

The background is a light lavender color with various abstract elements. In the top left, there is a cluster of small dark purple dots. To its right is a large, dark purple organic blob. In the top right, there is a blue organic shape with two dark purple zigzag lines below it. On the right side, there is a large, light brown circular outline. In the bottom left, there is a dark purple organic shape with a blue scribbled line over it. In the bottom center, there is an orange circular outline. In the bottom right, there is an orange organic shape with a cluster of small dark purple dots to its left.

Entrega 03

Narración Gráfica de No Ficción

VICTORIA GARCÍA, ARLETTE
FERNÁNDEZ, ALONDRA HENRÍQUEZ



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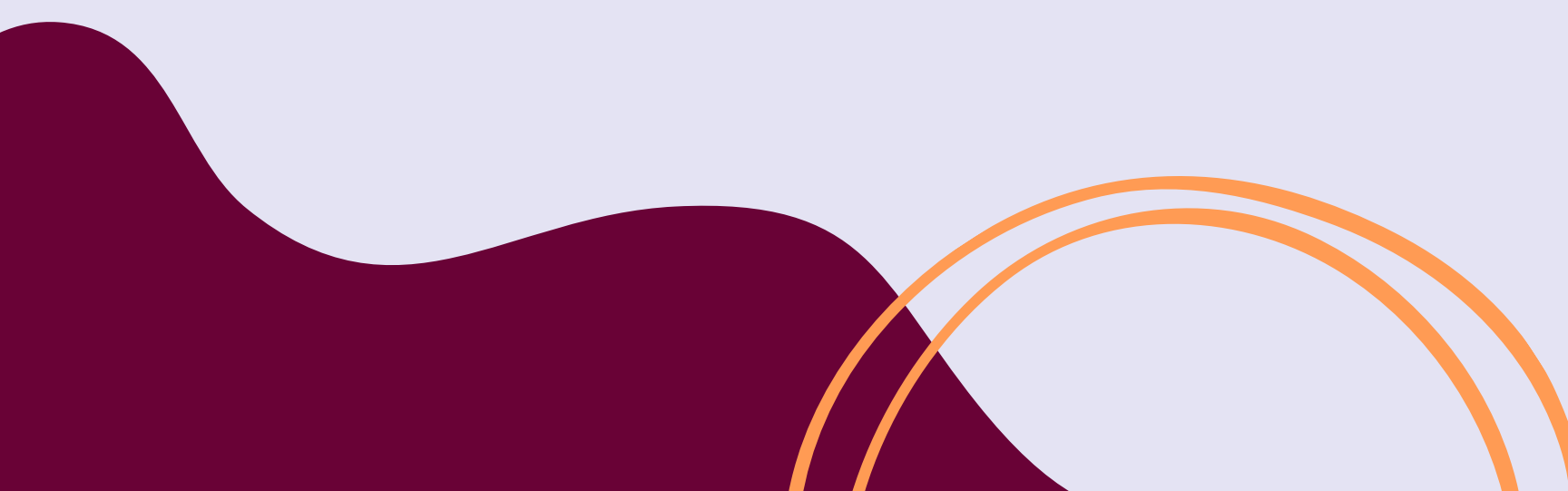
elle

The background is a solid dark purple. It features several abstract elements: an orange organic shape in the top-left corner with a cluster of white dots; a double orange line forming a partial circle at the top center; a blue wavy line in the top-right corner; a double blue line forming a partial circle in the bottom-right corner with a cluster of white dots; a blue organic shape in the bottom-left corner with a white zigzag line; and a white organic shape at the bottom center.

Hipótesis



La participación y representación de las mujeres en cargos políticos locales, como alcaldesas y concejales, en las distintas regiones de Chile ha experimentado cambios significativos en las últimas décadas, y el análisis de datos revelará patrones que indican una tendencia hacia una mayor inclusión de las mujeres en estos roles.



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Perfilamiento



Verónica Ortiz

DIPLOMÁTICA



Javiera Saavedra

ESTUDIANTE








Paula Nuñez

POLÍTICA LOCAL

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User journey map

User Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Touchpoint	Descubrimiento del reportaje	Exploración del reportaje	Comunicación y Comentarios	Acciones Posteriores al Reportaje	Retroalimentación
Customer Actions	Lee el titular y la introducción	Navegación por el reportaje, lectura continua	Comentarios en el reportaje, compartir en redes sociales	Exploración adicional sobre la historia en línea.	Proporcionar retroalimentación sobre el reportaje
Experience	<div>Positive</div>  <div>Negative</div> <p>interested, hesitant</p>	<p>curious, excited</p> 	 <p>excited</p>	 <p>frustrated</p>	 <p>satisfied, happy</p>
Pain point	Falta de conocimiento sobre la temática política local.	Información abrumadora o difícil de entender.	Inseguridad sobre cómo involucrarse en la política.	Falta de recursos para el seguimiento de la historia.	Falta de participación en la comunidad en torno al tema.
Potencial solution	Incluir una breve introducción o contexto sobre la política local en Chile al comienzo del reportaje.	Utilizar gráficos, infografías o resúmenes visuales para simplificar la información.	Proporcionar recursos o enlaces a organizaciones políticas locales donde los lectores puedan obtener más información.	Proporcionar enlaces a información adicional o informar a los lectores sobre cómo mantenerse actualizados.	Crear una sección de comentarios interactiva donde los lectores puedan compartir sus ideas y experiencias.

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Manual de marca



VOCES EN ACCIÓN

LA CRECIENTE PARTICIPACIÓN DE MUJERES EN CARGOS DE PODER EN CHILE



secundaria

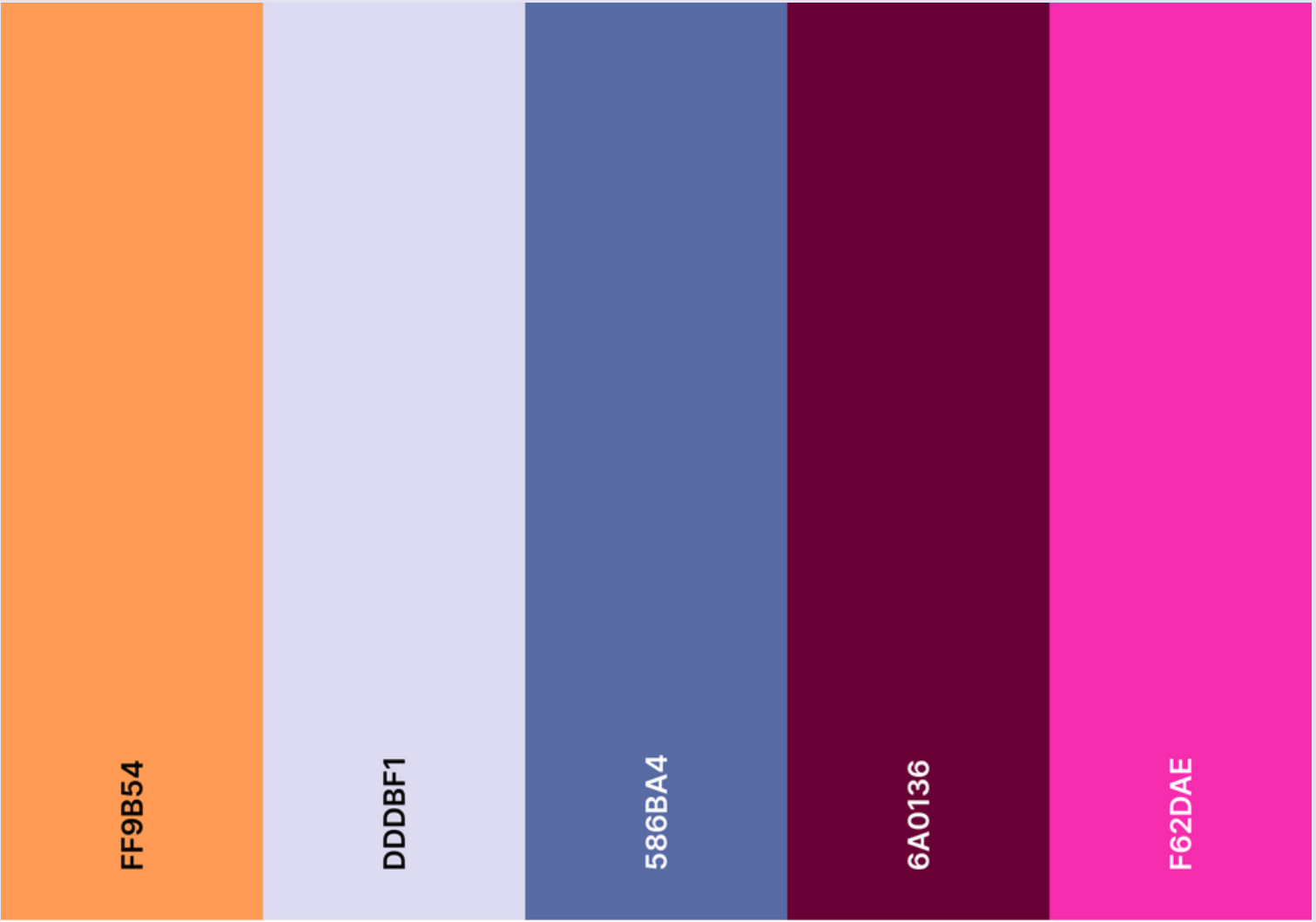
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Playfair Display



Paleta ya no me acuerdo el nro

coolors

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Wireframe

ALCALDESAS

CONCEJALAS

% POR GÉNERO

IDENTIFICADOR GRÁFICO Y
TÍTULO

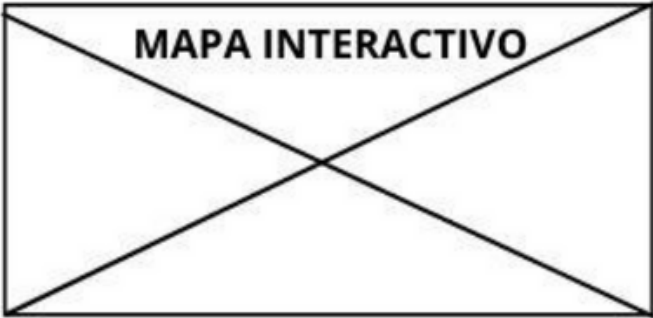
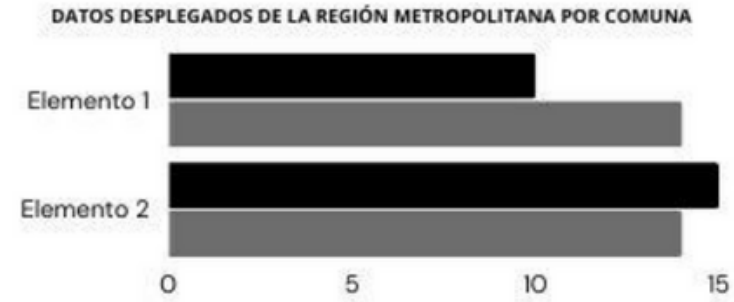
INTRODUCCIÓN

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(TABLA COMPARATIVA ENTRE CONCEJALES Y ALCALDES POR GÉNERO EN CHILE)

ALCALDES	CONCEJALES

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ALCALDESAS

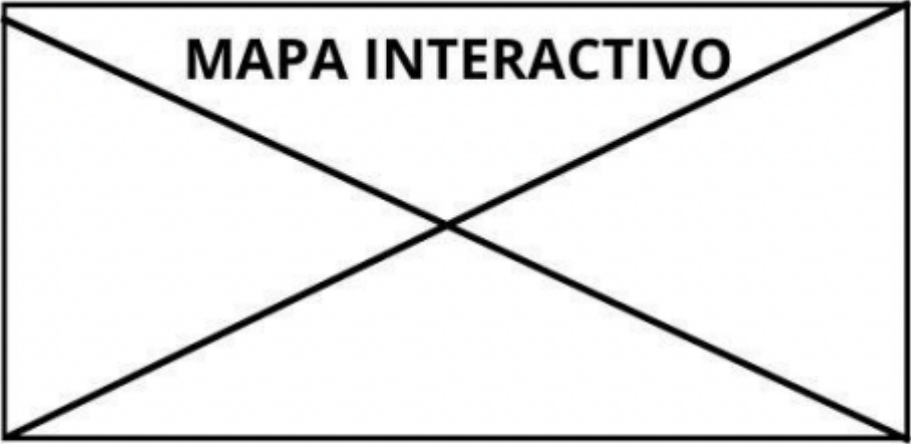
CONCEJALAS

% POR GÉNERO

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INTRODUCCIÓN

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(TABLA COMPARATIVA ENTRE CONCEJALES Y ALCALDES POR GÉNERO EN CHILE)

ALCALDES	CONCEJALES

DATOS DESPLEGADOS DE LA REGIÓN METROPOLITANA POR COMUNA



The background is a light lavender color, decorated with various abstract elements. In the top left, there is a cluster of small dark purple dots. To its right is a large, dark purple organic blob. In the top right, a blue organic shape contains two rows of dark purple zigzag lines. Below this is a thin brown circular outline. In the bottom left, a dark purple organic shape is partially covered by a blue circular outline. In the bottom center, there are two concentric orange circular outlines. In the bottom right, a large orange organic shape is partially covered by a cluster of small dark purple dots.

*Muchas
gracias!*