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### Visual Communication

Emily Barney

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# Visual Communication

By Emily Barney

# Topics Today

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Maps



Photos



MindMaps



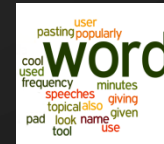
Clip Art



Charts



Logos



Word  
Clouds

Icon credits on last slide

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# Topics Today

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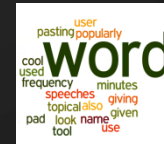
Maps



MindMaps



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Word  
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Finding Illustrations 

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# Topics Today

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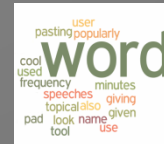
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Creating Illustrations



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# Why “Communication”?

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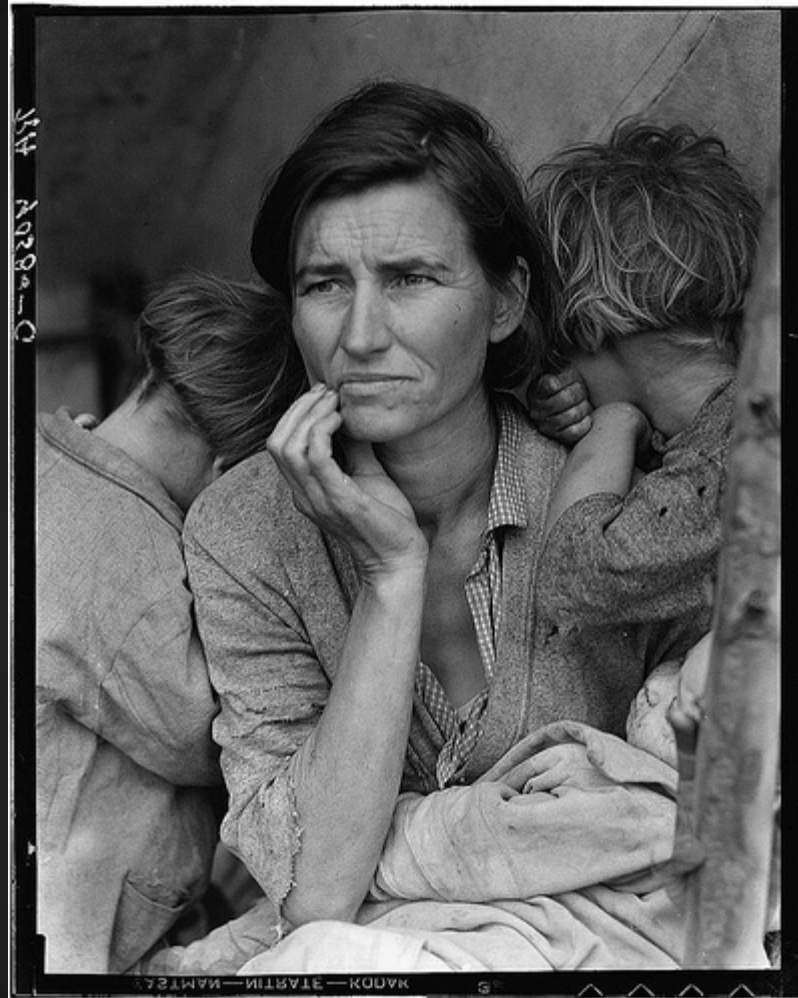
- **Memory** – verbal vs. nonverbal
- **Tone** – emotions, humor
- **Focus** – highlight details
- **Storytelling** – show themes



# Memorable Images







Destitute pea pickers in California. Mother of seven children.

Age thirty-two. Nipomo, California, 1936

by Dorothea Lange

[http://www.flickr.com/photos/library\\_of\\_congress/3551599565/](http://www.flickr.com/photos/library_of_congress/3551599565/)

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Trooping in the Rain by Stéfan Le Dû  
<http://www.flickr.com/photos/st3f4n/3563912840/>

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# Rights & Licensing



# Legal Issues

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- Copyright (Royalty/Royalty Free)
- Creative Commons / GFDL
- Public Domain / Freeware
- Model Releases



# Can I Use It?

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**Search tools** – find options



**Downloading** – easy is not free



**Permissions** – already there?



**Restrictions** – know your options



# Copyright & Courtesy

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- Start with trustworthy sources
- Get permission (© is permission!)
- Follow instructions
- Give credit – name *and* link





Photos

&



Clip Art



# Illustration Tips

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- Concrete terms (nouns!)
- Symbols (money = financial)
- Metaphors (tug of war = teamwork)
- Contrast (good for humor!)





# Illustration Tips

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- Concrete terms (nouns!)

- Symbols (money = financial)

**Does it Translate??**

- Metaphors (tug of war = teamwork)

- Contrast (good for humor!)





# Search Strategies

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- Start literal, find metaphors
- Search for similar terms
- Look for tags, categories, groups, etc.
- Use “favorites” where you can



# Public Domain Sources

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## Photos:

- Flickr Commons  
<http://www.flickr.com/commons>
- American Memory  
<http://memory.loc.gov/ammem/browse/index.html>
- USA.gov  
<http://www.usa.gov/Topics/Graphics.shtml>

## Clip Art:

- Open Clip Art Library  
<http://www.openclipart.org/>
- The Noun Project  
<http://www.thenounproject.com/>
- Wikimedia  
<http://commons.wikimedia.org/>  
(not all are free)



# More Sources

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- Compfight (Flickr search on steroids!):
  - <http://compfight.com/search/library/2-3-2-1>
  - Creative Commons Filter
  - Search all text or tags only
  - Preview size by mousing over
- Icon Archive
  - <http://www.iconarchive.com/>
  - Non-commercial filter
  - Search or add tags, select favorites
  - Download PNG only!



# Clip Art: “Scalable” Graphics

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- Vector images – like fonts
- Other files: icons & dingbats
- Fixed (PNG) / scalable (SVG) downloads
- Special software (free options)





# Logos

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# ® Trademark™

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- Trademark owners **must** protect their marks to keep ownership
- Don't imply sponsorship or connection without agreement
- *With* sponsorship, ask for official logos first or check their website





# IIT Official Logos

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Marketing & Communications  
provides files and instructions:

[http://www.iit.edu/departments/pr/comm\\_tools/logos\\_iit.html](http://www.iit.edu/departments/pr/comm_tools/logos_iit.html)

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# Maps



# Google Maps: Getting Started

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1. If you don't have an account:
  - <https://www.google.com/accounts/NewAccount>
2. Open Google Maps:
  - <http://maps.google.com/>
3. Click **My Maps** > **Create new map**.
4. To open an existing map, select it and click **Edit**.



# Google Maps: Editing Options

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**Selection tool.** Use this to drag the map and select placemarks, lines, and shapes.



**Placemark tool.** Use this to add placemarks. [Learn more.](#)



**Line tool.** Click this button to select a tool to draw lines, shapes, and draw lines that automatically snap to roads. [Learn more.](#)

Click **Done** to finish editing



# Google Maps: Sharing

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- Easiest online:
  - <http://maps.google.com/help/maps/getmaps/>
- Creating Images:
  - Screenshots (press "printscrn" & paste)
  - Print to PDF (requires pdf program)

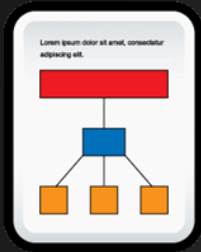


# More Map Sources

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- PlaniGlobe:
  - [http://www.planiglobe.com/omc\\_set.html](http://www.planiglobe.com/omc_set.html)
- Perry-Castañeda Map Collection:
  - <http://www.lib.utexas.edu/maps/>
- Wikimedia Commons: Maps
  - [http://commons.wikimedia.org/wiki/Commons:Map\\_resources](http://commons.wikimedia.org/wiki/Commons:Map_resources)





# Mind Maps





# Mindmaps:

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- “Big picture” overview
- Process workflows
- Showing connections
- Collaborate!



# Mindmap Examples:

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- Where Should I Eat?

<http://topcultured.com/where-should-i-eat-chain-restaurant-edition-flowchart/>

- Hey Jude

<http://loveallthis.tumblr.com/post/166124704>

- Event Planning

<https://www.mapsforthat.com/map.php?m=17>

- Literature map

<http://www.literature-map.com/>



# MindMap Inspiration:

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- Mindjet “Maps for That!” Gallery:
  - <https://www.mapsforthat.com/maps.php>
- Biggerplate Mind Map Library:
  - <http://www.biggerplate.com/mindmap-library>
- Mappio Mind Map Library:
  - <http://mappio.com/>



# MindMap Tools

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- Software:
  - Office 2007 “Smart Art” (for short maps)
  - MindJet Mindmanager
- Free:
  - <https://bubbl.us/>
  - <http://popplet.com/>
  - <http://www.pearltrees.com/>
  - <http://www.gliffy.com/>

(Note: some free accounts have limits and/or more options for subscribers)





# Charts



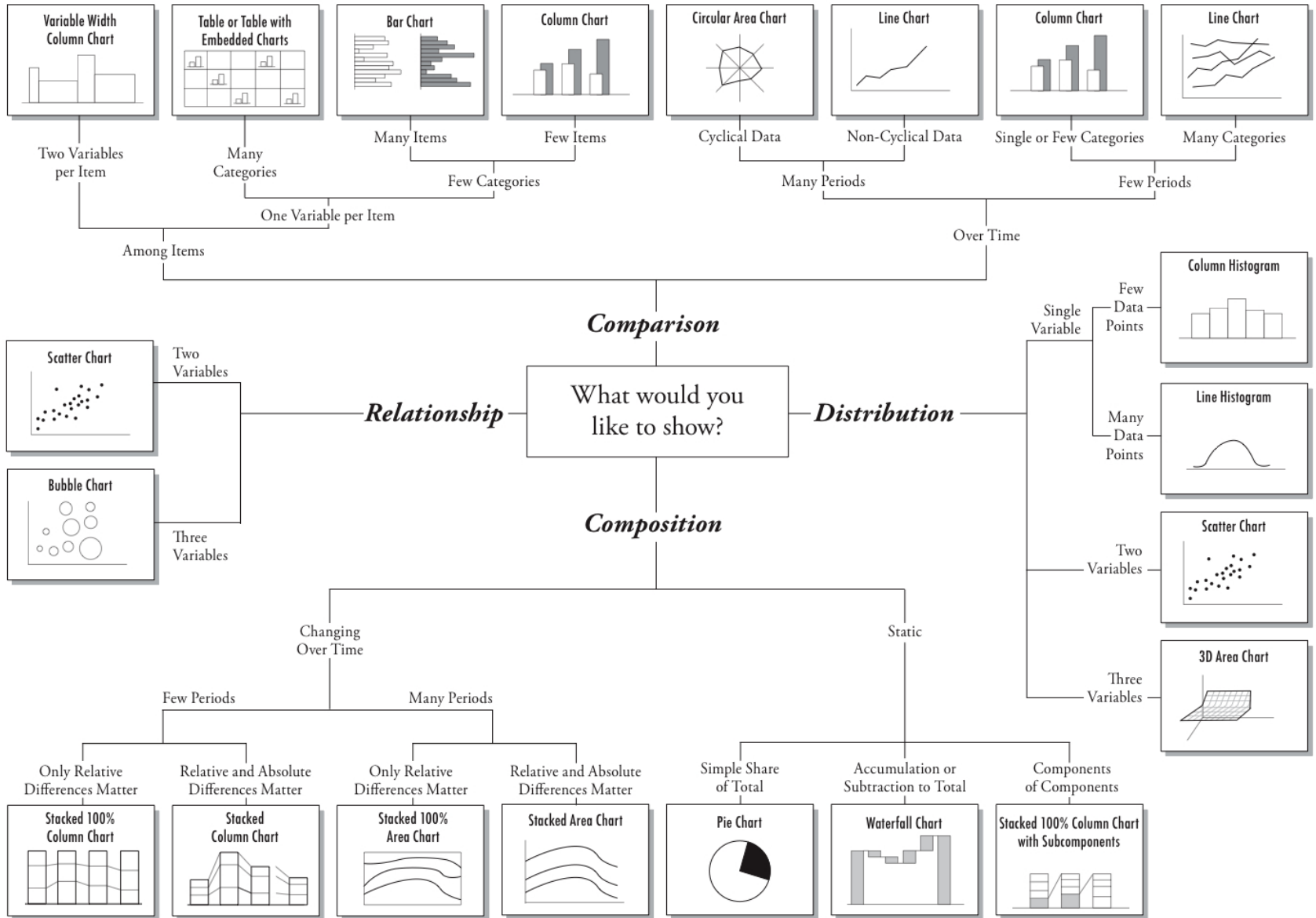
# Data “Visualization”

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- What data do you have?
- What do you want to show?
- Comparing:
  - Change over time
  - Portion of a whole
  - Relative amounts/size
  - Connections



# Chart Suggestions—A Thought-Starter



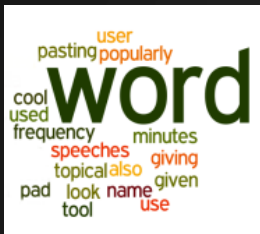


# Chart Tools:

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- Google Image Chart Editor:
  - <http://imagecharteditor.appspot.com/>
- Juice Analytics (from last slide):
  - <http://www.juiceanalytics.com/chart-chooser/>
- Dipity Timelines:
  - <http://www.dipity.com/>





# Word Clouds



# Wordcloud Tools

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- Tagul
  - <http://tagul.com/>
- Tagxedo
  - <http://www.tagxedo.com/>
- Wordle
  - <http://www.wordle.net/>
- Word it Out
  - <http://worditout.com/>



And much, much more...

<http://www.pearltrees.com/ebarney/18890450/>

“Infographics”  
“Visualizations”  
etc.



# Find Inspiration

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- Flowing Data:
  - <http://flowingdata.com/>
- DataViz
  - <http://dataviz.tumblr.com/>
- Information Aesthetics:
  - <http://infosthetics.com/>
- GraphJam:
  - <http://graphjam.memebase.com/>



# Icon Credits

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Freeware



## [Chart Icon](#)

By Custom Icon Design  
Linkware



## [Favourites star](#)

By Aha-Soft  
Free for non-commercial use



## [Find](#)

By WebIconSet.com  
Free for non-commercial use



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Freeware



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