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

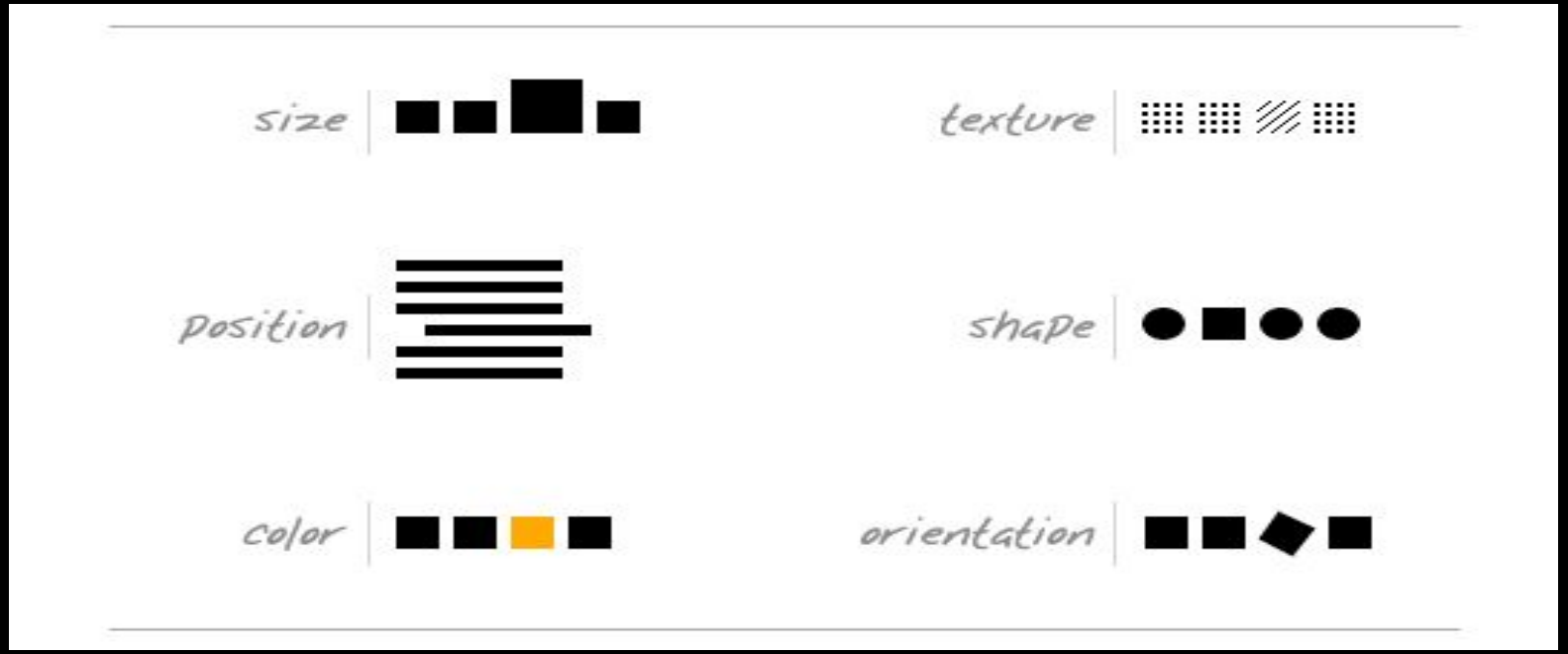
Contrast

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

Contrast can be used in many ways.



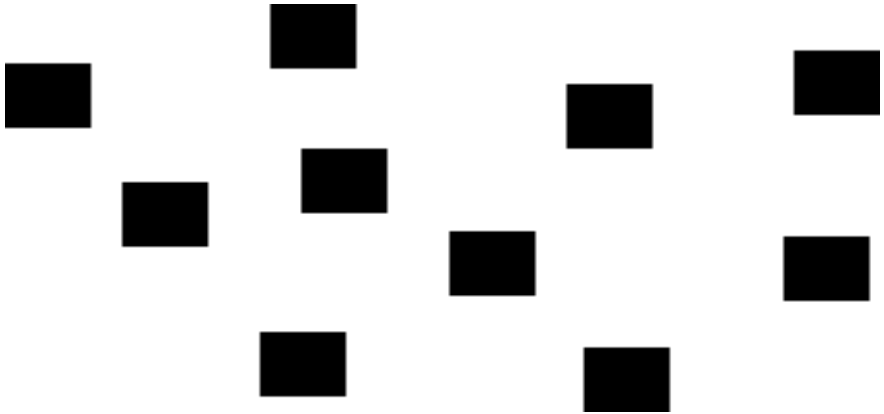
Herb Lubalin

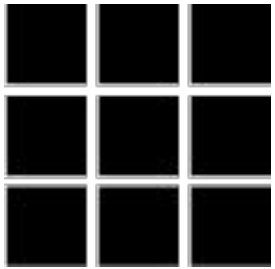
Good or bad use of contrast? Why?

prox imity

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

```
# News and Announcements
  sitepoint.com Development
  Marketplace Development
  Contests Development
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# Content for Your Site
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    Content Writing
    Social Networking and Communities
    Multimedia Content
    Audio, Video and Animation
    Games
    Photography
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# Design Your Site
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  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
  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
```

News and Announcements

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  CSS
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Program Your Site

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  PHP Application Design
* Classic ASP
* .NET
* JavaScript
* Java and JSP
* ColdFusion
* Ruby
* Perl, Python and Other Languages
* Databases
  o MySQL
* XML and Web Services
* General Development Issues
* General Application Design and Theory
* Web Security

Swan Lake

BOLSHOI BALLET

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.

BUY TICKETS €35.00 €55.50, €75.50,€ 99.00
FROM TICKETMASTER.IE

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

Don’t be afraid of white space.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.

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.

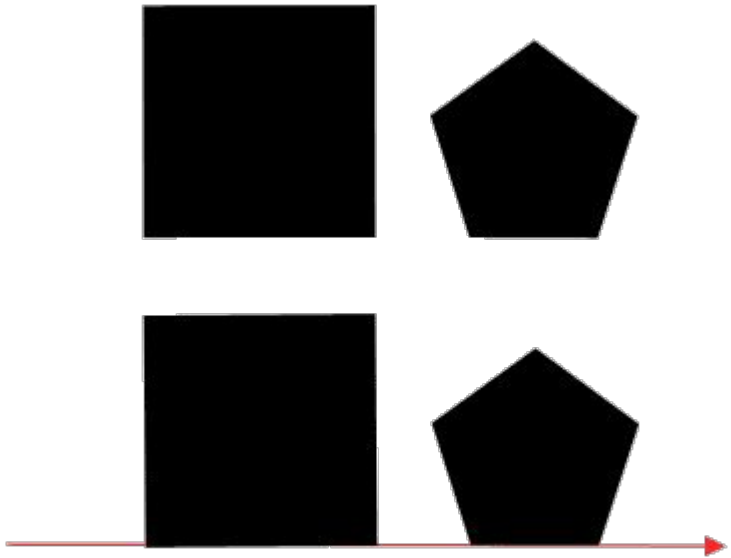
Alignment

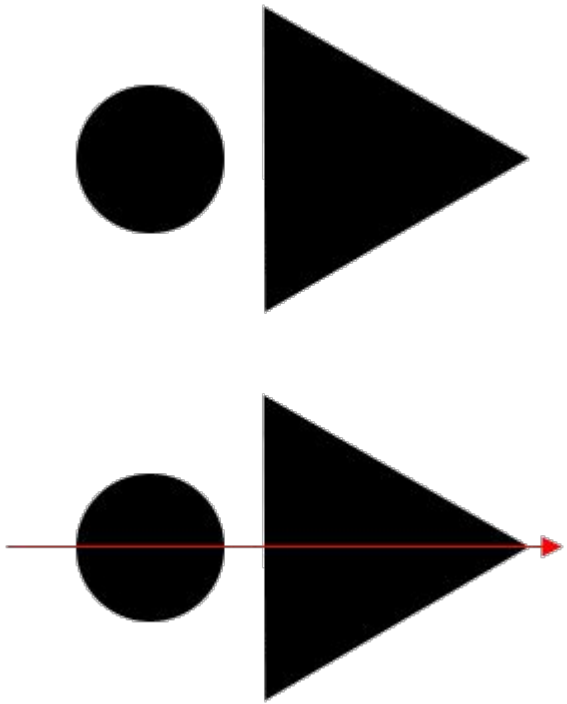
This text is ***flush left.***
Some people call it
quad left, or you can say
it is left aligned.

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?





ChicGeek

123 Main St.
YourTown, ST

(123)456-7890
chicgeek@email.com

Regina
Phalanges

Credit: PrintWand

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.

Use repetition to tie together elements on a page:

Designer resolutions
Experts strive for better homes and gardens in 2011 AT HOME

Emotional year
Moments that moved us SPORTS

THE BALTIMORE SUN

baltimoresun.com
Informing more than 1 million Maryland readers weekly in print and online
SATURDAY
January 1, 2011

TRY THE SUN'S IPHONE APP
Get instant access to breaking news, business, sports and weather. Available at Apple's App Store.

Getting a jump on the new year

KENNETH K. LAM/BALTIMORE SUN PHOTO

More photos
A photo gallery of New Year's Eve fun at baltimoresun.com

One youngster tries to catch confetti with his tongue during the "Midnight Noon" early children's New Year's Eve celebration at the Maryland Science Center. The young celebrants gave way later in the day to adults who flocked to the Inner Harbor for midnight fireworks. ARTICLE, PG 2

One very cool ride

Trials for tickets won't be automatic

Starting today, burden will be on Maryland drivers

By Michael Dresser
THE BALTIMORE SUN

For many decades, the drill for traffic stops in Maryland was clear: If you got a ticket, you were assigned a court date, whether you requested one or not.

Starting today, that changes.

Motorists who want to contest a ticket will have to ask for a trial date or sentencing hearing as required by legislation passed unanimously in the General Assembly last year. If they don't, they'll just have to pay the fine.

Up to now, according to the Maryland Sheriffs Association, Maryland was the only state in which the recipient of a traffic citation was given an automatic court date. Everywhere else, defendants have to request a trial if they want to contest the charges.

"It was a tremendous waste of officers' time, and there's no other state that does it this way," said Michael Canning, executive director of the Maryland Sheriffs Association.

Last year, in the hope of saving millions of dollars spent on police overtime in cases where defendants fail to appear in court, See TICKETS, page A5

State lawmakers look at tightening abortion oversight

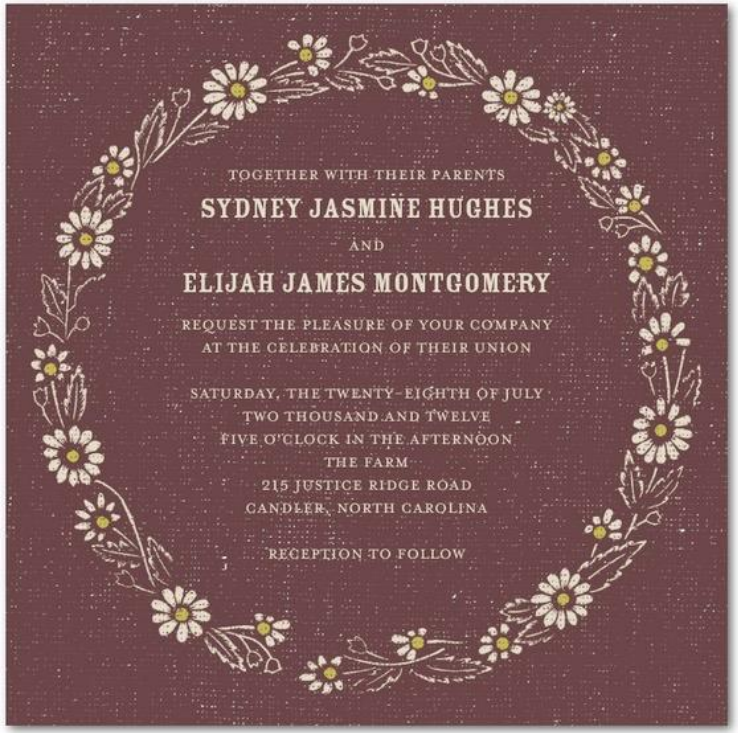
By Yeganeh Jume Torbati
THE BALTIMORE SUN

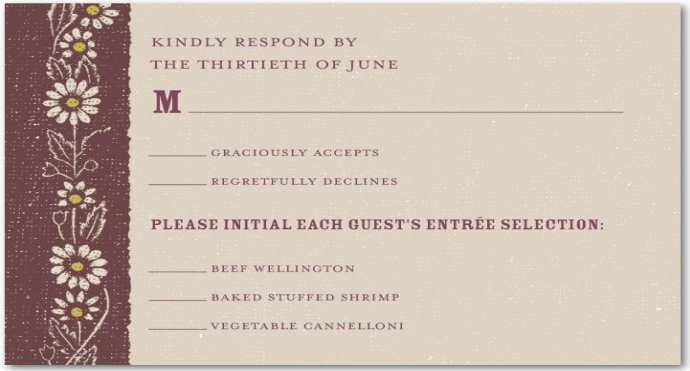
The case of a New Jersey doctor found to be illegally providing abortions in Maryland last year is prompting lawmakers and regulators to consider toughening requirements for abortion providers in the state.

In August, authorities discovered Steven C. Brigham was initiating abortions in New Jersey and instructing women to drive to his Elkton clinic to finish the procedures, though he holds no medical license in Maryland. In response, the state's Board of Physicians issued a cease-and-desist order

Use repetition to tie together a magazine or newsletter or newspaper:

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)

Blue-winged teals frequently moult in pothole and parkland habitat, moreso than other dabbling duck species. On prairie potholes, moulting birds lacking the ability to fly will occasionally head across the land to neighbouring ponds when disturbed or if water levels drop.

Blue-winged teal Michel Bachin Feather detail Tyr Gregg

Since prehistoric times, life has taken a toll on the outward appearances of birds. But a routine flightless phase – the moult – lends waterfowl an annual fresh set of feathers, ensuring they remain aloft, keep buoyant and stay attractive.

change IN THE feather

By Jake MacDonald

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.

IMAGINE A GRINNING, FIERCE-EYED, EIGHT-FOOT-tall oviraptor poking and sniffing its way through the boulders of a dry creek bed, 80 million years ago, and you pretty much have a picture of every duck's common ancestor. The oviraptor walked on muscular hind legs, sprinted after its prey, and killed whatever it needed to with slashing claws and a crushing bite to the skull. But oviraptor was also a doting parent. Scientists from the American Museum of Natural History found fossilized remains of an oviraptor in the Gobi Desert, with speculation from some that the dinosaur could have smothered in a dust storm. But its long legs were folded up beneath its breast, and its forelimbs were circled protectively around a clutch of 15 to 20 eggs.

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 waterfowl 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. Plumage is a product of the skin, like scales and fingernails, 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

IDEAS
onemanysmallbigany
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
Pick up further information and an application form from campus receptions or contact business.services@brighton.ac.uk for an electronic form.
Tel: 01273 643222
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

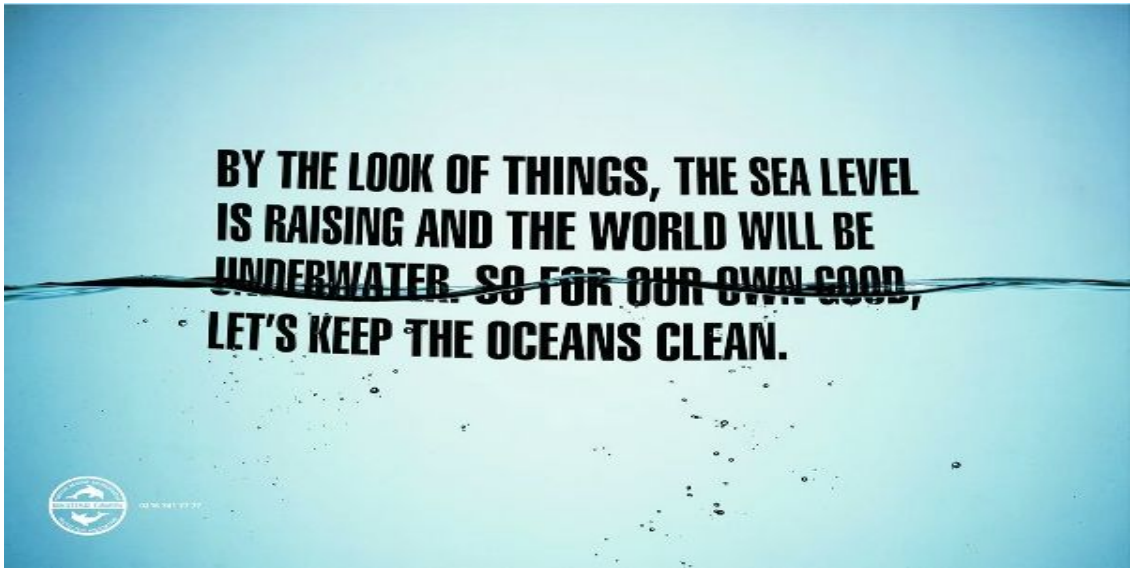
Verdana

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.
NEW! Skittles bubble gum
EXPLODE THE RAINBOW. TASTE THE RAINBOW.

SMOKING REDUCES WEIGHT
(one lung at a time)
CANCER PATIENTS AID ASSOCIATION

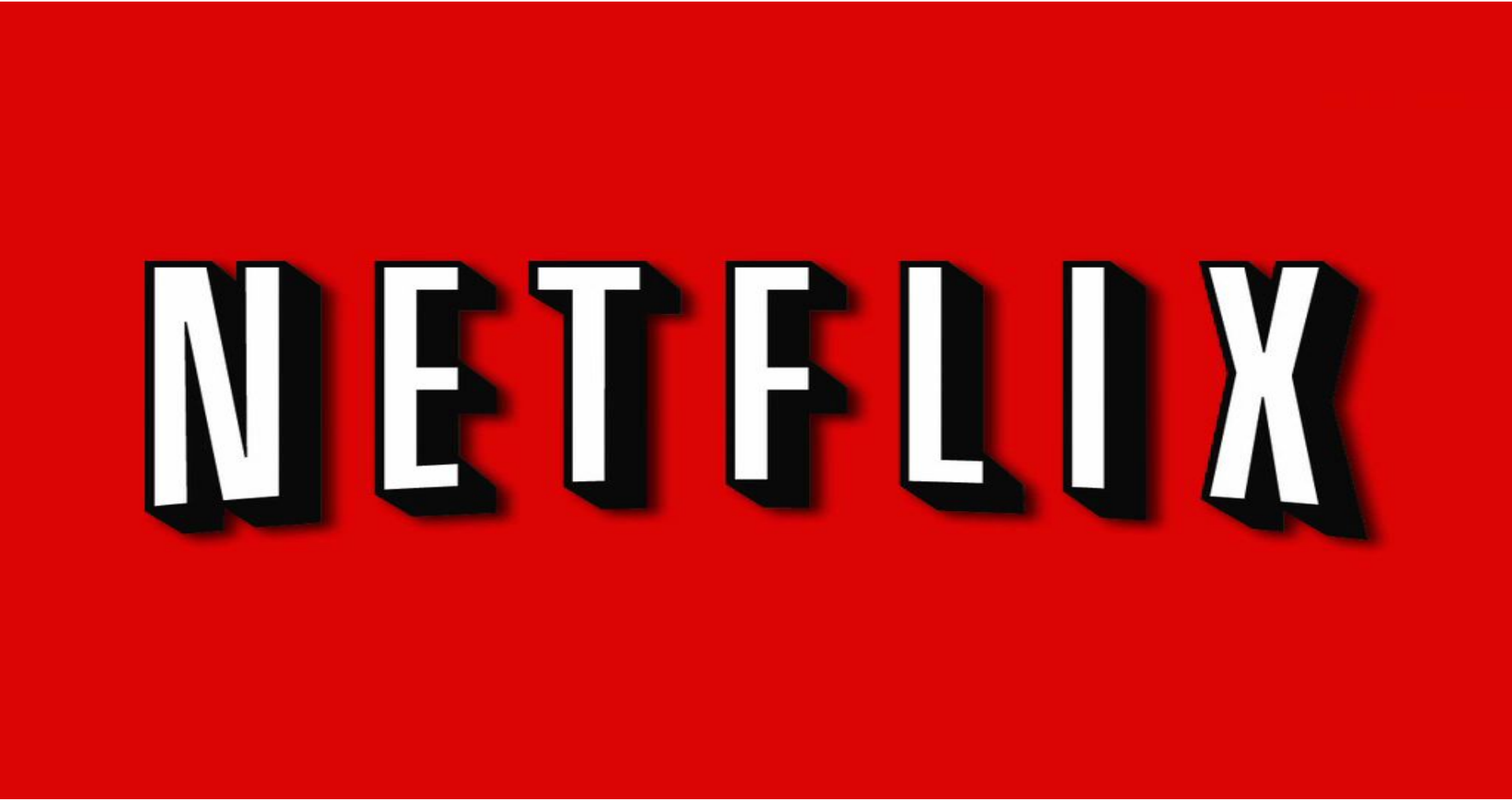
Color theory

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.

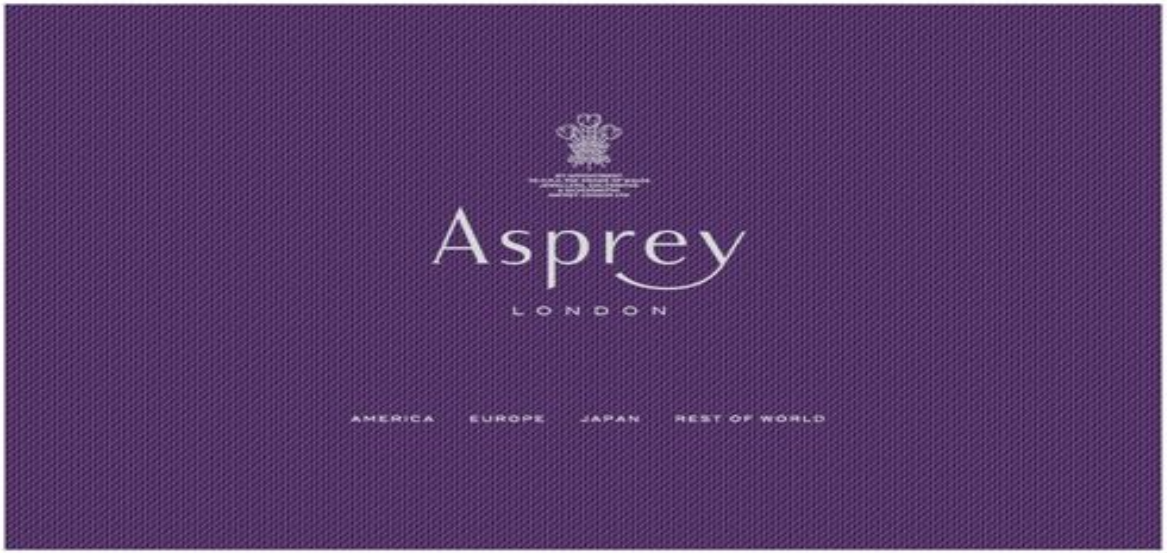
Bold, exciting, strong



Dynamic, dramatic

Enlightenment, optimism

Stimulates activity, appetite, socializing!



Elegant, calm, royal

H&R BLOCK®

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

https://www.nytimes.com/interactive/2020/06/28/us/i-cant-breathe-police-arrest.html

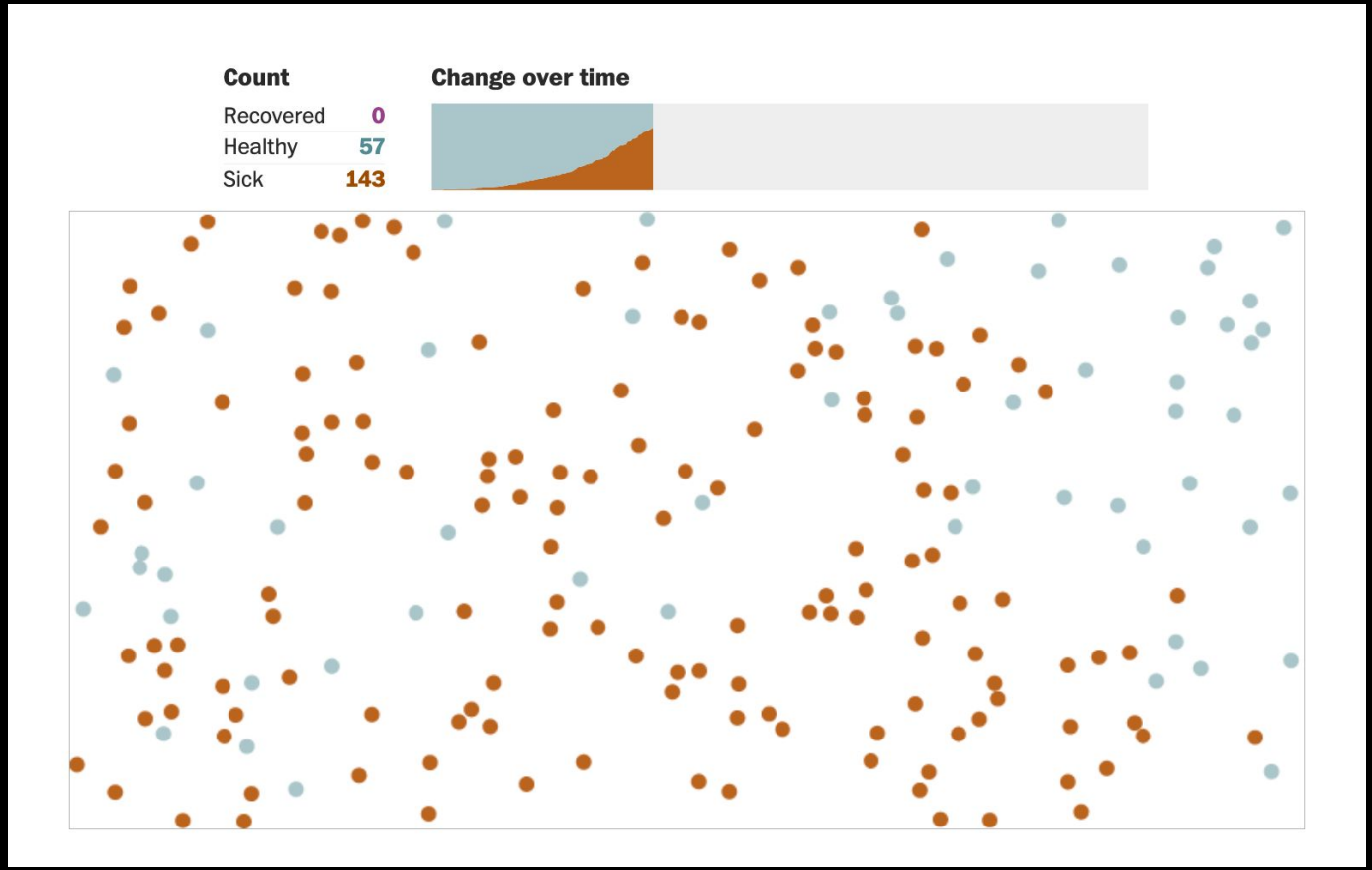
“Please. . I can’t relax. You gotta take this mask off, dude. Please.”

20 dreams

https://www.nytimes.com/interactive/2020/06/12/opinion/reader-dreams-2020.html

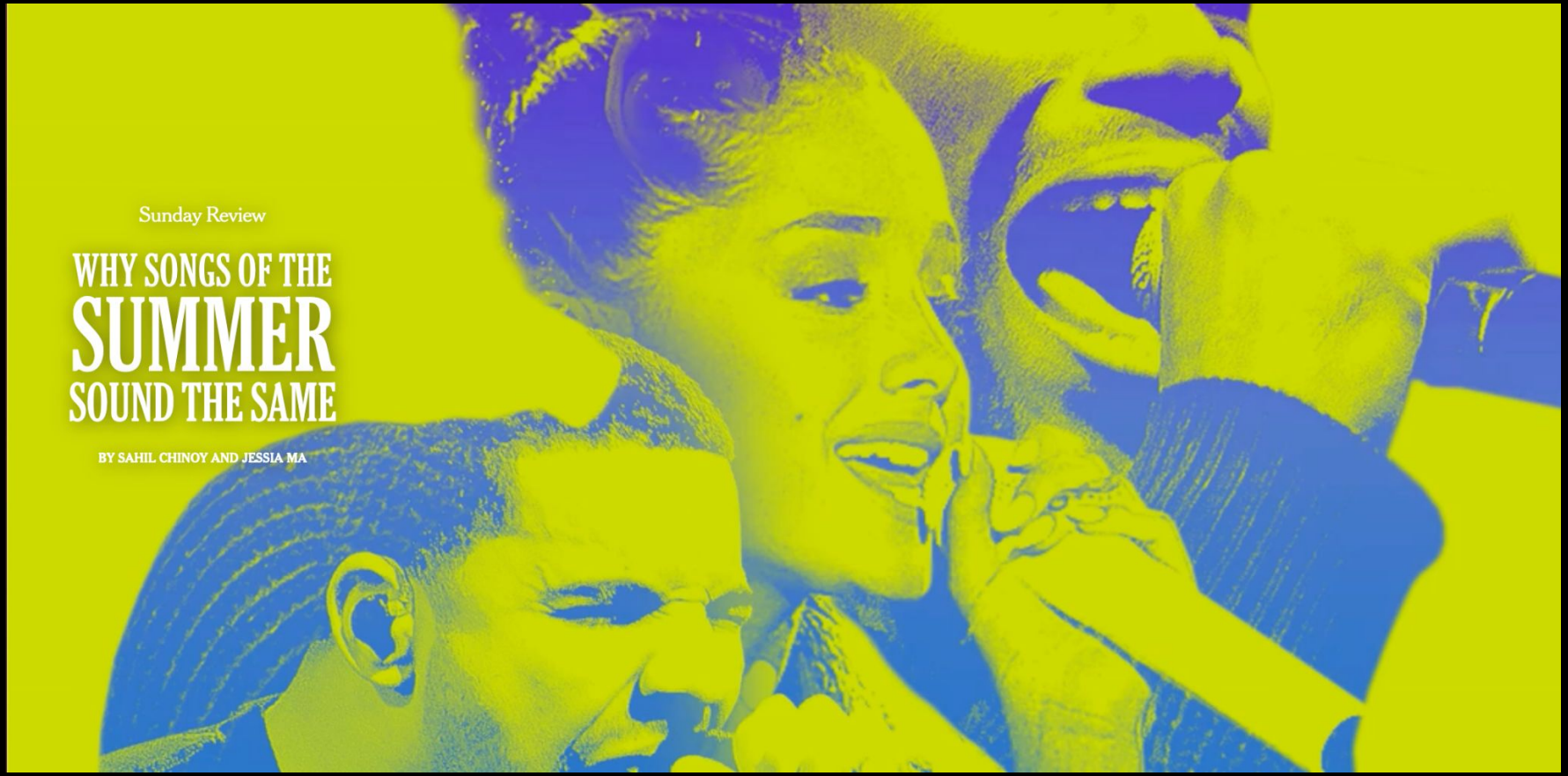
Flatten the curve

https://www.washingtonpost.com/graphics/2020/world/corona-simulator/



Songs of summer

https://www.nytimes.com/interactive/2018/08/09/opinion/do-songs-of-the-summer-sound-the-same.html



Design tools for storytelling

Symbolism

Color

Composition

Typography

Design style

Words & Images

Show and tell. Juxtapose words and images for maximum impact.

MUSIC BAND
HOW DO YOU DO, FELLOW KIDS?

Ceci n'est pas une pipe.
Magritte

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