothing should be placed on the page arbitrarily.
- Every item should have a visual connection with something else on the page.
Alignment

This text is flush left. Some people call it quad left, or you can say it is left aligned.

This text is flush right. Some people call it quad right, or you can say it is right aligned.

This text is centered. If you are going to center text, make it obvious.

In this paragraph it is difficult to tell if this text was centered purposely or perhaps accidentally. The line lengths are not the same, but they are not really different. If you can’t instantly tell that the type is centered, why bother?
Repetition

Use to create **consistency** (unity) and visual interest.

- Repeat aspects of the design throughout the entire piece.
- Repeat a bold font, a line, a bullet, color or other design element.
- Use to tie together elements on a page or to create unify in a multipage document.
Getting a jump on the new year

Trials for tickets won't be automatic

State lawmakers look at tightening abortion oversight

One very cool ride
Use repetition to tie together a magazine or newsletter or newspaper:

**Getting a jump on the new year**

Trials for tickets won't be automatic

State lawmakers look at tightening abortion oversight

One very cool ride
Use repetition to tie together elements of a package:
Unity

To make all elements on the page appear to be unified, connected and interrelated, there needs to be some visual tie between the separate elements. **Accomplish unity by applying design fundamentals: contrast, repetition, alignment and proximity.**

*What is unity? (video)*
change
IN THE
feather

It's hard to imagine a creature more pleasant than a duck. Graceful in flight, clownish in its walk, the duck makes children laugh just by shaking its tail. But if we wind the clock back far enough, we discover that the modern duck could have once been a smaller relative of a terrifying predator.

Most scientists agree that birds have descended from dinosaurs, evidenced by a fossilized evolutionary trail of increasingly birdlike pelvic bones, similarities in foot structure, and ultimately feathers.

Jonathan Thompson, a waterproof scientist with the Western Region of Ducks Unlimited Canada (DUC), says prevailing evidence suggests that feathers initially evolved in running dinosaurs like velociraptors and other smaller theropods.

"These predators were under pressure to go faster and faster while chasing prey. Feathers are a product of the skin, like scales and feathers, and theropods may have developed feathers to give themselves a competitive edge for propulsion or to assist in making controlled leaps. Conversely, more recent evidence suggests that..."
University of Brighton

INNOVATION AWARDS 2006

Awards Categories
Innovation and Entrepreneurship

Who can Apply
Open to students and staff past and present of the University of Brighton

How to apply/Contact Details:
This applies to staff and students and an application form is available online or can be obtained from the Innovation and Entrepreneurship team on the Business School website or Tel: 01293 645322

Prizes:
4 awards, each worth £2000 for the winning student and staff member in each of the two categories

Closing date for entries: 9 April 2006
Typography
Designers learn to be expressive using typography.

- Think about what you are communicating with your type.
- Consider the effect of the fonts that you choose.
- Your type choices should match the tone of the content.
- You cannot go wrong using tried and true fonts.
Serif fonts

Baskerville
Bodoni
Droid serif
Georgia
Times
Garamond
Sans-serif fonts

Helvetica
Verdana
Gill Sans
Century Gothic
Arial
Lato
BY THE LOOK OF THINGS, THE SEA LEVEL IS RAISING AND THE WORLD WILL BE UNDERWATER. SO FOR OUR OWN GOOD, LET’S KEEP THE OCEANS CLEAN.
ENJOY YOUR MIND NOW,
BECAUSE AFTER YOU TASTE
XTREME FRUIT GUM
IT WILL BE BLOWN.

EXPLODE THE RAINBOW, TASTE THE RAINBOW.
SMOKING REDUCES WEIGHT
(one lung at a time)
Color theory

Color evokes emotion and adds meaning to your design. Use this to communicate your message and create context.
Use colors to highlight important items, create hierarchy, add evoke emotion.

Consider how a color will make someone feel.
Bold, exciting, strong
Dynamic, dramatic
Enlightenment, optimism
Stimulates activity, appetite, socializing!
Elegant, calm, royal
Wealth, money
Mysterious,
artistic,
stylish
Visual storytelling
A story is not just facts

A story is a series of events that happened to someone and how they respond. It is facts mixed with emotion.
THE KING DIED
AND THEN THE
QUEEN DIED...
... OF GRIEF

(E.M. FORSTER)
I can’t breathe

“Please. . I can’t relax. You gotta take this mask off, dude. Please.”
I dreamed that I went on a safari and Joe Exotic was my guide. He was holding a massive python for some reason. It slithered away and accidentally killed a tiger in front of everyone. Joe gave out vape pens as an apology.

Keandra H'ng, Kuala Lumpur, Malaysia
Flatten the curve
https://www.washingtonpost.com/graphics/2020/world/corona-simulator/
Songs of summer

Design tools for storytelling

Symbolism
Color
Composition
Typography
Design style
Show and tell. Juxtapose words and images for maximum impact.
HOW DO YOU DO, FELLOW KIDS?
Ceci n’est pas une pipe.
Practice journalism

You are a journalist first.
Design and code in the service of storytelling, following the ethical tenets of journalism.
1. Seek Truth and Report It

Ethical journalism should be accurate and fair.

2. Minimize Harm

Ethical journalism treats sources, subjects, colleagues and members of the public as human beings deserving of respect.
3. Act Independently

The highest and primary obligation of ethical journalism is to serve the public.

4. Be Accountable and Transparent

Ethical journalism means taking responsibility for one’s work and explaining one’s decisions to the public.

Source: Society for Professional Journalists
Here are some of the best digital journalism projects from the last few years.

Digital journalism examples