



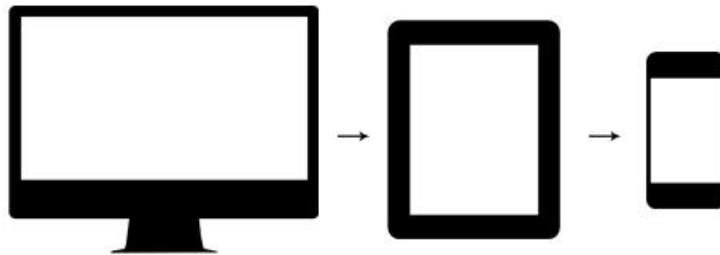
Communication and visualizing data 08.04.2016

Time	Subject
9.30	Intro and literature talk
9.50	Lessons from McCandless
10.15	Infographics and exercise
11.-ish	Lunch
10.20	Break
11.45	Communication strategy
12.00	The classic standard and content management
13.00	Break
11.15	Infographic Exercise

Todays Schedule

Moving to other platforms

- Making mobile interfaces has consequences for users and products.
- Adaptive designs changes content.
- Responsive designs maintains content.
- Mobile First and progressive enhancement.
- Flat design and realistic design.



What happened Last time?

Moving to other platforms

- The Internet of Things and Smart Cities.
- Designing forms with high usability.
- We scan and muddle through instead of reading everything on a site.
- One hour design challenge!



Hey there! I'm writing a book called [Atomic Design](#), which is all about crafting effective interface design systems. You can [read the latest draft here](#) and support the project by [preordering the book](#). Thanks!

THIS IS WHAT I DO.

WEB DESIGN
I aim to create experiences that look and function beautifully across anything that can access the web. I am a web designer based in beautiful Pittsburgh, PA.

WRITING
I write about responsive design, atomic design, and more on my blog. I'm writing a book called [Atomic Design](#), and have contributed pieces to a number of publications, magazines and books.

Thank you for your interest in donating to The David Sheldrick Wildlife Trust.

You can Donate to the Trust via these Credit Cards (All charges will be in US Dollars)

If you would like to donate to our Adopting Program [please click here](#).

Please enter your information below, and you will then be able to choose to make payment by Credit Card or through your Pay Pal account.

Note: your Address **MUST** be the same as that on the billing address of your credit card.

If you would prefer to join our fostering program, [please click here](#). All Fields in RED are Required

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State / Province **Zip / Postal Code**
Note: If you are an international donor, please enter "none" in the Zip box above to continue.

Country **Phone Number** **E-Mail Address**
Note: We keep all email addresses private.

Amount you would like to donate: (US\$15 - US\$30 * US\$50 * US\$100 * US\$250 * US\$500 * Other Amount:

Donation For: Select a Program for your Donations *

How did you hear about Referrer URL

What happened Last time?

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This time:

Topic: Communication strategy, content, context and the art of visualizing data. Understanding primary site structure and communication strategy, plus how to work with content priority. Data visualization and content audits as tools.

Read / Watch:

[[McCandless](#)] TED talk about the power of data visualisation.
Video 18 min. Write two questions down!

[[Cunningham](#)] Strategic Com. in the New Media Sphere.
[[Weinsberg](#)] The Not-So-Universal Language of Laughter

This time

Strategic Communication in the New Media Sphere

**How do we communicate and
why is it important**

Communication strategy

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Viral marketing – The first kiss video.



Why Communication strategy

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Den 13 Juli 2000 startede **KATASTROFEN !!!**

Min kone og jeg gik ind hos Vordingborg Køkkenet - Søborg Hovedgade 48

Sælgeren sagde : "Det tager kun 2 uger" for en total løsning (130.000,-) ([ordrebekræftelse og priser](#))
og da vi lige havde fået [tvillinger](#) , var det vores primære grund til at vælge Vordingborg Køkkenet.

Vi var meget spændte på resultatet, da håndværkerne startede med at rive det gamle køkken ned den 14 august .

Her er hvad der skete dag for dag :

Lørdag 12/8 Mig selv

Nedtagning af bordplade



Why Communication strategy

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Vordingborg Køkken så denne webside og hold da op, nu er der kommet skred i tingene...

Vi har nu fået lavet det sidste i køkkenet og bl.a. har vi nu endelig fået en lille svamp, der kan fjerne ridserne i vasken (hvorfor fik vi ikke den for 2 måneder siden ???)...

Officielt har Vordingborg Køkken nu færdigleveret vores køkken.

Nu er der bare en masse småting vi selv skal gøre, før vi syntes, at vi er færdige.

Opdatering 14 november 2000 :

Vi bliver nu **TRUET** af Vordingborg Køkkener !!!

[Ja, du læste rigtigt !!! Følg dette link !!!](#)

**Hvis du vil handle med Vordingborg Køkkener,
så vær parat til at blive TRUET af deres advokat,
hvis der er noget du ikke mener er som det skal være
og derfor ønsker at dele med andre...**

[Læs her hvad du skal huske, når du køber køkken...](#)

Den 4 december 2000 fremlagde 19direkte DR TV vores sag...

**Hor den administrerende direktør sige, at de ikke har gjort nogen fejl,
det er Vordingborg Køkkens forhandler der har lavet fejl....**

**De prøver at beskytte sig bag nogle forretningstekniske finurligheder.
Lige meget hvad man gør, vil man aldrig kunne ramme BAGMÆNDENDE !!!**

Hvis du ikke fik set det, så er her en mulighed.

Vi er ikke alene !

Why Communication strategy

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vordingborg køkken



madsvj@gmail.com

Internet Billeder Maps Videoer Bøger Mere ▾ Søgeværktøjer



Ca. 209.000 resultater (0,43 sekunder)

Vordingborg Køkkenet – luksus alle har råd til - Vordingborg ...

www.vordingborg.com/

Løsninger til køkkener, badeværelse og boligindretning med gratis opmåling af køkken, designforslag samt udvalg i håndvaske og køkkenlåger. Inspiration til ...

Langøvej 7, 4760 Vordingborg
55 37 21 22

Køkken

Netop NU 40% - Udstillinger til salg -
Dit køkkenkøb - Prisliste

Find os

Find os. Vi producerer køkkener til
alle i Danmark, og derfor kan du ...

Netop NU 40%

I stedet for "Netop nu 40%", tilbyder vi
dig 50% rabat i 50 ...

[Flere resultater fra vordingborg.com »](#)

Prisliste

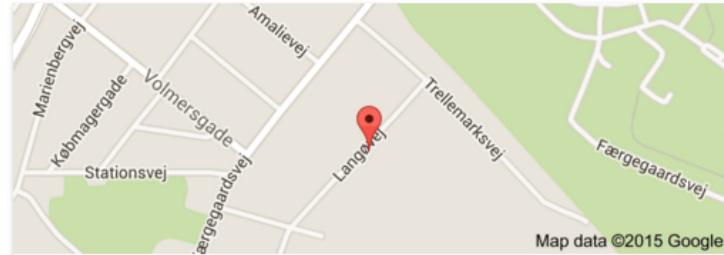
Se vores prisliste for Vordingborg
URBAN. Husk, når du ...

Århus

Hej Rudi Olesen, Vordingborg
Køkkenet, Århus. Vi er meget ...

Bad

Bad. Vi producerer og sælger
badmiljøer til alle i Danmark. Vi ...



Map data ©2015 Google

Vordingborg Køkkenet A/S ★

[Website](#)

[Rute](#)

Køkkenforhandler

Adresse: Langøvej 7, 4760 Vordingborg

Telefon: 55 37 21 22

Åbningstider: Lukket i dag · [Åbningstider](#) ▾

[Skriv en anmeldelse](#)

Anmeldelser

Vær den første til at skrive en anmeldelse

BRUG ALDRIG Vordingborg Køkken !!!

www.vok.dk/

Why Communication strategy

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"Communication through traditional media is based on **monologic** (think *monologue*) communication and a one-to-many message flow, whereby **one individual or group sends a discrete message to an audience consisting of many different people.**"

People are consumers of messages in a passive message consumption.



Old media sphere

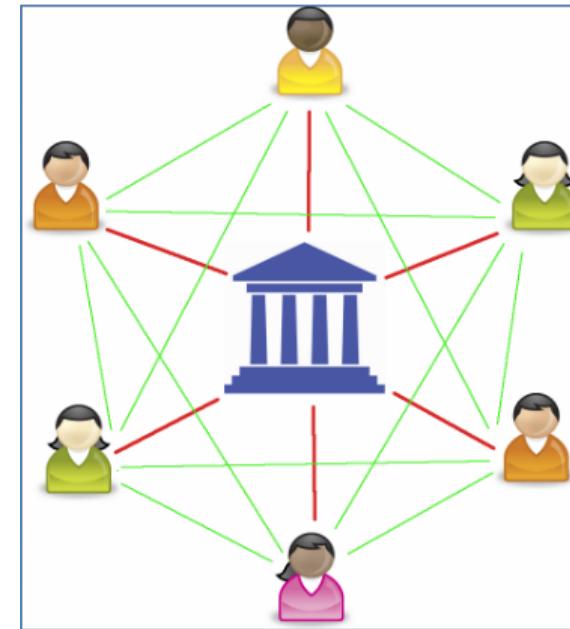
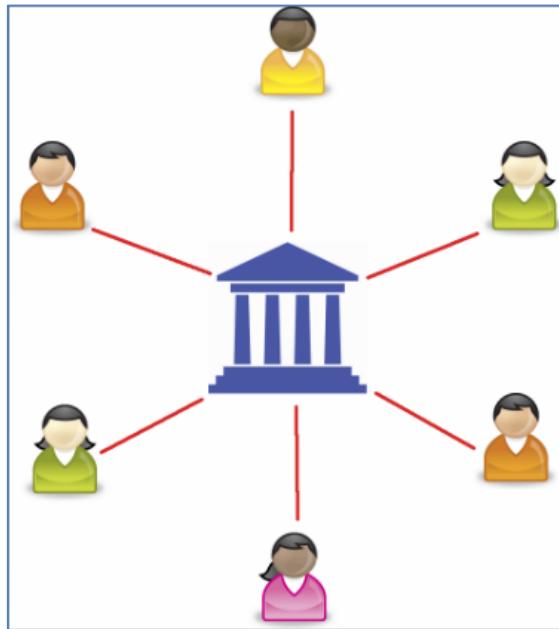
“Communication through the new media is based on **dialogic** (think *dialogue*) communication and a many-to-many message flow, whereby ... **many different media consumers are simultaneously exchanging (sending and receiving) messages with many other people through new media outlets”**

“Rather than message **consumers**, audiences exchanging messages in the new media sphere are called **prosumers** because they both produce and consume messages.”



New media sphere

Monologic and **dialogic** communications are different.
The audiences associated with each are distinct in
nature. (message consumers versus prosumers)



New media sphere

We no longer have direct control over media outlet and the context where users receive and send communication.

The removal of gatekeepers has made room for a great number of creditable "actors" who decide and influence each prosumers consumption of media messages.



1	KATY PERRY	@katyperry	77,175,827	157	6,732
2	Justin Bieber	@justinbieber	69,034,435	238,912	29,841
3	Taylor Swift	@taylorswift13	65,518,324	244	4,042

New media sphere

“The prosumers reuse, repackage, and repurpose the information that a communicator has conveyed to them for their own message-sending activities.

Messages can evolve and get “a life” of their own – in such cases the sender has no control of direction.

Unless they actively participate in the debate and effective remixing taking place in the new media sphere.

“Feedback is a form of dialogue, and dialogue is the currency of new media strategic communications.”

New media sphere

Communication strategy is a plan to communicate in a way that fits a companies mission, values and goal.

In a communication strategy you have content and a prioritized list of how to display this content



Communication strategy

“Engagement through dialogic communication is now at least as important as information sending activities in the traditional media sphere.”

The intent of New Media strategic communication should be...

... the design of messages meant to engage users in dialogue over time.

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} =^* I \times P \times C \times T \times R$$

I	P	C	T	R
Interest Interest of the user in the creator	Post This post's performance amongst other users	Creator Performance of past posts by the content creator amongst other users	Type Type of post (status, photo, link) user prefers	Recency How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Engagement in New media sphere

In groups of four

Go to: Volvo, Nike, Blizzard or similar!

Step 1:

Read and interpret any values / ideals.

Read and interpret any mission / goal.

Step 2:

Do you see any connection between website design and values/goal?

Why? / Why not?

Interpretation:

- Target users: What words are they using? What metaphors?
- What profile is the company showing off?
- How are values / mission related to company products?
- Where is this content located?
How deep on the page?

Exercise



Think about your communication strategy in your CV.

Remember employers will look at your linkedIn, facebook and website. Do they combine to tell a story – are they alike or do they pull in different directions?

//How do you code, what is that thing that separates your code – what do you like to do (color of language, notes or small tricks) are these things apparent?//



Communication strategy



BED HEAD FOR MEN

FROM BOYS TO (BED HEAD FOR) MEN. Taking men and their haircare regime seriously.

[READ MORE](#)



TIGI Inspirational Youth

The most respected and successful youth-training programmes in hairdressing.

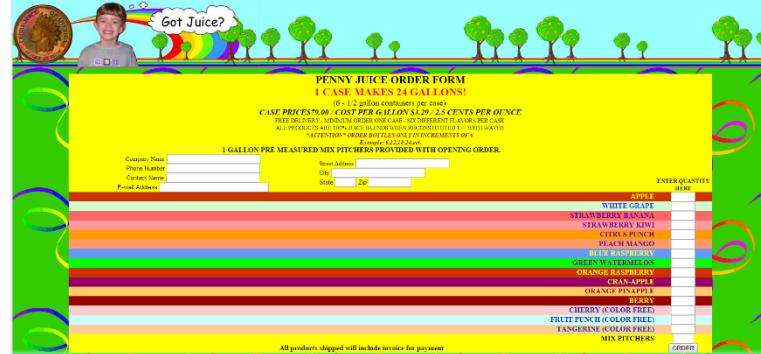
Home -> Category -> Product -> Shop

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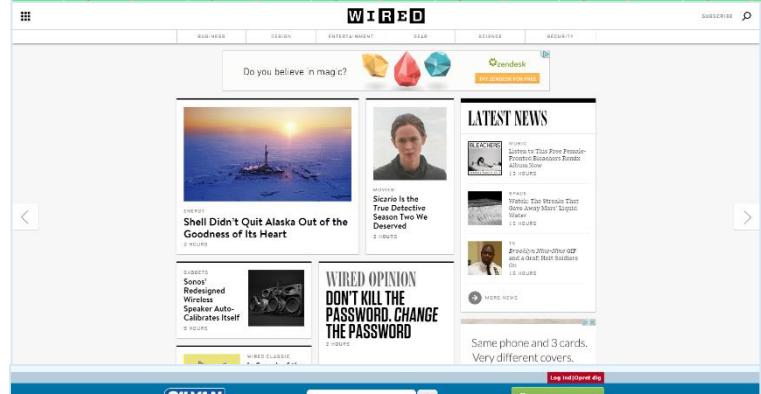
Cautious unexpected first timer

Who are you and what do you do?
Do I trust this place, does it look serious?



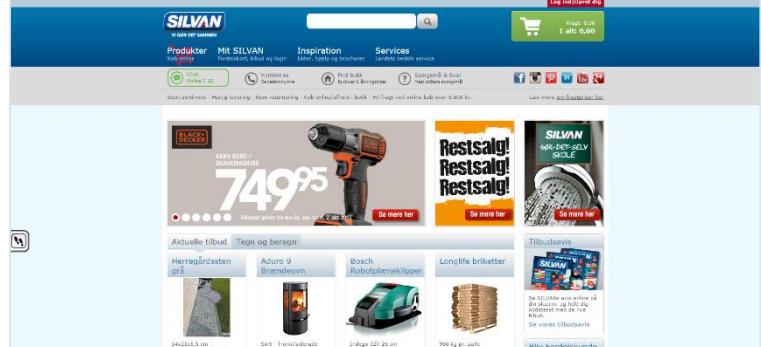
Critical and curious second timer

Show me the latest that is personalized to me!
Inspire me and show what's popular.



The user on a mission

I know what I'm looking for – do you provide it?
Let me get in contact with you.



Three user arch types

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Promote new products, services and campaigns.

- Give users ways of promoting the site in their own network.

Make a great first impression.

- Setting the bar and expectations for products.

Get users to products fast

- Provide many routes to content: nav, search, footer links

Demonstrate that the site is regularly used and maintained.

- News feeds and updates = perceived social presence

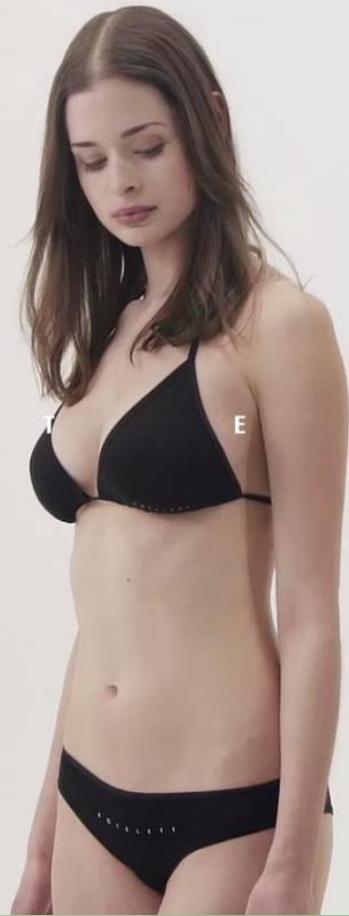
Get people to log in and display targeted info to logged-in users

Homepage: Typical business goals

1. Thinking that the homepage is the most important page.
2. Not making it clear what the proposition is (should be evident even from the wireframe).
3. Forgetting about logged-in users.
4. Cramming too much stuff in one page (the top).
5. Failure to communicate new, popular and important content.

Top homepage mistakes

K O E L E E T T



Homepage

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The purpose of a category page is *signposting*

Should provide all the information required for the users to make a choice.

Design questions:

- What part of the customer experience are you users currently in?
- What journey are your users on when they visit your category page?



Category pages are signposts



Category pages are like shop windows

[home](#)[women](#)[men](#)[girls](#)[boys](#)[juniors](#)[bags & more](#)[brands](#)[sale](#)[all](#) [search](#)**LAST DAY!****SAVE
UP TO 70%****WHEN YOU TAKE AN EXTRA 25% OFF
ALREADY REDUCED SHOES**with
promo
code:**25SALE****Shop Sale:**
[women](#) | [men](#) | [girls](#) | [boys](#)[*details](#)**SELECTED
department**[New Search](#)**Mens****go****REFINE BY
style**

- Athletic Shoes (1413)
- Boots (1830)
- Casual Shoes (3529)
- Dress Shoes (1560)
- Health & Wellness Shoes (35)
- Outdoor Shoes (476)
- Sandals (465)
- Skate Shoes (389)

**REFINE BY
brand**[eS \(5\)](#)**MENS**[save search ▶](#)**NARROW
your
results****men's sizes**

3.0	3.5	4.0	4.5	5.0	5.5
6.0	6.5	7.0	7.5	8.0	8.5
9.0	9.5	10.0	10.5	11.0	11.5
12.0	12.5	13.0	13.5	14.0	15.0
16.0	17.0	18.0	19.0	20.0	

widths

- X narrow
- Narrow
- Medium
- Wide
- X wide
- XX wide

colorsSort By: **Best Match**View: **96 items per page**1 2 3 4 ... 87 **new!****new!****new!****new!**

Category pages are like shop windows

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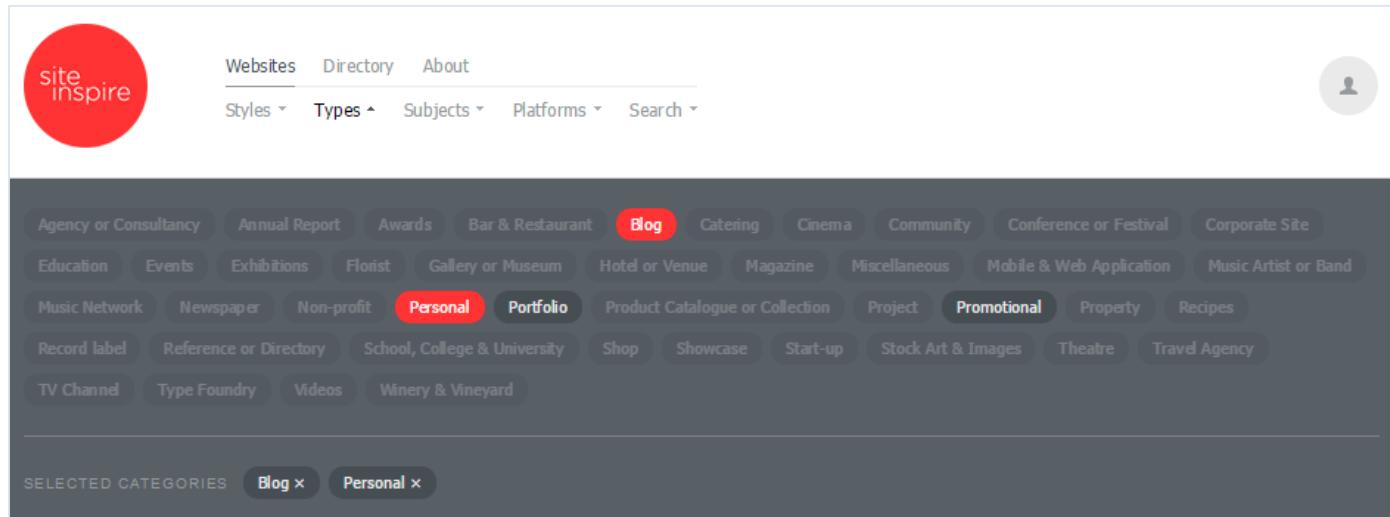


Category pages are like shop windows

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- Design different sorting and filtration options for advanced and returning users.
- Balance the right level of product information.
 - Who is your most important user group and what do they need?
- Provide alternatives categories. Users use different words for the same thing.
 - Therefor tags are very important.



Tips for category pages



BRA SLIP SHORTS

[FACEBOOK](#)

[CREDITS](#)

[IMPRINT & AGB](#)

Category page

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The product page is the ***substitute*** for the product.

BE the product (look, feel, smell, hear, taste)



Product pages

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Is this the one they want/need?
How much is it? Are users getting a good deal?
Is it in stock?
How much is delivery?
Can users get a good look at the product?
Does it show users how it is used and why they might need it?
Do users need to buy anything else to make it work?
Is this a safe place to buy from?
Is it good quality?
Can they get it in different colours? Is it available in their size?
What do other people think about it?
People who viewed this ended up buying something else?
Do you let users browse similar products?
What payment options do users have?
Help – if needed!

A bunch of content for product pages



KT SHORTS #01

Comfortable, 110% organic Tencel-fabric. Manufactured under fair conditions. Vegan and real schnieke.

25,00 €
incl. VAT

[CHOOSE AN OPTION](#)

[ADD TO CART](#)

Product page

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CREDIBILITY, TRUST, SMOOTH FLOW

Shopping carts are used as shortlists – let users delete their add products

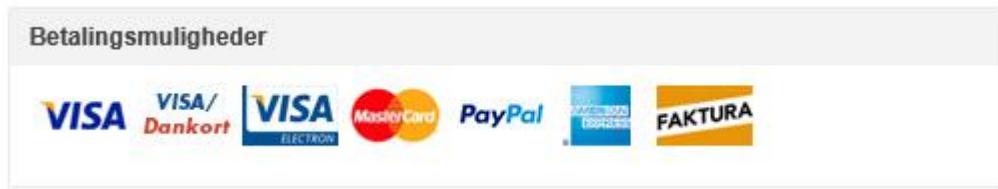
Use forms best practice (vertical alignment, in-line help, good error messages)

Reassurance that the order has been placed.

Trust that their payment details are in safe hands.

Use well known pay methods like PayPal or Dankort. Use their colors and designs.

Design patterns: in page navigation, step by step and get approved by TrustPilot!!



Shopping cart and check out

[Update Bag](#)

KT SHORTS #01
MEDIUM

1

x

25,00 €

SUBTOTAL 25,00 €

SHIPPING

FLAT RATE: 4,90 €
 PICKUP IN BERLIN (FREE)

TOTAL 29,90 €
(INCLUDES 4,77 € MWST.)

[PROCEED TO CHECKOUT](#)

“Content strategy plans for the creation, publication, and governance of useful, usable content”

– Kristina Halvorson, CEO Braintraffic

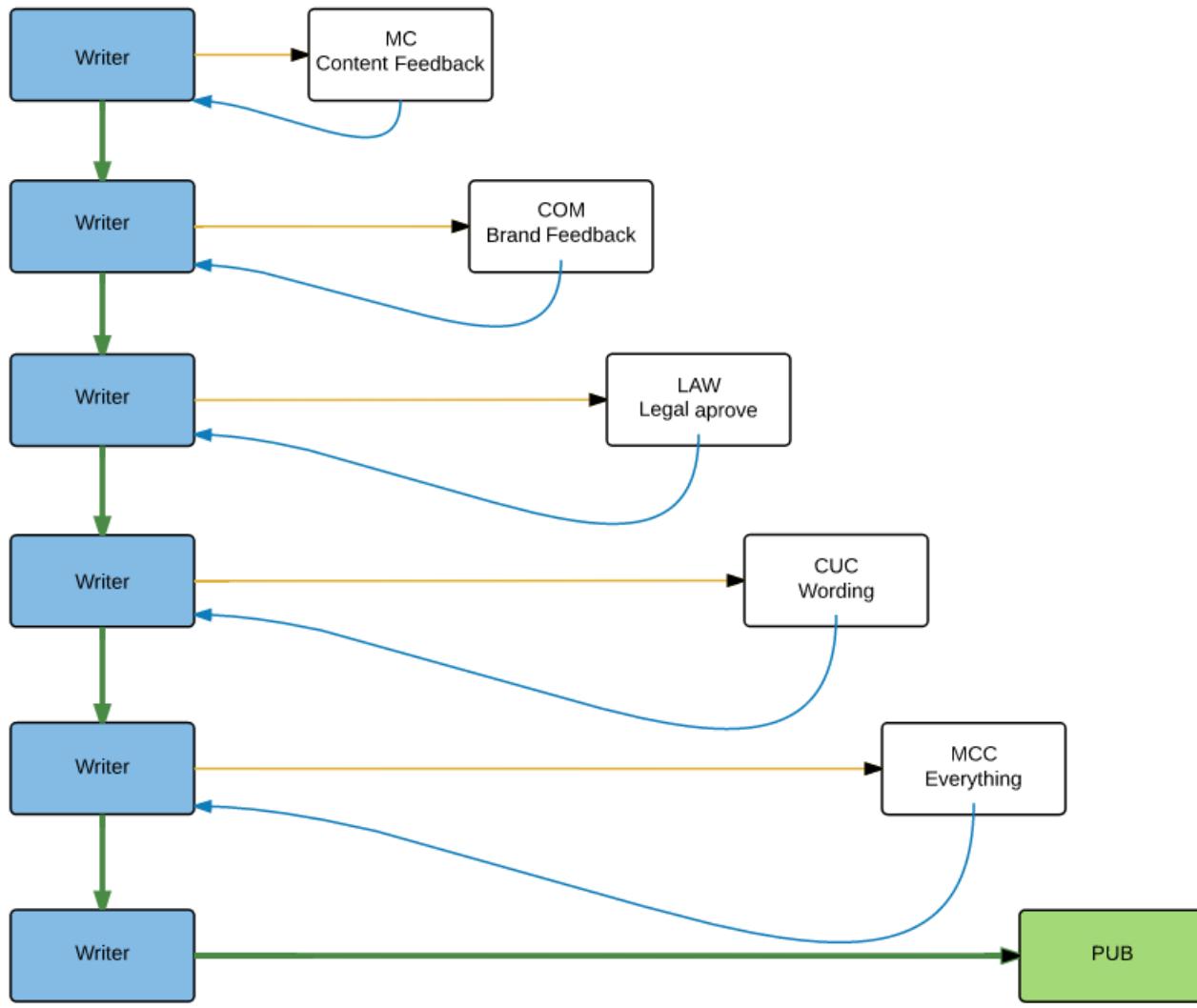
Content strategy means managing:

- What you have.
- What to keep and what to cut.
- What to create and how.
- Who will create it, and when.
- Who will edit and approve it.
- Who will publish and tone it.
- Where to publish it and when.



Content management

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Example

Being aware of content management means:

Evaluating whether content is useful, valuable, actually worthy being on mobile or the desktop.

Assessing the amount of content that can appear on a “page” on different devices. Find a balance for different form factors and content.

Creating multiple forms of headlines, teasers, or body text, so valuable information doesn’t get cut randomly.

Planning to develop alternate versions of some parts—such as different image sizes and crops, alternatives to large infographics or tables

Working with content

Home	Layout	Tables	Charts	SmartArt	Formulas	Data	Review		
E14									
1	ID	Page/Document Title	Page/Document Link	Document Description	Document Type	Owner Title	Owner Name	Keep	Delete
2	5	Emergency Contact Listing	http://acupedia.openroad.ca/GetFile.aspx?aliaspath=%2fFiles%2fdocuments%2fHome%2fDirectory%2fEmergency-Contact-Listing-.doc	Emergency Contact Listing	PDF	Human Resources Consultant	Carolin Dressmaker	x	
3	8	openroad Financial Group	http://acupedia.openroad.ca/Home/Directory/AFG.aspx	openroad Financial Group	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
4	9	HCPC	http://acupedia.openroad.ca/Home/Directory/BCFC.aspx	HCPC	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
5	10	Branch Sales	http://acupedia.openroad.ca/Home/Directory/Branch-Sales.aspx	Branch Sales	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
6	11	Corporate Affairs, Governance	http://acupedia.openroad.ca/Home/Directory/Corporate.aspx	Corporate Affairs, Governance	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
7	12	Corporate Social Responsibility	http://acupedia.openroad.ca/Home/Directory/CSR.aspx	Corporate Social Responsibility	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
8	13	Credit Risk Management	http://acupedia.openroad.ca/Home/Directory/Credit-Collections.aspx	Credit Risk Management	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
9	14	Direct Sales	http://acupedia.openroad.ca/Home/Directory/Direct-Sales.aspx	Direct Sales	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
10	15	Finance: Accounting, Corporate Risk, Facilities & Procurement	http://acupedia.openroad.ca/Home/Directory/Finance.aspx	Finance: Accounting, Corporate Risk, Facilities & Procurement	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
11	16	Human Resources	http://acupedia.openroad.ca/Home/Directory/HR.aspx	Human Resources	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		
12	17	IT	http://acupedia.openroad.ca/Home/Directory/IT.aspx	IT	Static Page	Manager, Corporate Affairs	Esmerelda Zafar		

Project Name | Content Audit

The Basics										Content Quality (Score: 1-5)					
Page ID Number	Current URL	Content Owner	Primary Audience	Notes	Usefulness and Relevance	Clarity and Accuracy	Completeness	Influence and Engagement	Voice and Style	Usability and Findability					
1.0.0.0	http://www protons com/pr	Sally Ride - Editorial	Patients	Minor grammar error, could be better	5	1	4	5	1	4					
1.1.0.0	http://www protons com/pr	Sally Ride - Editorial	Patients	Content is factual and clear	4	2	3	4	2	3					
1.2.0.0	http://www protons com/pr	Sally Ride - Editorial	Patients	Content doesn't give a clear message	3	4	4	3	4	3					
1.3.0.0	http://www protons com/pr	Sally Ride - Editorial	Patients	Lots of legalese (which is good)	2	5	3	2	3	3					
1.3.1.0	http://www protons com/pr	Sally Ride - Editorial	Staff		5	5	2	5	5	2					
1.3.2.0	http://www protons com/pr	Sally Ride - Editorial	Staff	Bullet points aren't very descriptive	4	3	1	4	3	1					
1.3.3.0	http://www protons com/pr	Jeff Jones - Associate	Staff		3	5	3	3	3	5					
1.3.4.0	http://www protons com/pr	Jeff Jones - Associate	Staff	Copy not optimized for mobile devices	2	4	5	2	4	5					
1.3.5.0	http://www protons com/pr	Jeff Jones - Associate	Staff	Copy is clear and clean, but lacks engagement	1	2	5	1	2	5					
1.3.6.0	http://www protons com/pr	Dept of Education	Students	Style is very cold and clinical	4	5	3	4	5	3					
1.4.0.0	http://www protons com/pr	Dept of Education	Students		3	2	4	3	2	4					
1.5.0.0	http://www protons com/pr	Dept of Education	Students	Style is cold and clinical, lacks engagement	4	3	5	4	3	5					
1.6.0.0	http://www protons com/pr	Dept of Education	Students	Important content ('Ad')	5	5	4	5	5	4					

Content Audit

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Content structure: Description, link, levels deep and priority

Tone and voice: Target users, type of information, tags

Sources of content: Who is responsible, last edit, upcoming changes

Material: Videos, documents, images, chars, etc.

<http://www.4syllables.com.au/resources/content-audit-template/>

Content for browser = content for mobile???

Content audit must include

Make (deconstruct) a Content Audit – Make a Content MAP

Case 1: the page artbank.gov.au/

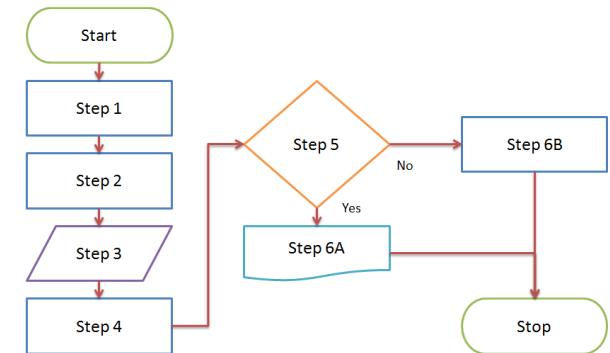
Case 2: the thing called Fronter

Communication goal: “Inform the target group of your message”

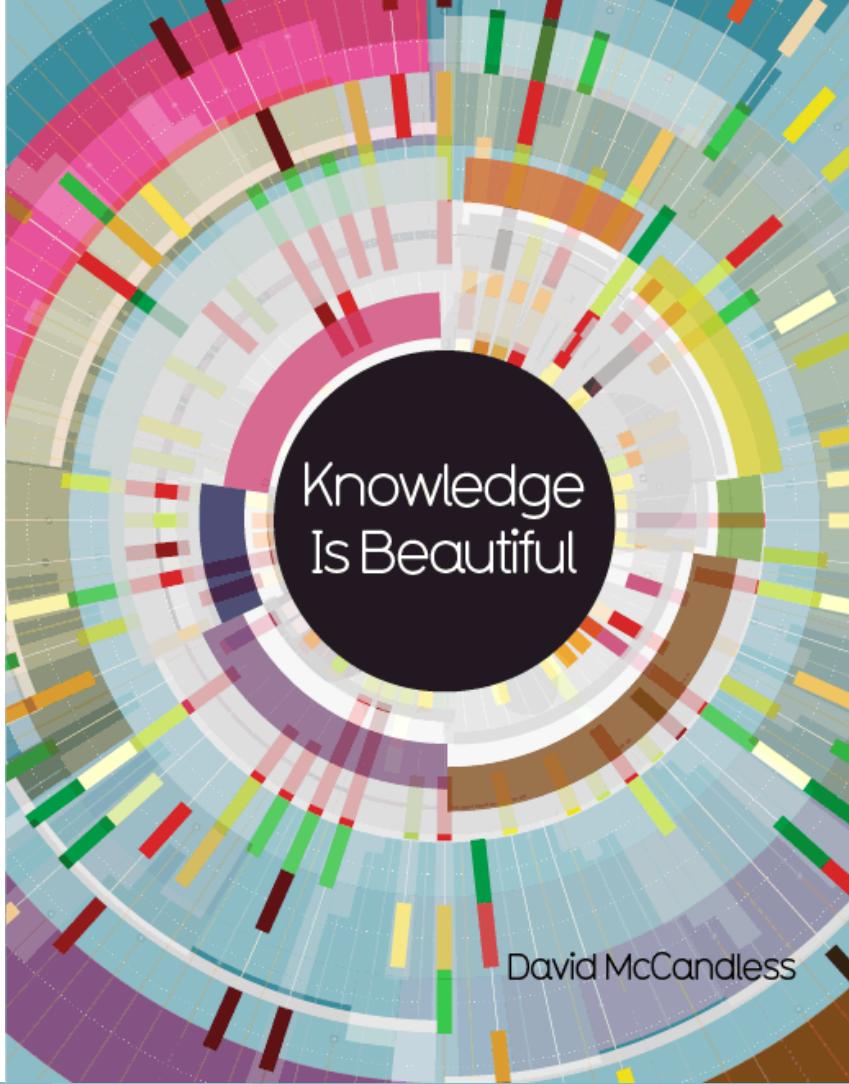
Step 1: List any content that could be useful.

Do not make any decisions, write down everything proposed. (10 minutes)

Step 2: Now discuss and prioritize this content according to *goal*. Organize it in a quick and dirty flowchart. (10 minutes)



Content prioritization exercise

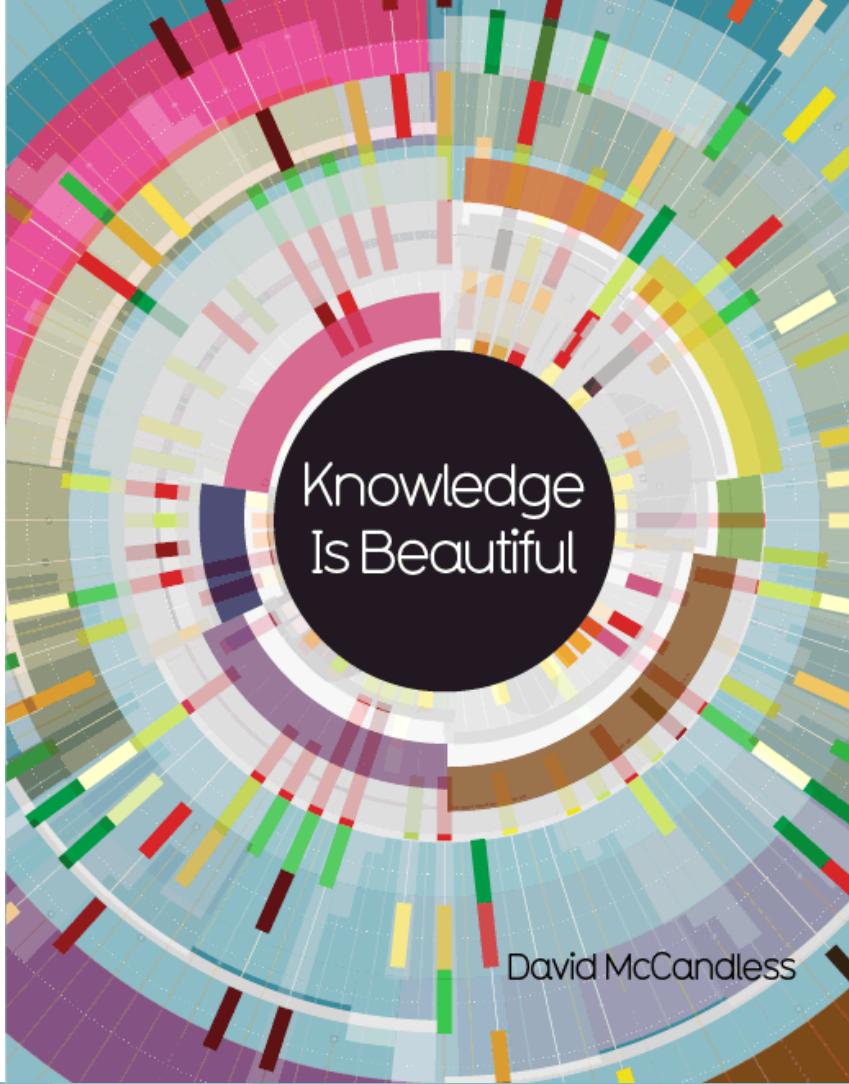


Datavisualisation

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Lunch 30 minutes





Datavisualisation

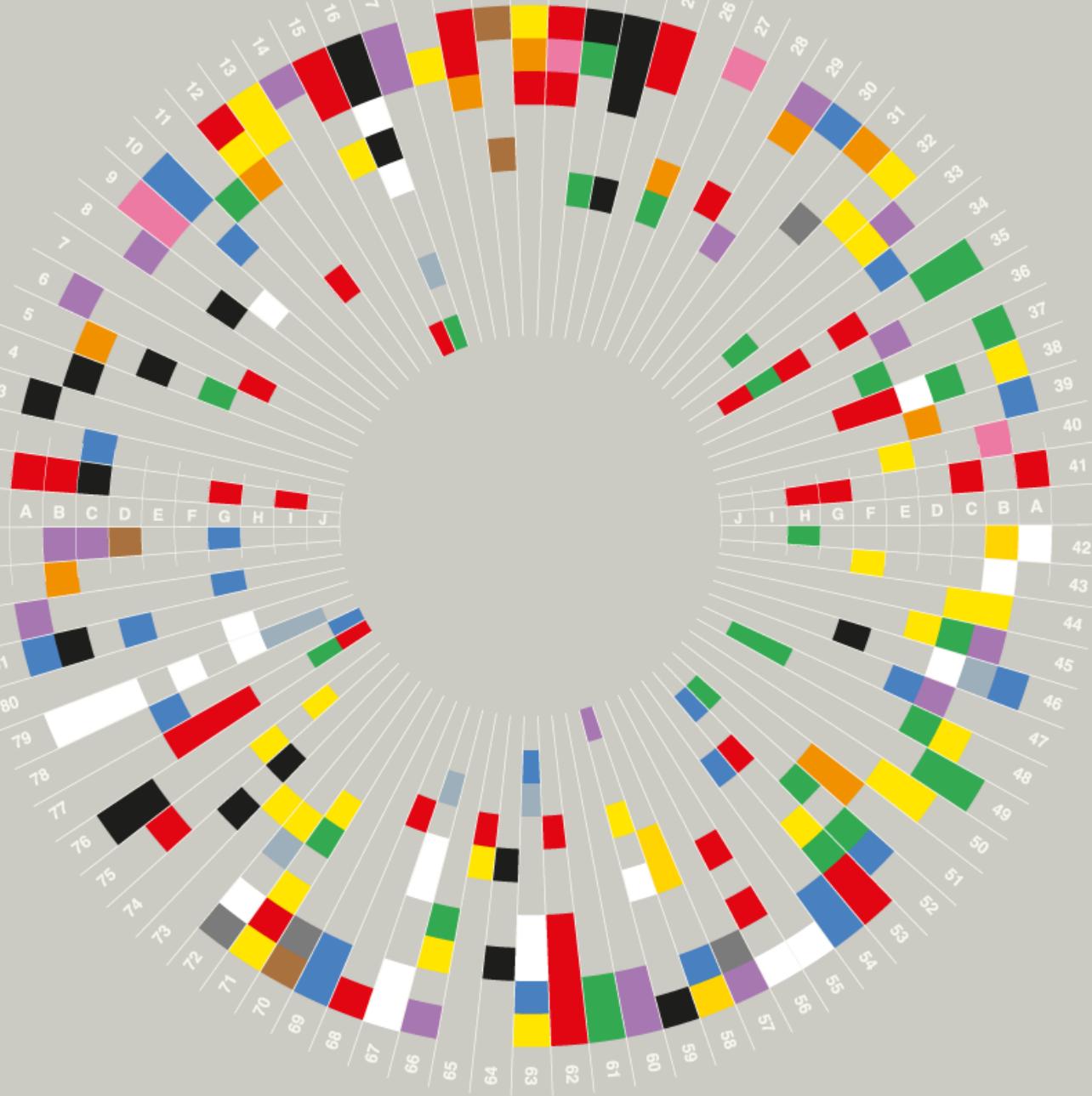
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What did McCandless talk about?

- What does he mean by “data is the new soil”?
- What does he mean by being able to “see numbers”
- “Combining the language of the eye and the mind”?
- What do you think was his best/strongest example?
- What did you find most important?

David McCandless - Lost in information

Colours In Culture



A Western / American	1 Anger	19 Desire
B Japanese	2 Art / Creativity	20 Earthy
C Hindu	3 Authority	21 Energy
D Native American	4 Bad Luck	22 Erotic
E Chinese	5 Balance	23 Eternity
F Asian	6 Beauty	24 Evil
G Eastern European	7 Calm	25 Excitement
H Muslim	8 Celebration	26 Family
I African	9 Children	27 Femininity
J South American	10 Cold	28 Flamboyance
	11 Compassion	30 Freedom
	12 Courage	31 Friendly
	13 Cowardice	32 Fun
	14 Cruelty	33 God
	15 Danger	34 Gods
	16 Death	35 Good Luck
	17 Decadence	36 Gratitude
	18 Deceit	

37 Growth	55 Luxury	73 Royalty
38 Happiness	56 Marriage	74 Self-cultivation
39 Healing	57 Modesty	75 Strength
40 Healthy	58 Money	76 Style
41 Heat	59 Mourning	77 Success
42 Heaven	60 Mystery	78 Trouble
43 Holiness	61 Nature	79 Truce
44 Illness	62 Passion	80 Trust
45 Insight	63 Peace	81 Unhappiness
46 Intelligence	64 Penance	82 Virtue
47 Intuition	65 Power	83 Warmth
48 Religion	66 Personal power	84 Wisdom
49 Jealousy	67 Purity	
50 Joy	68 Radicalism	
51 Learning	69 Rational	
52 Life	70 Reliable	
53 Love	71 Repels Evil	
54 Loyalty	72 Respect	

█ Yellow █ Grey
█ Gold █ Silver

So what is it all about?

The Problem: Data becomes very complex very fast.

Complex data is difficult to understand. It hides important truths, creates confusion and may lead to wrong decisions.

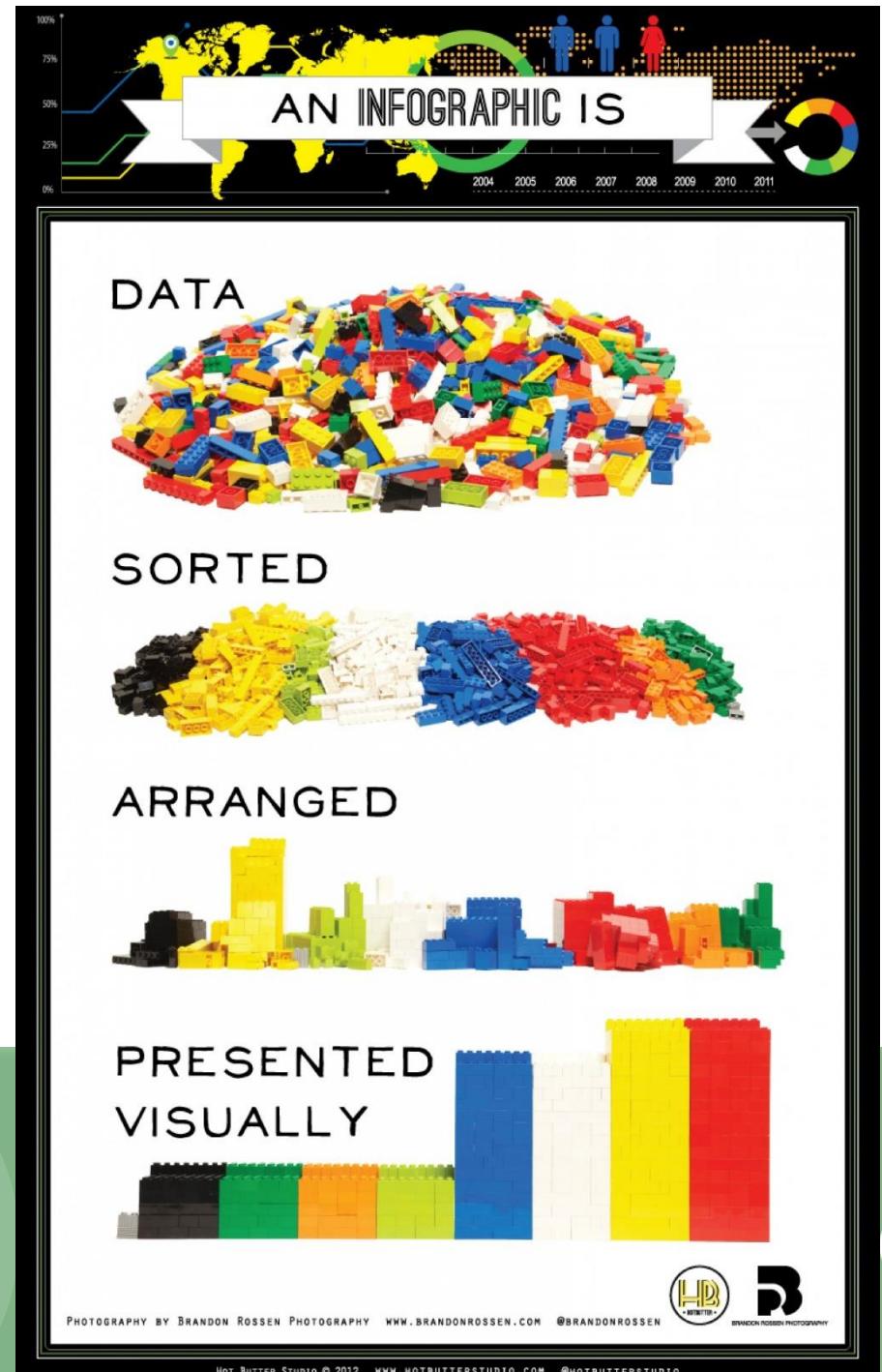
The Solution: Visualisation works to present data in a way that “everyone” can understand. Removing confusion and leaving the data open to interpretation - leading to the right decisions.

Draw the secret out of the data – and make it operational

Visualisation of data?

Info-graphic

Information...
...meets
Graphics...

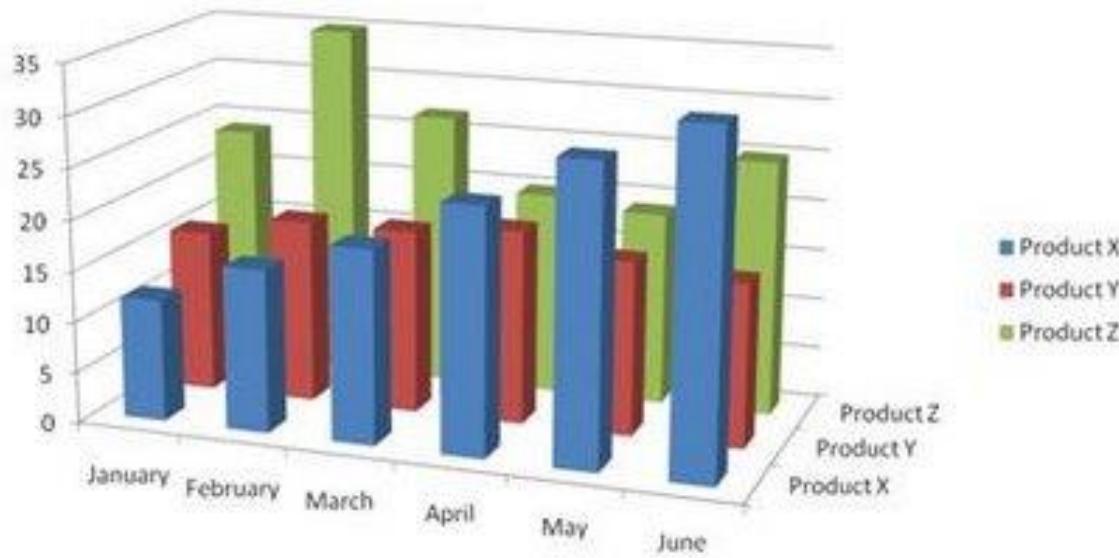


	Residential Solar Grade	5kw System Payback	Performance Payments	State Rebates	Tax Credits	Property Tax Exemption	Sales Tax Exemption	RPS	Solar Carve Out	Avg Electricity Cost	Net Metering	Interconnect
Alabama	F	16 Years	TVA only: \$0.12/kwh	TVA only: \$1,000	None	None	None	None	None	\$0.11/kwh	None	None
Alaska	D	15 Years	GVEA only: \$0.12/kwh	None	None	Local Option	No State Sales Tax	None	None	\$0.18/kwh	B	C
Arizona	B	10 Years	None	Average: \$1,500/kw	25% capped at \$1k	100%	100%	15% by 2025	2.25% by 2025	\$0.11/kwh	A	C
Arkansas	F	18 Years	None	None	None	None	None	None	None	\$0.09/kwh	B	None
California	B	10 Years	\$0.08/kwh forfeit NM	Varies	None	100%	None	33% by 2022	None	\$0.15/kwh	A	B
Colorado	A	10 Years	SRECs: \$0.09/kwh	\$1000/kw	None	100%	100%	30% by 2020	3% DG / 15% Local by 2020	\$0.11/kwh	A	B
Connecticut	A	6 Years	Forfeited with Rebate	\$2450/kw up to 5kw	None	100%	100%	23% by 2022	None	\$0.19/kwh	A	B
Delaware	A	5 Years	SRECs: \$0.31/kwh	\$1250/kw avg.	None	None	No State Sales Tax	25% by 2025	3.5% by 2025	\$0.14/kwh	A	A
Florida	B	10 Years	Gainesville/Orlando only	\$2,000/kw up to \$20k	None	None	100%	None	None	\$0.12/kwh	A	C
Georgia	F	20 Years	TVA only: \$0.12/kwh	TVA only: \$1,000	None	None	None	None	None	\$0.10/kwh	F	F
Hawaii	A	5 Years	\$0.22/kwh forfeit NM	None	35% up to \$5,000	100% HNL only	None	40% by 2030	None	\$0.33/kwh	B	F
Idaho	D	16 Years	None	None	40% yr 1/ 20% yr 2-4	None	None	None	None	\$0.09/kwh	None	None
Illinois	B	9 Years	SRECs: \$0.11/kwh	\$2250/kw cap 30%	None	Same value as std	None	25% by 2025	1.5% by 2025	\$0.11/kwh	B	B
Indiana	D	15 Years	NIPSCO / IP&L only	IP&L: \$2/kw \$4k cap	None	100%	100%	10% by 2025	None	\$0.11/kwh	B	B
Iowa	D	18 Years	Kalona residents only	Kalona / AELP	50% of federal up to \$3k	100% for 5 years	100%	105 MW	None	\$0.10/kwh	B	B
Kansas	D	15 Years	None	None	None	100%	None	20% by 2020	None	\$0.12/kwh	B	None
Kentucky	D	19 Years	TVA only: \$0.12/kwh	TVA only: \$1,000	\$3k/kw cap \$500	None	None	None	None	\$0.09/kwh	B	D
Louisiana	A	8 Years	None	None	50% up to \$12.5k	100%	None	None	None	\$0.08/kwh	C	None
Maine	C	13 Years	\$0.10/kwh forfeit NM	\$500/1000kwh cap \$2k	None	None	None	40% by 2017	None	\$0.14/kwh	B	A
Maryland	A	8 Years	SRECs: \$0.20/kwh	\$1000 flat if < 20kW	20kW needed for \$5k	100%	100%	20% by 2022	2% by 2022	\$0.15/kwh	A	B
Massachusetts	A	7 Years	SRECs: \$0.30/kwh	\$400/kw	\$1,000	100%	100%	15% by 2020	400MW	\$0.15/kwh	A	A
Michigan	C	15 Years	Consumers Energy only	None	None	None	None	10% by 2015	None	\$0.14/kwh	A	B
Minnesota	B	10 Years	None	Avg. \$2500/kw	None	100%	100%	25% by 2025 (30% Xcel)	1% by 2020 (Xcel only)	\$0.11/kwh	F	D
Mississippi	F	17 Years	TVA only: \$0.12/kwh	TVA only: \$1,000	None	None	None	None	None	\$0.10/kwh	None	None
Missouri	C	11 Years	SRECs: \$0.05/kwh (Ameren)	\$2k/kw (Ameren, KCP&L)	None	None	None	15% by 2021	.3% by 2021	\$0.09/kwh	B	B
Montana	C	14 Years	None	\$3k/kw up to \$6k	\$500 indiv. / \$1000 married	100% for 10 years	No State Sales Tax	15% by 2015	None	\$0.10/kwh	C	C
Nebraska	F	16 Years	None	None	\$0.0005/kwh	None	None	None	None	\$0.11/kwh	B	None
Nevada	D	13 Years	None	\$1500/kw if lucky	None	100%	None	25% by 2025	6% by 2025	\$0.12/kwh	B	B
New Hampshire	B	11 Years	None	\$1250/kw cap \$4500	None	Local Option	No State Sales Tax	23.8% by 2025	.3% by 2025	\$0.16/kwh	B	D
New Jersey	B	11 Years	SRECs: \$0.075/kwh	None	None	100%	100%	22.5% by 2021	4.1% by 2028	\$0.16/kwh	A	B
New Mexico	B	10 Years	\$0.10/kwh EPEC/Xcel \$0.05/kwh PNM	None	10% costs up to \$9,000	100%	100%	20% by 2020	4% by 2020	\$0.11/kwh	B	B
New York	A	6 Years	None	\$1750/kw cap 40%	25% cap at \$5,000	100%	100%	22.5% by 2020	2% by 2021	\$0.16/kwh	B	B
North Carolina	A	6 Years	\$0.14/kwh forfeit NM	\$1000 (Progress only)	35% cap at \$10,500	80%	None	12.5% by 2020	.2% by 2020	\$0.10/kwh	D	B
North Dakota	F	17 Years	None	None	None	100% for 5 years	None	10% by 2015 (voluntary)	None	\$0.10/kwh	D	None
Ohio	B	10 Years	SRECs: \$0.15/kwh	AEP Ohio only	None	100%	100%	12.5% by 2024	.5% by 2024	\$0.12/kwh	A	C
Oklahoma	F	18 Years	None	None	None	None	None	15% by 2015	None	\$0.09/kwh	F	None
Oregon	A	10 Years	None	\$1000/kw cap \$5k	\$2100/kw cap \$6k	100%	No State Sales Tax	25% by 2025	None	\$0.12/kwh	A	B
Pennsylvania	C	11 Years	SRECs: \$0.15/kwh	Waitlisted program	None	None	None	10% by 2021	.5% by 2021	\$0.13/kwh	A	B
Rhode Island	D	14 Years	None	None	None	Same value as std	100%	16% by 2019	None	\$0.15/kwh	B	D
South Carolina	B	8 Years	SRECs: \$0.10/kwh	None	25% of costs	None	None	None	None	\$0.12/kwh	F	F
South Dakota	D	16 Years	None	None	None	100% + 50% property	None	10% by 2015 (voluntary)	None	\$0.10/kwh	None	B
Tennessee	C	14 Years	TVA: \$0.12/kwh	TVA: \$1,000	None	None	100%	None	None	\$0.09/kwh	None	None
Texas	C	10 Years	None	\$2k/kw average	None	100%	None	10,000 MW by 2025	None	\$0.11/kwh	None	C
Utah	C	13 Years	None	RMP: \$1,550/kw cap \$4,650	25% cap \$2,000	None	> 20kw only	20% by 2025	None	\$0.10/kwh	A	A
Vermont	B	10 Years	\$0.06/kwh + retain SRECs	\$650/kw cap \$6500	None	Local Option	100%	20% by 2017	None	\$0.17/kwh	A	C
Virginia	D	16 Years	TVA only: \$0.12/kwh	TVA only: \$1,000	None	Local Option	None	15% by 2025 (voluntary)	None	\$0.11/kwh	A	B
Washington	C	15 Years	SRECs: \$0.54/w multiplier	Snohomish only	None	None	100%	15% by 2020	None	\$0.08/kwh	B	D
Washington DC	A	5 Years	SRECs: \$0.32/kwh	Tiered: \$6500/5kw system	None	None	None	20% by 2023	2.5% by 2023	\$0.12/kwh	B	B
West Virginia	D	18 Years	None	None	30% up to \$2,000	None	None	None	None	\$0.10/kwh	A	B
Wisconsin	C	15 Years	Varies, forfeit NM	\$600/kw cap \$1200	None	100%	100%	10% by 2015	None	\$0.13/kwh	C	C
Wyoming	F	16 Years	None	None	None	None	None	None	None	\$0.10/kwh	B	None

Spreadsheet to Graph

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AARHUS

6 months sales performance



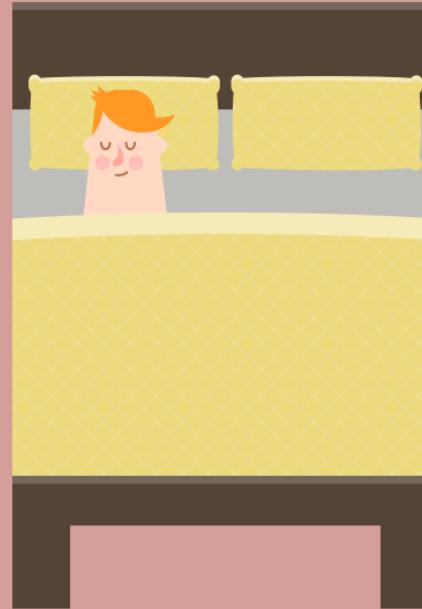
©Presentation-Process

Spreadsheet to Graph

BUSINESS ACADEMY
AARHUS

EVERY LAST DROP

Scroll Down!



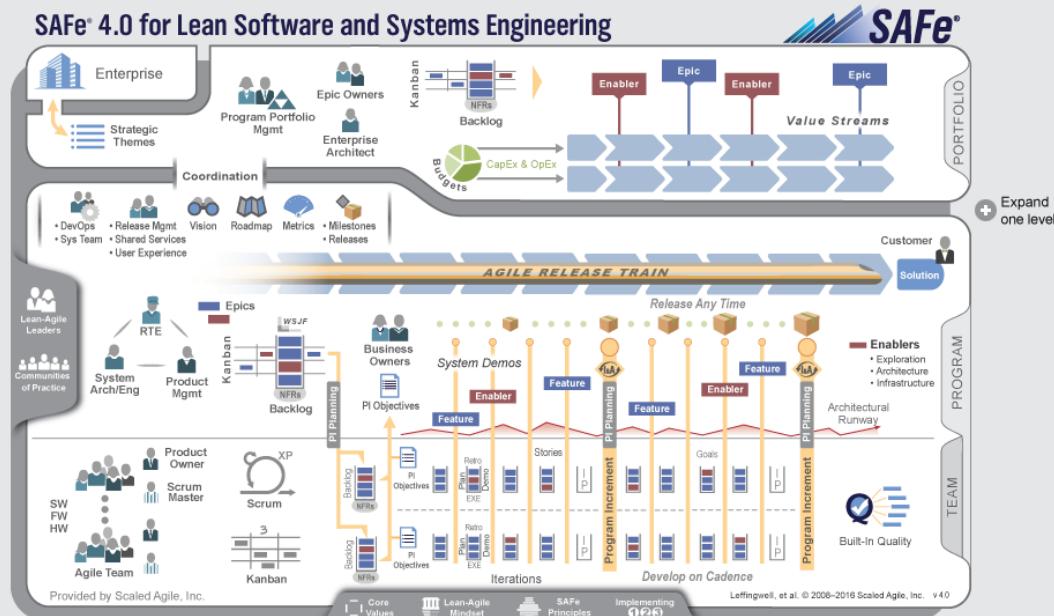
Web meet Infographic

BUSINESS ACADEMY
AARHUS



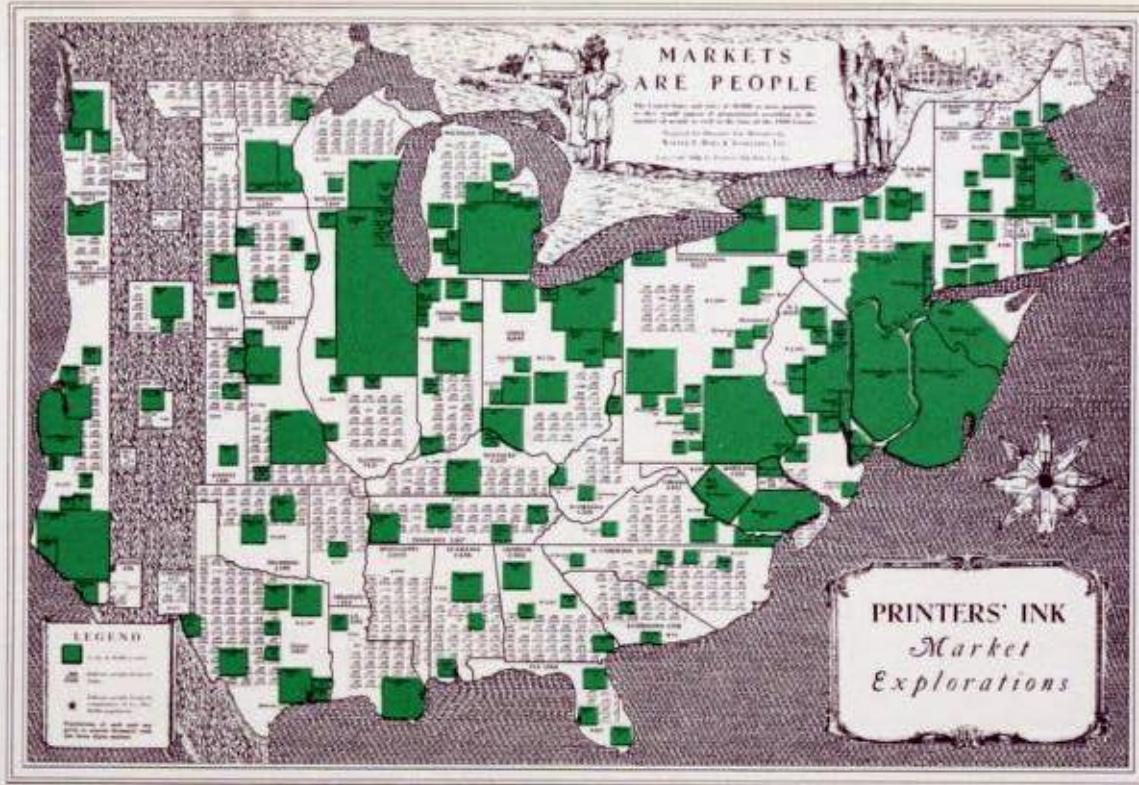
SAFe Updates

- [SAFe Lean-Agile Principles Abridged by Dean Leffingwell](#)
- [It Just Got Easier to Get Important SAFe Content Updates by Dean Leffingwell](#)
- [Building Complex Hardware and Software Systems with SAFe by Dean Leffingwell](#)
- [New CapEx and OpEx Article by Dean Leffingwell](#)

SAFe® 4.0 for Lean Software and Systems Engineering

Web meet Infographic

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Printers' Ink Publishing Co., Inc., Chart by Walter P. Burns and Associates, Inc., New York City.

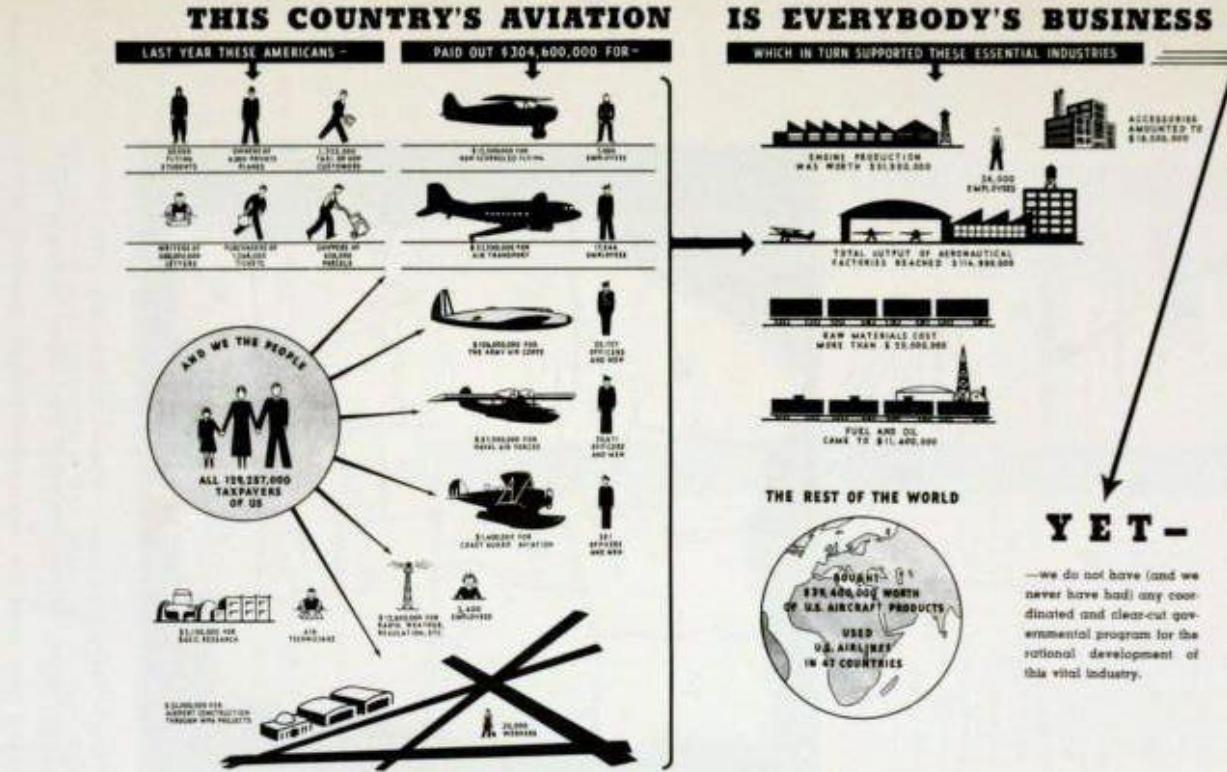
SCALE .3

A Distorted Map of the United States Showing Population of Each State and of Cities of 50,000 or More in 1930.

The presentation of cities whose areas are proportional to their population is the outstanding feature of this map. This illustrates the validity of the comments in 179A.

Something new?

BUSINESS ACADEMY
AARHUS



Aviation, April, 1938.

SCALE : 6

The Relation Between Aviation and "Everybody" in the United States in 1937.

The use of facts alone in an attempt to convince would be formidable. The combination of facts, illustrations, and arrows to present the amount of information given here simplifies as well as vivifies.

Something new?

<http://www.wired.com/2015/10/infographics-looked-like-computers/>

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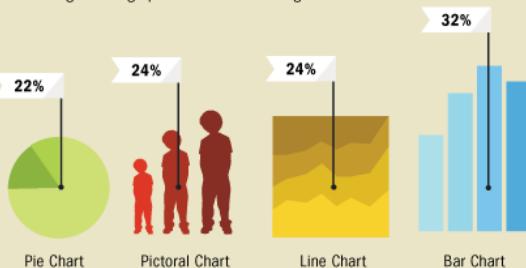
INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

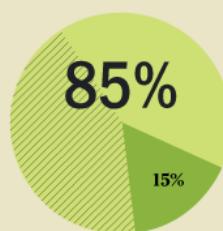
CHART STYLE

Percentage of infographics with the following charts:



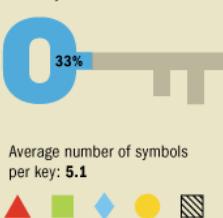
FONT

Sans Serif Condensed Sans Serif
Serif



KEY INFO

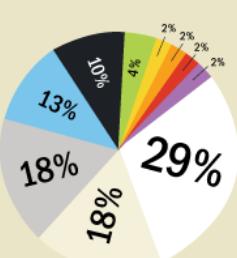
Percentage of infographics with key:



Average number of symbols per key: 5.1

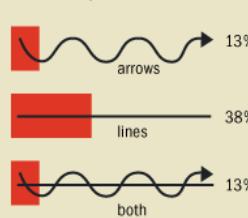
▲ ■ ♦ ○ ■

BASE COLOR



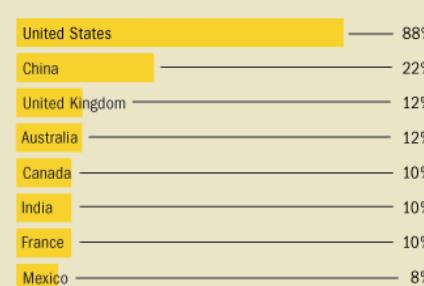
NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



CONTENT

COUNTRIES FEATURED

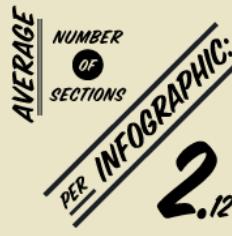


THEME

Relative popularity of different infographic themes:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: 2.29

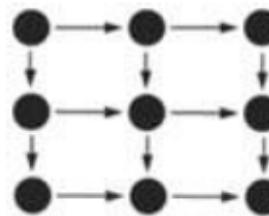
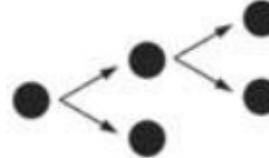
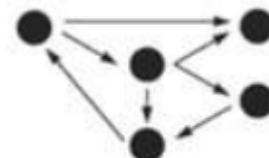


TITLE

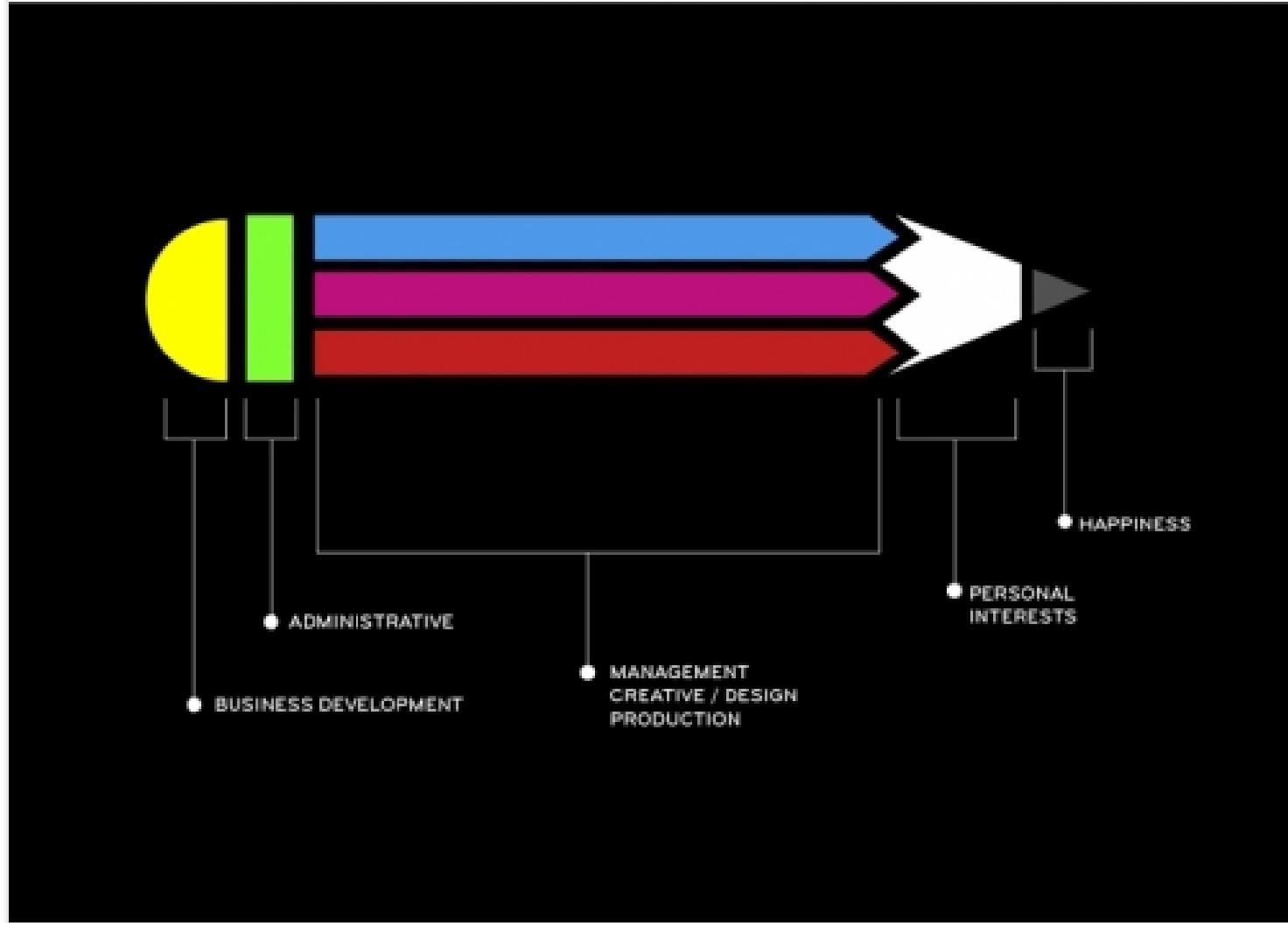
Average number of words per infographic title: 4.36

"RICHEST AND POOREST AMERICAN NEIGH

Table 6-1.

Model	Diagram	Common graphics
Linear		List or single-variable plot
Tabular		Spreadsheet, multi-column list, Sortable Table , Multi-Y Plot , or other multi-variable plots
Hierarchical		Tree , Cascaded Lists , Tree Table , Treemap , or directed graph
Network (or organic)		Directed graph or flowchart
Geographic (or spatial)		Map or schematic
Other		Plots of various sorts, such as parallel coordinate plots, or Treemaps

Organizational models



Linear model

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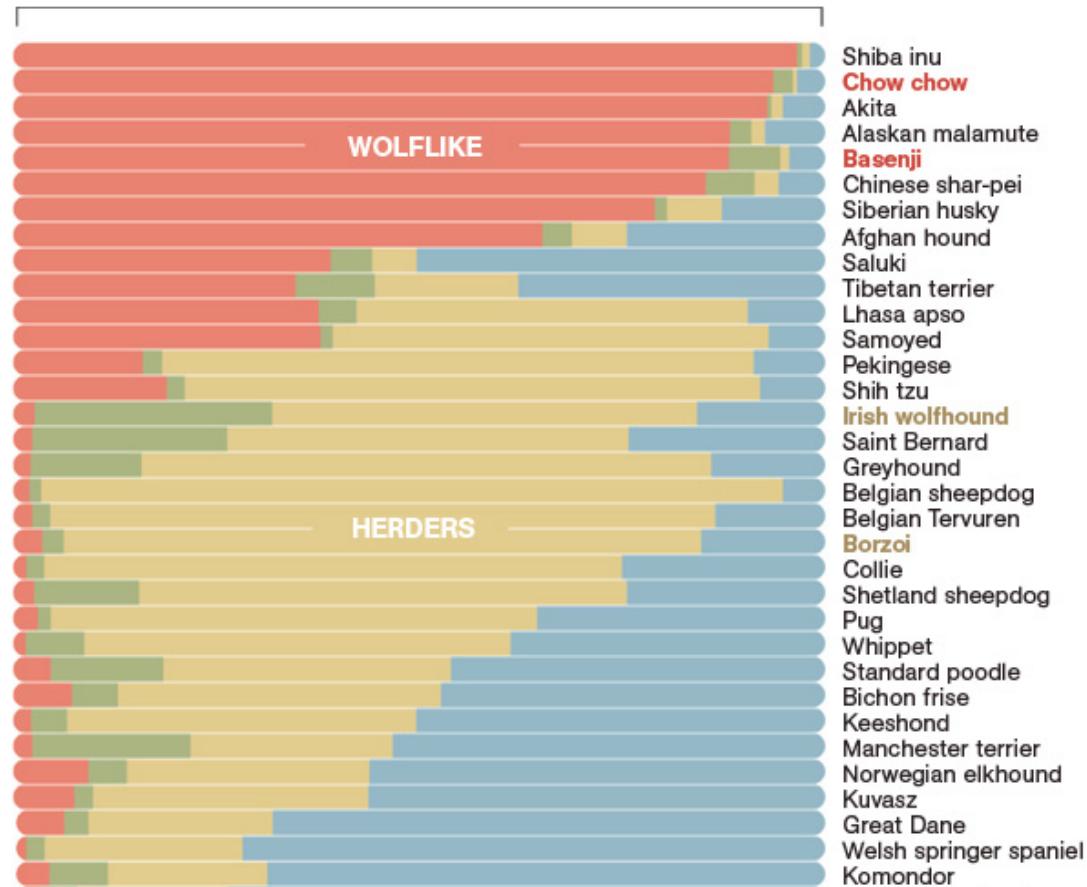
The length of the colored bars in a breed's genetic profile shows how much of the dog's DNA falls into each category.

WOLFLIKE

With roots in Asia, Africa, and the Middle East, these breeds are genetically closest to wolves, suggesting they are the oldest domesticated breeds.

HERDERS

Familiar herding breeds such as the Shetland sheepdog are joined by breeds never known for herding: the greyhound, pug, and borzoi. This suggests those breeds either were used in the creation of classic herding dogs or descended from them.



Tabular model



Splinter County

Public Park & Wildlife Refuge

Park Ranger Handbook

Section 1.24

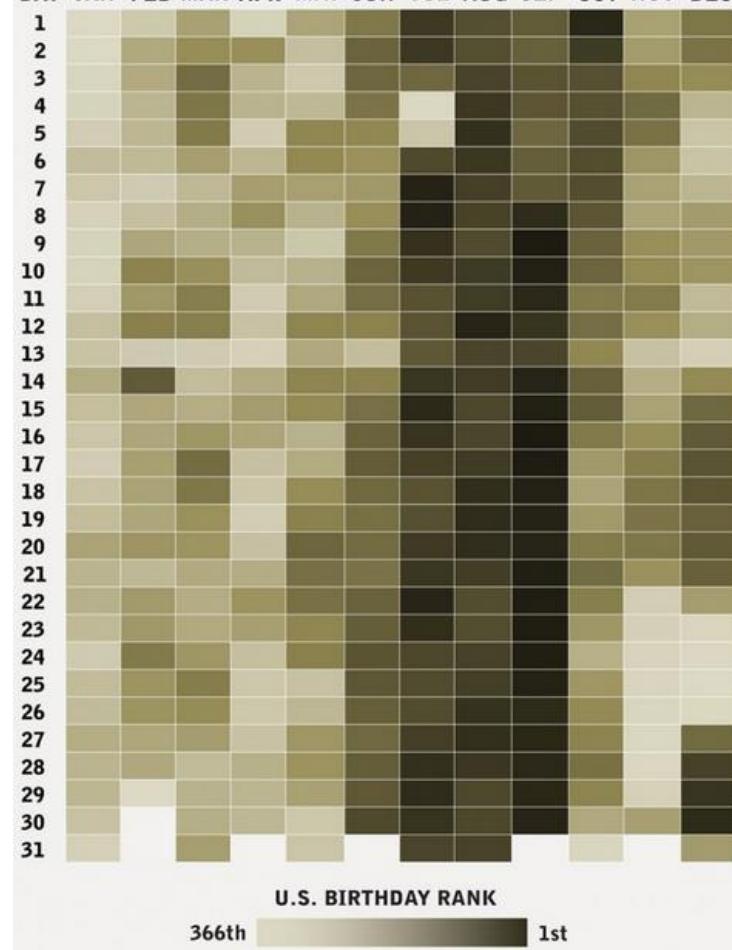
Effective and/or Acceptable Methods of Capture or Restraint

Every now and then, animals will break free or assault visitors of the Park, and you may be required to take control of the situation. Please memorize the following chart BEFORE something like this happens.

Rooster	Rabbit	Squirrel	Horse	Cow	Human	
Net	✓	✗	✓	✓	✗	✗
Trap	✗	✗	✗	✗	✗	✓
Diamond	✓	✗	✓	✓	✗	✗
Gun	✓	✓	✓	✓	✓	✓

Which Birth Dates Are Most Common?

DAY JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



Tabular model



Hierarchical model

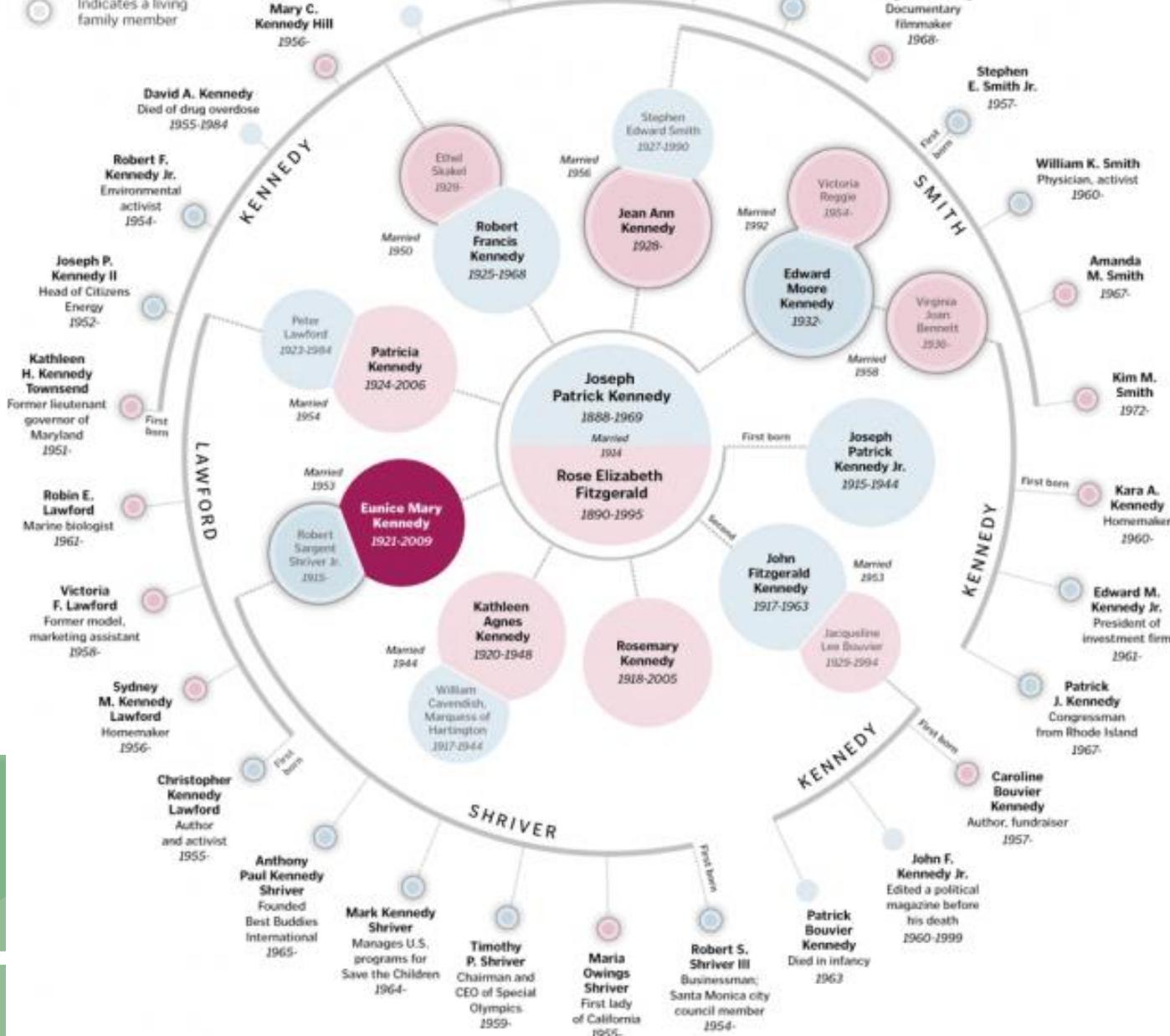
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AARHUS

The Kennedy Family Tree

Straight lines connect parents to children

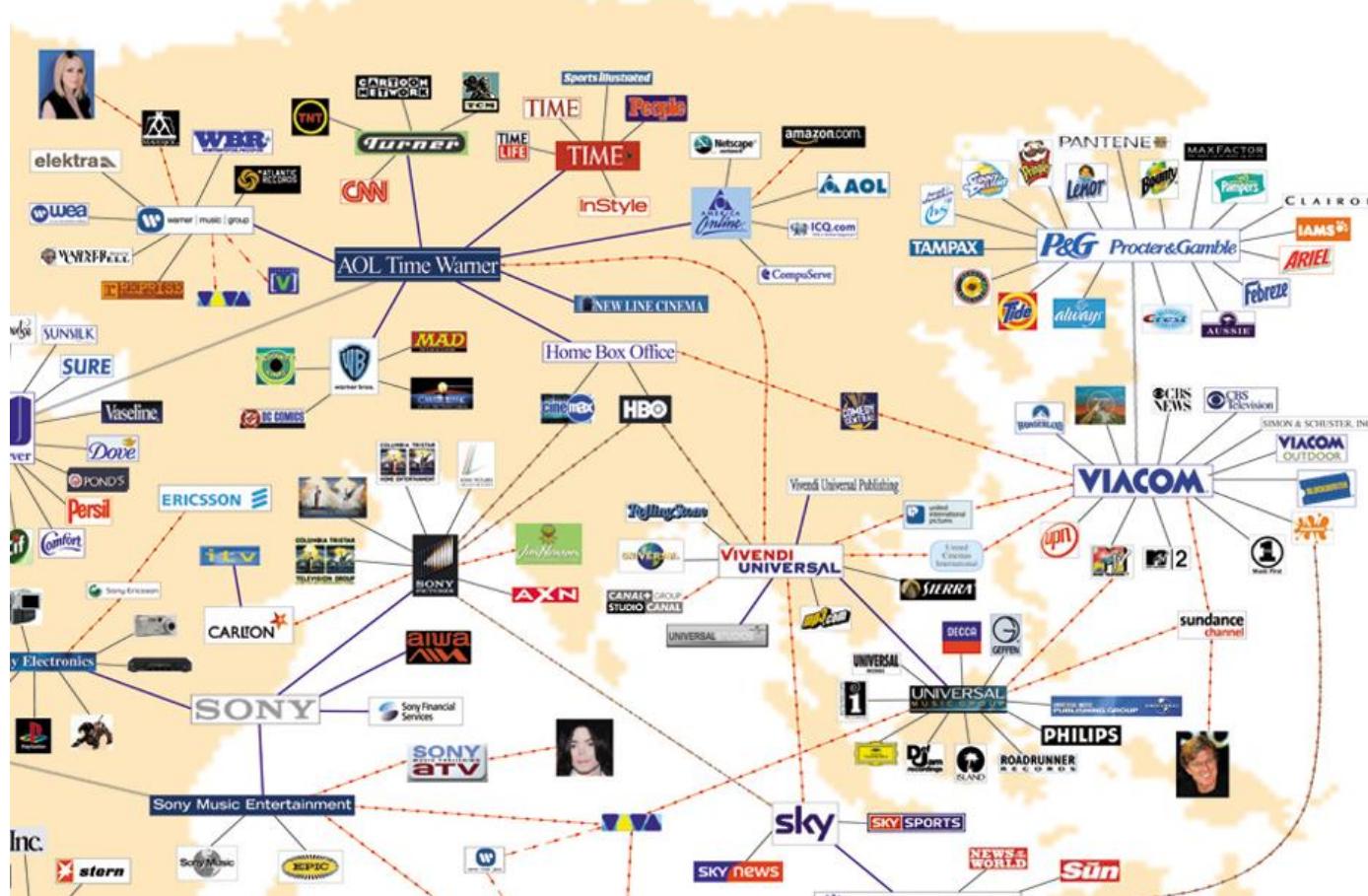
Arcs connect siblings

Indicates a living family member

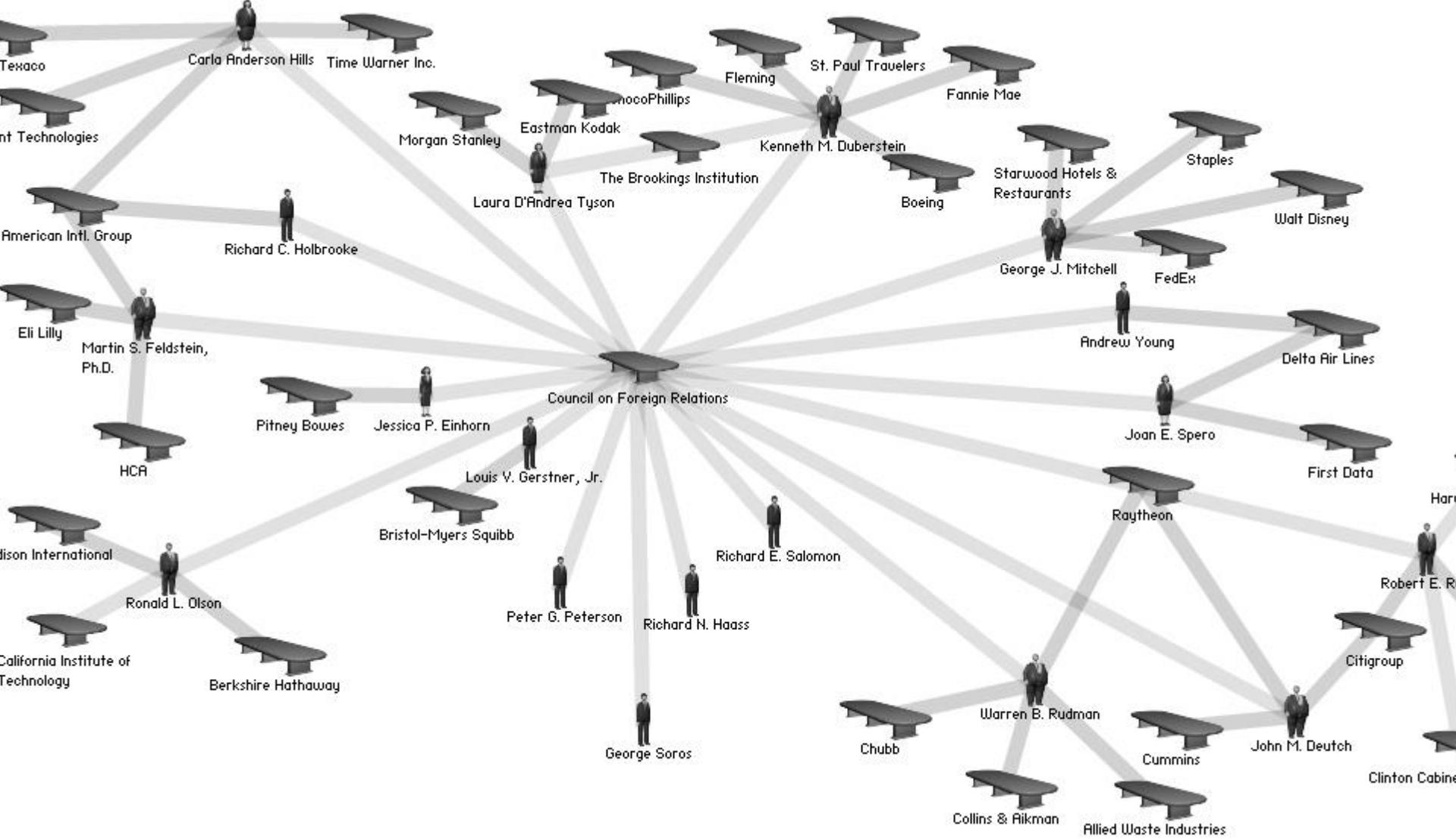


ACADEMY
HUS

CORPORATE CONNECTION



Network or Organic



Network or Organic

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AARHUS

[Chart](#)[Map](#)

How to use



Share graph



Full screen

Color

Gapminder Geogra...

Landlocked

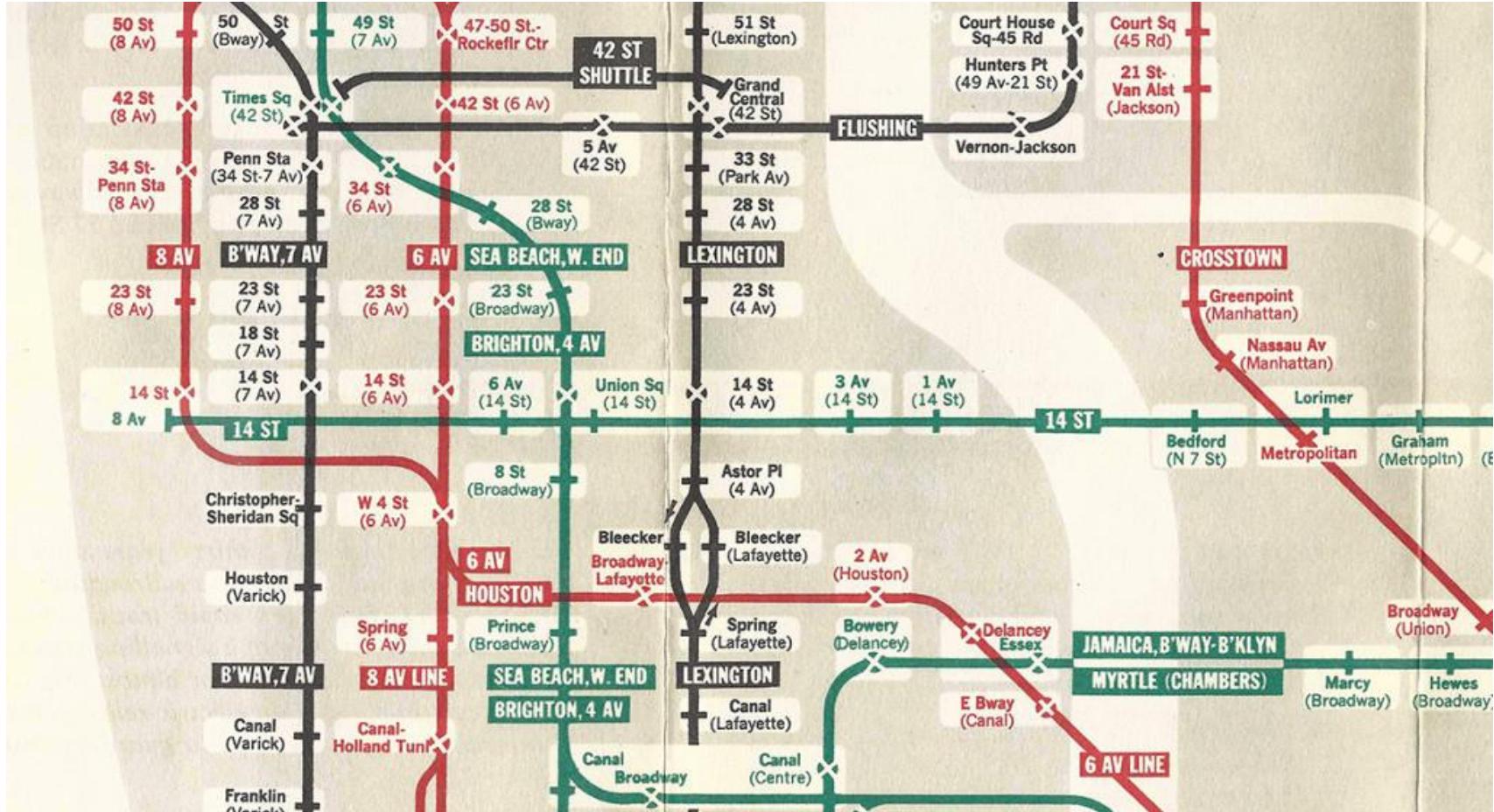
 Landlocked Coastline Not categorized

Select

- Afghanistan
 - Akrotiri and Dhekelia
 - Albania
 - Algeria
 - American Samoa
 - Andorra
 - Angola
 - Anguilla
 - Antigua and Barbuda
 - Argentina
 - Armenia
 - Aruba
 - Australia
- Deselect all

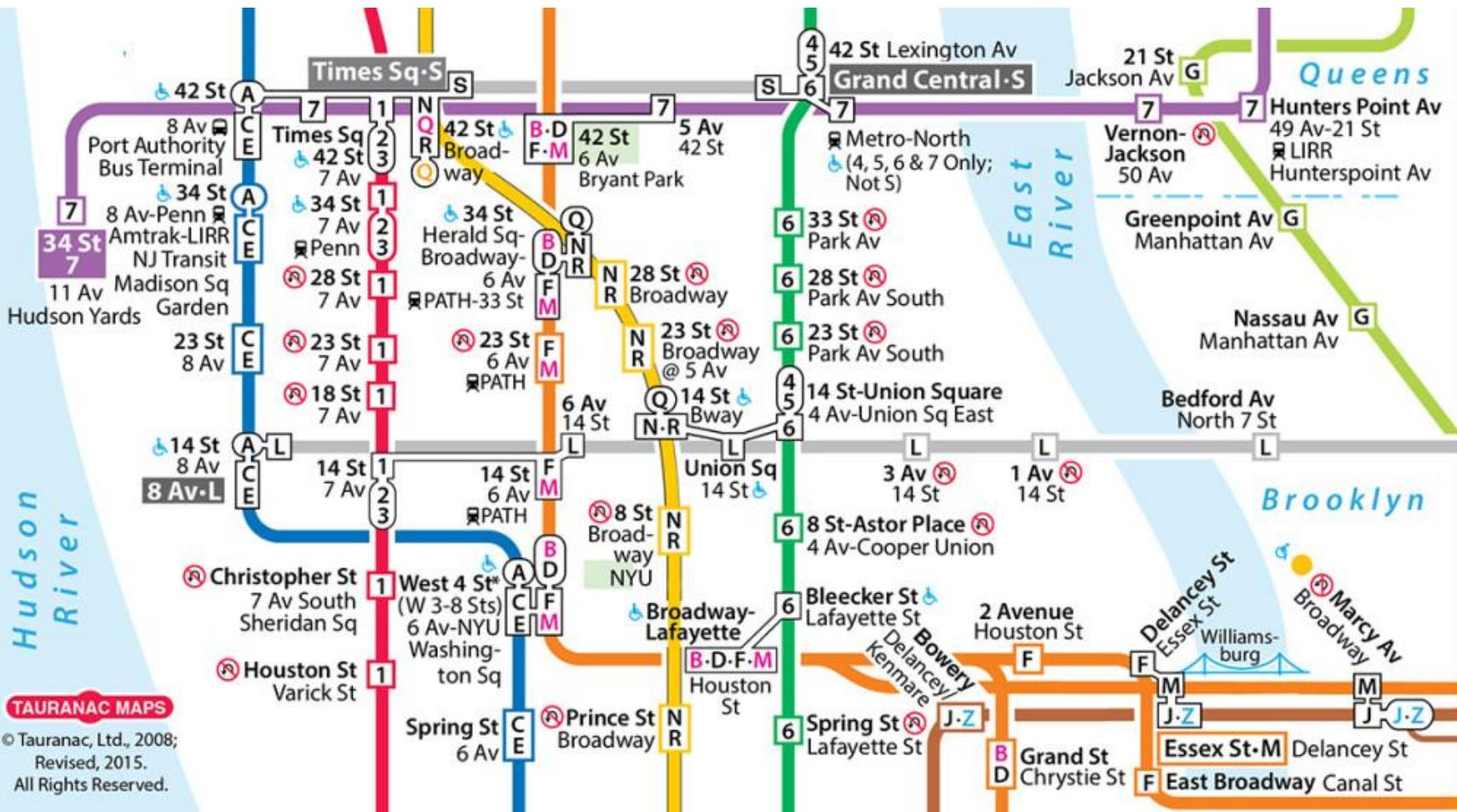
Geographical / spatial

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New York sub-way maps

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New York sub-way maps

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<http://www.wordle.net/>

Textual model

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Find Success: 6 ways to live like an entrepreneur



Even if you don't own your own business, you can still improve your work and personal life by adopting some traits of successful entrepreneurs. Here's how to start:



DON'T DO IT FOR THE MONEY.

Whatever you do in life, you'll never really love it if you're just in it for a paycheck. Find a reason to be passionate about what you do. If you can't find passion in your work, it might be time to start looking for a new career.



BE SELF-MOTIVATED.

External motivation will only take you so far, so find deeper reasons to pursue your goals. Cultivate a passion for your pursuits, then take care to complete tasks the right way—you'll find that the end result is improved.



BECOME A STRONG LEADER.

Leaders do much more than just take charge—they are great communicators and motivators, and they earn the respect of the people they work with. They also know when to handle a given situation on their own and when to ask for help.



TAKE ACTION.

Successful business owners don't sit on their hands. Even if you don't feel like you have everything you need to start a new endeavor, you have to work with what you have. And never let fear of failure keep you from your greatest accomplishments.



BUILD A STRONG TEAM.

Both in business and in life, no one can make it alone. You're going to rely on a network of coworkers and peers. Make sure to help them develop their strengths, and collaborate to create the best work possible.



USE YOUR STRENGTHS.

No one is perfect at everything. Find out what your strengths are, and make sure your goals are attuned to your abilities. Unhappy with your weaknesses? Make personal development a priority.

Sources:

Forbes: <http://www.forbes.com/sites/actiontrumpseverything/2013/10/27/the-eight-habits-of-extremely-successful-entrepreneurs/>

Minority Business Development Agency: <http://www.mbda.gov/node/337>



Textual model

The difference between you and a graphic designer (who makes nice looking visualisations)

is...

A web developer bases every choice on a collected understanding of user needs and available data, balancing **navigation and interactions** with user experience.

You can code and make it **interactive** – do it!

What to do with all this?



"A well-crafted, thoughtful visualization makes the light bulb go off. You just don't get that with a spreadsheet."

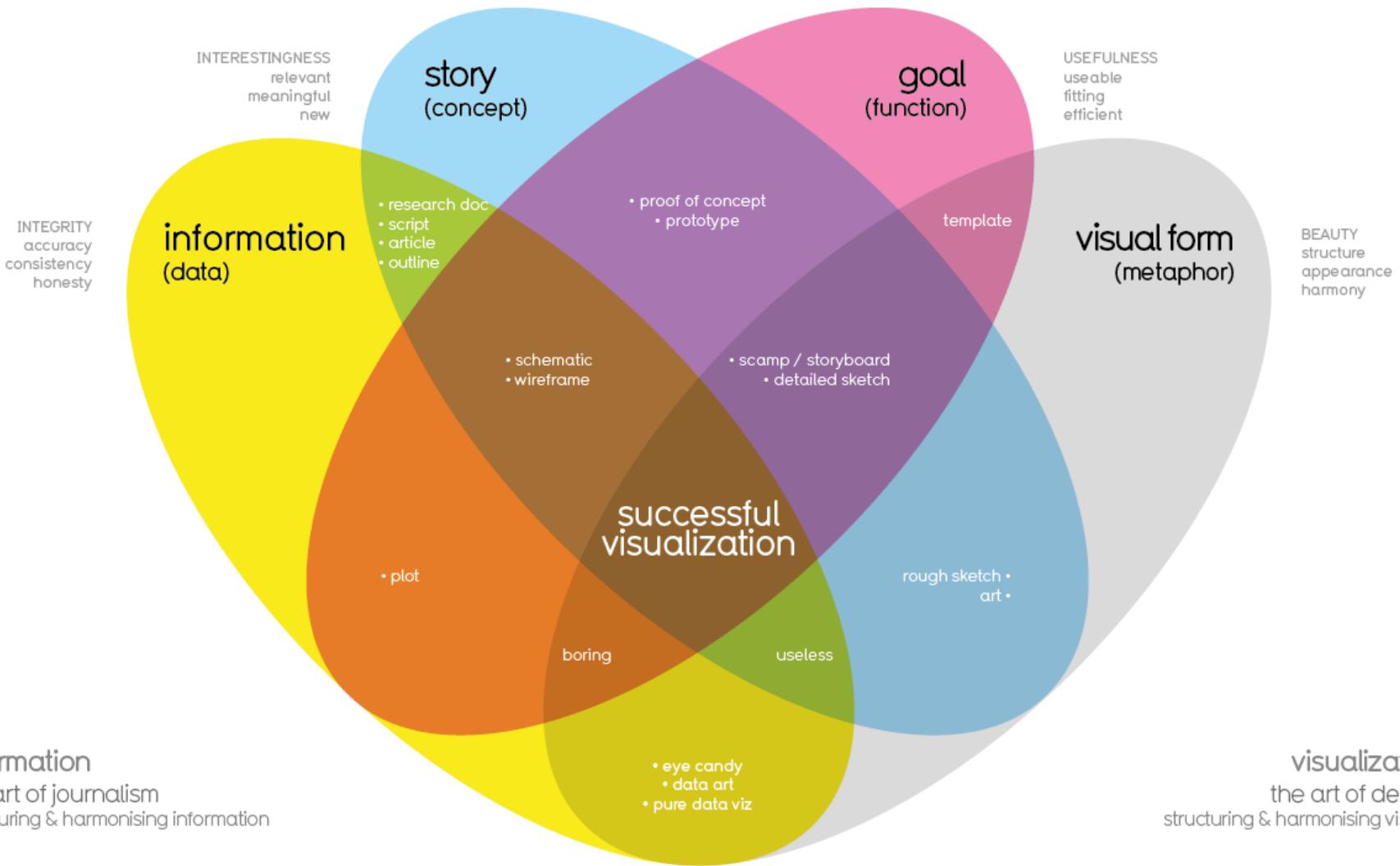
- Vice president, strategic planning wells fargo bank

- Scroll and pan Ex. [Mars](#)
- Zoom (scale) Ex. [Wind](#)
- Open and close – in place Ex. [CEOs](#)
- Drill down (hierarchical) Ex. [Simply Google](#)

Navigation and browsing of data

What Makes a Good Visualization?

explicit (implicit)



information
the art of journalism
structuring & harmonising information

David McCandless
InformationisBeautiful.net

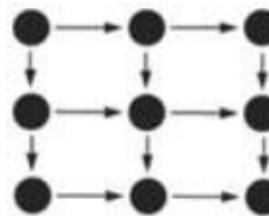
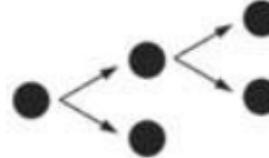
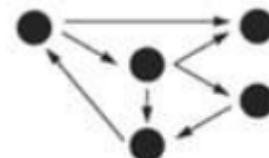
taken from new book
Knowledge is Beautiful

visualization
the art of design
structuring & harmonising visuals

find out more
bit.ly/KIB_Books

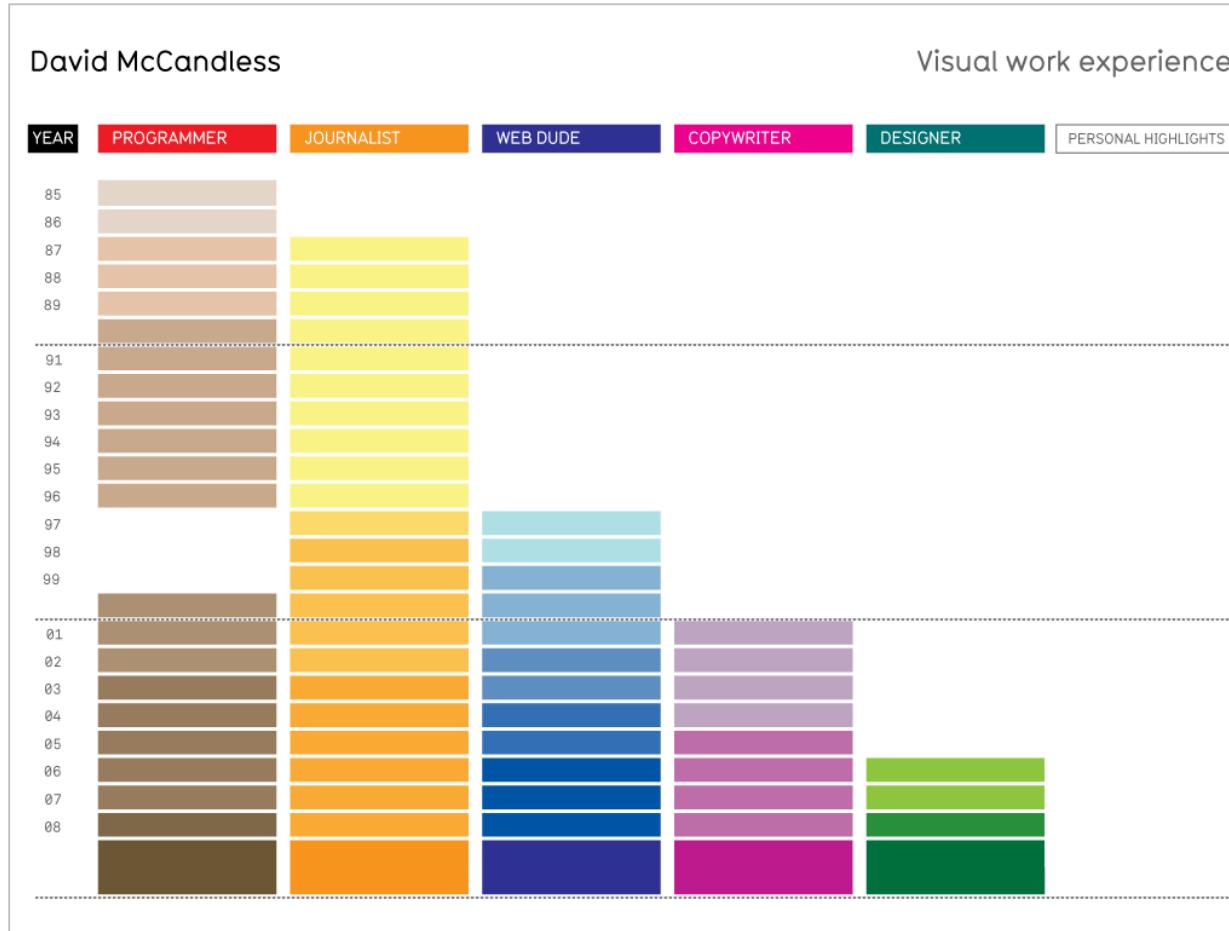
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AARHUS

Table 6-1.

Model	Diagram	Common graphics
Linear		List or single-variable plot
Tabular		Spreadsheet, multi-column list, Sortable Table , Multi-Y Plot , or other multi-variable plots
Hierarchical		Tree , Cascaded Lists , Tree Table , Treemap , or directed graph
Network (or organic)		Directed graph or flowchart
Geographic (or spatial)		Map or schematic
Other		Plots of various sorts, such as parallel coordinate plots, or Treemaps

Organizational models

A small infographic about you – your CV basically.



Exercise



Interactive CV

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Infographic Visual Resumes

Great infographic resume designs from around the world. If you know of a resume I should include, send me the link through the Cool Infographics Contact Page: coolinfographics.com/contact/ Note: There are many more great graphic resume designs out there, but to be considered an infographic resume, it must include some type of data visualization in the design.



Michael Phelan Infographic

6 4

Tilføjet af
Randy Krum

1,1k
pins

10,1k
folgere

Følg opslagstavle

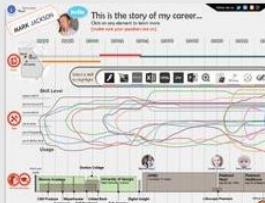


FARID MHEIR www.mheir.com
Canadian, born in Montreal French-English-Spanish ENT ...

af Farid Mheir

4

Tilføjet af
Randy Krum



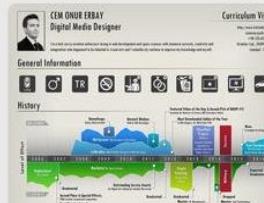
5 Tips on Creating an Interactive Résumé Using Tableau | Tableau Software

8 1 1

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Randy Krum

Farid Mheir
Check out the story behind the creation of my visual resume <https://www.linkedin.com/pu/>

Skriv en kommentar...



Infographic Resume of C. Onur Erbay on Behance

af Lrd Studios

25 7

Tilføjet af
Bex Petro



Infographic Resume of C. Onur Erbay by lrdcemonur

26 13

Tilføjet af
Randy Krum



Super creative circle concept!!
Love this look. Creative Resume Design, Resume Style, CV, Curriculum Vitae Resume Re-Design by Harrison Watkins, via Behance

af Harrison Watkins

21 6

Tilføjet af
Bex Petro

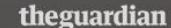
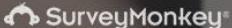
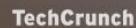


Visual Resumes

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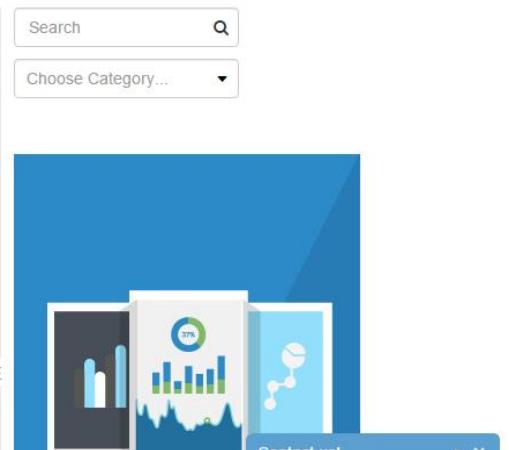
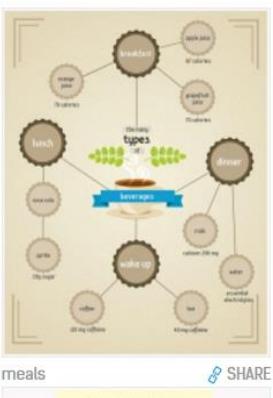
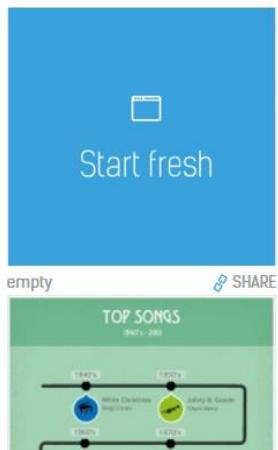
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Colors Fonts Background

Colors

Add a splash of colors to your viz

Color Scheme**Color Picker**

Name	FEF200
Title	FFFFFF
Background	000000
Layout 1	ED008C
Layout 2	00ADEF
Layout 3	BBCB5F
Layout 4	FEF200

Fonts

Select fonts below to preview changes.

Name Font

Cooper Black Std

Title Font

Proxima Nova

Label Font

Save

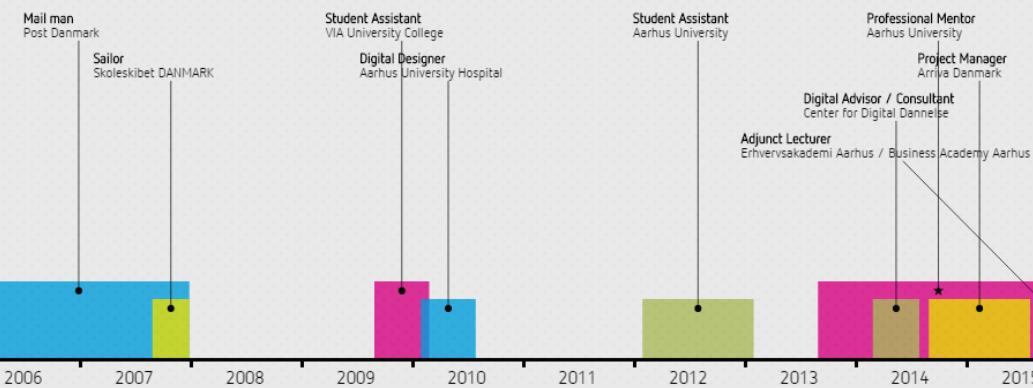
Cancel

Mads Vestergaard Karkov Holst

Adjunct Lecturer at Erhvervsakademi Aarhus / Business Academy Aarhus

I am very creative and have a Master in IT. I specialize in Computer Interface Design and Digital Art. I have experience from one Denmark's leading consultancies on Digital literacy and the marketing division at Arriva Denmark. As a part time job I teach and guide students as a professional mentor at Aarhus University. My past work includes tasks such as: - Shaping and implementing concepts and designs across digital platforms. - Analyzing user needs, and motivating users to actively co-design. - Understanding and organizing complex information. - Working with large and small issues regarding digitization. My dream job is a position where I use my skills as a designer to shape new products. In doing this I draw upon my skills as an anthropologist to clarify and analyze user needs, and my skills as a qualified researcher to organize data, document processes, and evaluate on projects. To see my work go to my online portfolio: designermads.org

EXPERIENCE

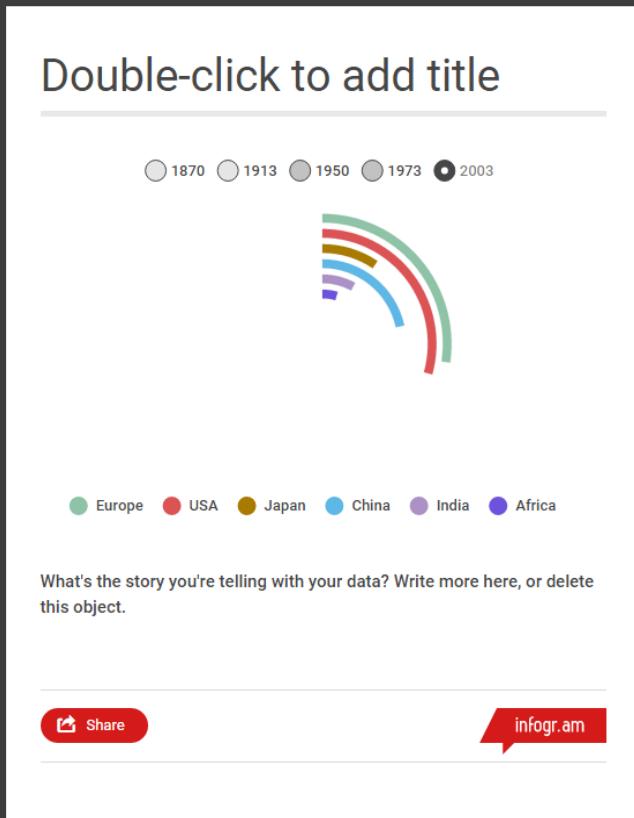


EDUCATION

High School Degree
Aalborg Katedralskole
Folkeskolens Afgangsprøve, 9. klasse

Master of Science (M.S.)
Aarhus Universitet
Bachelor's degree

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<https://infogr.am/>

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Watch 21

Star 184

Fork 7

full-stack javascript through microservices <http://graft.io>

75 commits

2 branches

5 releases

3 contributors



Branch: master graft / +



AdrianRossouw fix runaway bold text in readme + contributors

Latest commit 9aab43c on 25 Jul



example Updated Examples.

a year ago



lib Improved reconnect timeout logic.

a year ago



test Updated to jschan 0.2.0. Updated deps.

a year ago



.gitignore Updated Examples.

a year ago



jshintrc Jshintd.

a year ago



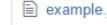
LICENSE.txt Better README.

a year ago



README.md fix runaway bold text in readme + contributors

3 months ago



example.js Added docs.

a year ago



graft.js Flattened the Request structure.

a year ago



package.json Bumped v0.3.1.

a year ago



spdy.js Added automatic reconnection for clients.

a year ago



ws.js bumped jschan version. fixed a bug where websocket client would not w...

a year ago



README.md

Warning: This library is under active development, and should not be considered production ready



GRAFT

<https://github.com/GraftJS/graft>

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Sanddance

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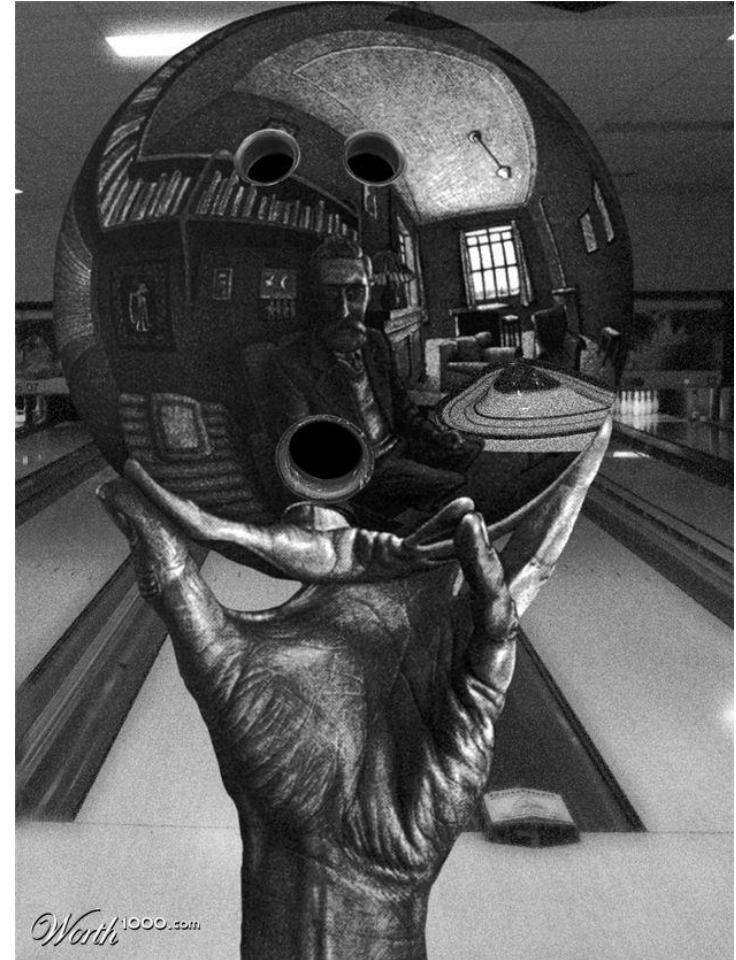
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Working with infographics

How did you do?

Reflections?



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Using a tool of your choice and working two and two together.

Create info graphics that explains how to become a web developer at EAAA.

When done add what a web developer can do, how to distinguish them from the rest of the population.

Use colours, font, gestalt laws – think of navigation, user movement, usability, user experience and of course validity.

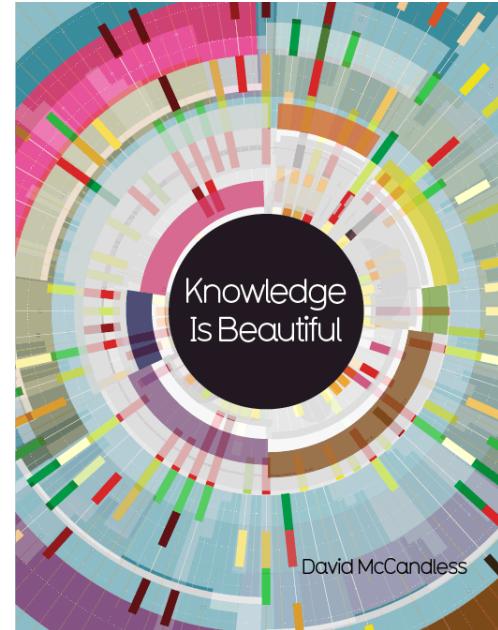
You might need to look in the education curriculum / description;)

Exercise



Communication strategy, and visualizing data

- Data is the new soil
- Infographics: Linear, Tabular, Hierarchical, Network, Geographic
- Navigation and interactions: Scroll and pan, Zoom, Open and close – in place, Drill down
- Combine: Information, Story, Goal and Visual form.
- The CV: make what you know visible.



What happened?

Communication strategy, and visualizing data

- New media sphere (Viral)
- Monologue and Dialogue
- Prosumers and Consumers
- Plan for engagement for it is going to happen.
- Home -> Category -> Product -> Shop
- Manage your content in Content audits

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * I \times P \times C \times T \times R$$

I Interest Interest of the user in the creator	P Post This post's performance amongst other users	C Creator Performance of past posts by the content creator amongst other users	T Type Type of post (status, photo, link) user prefers	R Recency How new is the post
---	---	---	---	--

* This is a simplified equation. Facebook also looks at roughly 100,000 other highly-personalized factors when determining what's shown.

What happened?

Next time:

Topic: Understanding temporal and spatial elements of user experience. Looking at two experiential qualities: Pliability and fluency.

Read / Watch:

[Anderson] *In Defence of Eye Candy*: Pretty easy read that includes the example with Japanese ATMs.

[Löwgren # 1] *Pliability as an experiential quality - Exploring the aesthetics of interaction design*: Good first step to know UX.

[McCarthy] *The experience of enchantment in human-computer interaction*: Exciting text further describing UX.

Next time