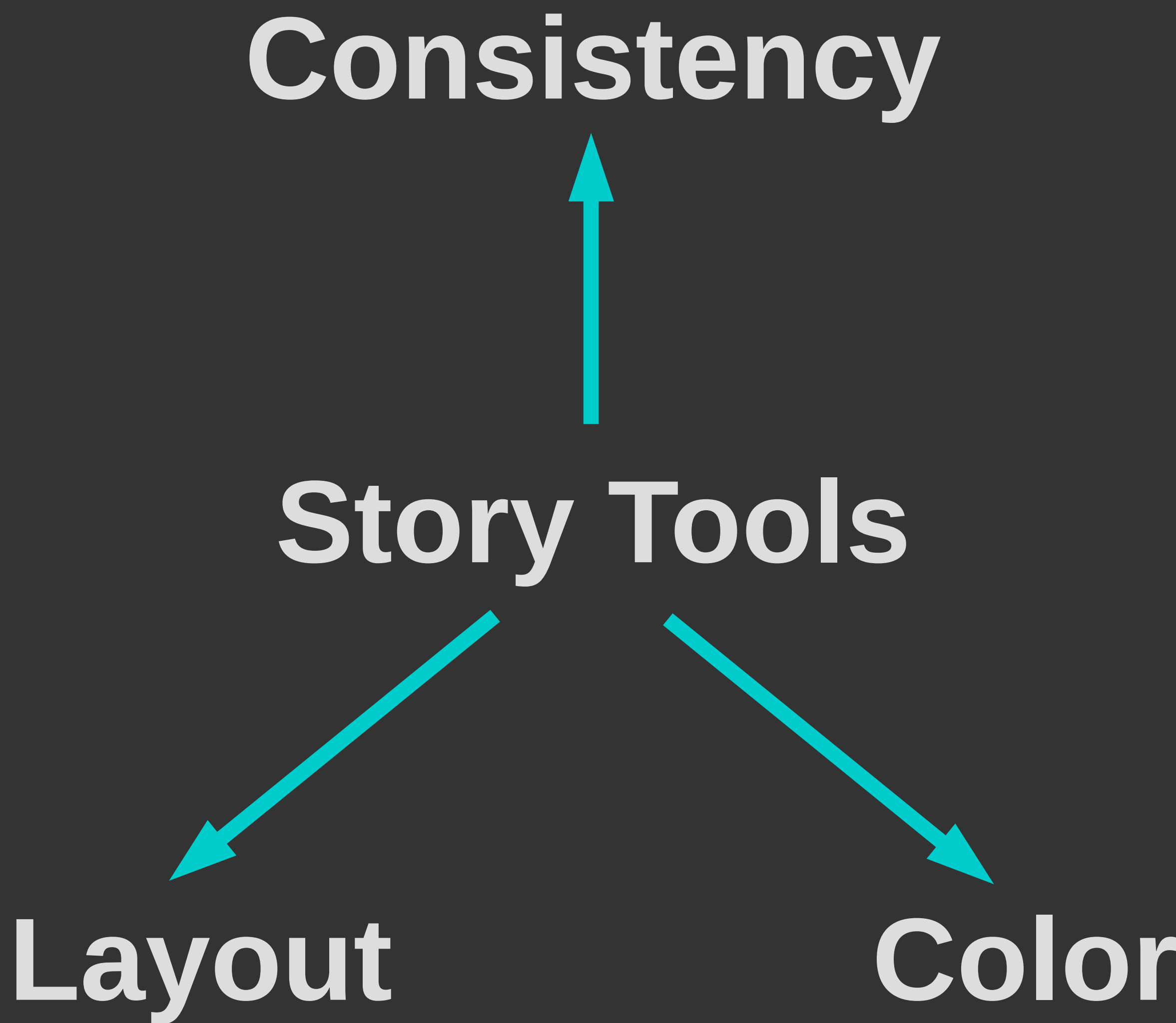
Story, Layout and Color

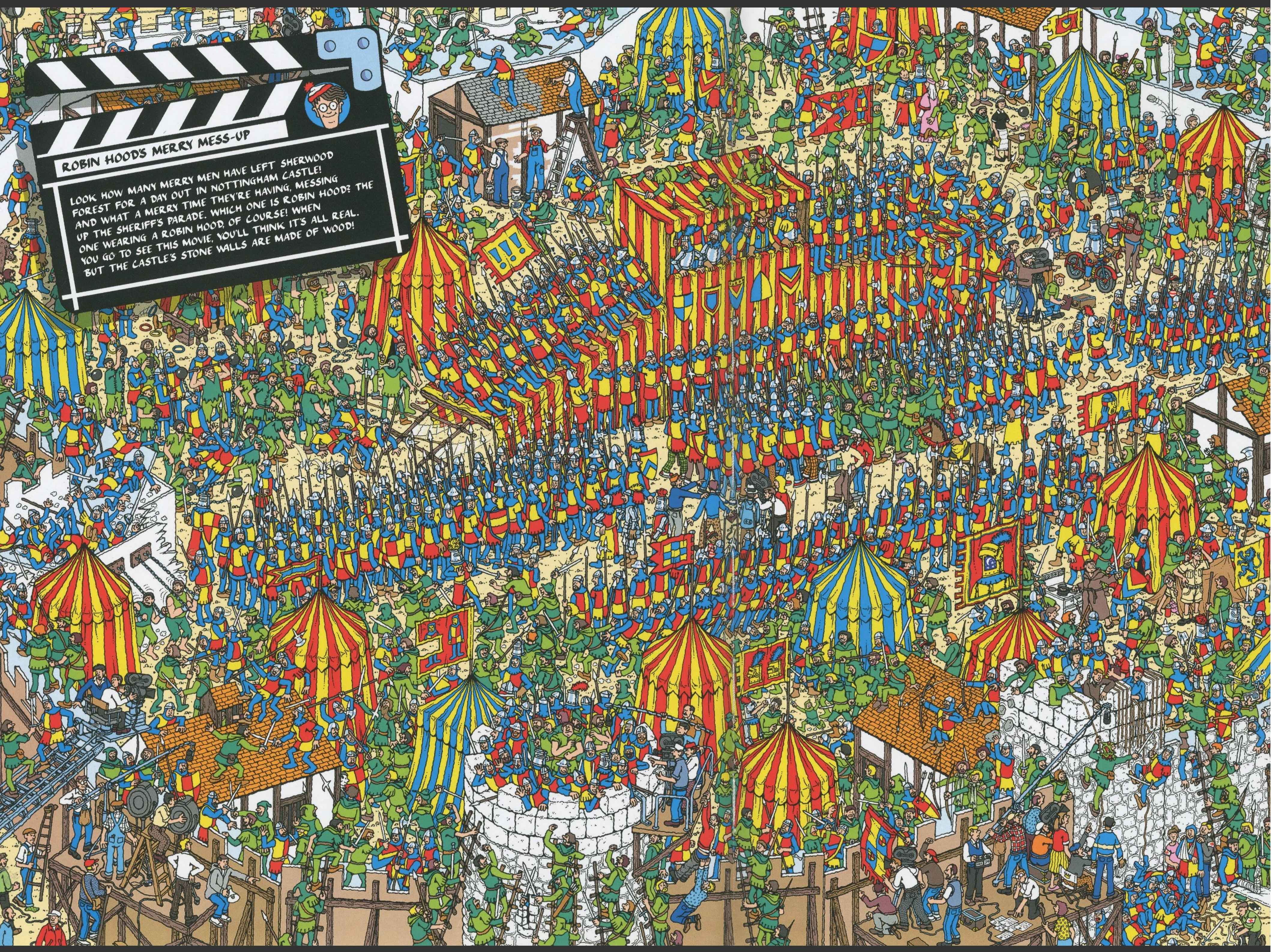
Tell a story with a message!

Not in the way you found it but in the way your audience can find it

The story's message

- 3 bullet point rule
- Short sentences & key words
- Use Color to highlight


Consistency
Story Tools
Layout
Color

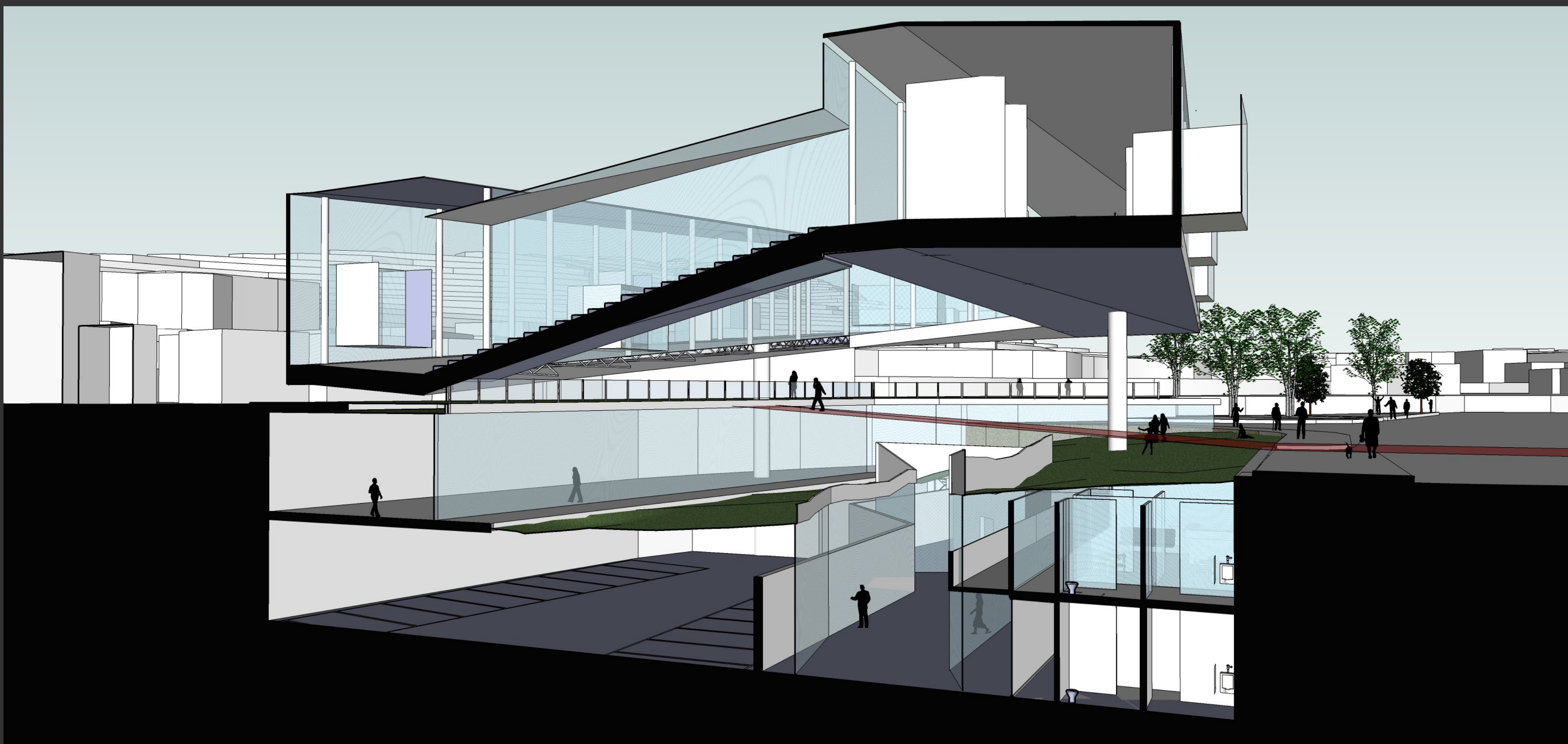

ROBIN HOOD'S MERRY MESS-UP
LOOK HOW MANY MERRY MEN HAVE LEFT SHERWOOD FOREST FOR A DAY OUT IN NOTTINGHAM CASTLE! AND WHAT A MERRY TIME THEY'RE HAVING, MESSING UP THE SHERIFF'S PARADE. WHICH ONE IS ROBIN HOOD? THE ONE WEARING A ROBIN HOOD, OF COURSE! WHEN YOU GO TO SEE THIS MOVIE, YOU'LL THINK IT'S ALL REAL. BUT THE CASTLE'S STONE WALLS ARE MADE OF WOOD!

Stephanie Bower:
urbansketchers.org

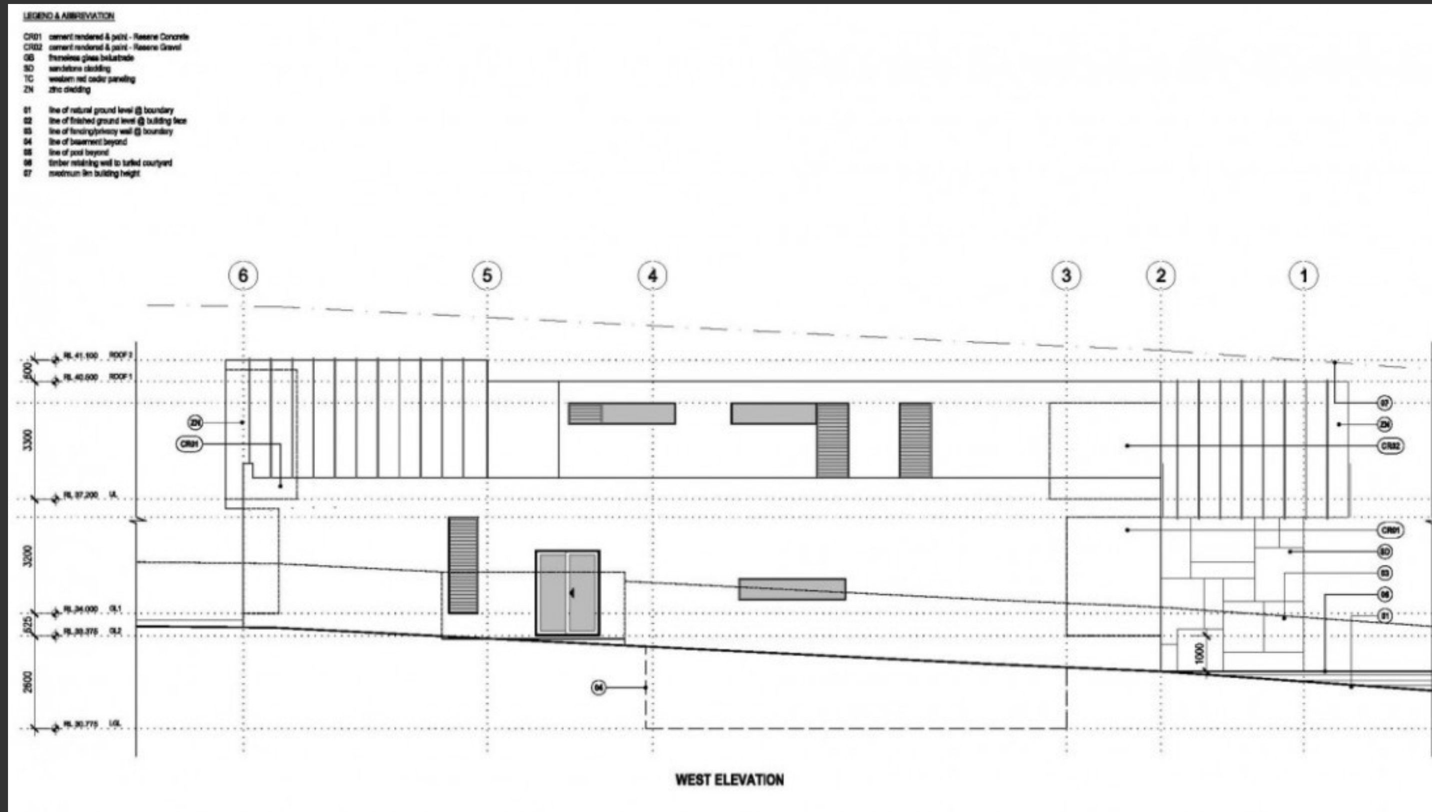
Does the layout relate the message?

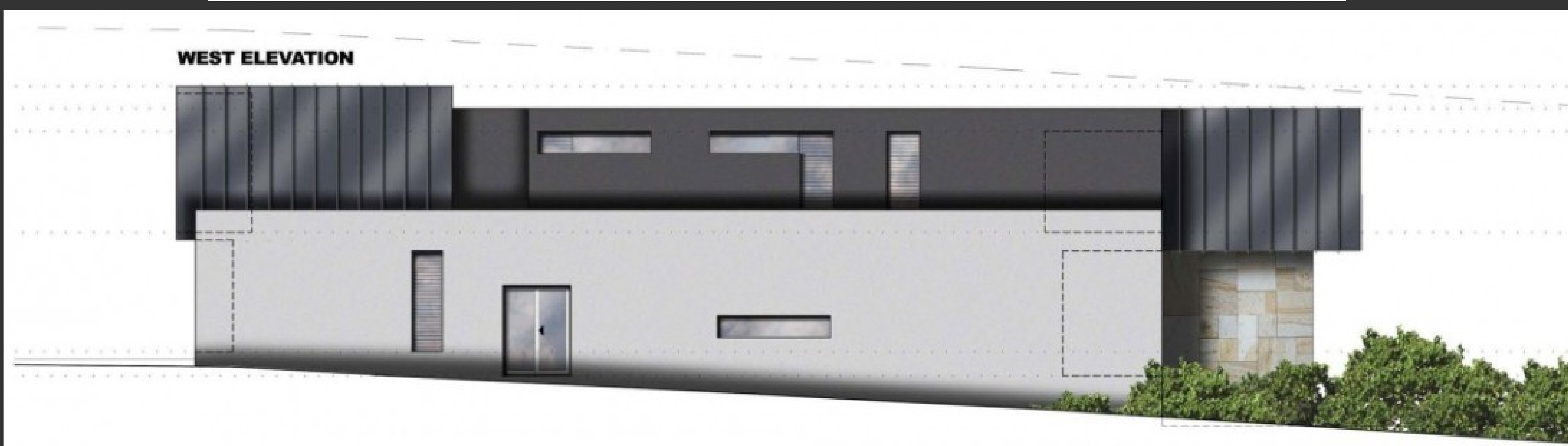
- Clear, visible, up front
- Readable in few sec.
- Keywords highlight the message (or give it context)

Less is more



Minu Lee: Sectional perspective of library in Seoul, Korea
url: unswbe.wordpress.com





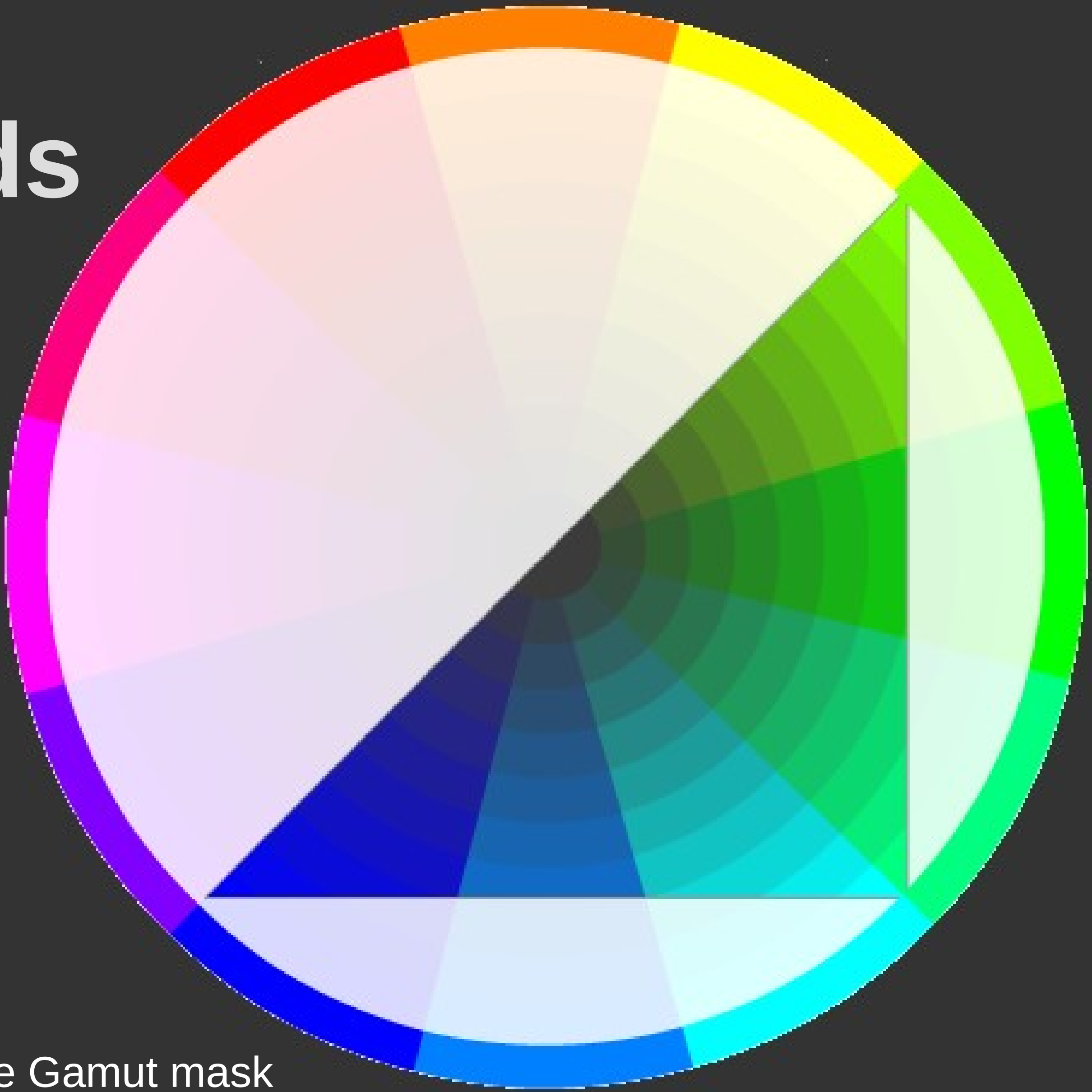
Modern Box House, Sydney, Australia
url: bravity.net

Color

- Color > words (sometimes)

- Limit color palette

- Contrast



The Gamut mask
livepaintinglessons.com/gamutmask.php

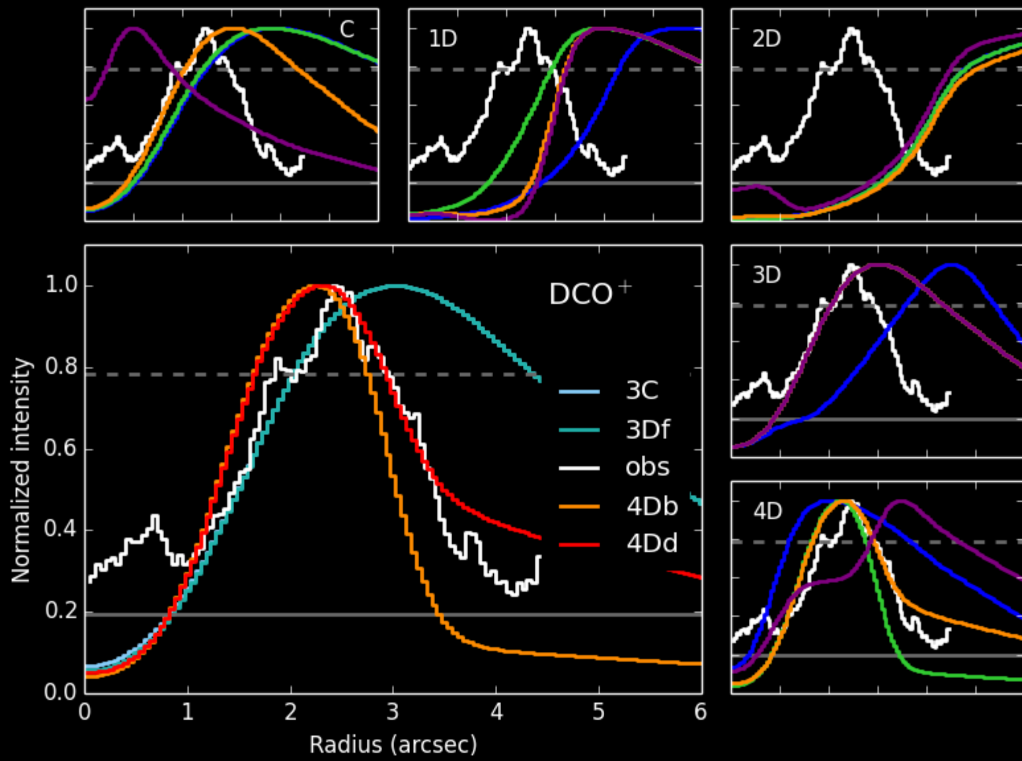
Color and message

- Color needs to match message
- Connections & consistency

James Gurney
Colors in Lord of the Rings
gurneyjourney.blogspot.nl

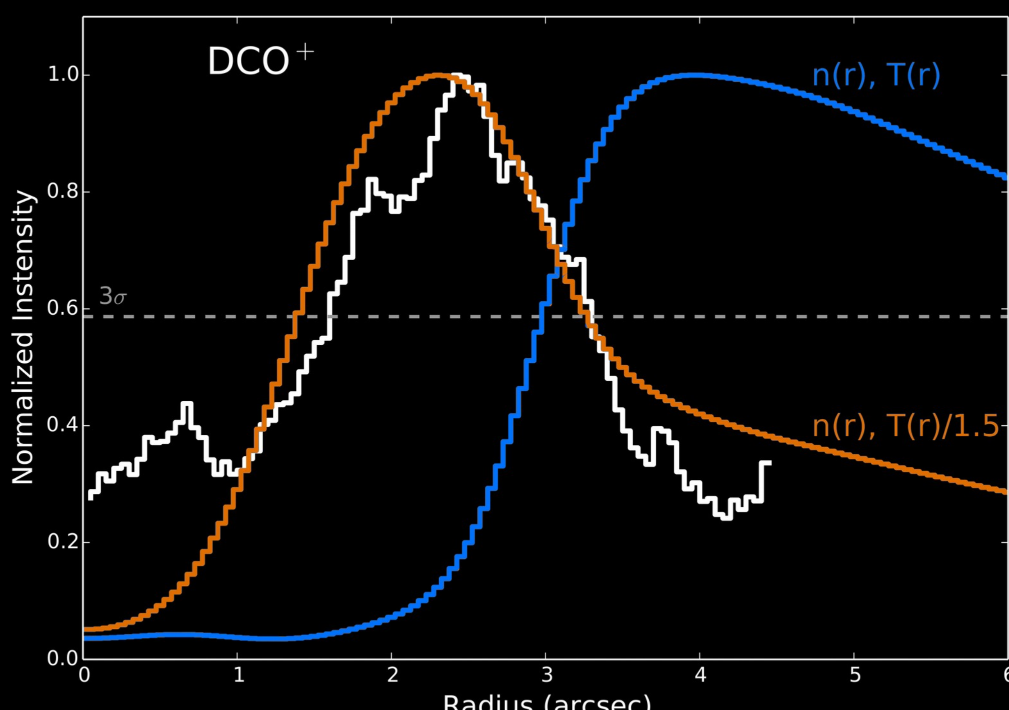
Color can change the message

James Gurney
Gamut Masking Method
gurneyjourney.blogspot.nl

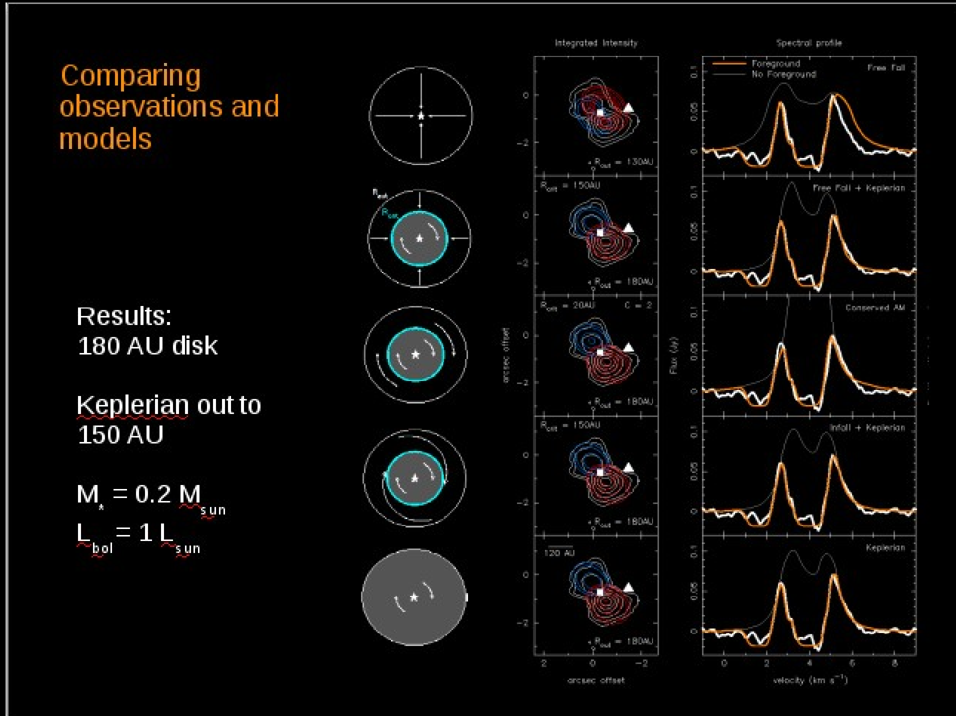


Bad

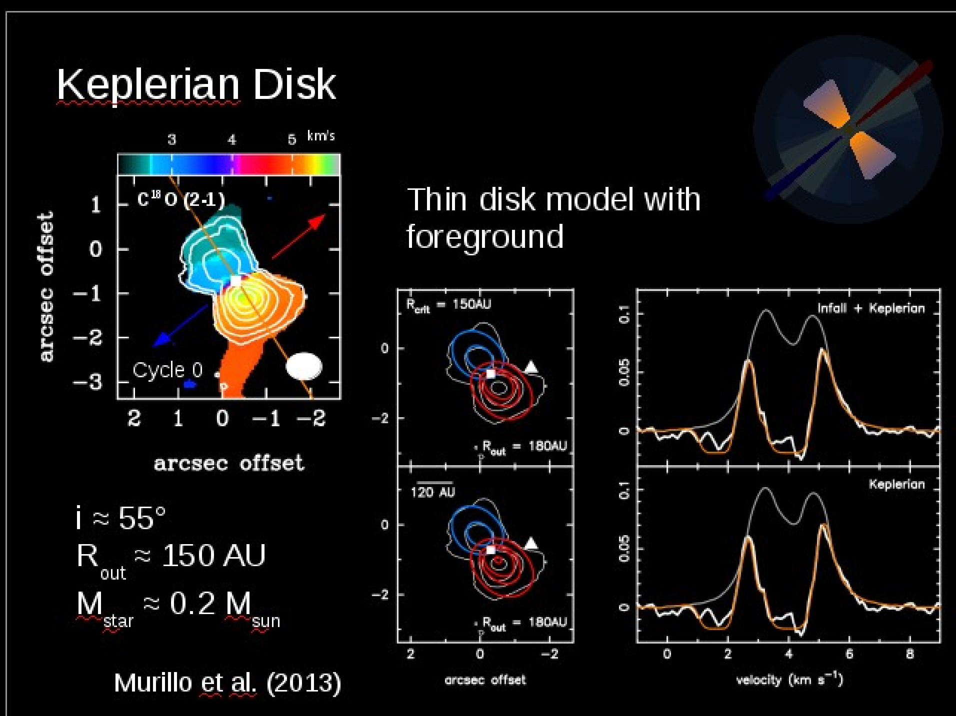
(OK~ish for papers, with a good caption)



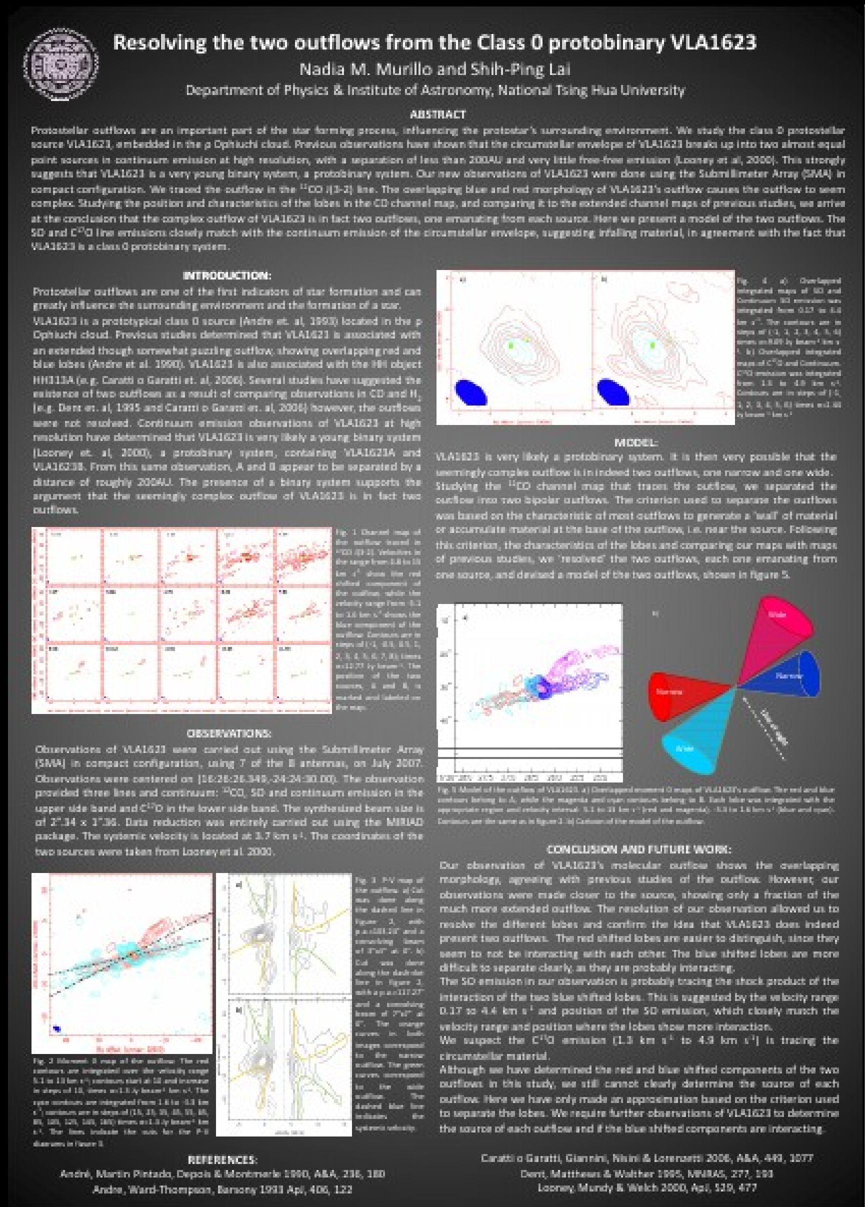
Good

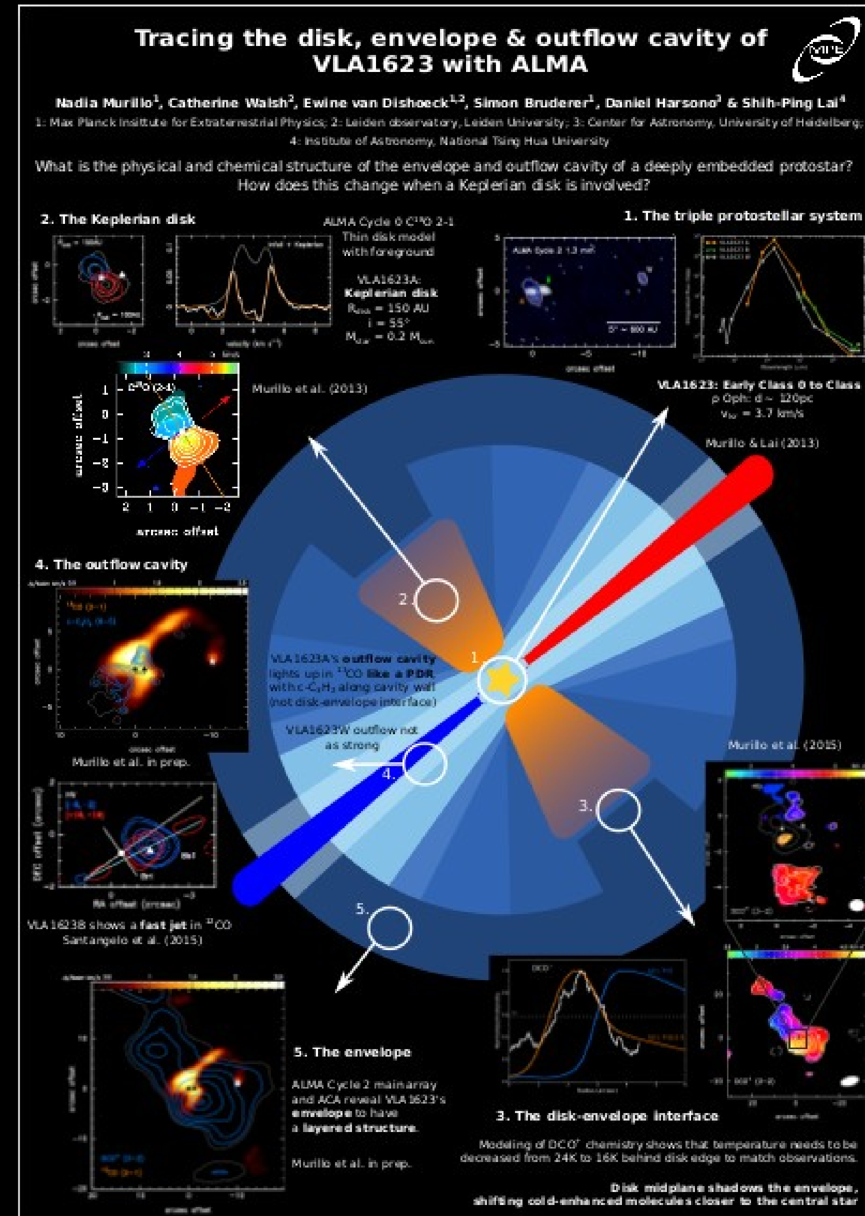

Comparing observations and models
Results:
180 AU disk
Keplerian out to 150 AU
$M_* = 0.2\ M_{sun}$
$L_{bol} = 1\ L_{sun}$
Integrated Intensity
Spectral profile
Foreground
No Foreground
Free Fall
Free Fall + Keplerian
Conserved AM
Infall + Keplerian
Keplerian
arcsec offset
velocity (km s^{-1})

Bad


Keplerian Disk
3 4 5 km/s
$C^{18}O$ (2-1)
Cycle 0
arcsec offset
arcsec offset
Thin disk model with foreground
R_{crit} = 150AU
R_{out} = 180AU
120 AU
Infall + Keplerian
Keplerian
velocity (km s^{-1})
i ≈ 55°
$R_{out} \approx 150$ AU
$M_{star} \approx 0.2\ M_{sun}$
Murillo et al. (2013)

Good


Resolving the two outflows from the Class 0 protobinary VLA1623
Nadia M. Murillo and Shih-Ping Lai
Department of Physics & Institute of Astronomy, National Tsing Hua University
ABSTRACT
INTRODUCTION:
MODEL:
OBSERVATIONS:
CONCLUSION AND FUTURE WORK:
REFERENCES:


Tracing the disk, envelope & outflow cavity of VLA1623 with ALMA
What is the physical and chemical structure of the envelope and outflow cavity of a deeply embedded protostar?
How does this change when a Keplerian disk is involved?
2. The Keplerian disk
1. The triple protostellar system
4. The outflow cavity
5. The envelope
3. The disk-envelope interface
Disk midplane shadows the envelope, shifting cold-enhanced molecules closer to the central star

Bad

Good

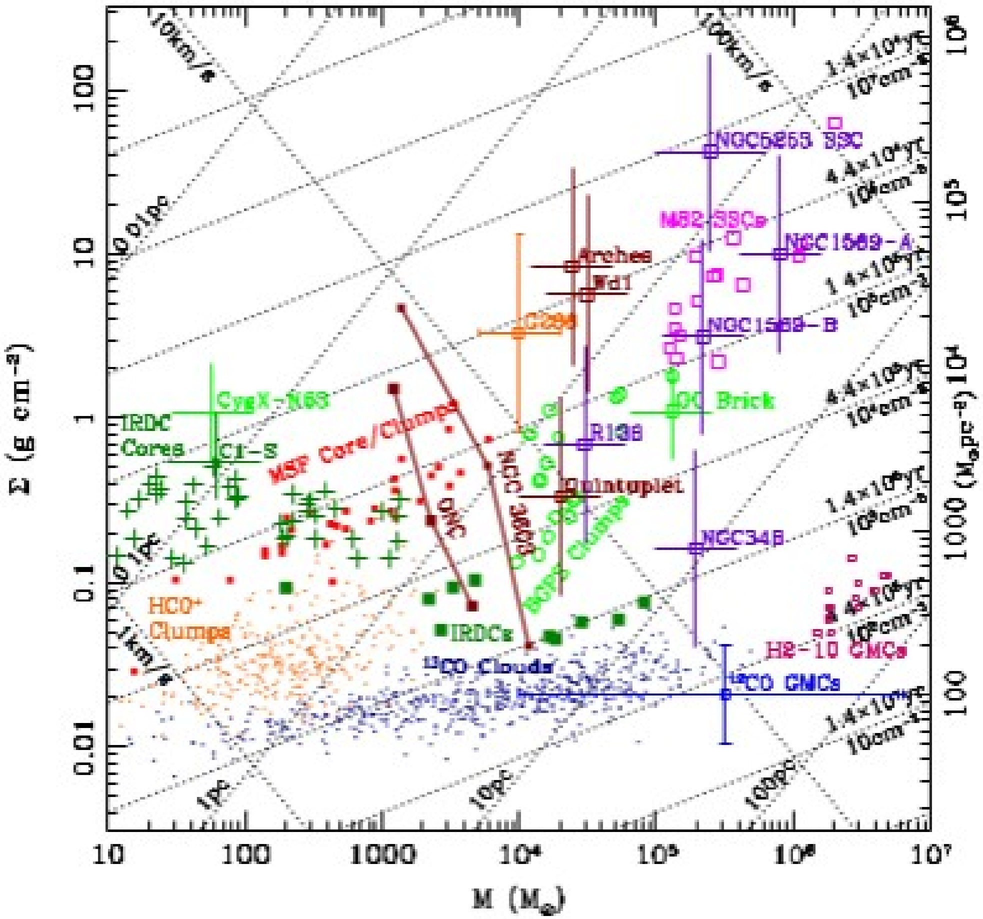


Fig. 1.— The Environments of Massive Star Formation. Mass surface density, $\Sigma = M/(\pi R^2)$, is plotted versus mass, M. Dotted lines of constant radius, R, H number density, n_H (or free-fall time, $t_{ff} = (3\pi/[32G\rho])^{1/2}$), and escape speed, $v_{esc} = (10/\alpha_{vir})^{1/2}\sigma$, are shown. Stars form from molecular gas, which in the Galaxy is mostly organized into GMCs. Typical ^{12}CO-defined GMCs have $\Sigma \sim 100\ M_\odot\ \mathrm{pc}^{-2}$ (*Solomon et al.*, 1987) (see *Tan et al.*, 2013a for detailed discussion of the methods for estimating Σ for the objects plotted here), although denser examples have been found in Henize 2-10 (*Santangelo et al.*, 2009). The ^{13}CO-defined clouds of *Roman-Duval et al.* (2010) are indicated, along with HCO$^+$ clumps of *Barnes et al.*, (2011), including G286.21+0.17 (*Barnes et al.*, 2010). Along with G286, the BGPS clumps (*Ginsburg et al.*, 2012) and the Galactic Center "Brick" (*Longmore et al.*, 2012) are some of the most massive, high-Σ gas clumps known in the Milky Way. Ten example Infrared Dark Clouds (IRDCs) (*Kainulainen and Tan*, 2013) and their internal core/clumps (*Butler and Tan*, 2012) are shown, including the massive, monolithic, highly-deuterated core C1-S (*Tan et al.*, 2013b). CygX-N63, a core with similar mass and size as C1-S, appears to be forming a single massive protostar (*Bontemps et al.*, 2010; *Duarte-Cabral et al.*, 2013). The IRDC core/clumps overlap with Massive Star-Forming (MSF) core/clumps (*Mueller et al.*, 2002). Clumps may give rise to young star clusters, like the ONC (e.g., *Da Rio et al.*, 2012) and NGC 3603 (*Pang et al.*, 2013) (radial structure is shown from core to half-mass, $R_{1/2}$, to outer radius), or even more massive examples, e.g., Westerlund 1 (*Lim et al.*, 2013), Arches (*Habibi et al.*, 2013), Quintuplet (*Hußmann et al.*, 2012) (shown at $R_{1/2}$), that are in the regime of "super star clusters" (SSCs), i.e., with $M_* \gtrsim 10^4\ M_\odot$. Example SSCs in the Large Magellanic Cloud (LMC) (R136, *Andersen et al.*, 2009) and Small Magellanic Cloud (SMC) (NGC 346, *Sabbi et al*, 2008) display a wide range of Σ, but no evidence of IMF variation (§3.2). Even more massive clusters can be found in some dwarf irregular galaxies, such as NGC 1569 (*Larsen et al.*, 2008) and NGC 5253 (*Turner and Beck*, 2004), and starburst galaxy M82 (*McCrady and Graham*, 2007).