



Catalog of Style and Form

We understand that it's difficult to reach the right audience with information that makes a difference.

The examples below are storytelling methods we use to draw peoples' attentions and intellectually engage them – in an instant.

Thoughtful storytelling is about being conscious of all the nuances of your story, and tailoring your presentation to address them:

- Who is your audience?
- How long is their attention span?
- What visual styles will they respond to?

Aesthetics are a key part of your story. They attract attention and essentially drive the audience in your door. Equally as important is the presentation platform. What looks good on a website may not translate to mobile or social or print.

A story that doesn't reach its intended target is not worth the effort.

» User Experience «

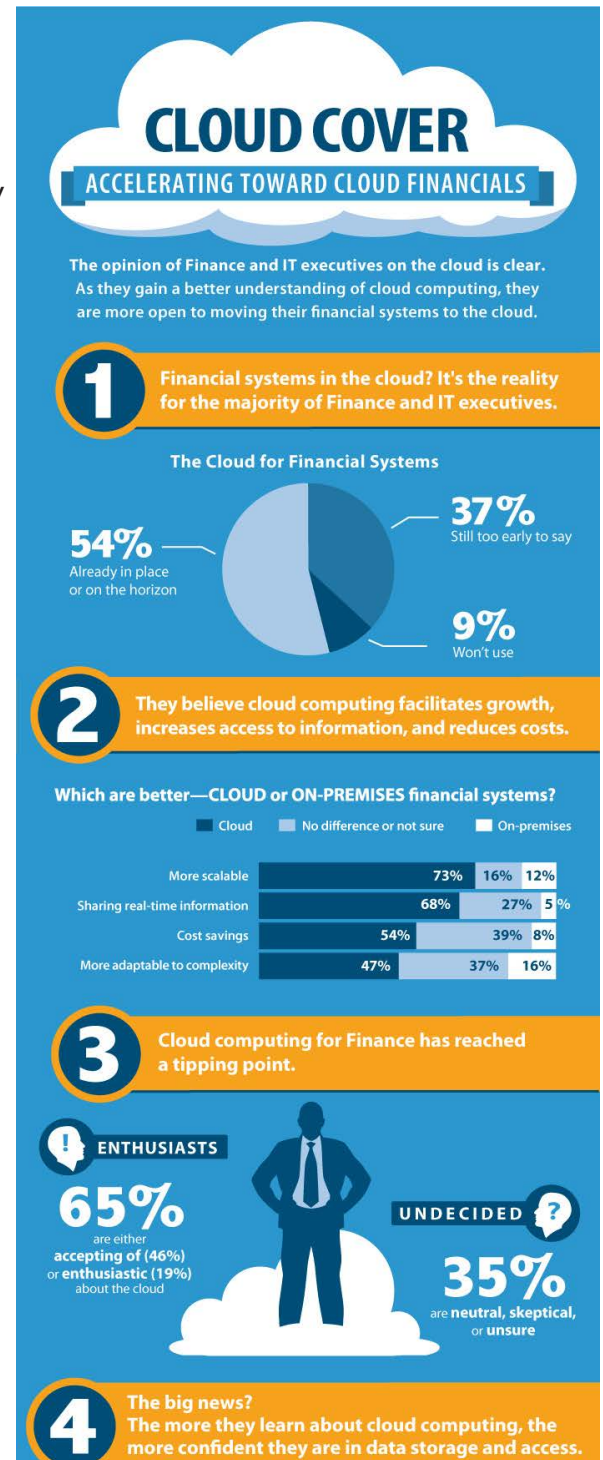
What type of media works best with the information you are trying to convey, and the people you're trying to reach? If they are pressed for time, you'll need something snappy. If it's a complicated topic you may need a richer experience.

• Infographics

These are versatile and succinct graphic stories that are easy to deploy and are platform-agnostic.

An infographic can be a simple well-organized fact sheet with distinctive artwork, or a sophisticated illustration with a layered narrative. Generally, they are written with a punchy style that boils the language down to “just the facts.”

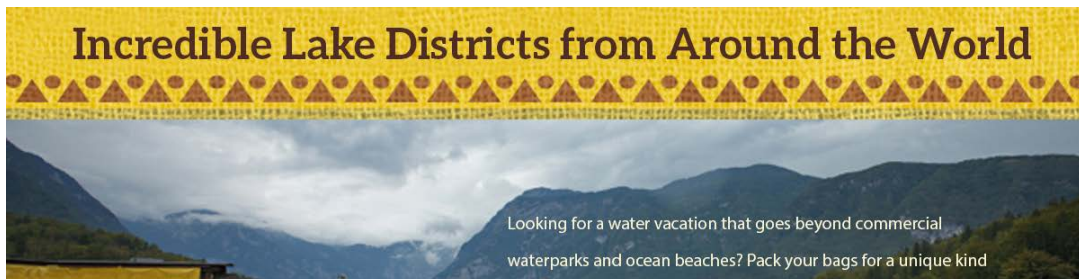
Infographics are size-flexible - postcard to poster, small screen to giant screen.



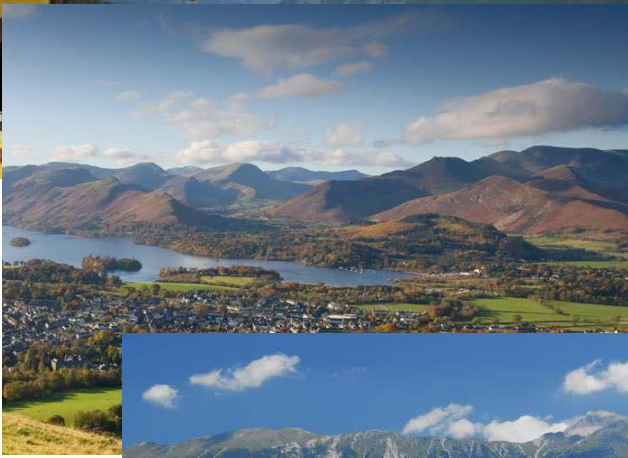
◉ Slideshow

Despite being derided for years as merely “click bait,” picture stories and slideshows consistently drive big traffic. There’s no shame in capitalizing on them.

Slideshows get away with telling a newspaper-length narrative, painlessly! People like pictures.



Slide 1



Slide 2

English Lake District

For centuries, the vibrant green mountains surrounding England's largest 12 lakes have inspired poets, writers and artists. "What you see when you go there is picture book English nature," says Tom Hall, contributing editor to LonelyPlanet.com.

Located in northwestern England, near Scotland, the 885-square-mile lake district is one of England's most popular places for local vacationers and a hot spot for adventure sports enthusiasts, including climbers, mountain bikers and hikers. Families can stay in cozy cabins, play miniature golf, or try a ropes course swinging high in 250-year-old trees at the Brockhole Visitors' Center, which is run by the National Park Authority.

In Grasmere, a village in the center of the region, you can take in the scenery by boarding a lake cruise. The best time to visit is March and April, when the snow is melting and there's just walking weather. The

Lakes of Slovenia

In the southern foothills of the Alps, between Italy, Austria and Croatia, you'll find the Lakes of Slovenia. In Bled, picturesque mountains envelope a 22-mile crisp blue glacial lake with a medieval castle sitting on a precipice 426 feet above the city. The oldest castle in Slovenia, it is a top tourist attraction, and the city a popular destination. There, visitors can scuba dive, fish, take a ride on a Pletna boat, or a wooden water taxi, or watch the Slovenian rowing team practice on the lake.

Each July, the city hosts Bled Days, a festival that includes music concerts, fireworks and thousands of candle lit floating on the lake. Just to the southwest, Bohinj Lake sits inside the Slovenia National Park, offering a serene glacial lake with no development. The lake offers a peaceful respite for hiking, cycling, fish, boating and paragliding. Not far from there, you can hike to Mostnica Waterfall, a beautiful 68-foot tall waterfall



Slide 3

Italian Lake District

If Finland's lake district is about seclusion, then Italy's lake district is about seeing and being seen. The lakes, located north of Milan, bordering Switzerland, are breathtaking in their beauty and size, says Tom Hall, an online editor at travel guide LonelyPlanet.com. But the bustling villages around the popular Lake Como and Lake Garda also offer a quintessential Italian experience. "There's this whole amazing feast for your eyes," says Hall. "It's a very fashionable place with lively chatter."

Berkley-based Wilderness Travel takes travelers beyond the busier lakes to the smaller village of Legro, Priscola, Orta San Giulio and Varenna where you'll see medieval villages, country farmhouses, 13th century towers, 17th century monasteries, pastel-covered houses, sapphire-blue water and views of the Alps. "This is an area gloved since the days of the Roman Empire," says Barbara Banks, marketing director at Wilderness Travel. "You're walking through the layers of history." Most Italians vacation in August, so the best time to visit might be in May and in September, Hall says. You will find smaller crowds but still have pleasant weather.

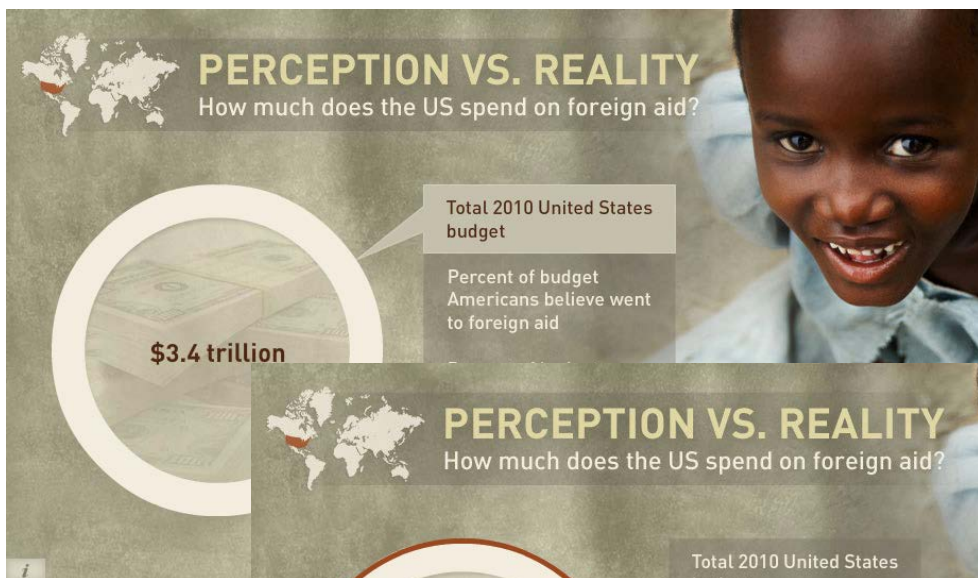


Slide 4

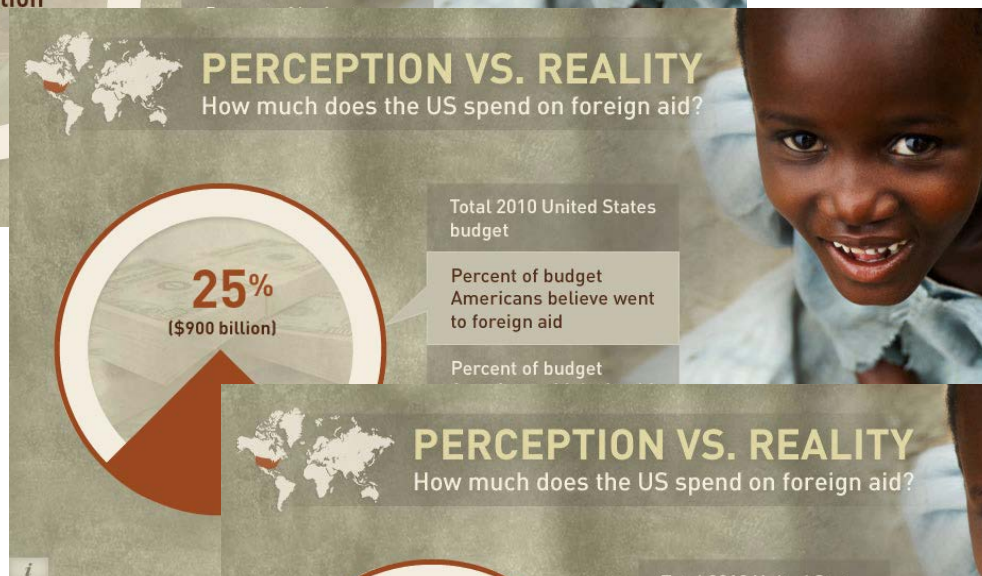
• Animations & Motion Graphics

Adding narration, music and movement allows us to tell more complex and nuanced stories. Motion graphics are often used to demonstrate how something works, but are also a means of telling a classic narrative story.

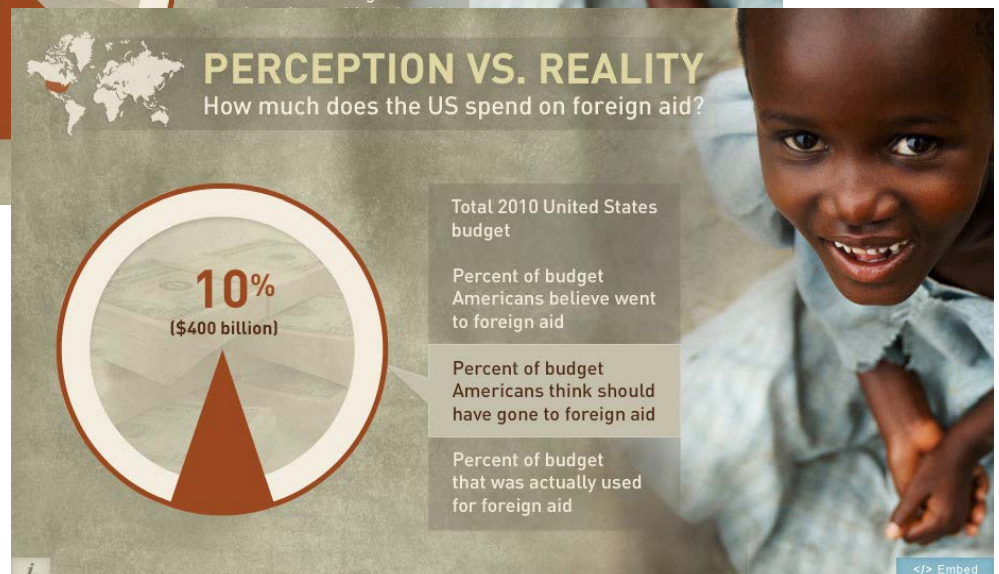
You should first consider if your topic is interesting enough to convince your audience to commit two or three minutes to watch.



Slide 1



Slide 2



Slide 3

Interactive

Click and reveal stories are hard to resist. They rely on the same compulsions as video games to engage readers: they are often non-linear, they entice readers to hunt and explore, and they can divulge information surprises.



• Graphic Novel

Comic strips convey a lot of information in a small space and work best for lively and active stories. These pieces use the device of a character to drive the narrative, provide a human touch and add interesting visual cues that substitute for text and add sequencing.



• Video Documentary

Movement, sound, spontaneity, and hearing people tell their stories in their own words adds a dynamic element for the right type of story. We like to mix mediums with our videos, conveying some information and data with graphical inserts that can also be used independently on other platforms.

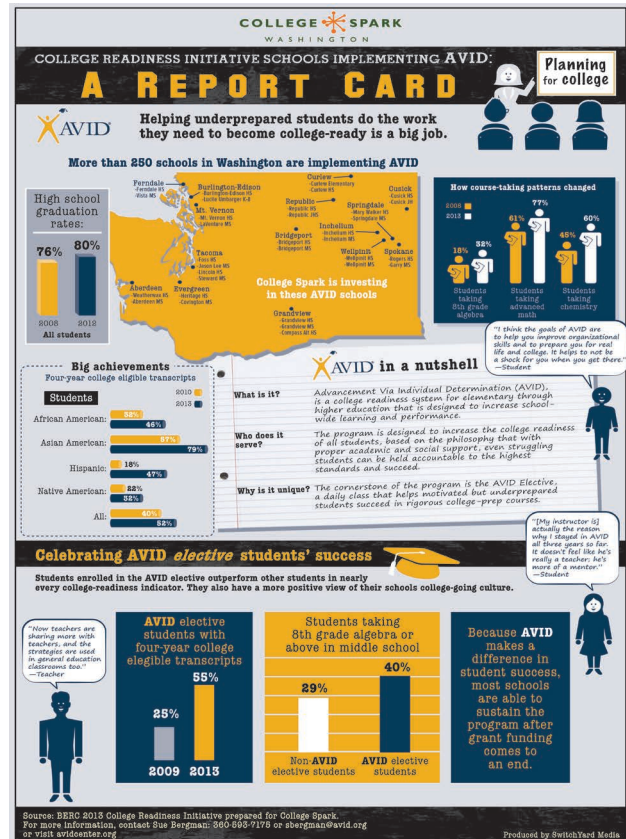


Layout

How does your infographic fill the page?

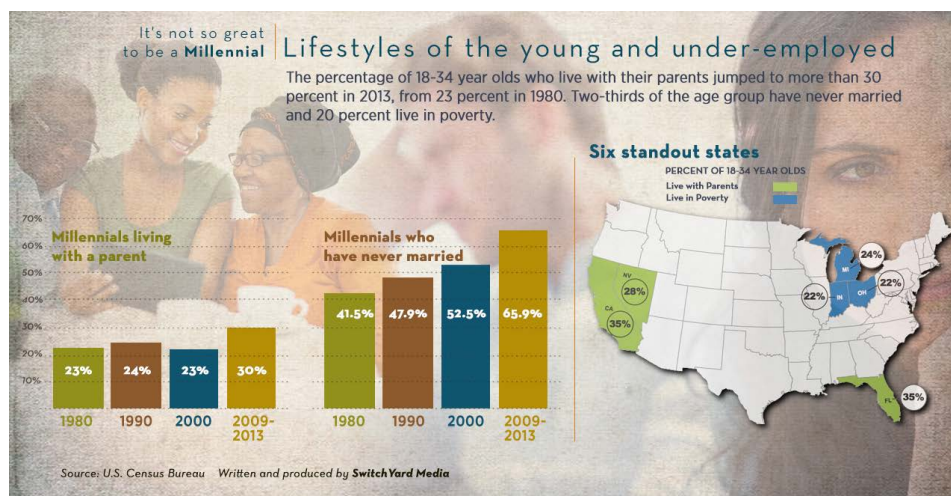
Vertical

Pretty much the standard for web content, it easily allows for expansion via scrolling and is easy to implement into most websites.



Horizontal

More novel, horizontal layouts call attention to themselves. They also work better for 1 page graphics where you want the viewer to see everything at once. They can be segmented for mobile.

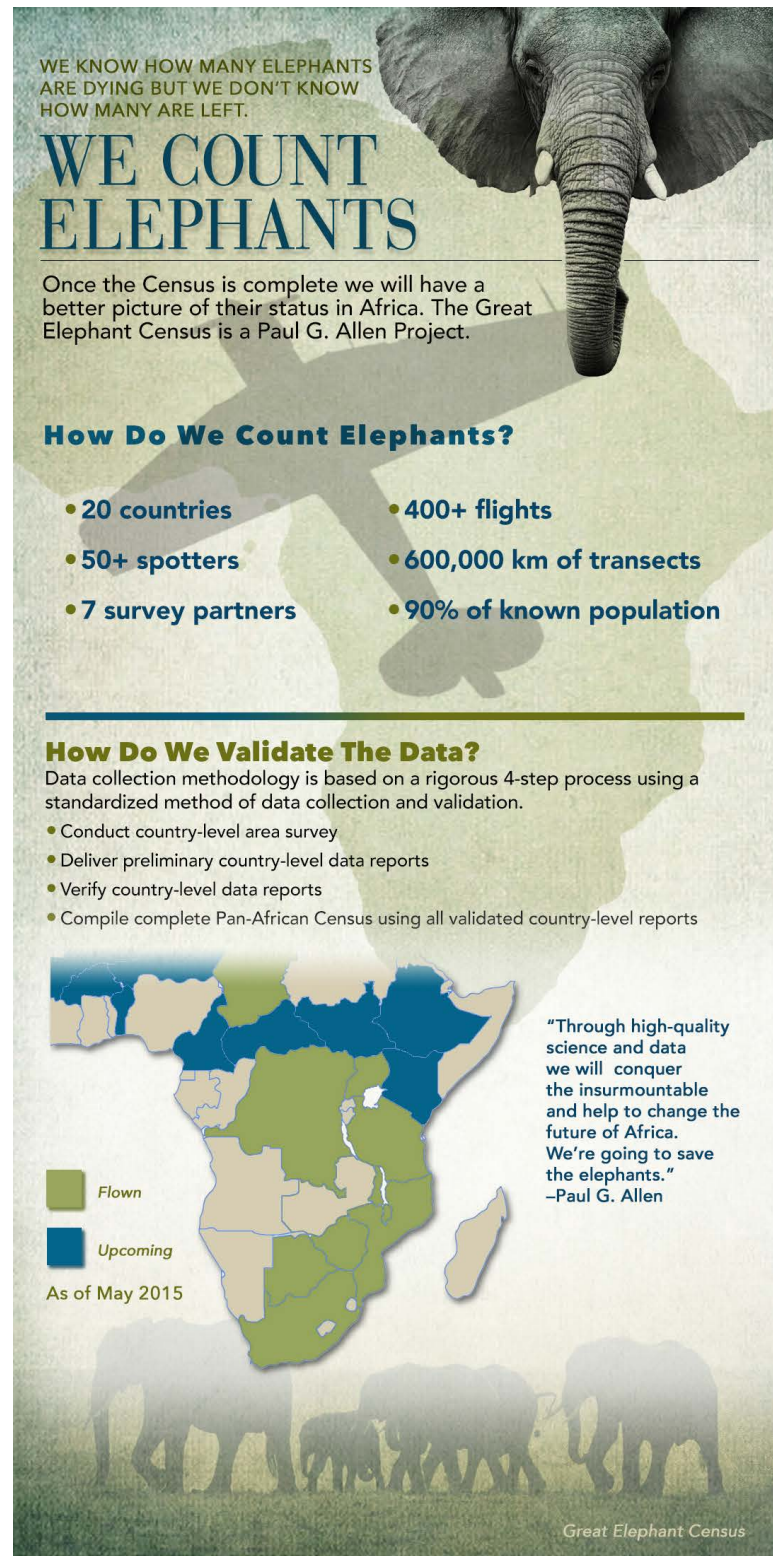


➤ Motif ➤

How is your content presented thematically?

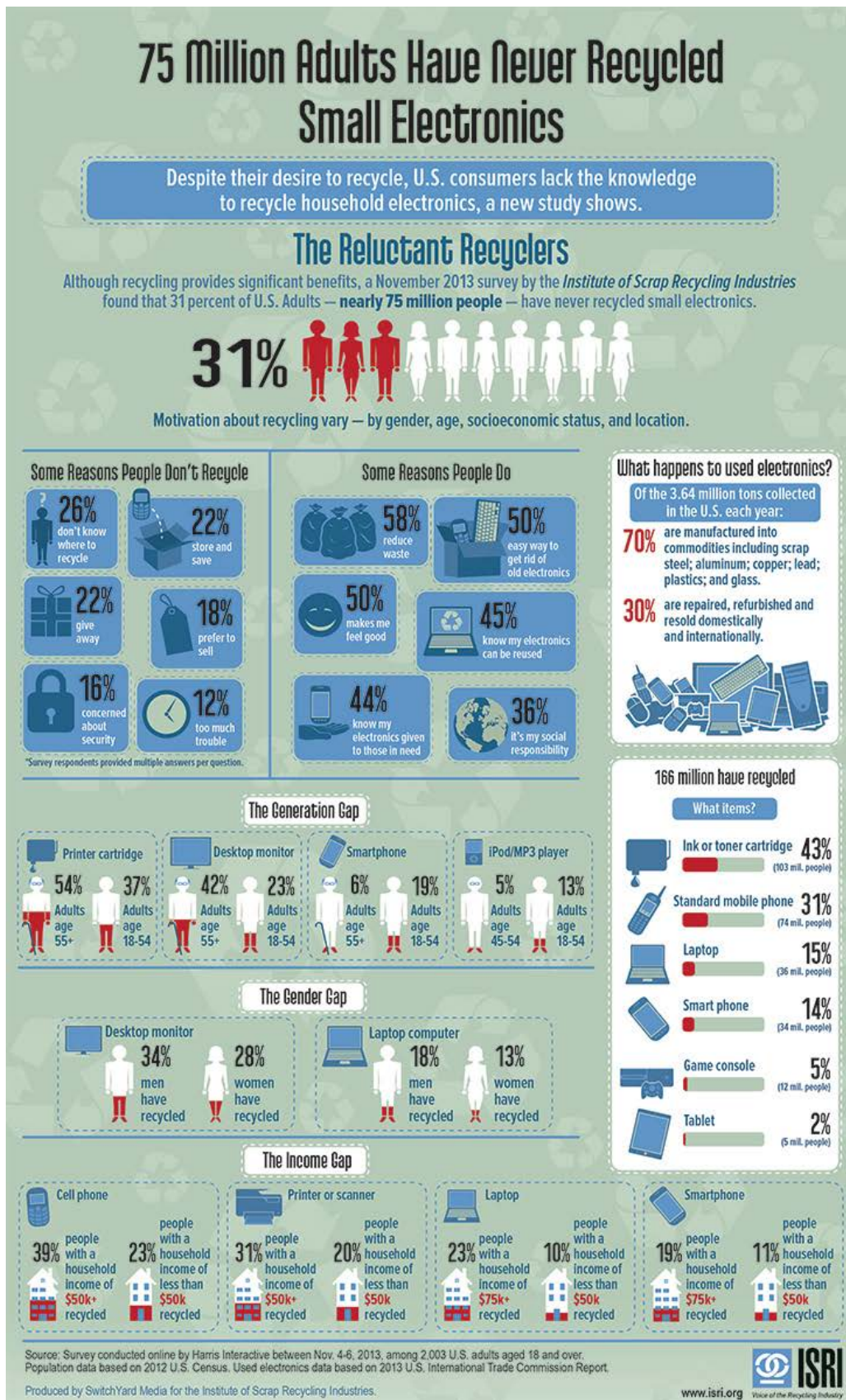
• Singular graphic

Clean, simple and direct, this particular graphic uses photo-illustration. The large elephant image is an attention-getter, and the shadow of the airplane over a map of Africa is a non-verbal way of conveying information. The color scheme is warm, an approximation of the savanna.



• Mixed Charts

Simple illustrations and icons can add a layer of understanding to data and information.

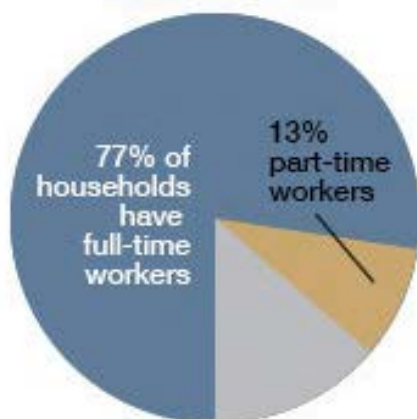


Comparison Charts

Pie charts date back to William Playfair's Statistical Breviary of 1801, and they are still effective ways of comparing data and putting numbers in perspective.

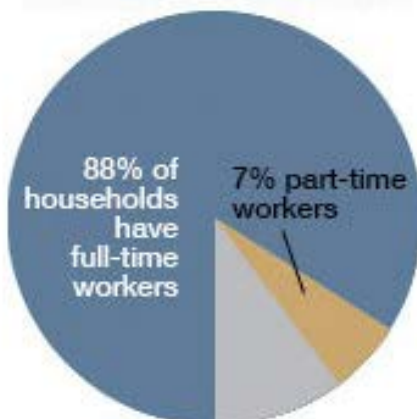
A FULL-TIME JOB IS NO LONGER A CURE-ALL

**ALL RENTAL
HOUSEHOLDS**



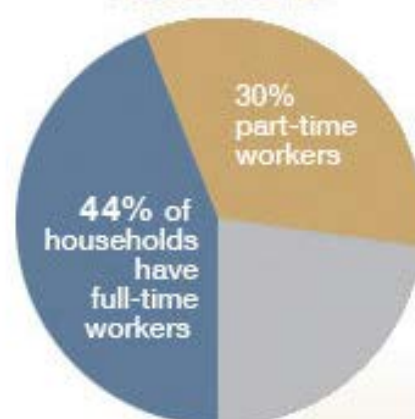
Median income for full-time working household: **\$46,000**
Median annual rent for full-time workers: **\$11,520**

**HOUSEHOLDS
THAT CAN AFFORD RENT**



Median income for full-time working household: **\$52,000**
Median annual rent for full-time workers: **\$11,400**

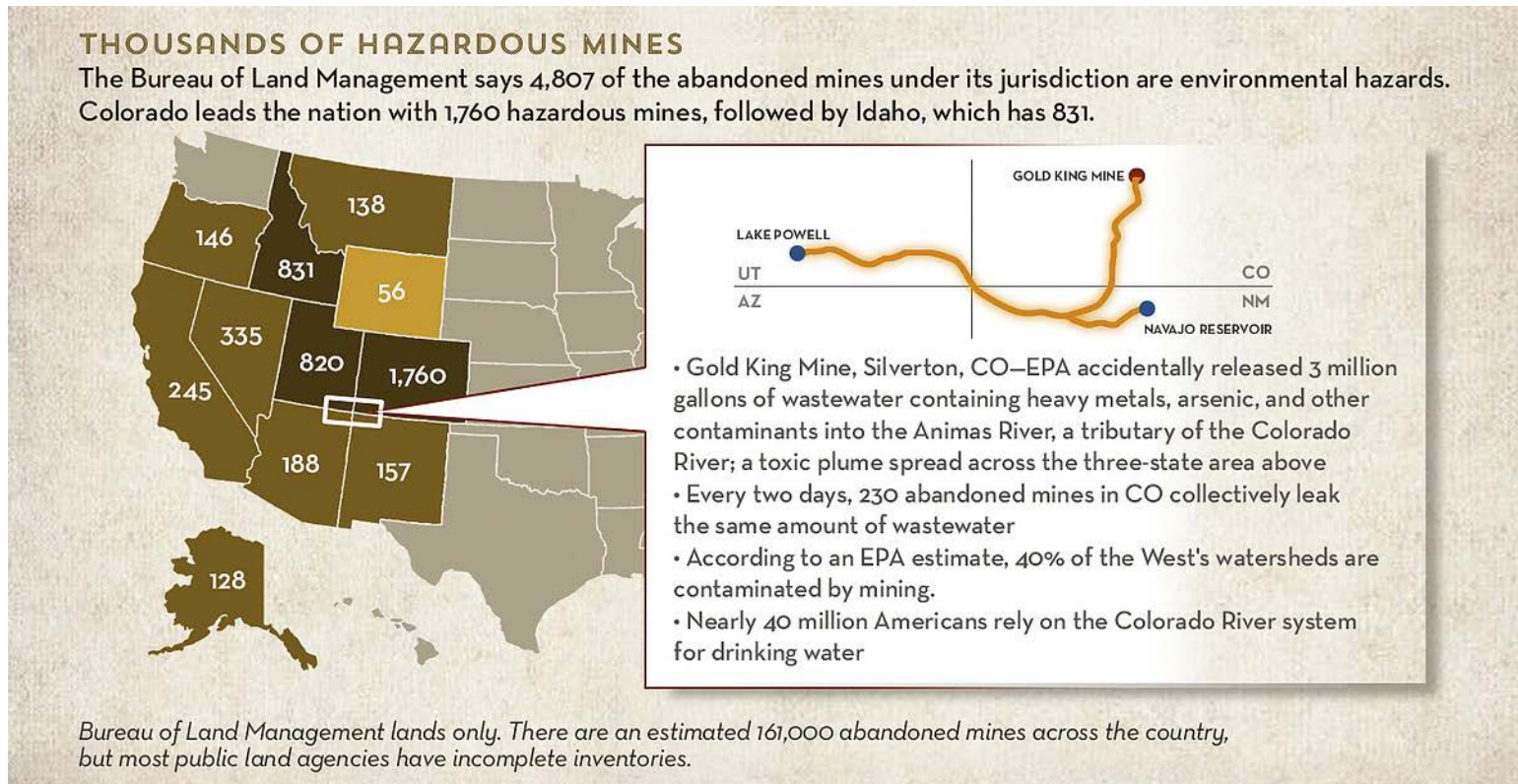
**SEVERELY
RENT-STRESSED
HOUSEHOLDS**



Median income for full-time working household: **\$17,000**
Median annual rent for full-time workers: **\$12,804**

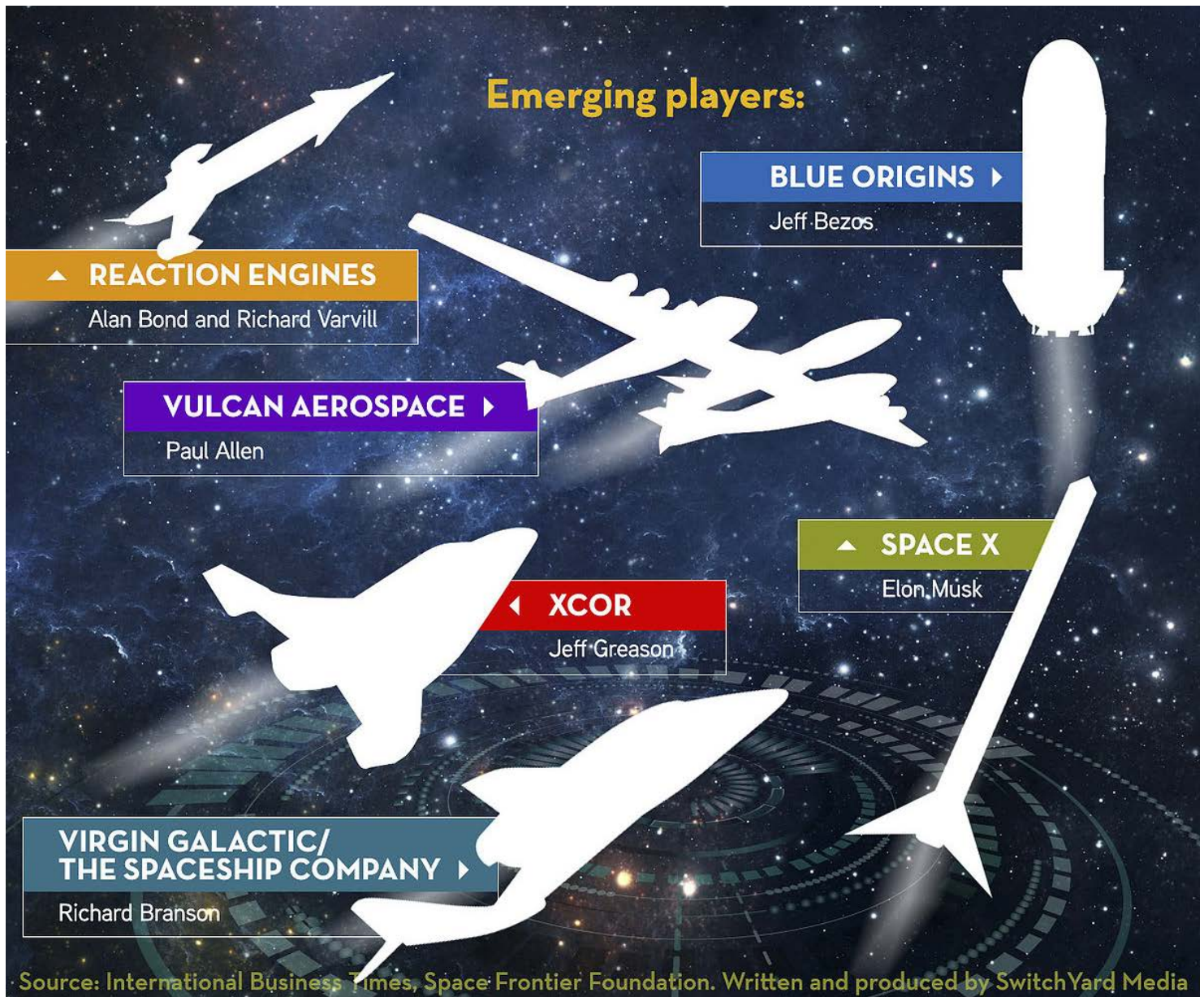
Map overlaid with data

Many stories benefit from identifying where the action is taking place. Maps are a faithful element of visual storytelling, a tried and true method of conveying location information without words.



Visualized List

Allows for a visual based survey of data points or subjects. This motif works particularly well as a slideshow.

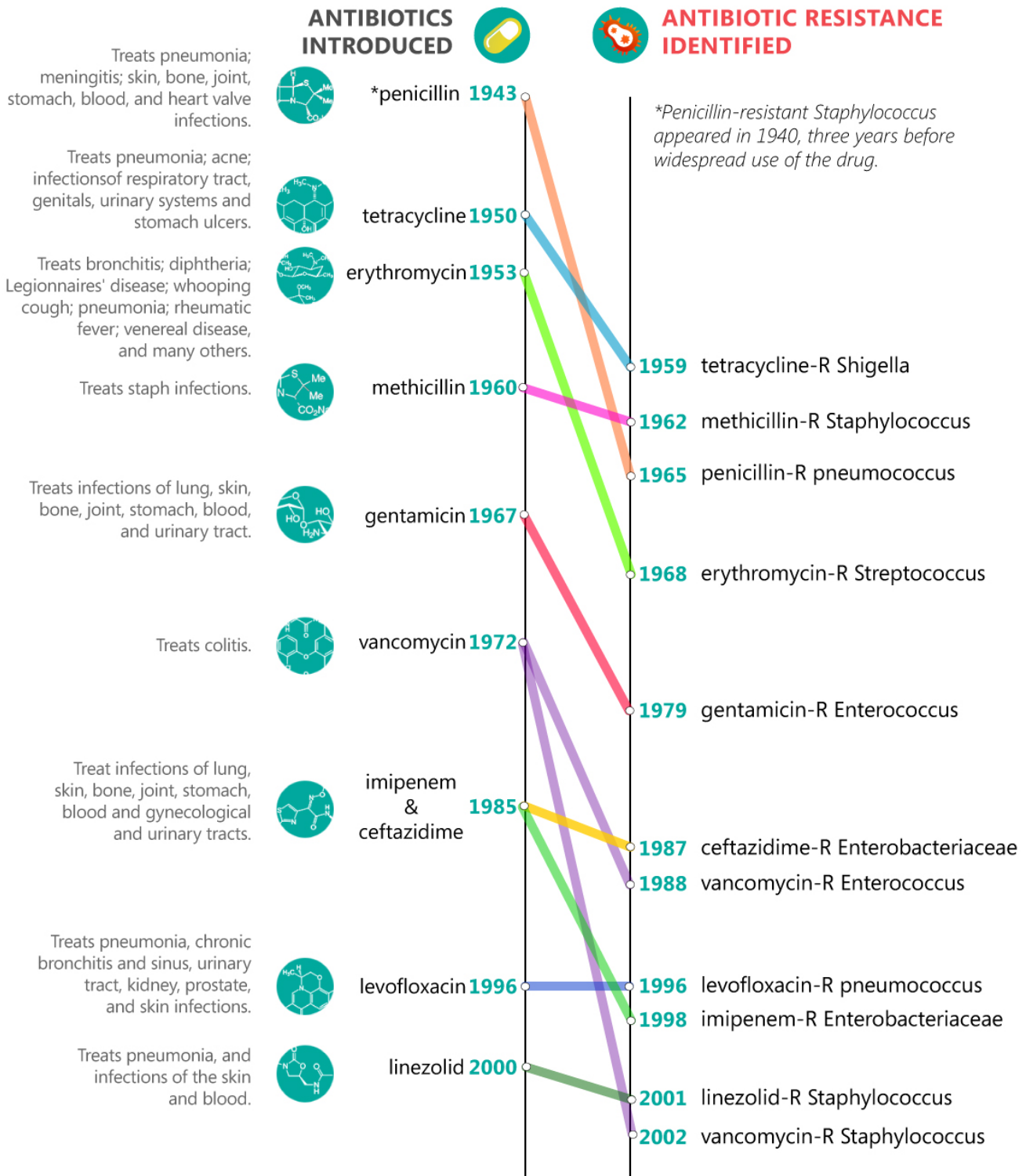


Timeline

Best used to depict a linear process and put information into a chronological perspective.

Timeline of Antibiotic Resistance

Nearly as quickly as life-saving antibiotics are created, new drug-resistant infections appear



* Most Important *

Sometimes we fail to consider the little things. But addressing categories such as “fonts” can vastly speed along a project. Take a minute to consider these:

- Color

Bright or Subdued?

- Font

Large or small?

Contemporary or Traditional?

- Design

Realistic or Symbolic?

Contemporary or Traditional?

- Dimensions

Horizontal or Vertical?

For Web, Device, Presentation, Print, Poster?

- Tone

Serious or Whimsical?

Educational?

- Language & Text

Are you addressing the general public or a well-informed audience?

Jargon ok?

Acronyms?

- Narrative

Explanatory or List?



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