Visual Communications

Panelists:
- Chris Tuttle @ChrisTuttle
- Joleen Ong @JoleenDearest
- Nadia Khaustagir @DesignAction
- Tomás Aguilar @TomasAntonio100
- Yee Won Chong @YeeWon
What we’ll cover today...

- why visuals?
- 7 Tips and tools
- how mobile affects you.
- lightning round - fast overview of more tools
- closing
THE SCIENCE

VERBAL WORDS

VISUAL IMAGES
Seeing is Believing

- Brains are wired to respond first to visual input
- Images - pathways to human emotion
- Emotions govern decision making
Images are Universal

- Speak to a wider audience
- Transcends culture & language barriers
- Picture processing is ability we are all born with
- Language of pictures is universal
Why Visuals

6 BILLION

hours of video are watched each month on YouTube. That's almost an hour for every person on Earth.

Source: YouTube.com
Why Visuals

Pinterest continues to drive more traffic to websites than any other social network, except for Facebook.

Source: Shareaholic.com
Why Visuals

93% of the most engaged posts on social media contain visuals.

Photo Source: Charity Water, Metric Source: BufferApp
TIP:
Create a quick graphic using online tools
Step 1: Google Image Search
Step 2: “Posterize” image using Pixlr.com (online Photoshop). Trace to get illustrated effect
Step 3: Find Background Textures
Step 4: Customize some clip art
Step 5: Find a font to capture the mood, enhance the design
Step 6: Experiment with layers and effects
TIP: Effective Images

- Think: What is the key message?
- Keep it simple - less is more
- Use of colors & icons
- Include info for people to learn more
- Test! (If possible)
Tool: Canva

1. Start a new design
2. Select layout
3. Choose image(s)
4. Pick filter
5. Add text
Step 1: Start a new design
Step 2: Select layout
Step 3: Choose image(s)
Step 4: Pick filter
Step 5: Add text
TIP: Create Charts that you can Embed

DataViz with Google Doc
- Connects with viewers
- Easily digestible
- Accurate
- Less is more, especially text

Learn More: tuttle.co/gdocs
Tool: DataViz With Google Apps

Step 1
Create a Google Sheet with the data you want to chart
Step 2
Choose Insert, then Chart
Step 3
Customize options: data fields, type, colors, fonts
Step 4
Customize further by clicking on chart elements to edit
Step 5
Save image or publish to get embed code
Google docs

1. Gather Information
   - Public forms
   - Invite-only surveys
   - Internal inputs

2. Organize Information
   - Filter data
   - Customize charts
   - Get code

3. Present Information
   - Embed interactive iframe or Image code

5 Ways to Enhance Your Website with Google Docs: tuttle.co/gdocs

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Tool: Screencast-O-Matic

1. Prepare your desktop
2. Open Screencast-O-Matic
3. Make your recording
4. Upload to web
5. Success
Prepare Your Desktop
Open Screencast-O-Matic
Make Your Recording
Upload to Web
Success

Gentrification Stops Here: 10k in 5 days

Thank you for contributing to Causa Justa :: Just Cause's Gentrification Stops Here Matching Fund Campaign! We have a goal of raising $10K in 5 days. With your gift you can help us reach our goal.

CJJC will use the money raised to protect tenants this November by:

1. Passing a Healthy Homes Policy in Oakland to stop landlord harassment and disrepair.
2. Winning an Anti-Speculation Tax in San Francisco to stop evictions.

We have provided set amounts for you to donate and you can also customize your donation below!

Checks can be made out to "CJJC" and can be mailed to the office at: CJJC, PO Box 3596, Oakland, CA 94609.

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Tip: Short Form Videos

Tools: Instagram & Vine
Tip: Short Form Videos

- Time limit
- Bite-sized content, easy to digest
- Sharable across different social media channels
- Easy to capture and share
15 seconds = The average length of a TV commercial
Easy to use with Smartphone: Point & shoot, select filter & share
Vine

- 6 second looping video
- Similar to Instagram, point & shoot with Smartphone, select filter & share
TIP: Create an Action

Tool: YouTube annotation
Angela Park’s 2013 Western States Center Campaign

Hello friends!

Please join me in supporting the amazing Western States Center! Board service is a great honor and a major commitment; I joined the Center’s board, this year, because I am so excited about their work and impact in the world.

As much as I can’t stand being videotaped, because I love the Center so much, I made a video pitch to you. I hope you’ll watch it and consider a contribution — in any amount — to support this great organization and its marquee event AMP (Activists Mobilizing for Power).

This summer, and every summer, 450 activists from various backgrounds — immigrants, refugees, people of color, white, LGBTQ+, straight, working-class, and more — gather at AMP. They learn and organize and strategize on reproductive justice, economic justice, LGBTQ equality, immigrant rights, union organizing, and voter participation. Some will learn foundational organizing skills for the first time; others will get to hone their skills, connect with other organizers, deepen their understanding and analysis of how various issues intertwine.

This year, AMP’s agenda includes workshops on art and cultural change, interrupting oppressive language, electoral strategies, messaging, and fundraising; marriage equity, transphobia, and intersecting issues; the New Jim Crow, and pop culture as an organizing tool. Amazing!

This cross-geography, cross-constituency, cross-issue event is unique in the nation. Despite the significant resources required to orchestrate it, the Center is committed to making it as affordable and accessible as possible. Registration fees cover only about 20% of the cost of this multi-day extravaganza of progressive fabulousness which means we have to raise $300 for each participant to make AMP possible.

You’re reading this, now, because you care about the health and vitality of our world and all of the people and communities within it. Please consider this campaign as an opportunity to partner with me — via our philanthropy — to support great work in the world.

I have made a $300 contribution to match the first $300 of your donations (tax-deductible, of course). This is a big amount for me; I hope you will join me! Please consider a gift of $100 — or any amount that is meaningful to you — to help me achieve my goal of raising $2,000.

Love and appreciation,

Angela
Angela Park on Leading through Philanthropy

Click here to go to my fundraising page

Click on the DONATE button

Click here to go to my fundraising page

http://www.firstgiving.com/fundraiser/angelo1

Preview link
Link will open in a new window

Learn more about video annotations
Tip: How mobile affects you?
Tip: How mobile affects you?

- **30%** of nonprofit website traffic comes from mobile devices
- Mobile web traffic overtaking desktop usage
- 25% of supporters discover nonprofits from their mobile device
- Mobile users nearly 2x likely to share on social networks
- 65% of all email is opened first on mobile device
Tip: How mobile affects you?

Source: bradfrostweb.com/blog/post/this-is-the-web/
Tip: How mobile affects you?

- Impacts the user experience
- Call to action should be simple & effortless
- Large buttons vs. “pinch & swipe” - your thumb is 44x44 pixels!
Responsive Design: Desktop

Responsive Design: Desktop
Responsive Design:

Smart Phone
Lightning rounds!
VIDEO

iMovie
Simple, beautiful, videos.

At Animoto, we live by two basic philosophies: make it simple, and make it beautiful. And we're proud to offer you the simplest way to create the most beautiful videos online, whether for yourself, your friends, your family, or your business.
Children paying a terrible price in Gaza

By Lazzaro Gamio and Richard Johnson, Updated: July 29, 2014

Palestinian civilians continue to make up the largest share of casualties in the Gaza conflict.

351 Deaths up to July 19

- 5 were Israeli soldiers.
- 1 were Israeli civilians.
- 70 were armed Palestinian militants. Of those, 2 were children.
GRAPHIC DESIGN

"The self you know, the you deep inside is obscured by a stack of untold stories."
~ @JanetMock

VectorSnap

Colorize your artwork with one click using colors from famous artists.
GRAPHIC DESIGN

Phoster

Trans people are exactly who they say they are. No matter what the culture or media would lead us to believe.
GRAPHIC DESIGN

Google Drawings

1. Gather Information
   - Public forms
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STOCK IMAGES

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STOCK IMAGES

Search millions of premium royalty-free images selected from Getty Images and iStock
Wrap-up

- Evaluations
- Resource list post-conference

Download these slides at: bit.ly/mfom14visual
We asked attendees to share their tips and tools, too.

Here’s what they said.
Keep in touch.

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