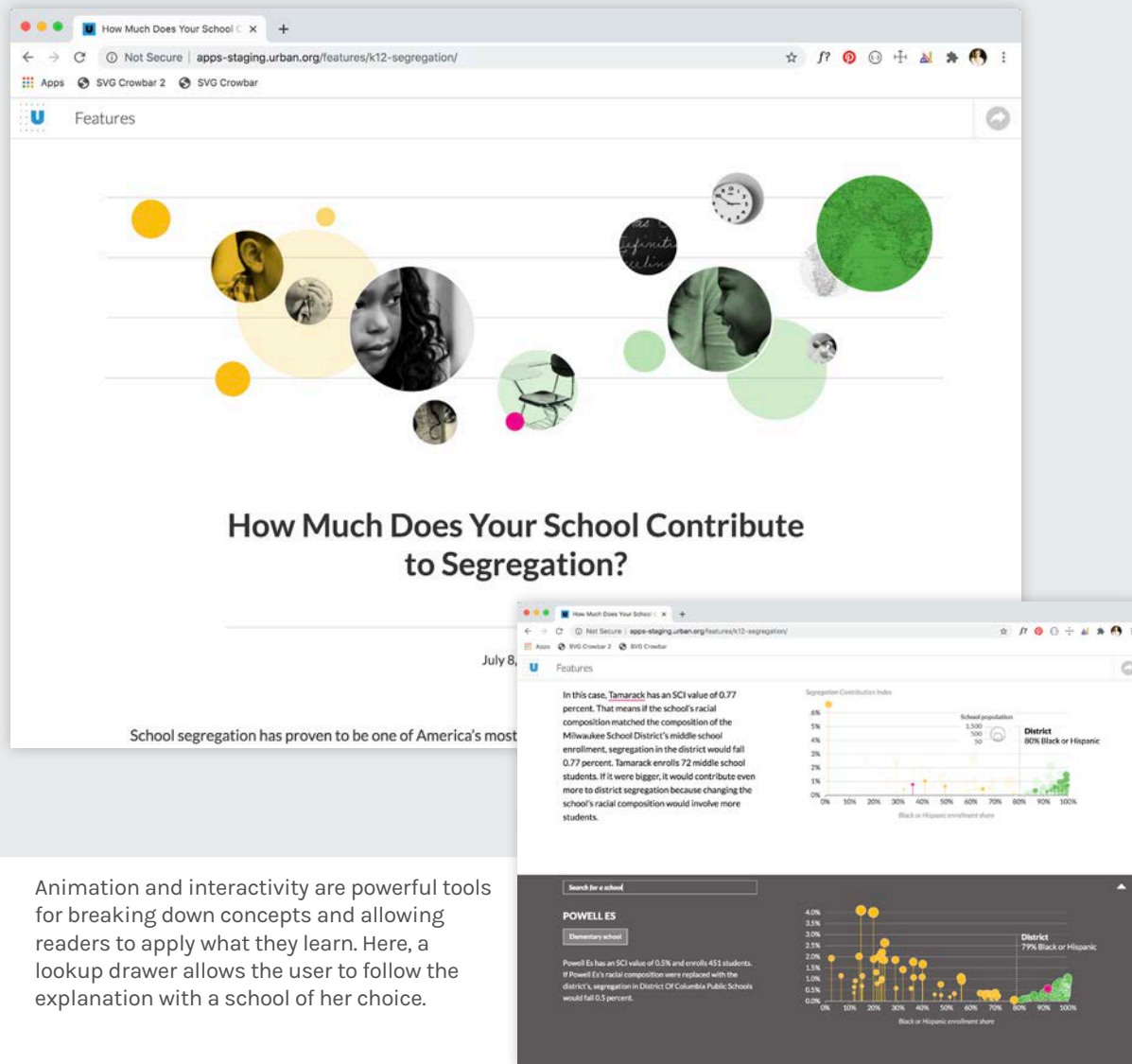*design + illustration*
The Urban Institute feature

Animation and interactivity are powerful tools for breaking down concepts and allowing readers to apply what they learn. Here, a lookup drawer allows the user to follow the explanation with a school of her choice.

This scrollyteller explains a new way to quantify school segregation developed by researchers at the Urban Institute.

Working with the writer, I established the angle: typical measures of segregation only flag schools that are more than 90% Black or Hispanic. Our message is that to effectively talk about integrating schools, policy makers should be looking at white schools, too.

The visuals in this piece emphasize the part each school, with its particular demographics, plays in the whole system.

The lead art plays on the graphs to follow, highlighting individuals within a system—reminding the viewer that this policy problem is ultimately about children and opportunity.
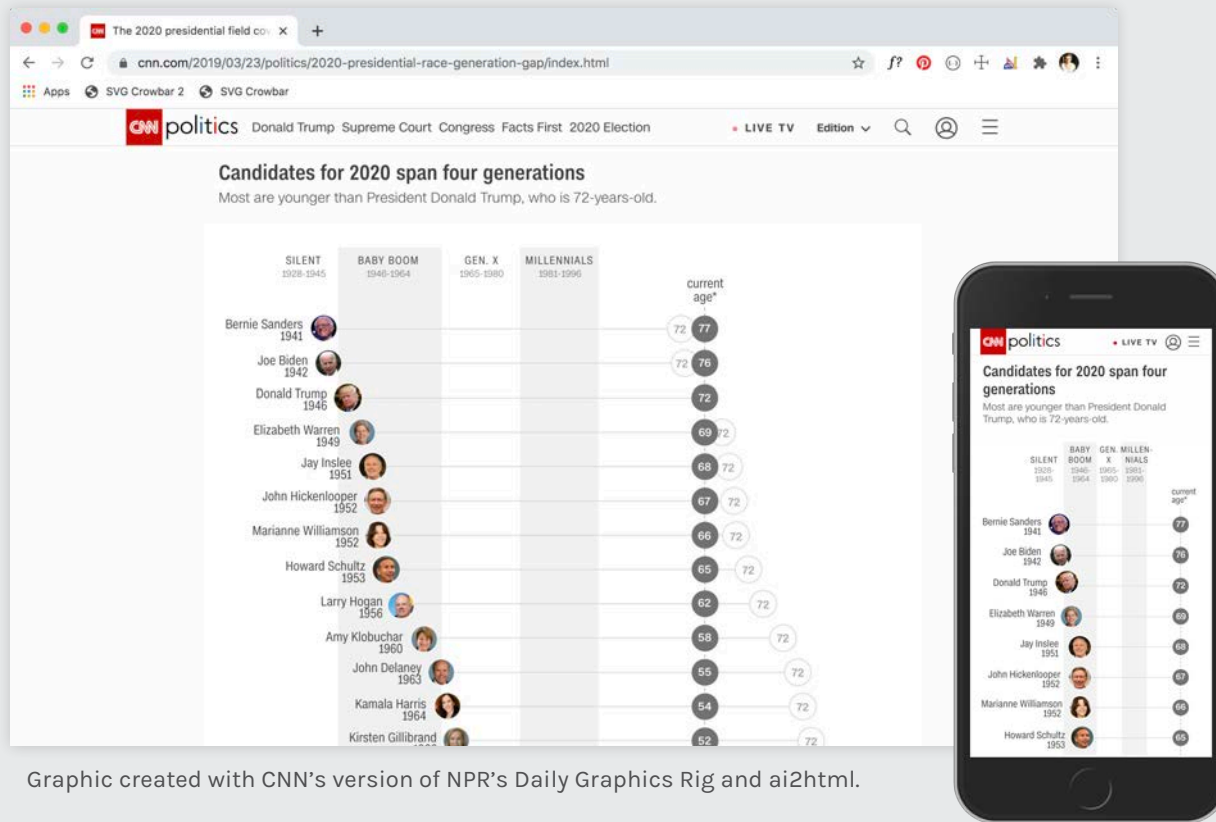
Link
https://apps.urban.org/features/school-segregation-index

JoElla Carman
joellacarman.github.io

Graphic created with CNN's version of NPR's Daily Graphics Rig and ai2html.

I try not to spend too much time *thinking* about big choices, but experimenting instead. This is my work on orientation. Eventually I went horizontal to fit a datapoint for candidates' 72nd birthdays, highlighting the age comparison with Trump.

This look at the generational spread of the Democratic field was inspired by Pete Buttigieg's comment about his own youthful face being "the message" of his campaign. He told Morning Joe "that's why I often talk about how the world's going to look in 2054, when I get to the current age of the current president. It's to remind us that this isn't just about one election."

CNN has since updated the graphic and used it again in another piece to capture search interest in candidates' age.

Links

https://www.cnn.com/2019/03/23/politics/2020-presidential-race-generation-gap

https://www.cnn.com/2019/09/11/politics/2020-candidate-ages

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National League of Cities bifold brochure

I worked on all aspects of this brochure. I wrote the copy, I designed the layout, and, most importantly, I talked with the key stakeholders over and over to understand what they wanted to highlight and who they were trying to reach.

Creating the key piece of marketing material for an organization is never easy. When I started at NLC in 2017, this redesign had already lingered on the shelf for months. It took many more months to learn how the organization sees itself, what its members see, or *might* see in it, and condense that into a vibrant bifold. But the effort paid off. This brochure is still useful three years later.

So often, getting to a successful end product has as much to do with listening to people and attending their meetings as it does being good at design or writing.

Link
http://joellacarman.github.io/projects/FINAL-recruiting-brochure.pdf

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