

My goal for the final presentation is to present the message in the same structure but with some subtle changes. I kept the visuals and overall design aesthetic from the infographic for consistency since they are both public facing pieces of media. The consistency in color, fonts, and visuals creates a sense of familiarity. For this particular audience, I intentionally referred to animals with human pronouns to personify them and evoke emotions in the audience. I also added the word humane or humanely whenever I referenced euthanasia to prevent the misconception that animals are euthanized in a cruel manner. I also avoided shelter jargon that animal welfare executives or community members would understand like intake, live release, and asilomar accords.

For the presentation, the story is told in the same way as the other forms of media. I start with the definition of no-kill, pointing out that it may not be what the community expects. I present the current statistics for the shelter to demonstrate how close they are to the current definition and demonstrate the growth that has occurred in the last five years. I demonstrate that if the shelter continues on the same path, they will surpass the no-kill definition by the end of 2021. And finally, I present the revised answer to the question of “Are you a No-Kill?” I chose to use powerpoint with animation as that is where my comfort zone lies but ideally the shelter videographer could impose the same text and visuals with B-roll of shelter footage to create a more impactful video.

I was happy with the way my graphics turned out for the infographic, so I primarily kept them the same except for a few details. For the horizontal stacked bar chart displaying current statistics, I added the total number of animals who arrived at the shelter to emphasize that I was displaying proportions of the whole. I also chose to have the statistics appear one at a time. I added back the 4% statistic for the final segment that was irrelevant to the analysis with a brief explanation. For the slope graph, I presented half of it while discussing the live release rate because I did not want to the greater decrease in euthanasia to distract from it. Once I covered the euthanasia statistics, I showed the complete chart. For the bubble chart to show the breakdown of animals euthanized, I pulled the graphic back into Inkscape to lighten the grey circles. I also added percentages and descriptions for all the bubbles. They each appear one at a time so they do not distract from what I am saying. I added back in the horizontal bar chart to demonstrate the reduction in animal intakes over the last five years after using Inkscape to tweak the colors. After covering the above information, I added a recap slide consisting of BAN’s with appropriately sized arrows to reinforce the progress made. The next two slides contain graphs that remained the same from the infographic. I end with posing the no-kill question again and provide the revised answer.

Overall, I feel like the path I took for this project evolved naturally from one phase to the next. If I had to do it again, I may have embraced the on-brand colors sooner. I also feel like at the time I put together the dashboard, I didn’t have a clear vision of where the project would take me so it wasn’t the best reflection of the data presented in the final milestone. Overall, I am happy with this project and plan to share the results with the Communications Director at the Louisiana SPCA.