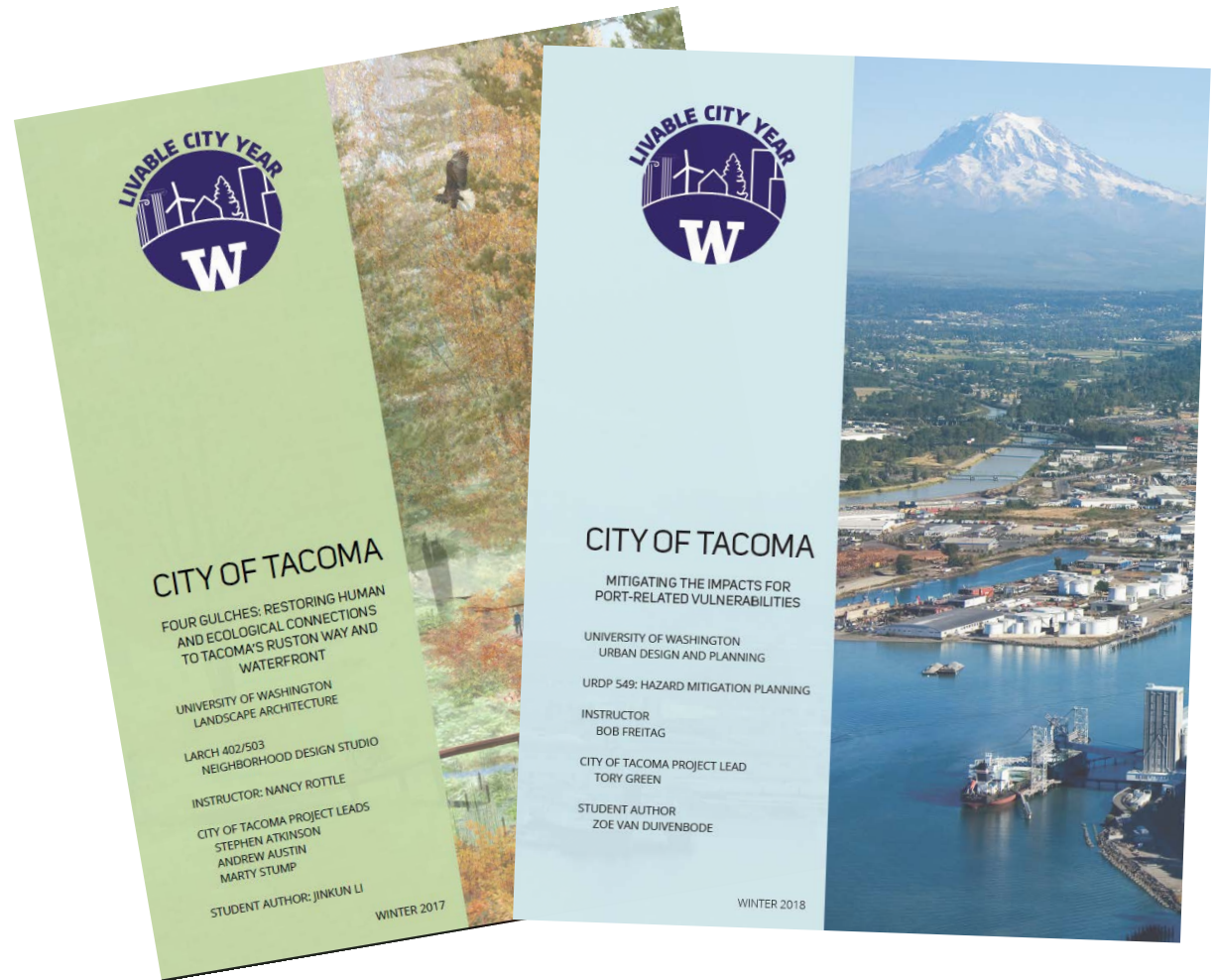# Graphics Requirements

GRAPHICS ARE AN ESSENTIAL COMPONENT OF YOUR REPORT!

- They aid the reader's comprehension of the text.
- They draw the reader into the written content.
- They enable the reader to grasp key points quickly.

REPORT AUTHOR'S RESPONSIBILITIES

- Gather and submit all visual elements in high resolution format (photos) or PDF or vector files (tables, charts, maps, diagrams).
- Identify possible pull quotes and sidebars.
- Clearly identify headings and sub-headings.
- Recommend placement of visual elements in the report.
- Organize and log all visual elements in the Graphics Index.

LIVABLE CITY YEAR

TABLE OF CONTENTS

REPORT GRAPHIC ELEMENTS

TACOMA MALL NEIGHBORHOOD: A COMMUNITY HEALTH PROFILE

Desire to improve community health metrics in the Tacoma Mall Neighborhood Subarea motivated the City to apply for the WA DNR grant in 2010. The LCY student team hoped to orient this UW LCY project around a similar objective. Thus, the students began by trying to understand the neighborhood's demographics and public health context. The table presented below compares health outcomes of the Tacoma Mall neighborhood compared to that of the City as a whole and demonstrates increased likelihood of asthma and diabetes, in addition to a lower average life expectancy.

An important resource for the students was the Tacoma Mall Neighborhood Subarea Plan's "Healthy Communities and Community Health Needs" appendix, prepared by the Tacoma-Pierce County Health Department. This document calls upon community planners to promote programs and strategies that address the social, psychological and environmental factors that influence community health outcomes (NW Sound Consulting 2015).

This appendix identifies the Tacoma Mall Neighborhood Subarea as an area exposed to higher health risks than Tacoma, Pierce County, and Washington State averages. Additional demographic data shows that the neighborhood experiences a higher rate of poverty and a greater number of children aged 5 years and older. The neighborhood's chronic disease rates for asthma and diabetes are higher than rates for city as a whole. There is also an eight-year gap in life expectancy between the Tacoma Mall neighborhood and the City of Tacoma. Furthermore, the report identifies poor air quality and high lead exposure as priority environmental health concerns. Fortunately, obesity and poor mental health rates are lower than City averages (NW Sound Consulting 2015).

MAIN HEADING
Concise phrase that embodies the theme of the section

CAPTION
Explanatory comment that accompanies image/photo

PULL QUOTE
A compelling, short excerpt from the text that draws the reader's attention to salient points

FIGURE HEADING
Title is short and descriptive

CHART
Relays information in an organized way

Comparison of Health Outcomes

Outcomes	Tacoma Mall	Tacoma
Obesity (adults)	33%	49.5%
Asthma (adults)	25%	21.9%
Diabetes (adults)	23%	14.9%
Poor mental health days (adults)	19%	23.3%
Life expectancy at birth	71.2	79.0

SIDEBAR
Short, accompanying text that may refer to a case study or news story that adds context to report themes but which would otherwise interrupt the flow of the report's main text

IMAGE/PHOTO
Visuals that relate to your report and illustrate key people, communities, organizations, places, and events

Tacoma Mall Community Livability Themes

The following represent neighborhood priorities that emerged from public comment received.
- Neighborhood safety
- Parking, speeding, and traffic
- Walkability and alternative transportation modes
- Parks and public amenities for youth recreation

The Major Taylor Project operates out of Seattle and serves three high schools and three middle schools in Tacoma. It intentionally establishes itself in neighborhoods, like South Tacoma, with many low-income families. The project provides opportunities for students to ride bicycles; to learn about bike safety, maintenance, and how to build bikes; and to act as advocates for change in their neighborhoods.

Providing urban green space may play an important role in improving neighborhood health outcomes, but it is crucial that community planners weigh that against the urgency of other issues, like limited access to healthy food and the need to improve sidewalk conditions.

Environmental Concerns

The Tacoma Mall Neighborhood Subarea Plan refers to a number of environmental issues relevant to the neighborhood. However, some concerns of area residents are not mentioned or addressed.

Mentioned within plan
- Air quality
- Lead exposure
- Sidewalk and road conditions
- Leaf litter maintenance
- Recycling
- Water management

Not mentioned
- Extreme heat
- Carbon emissions

FLAGGING GRAPHIC ELEMENTS IN YOUR TEXT

Pull quotes
- Compelling, short excerpts from the text
- Flag with brackets and highlight: [use the previous sentence as a pull quote].

Sidebars
- Short sections of text that provide additional information on a relevant topic, e.g., a case study
- Flag with brackets and highlight: [use the previous paragraph as a sidebar].

Figures, Charts, Tables, Diagrams, Maps
- Always provide heading.
- Flag with brackets and highlight: [Insert Population Map.pdf].

Photos
- Flag with brackets and highlight: [Insert Grocery Store 35.jpg].

Captions and Credits
- For photos, provide caption and photo credit for every photo.
- For figures, charts, tables, diagrams, and maps, always provide source. Provide caption only if further explanation is required.

REPORT SAMPLES

SITE VIST
Photo of LCY student researchers conducting field work. Note: The photo is accompanied by a text caption and credit.

CHART AND MAP
Always include titles for charts, maps, and other figures and upload PDF files for all tables/charts. Content should be self-explanatory, visually clear, and well-organized.

DIAGRAMMATIC REPRESENTATION
Use of a sequence of images to represent change

BULLETED LIST
Displays steps in a process, organization of methods, or key characteristics or elements

SIDE BAR
Highlights a case study, news story, or other content related to your report

LIVABLE CITY YEAR

GRAPHICS INDEX

Organization

- Use this spreadsheet to organize all graphical content for your report.
- Include a file name for every item entered in your graphics index.
- You must fill out Filename, Credit/Source, and Caption columns.

Tip: Name each file you pull from the web; default web image names are often arbitrary and non-descriptive.

Example of well completed Graphics Index. Note: all fields are filled out.

CAPTURE THE PROCESS

Take pictures to document your project.

- Class field trips
- Site visits
- Interviews
- Community meetings
- Midterm presentations
- Final presentations

Remember to take photos in well-lit spaces.

PHOTO RELEASE BEST PRACTICES

Community Meetings

- Before the meeting begins, explain to the entire group that you would like to take photos for the class project.
- Invite anyone who objects to being photographed to talk to you. Respect their wishes and frame them out of your shots.
- Individual photo releases are not necessary.

One-on-one interviews with community members, small groups

- Before the interview begins, ask for permission to photograph them.
- Explain that photos are for a class project.
- Obtain a signed photo release (available from LCY office).

Well-lit environment

LCY class presentations. TERI THOMSON RANDALL

LIVABLE CITY YEAR

OTHER IMPORTANT IMAGE SOURCES

If you are having a difficult time collecting graphics, consider the following:

1. Collect photos from classmates.
   - Ask your classmates who also went on field trips and conducted interviews to share their photos.

2. Ask partner organizations/agencies for photos.
   - Send an email requesting photos.
   - Explain that you are creating a report that refers to the organization's mission or work.

3. Brainstorm with your LCY editor and graphic designer.

4. Stock Photos
   - Use stock photos as a last resort if you have exhausted all the options above.

PARTNER ORGANIZATIONS
Students can reach out to various organizations for supplemental photos for their report.

Greater Metro Parks Foundation
The Greater Metro Parks Foundation focuses on remediating disinvestment of the Eastside. While the Foundation's work addresses an array of issues, including the neighborhood's lack of banks and grocery stores, their top priority is to develop a comprehensive, community-oriented program at the new Eastside Community Center. As Dave Lewis of Metro Parks Tacoma noted: "This is not your standard recreation center. This is a community center." In collaboration with Metro Parks Tacoma, Tacoma Public Schools, and the Boys & Girls Club of South Puget Sound, the Metro Parks Foundation seeks to ensure that the Eastside Community Center serves its community as a safe haven for children and families to gather and as a resource for community members to access services and develop skills.

Pierce Conservation District (PCD)
PCD, with its three-pronged mission to: 1) conserve natural resources tied to local economy and quality of life, 2) support the local food system, and 3) ensure a sustainable future, supports the City's efforts to create a Food Innovation District in East Tacoma. PCD supports the local food system in its work with community gardens and in its efforts to partner with eleven farmers markets in Pierce County. In addition to strengthening and supporting the Eastside Farmers Market, PCD empowers youth and other community members to act as environmental stewards and to involve themselves in a healthy, sustainable food system.

Puyallup Watershed Initiative
The Puyallup Watershed Initiative is a non-profit organization that focuses on core issues that affect local communities. They work in conjunction with other nonprofits, businesses, government agencies, and community members to address issues and topics related to transportation, agriculture, environmental education, forests, industrial storm water run-off, and a just and healthy food system. They identify the goals of a just and healthy food system as:
- Increasing equity
- Building skills, tools and resources to make food available to all people
- Connecting, engaging and supporting communities
- Revaluing food and agriculture

The Puyallup Watershed Initiative is composed of a diverse team of partners, all equipped with the skills, experience, and passion necessary to carry out the recommendations of this report.

Tacoma-Pierce County Health Department
The Tacoma-Pierce County Health Department is a vital and critical partner in this project. Their involvement stems directly from their vision statement, "Healthy People in Healthy Communities," and their mission statement, "We protect and improve the health of all people and places in Pierce County." The Health Department participated actively in the development and review of this report. They will play a very important role in implementation, as many of the recommendations will either require their engagement and approval or their partnership. The proposed activities all relate directly to the Health Department priorities: "People are healthy and safe here; people have equitable opportunities for health; and children, families and communities thrive."

Tacoma Public Libraries
Tacoma Public Libraries is an important community resource that can be invited to contribute to this project through its educational programs. For example, the Mottet branch, located in East Tacoma, could create a children's summer program focused on healthy eating or on the local food system. In addition, Tacoma Public Libraries can promote upcoming events and projects that require the input of residents.

Tacoma Public Schools
Tacoma Public Schools' existing infrastructure and its mission to educate youth can be leveraged to support and facilitate the active involvement of parents and children in an equitable, healthy food system. The schools can serve as a resource for students and parents to learn about healthy food options. Schools can demonstrate their commitment to their students' health by providing locally-sourced, nutritious meals.

University of Washington Tacoma
This class was offered jointly at the Seattle and Tacoma campuses, with five students from Seattle and four from Tacoma. UW Tacoma provided classroom space and supported the field work for the project. During the implementation phase, UW Tacoma has been nominated for direct engagement in several of the recommendations, and both students and faculty have a role to play in carrying out many of the others.

IMAGE QUALITY

Photos
- Include clean, unpixelated images.
- Be sure to check keys and legends for pixelation as well.

Illustrator Graphics
- Submit in Illustrator format (packaged).
- Include north arrow, graphic scale, and key/legend.

GIS Maps
- Save all GIS files.
- Export as high quality PDF or vector files.
    - For vector format
        > Export > save as type > Resolution (DPI)
- Do NOT export as compressed images.

Tips

- Obtain the largest file size available for images.
- Do not crop, edit, or otherwise alter your photos.
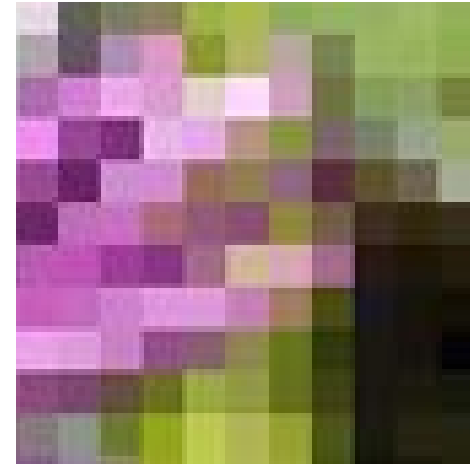
Left column: Example of high quality image
Right column: Example of low resolution/pixelated image
JOHN SMITH

LIVABLE
CITY YEAR

CHARTS AND GRAPHS

Data collected and formulated in Excel can be used to create charts and graphs.

Avoid screenshots of Excel charts.

Best practice: Submit charts as PDF files.

Tips
- Look at your images/charts at 100% zoom. Graphics that appear clear at 100% zoom will appear clear in the final, printed report.
- Saving charts/graphs
    > From Excel, Save as PDF
        > File > Export > Create Adobe PDF > use settings highlighted in red below
        ("Optimize For: Standard" or "Conversion Options: Actual Size")
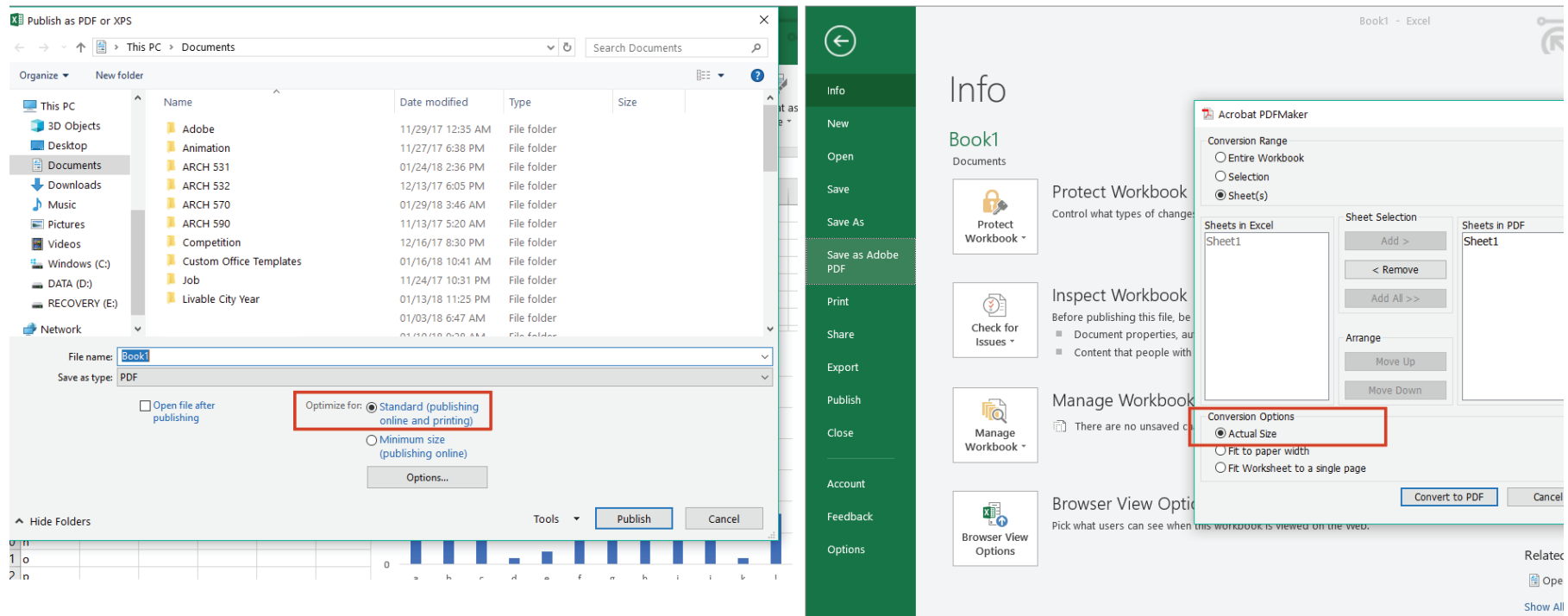
FINDING STOCK PHOTOS ONLINE

Images from Google

Step One: Filter for high quality images.
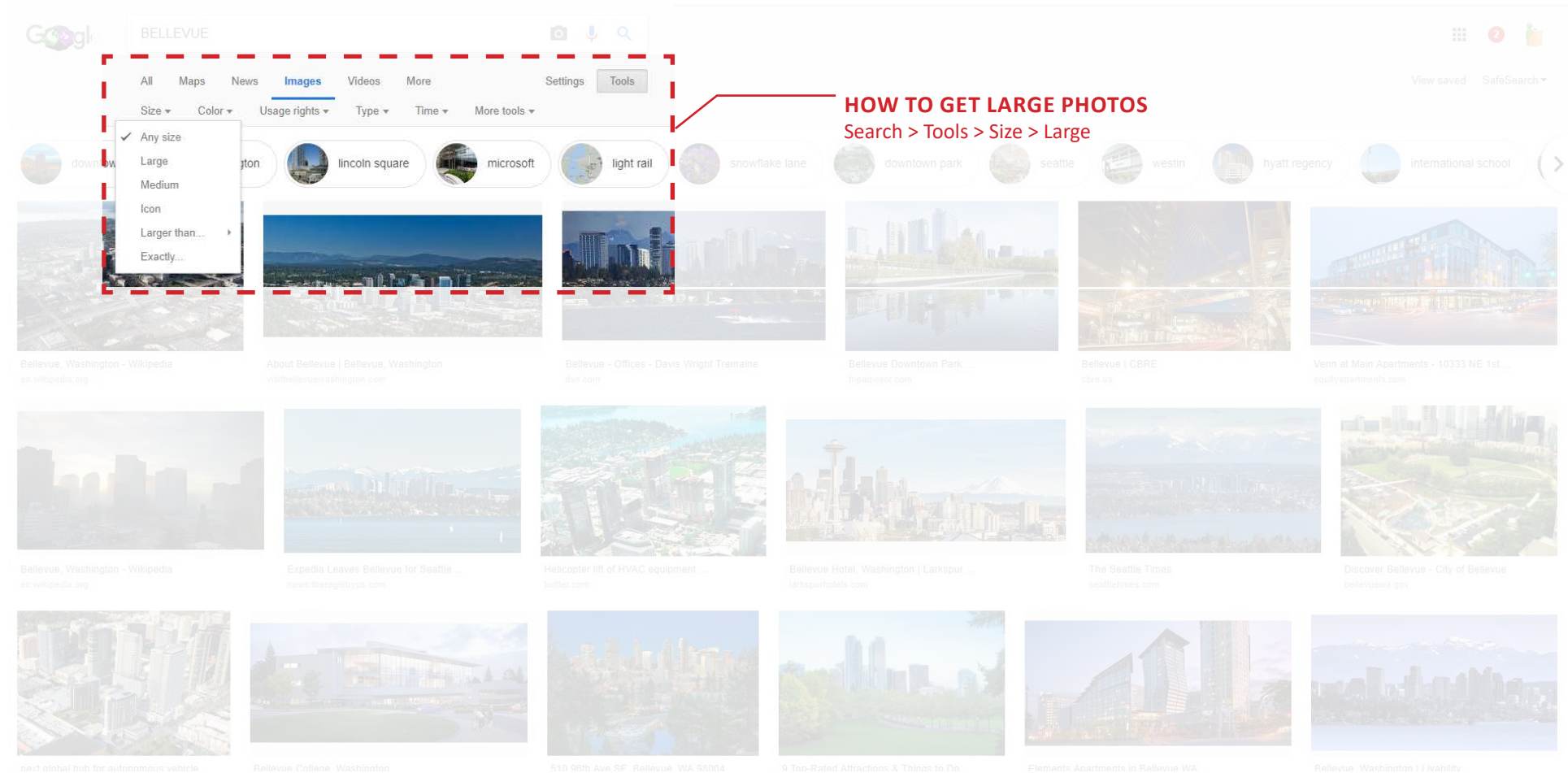- • Google Image Search > Tools > Size > Large
- • Note: When saving images, record photo source and author.

**HOW TO GET LARGE PHOTOS**
Search > Tools > Size > Large

IMAGE SOURCE ATTRIBUTION

Images from Google. Filter for images that can be used legally.

Step Two: Filter for legally usable images.
- Google Image Search > Tools > Usage Rights > Labeled for reuse
- This search will filter results for images that can be reused.
- Note: All graphics must be credited accurately. Google is not the author of images found on the web.

HOW TO GET LEGAL PHOTOS
Search > Tools > Usage Rights > Labeled for Reuse
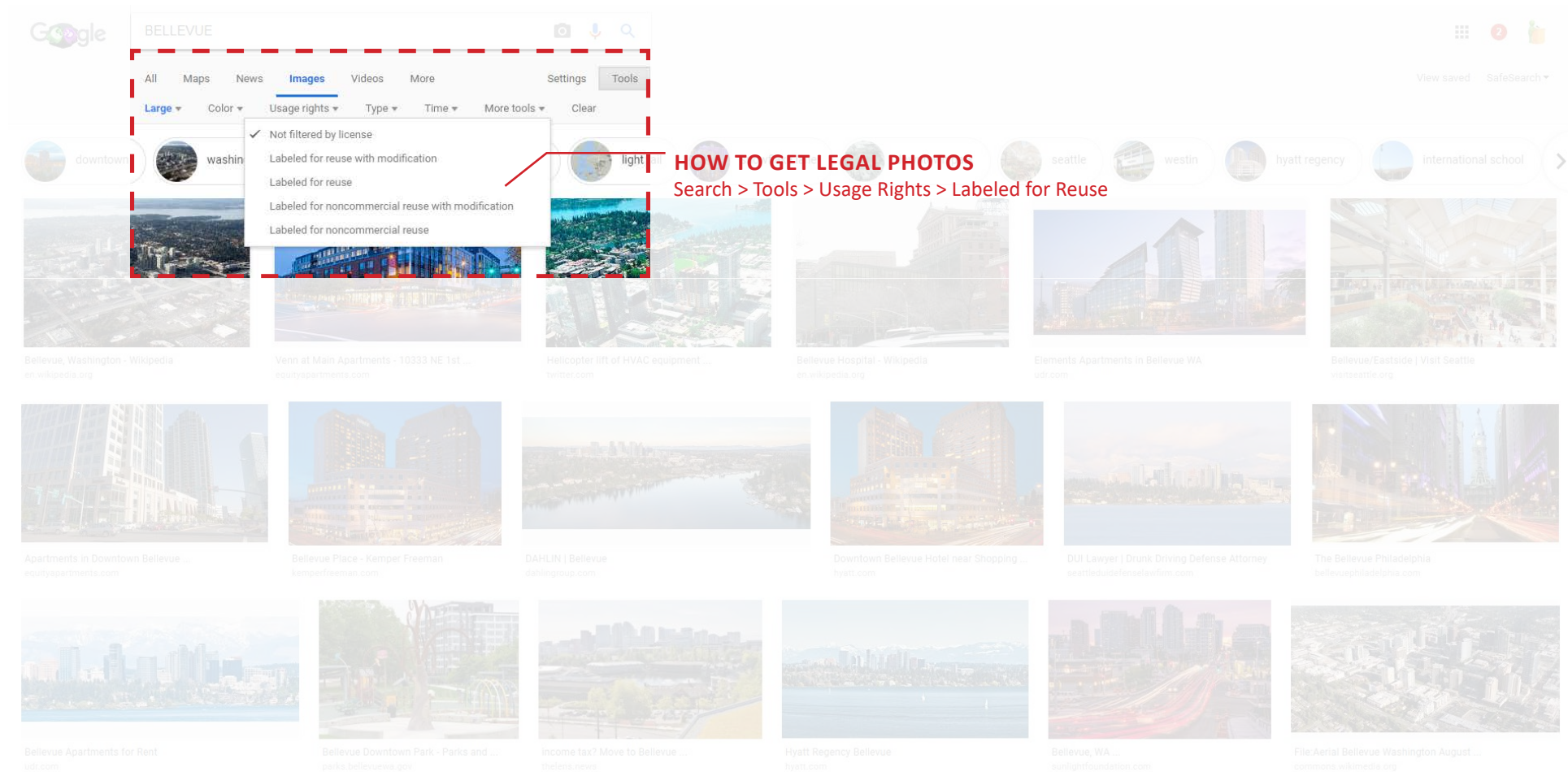
IMAGE SOURCE ATTRIBUTION

Images from Google

Step Three: Finding the source and author

- Credit the photo by following the link to the original source.
  (The information provided within the Google search is insufficient.)

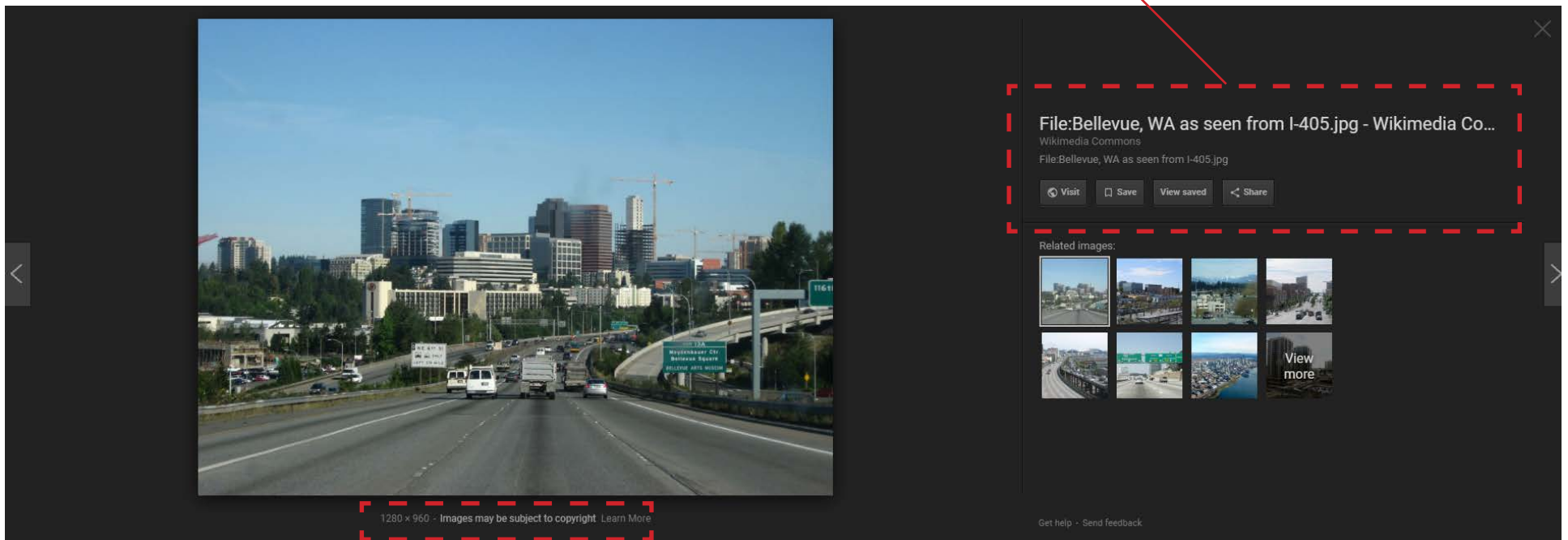Click here to find source information

File:Bellevue, WA as seen from I-405.jpg - Wikimedia Co...
Wikimedia Commons
File:Bellevue, WA as seen from I-405.jpg

Visit   Save   View saved   Share

Related images:

1280 × 960 - **Images may be subject to copyright** Learn More

Photo dimensions

IMAGE SOURCE ATTRIBUTION

Images from Wikimedia Commons
- Wikimedia Commons images are ALL fair game for reuse.
- Download largest file sizes possible.
- LCY must credit source/author.
  - Source information found under Summary > Record Author and Permission

Download largest file size available.

Credit author.

IMAGE SOURCE ATTRIBUTION

Images from Flickr

Step One: Filter for reuse and largest file size possible.

• Any License (drop down) > All Creative Commons

HOW TO GET LARGE PHOTOS
Advanced > Minimum Size > "L" (for large)

HOW TO GET LEGAL PHOTOS
Drop down arrow > All Creative Commons
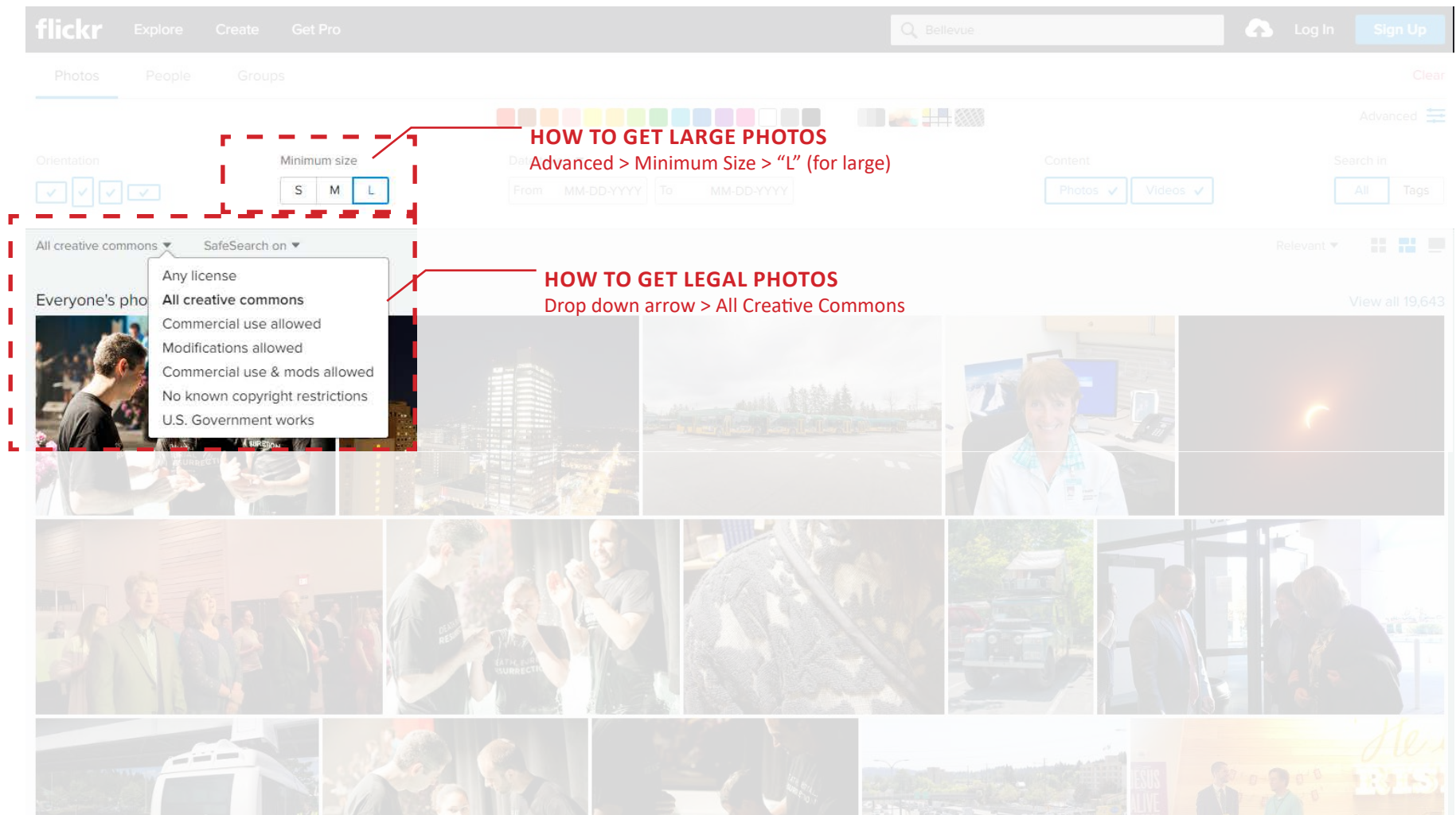
Images from Flickr

Step Two: Can I use this photo?

- If you forget to filter by creative commons license use, check the icons underneath the image.

Click here to double check if you can use the photo.

Remember to credit the author.

SOCIAL MEDIA IMAGES

Facebook, Twitter, Instagram

- Rule of thumb: Usage of images found on social media is allowed only with permission from the owner of the work. Unless a license attached to an image explicitly states it can be used, or an individual or organization grants you specific permission to draw from their social media content, these images cannot be used.

PHOTO CREDIT:
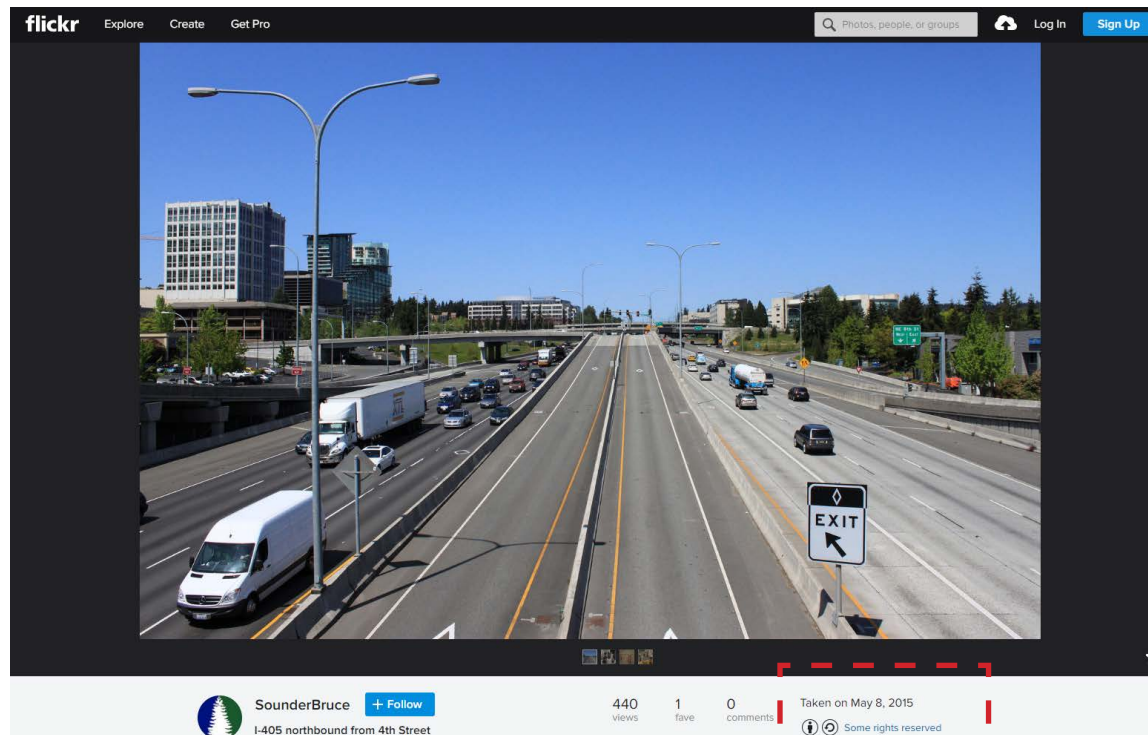City of Bellevue

Timeline Photos

City of Bellevue, Washington - Government
Like This Page · October 24 · 🌐

#Halloween on the Hill this weekend at the South #Bellevue Community Center! The family-friendly event will include a #pumpkin race, #carnival, zip scare, haunted movie and much more.
http://ow.ly/EBle30mluOV

👍 8   1 Share

👍 Like   💬 Comment   ↪ Share

Write a comment...

Download
Embed
Give feedback or report photo
Enter Fullscreen
Options   Send in Messenger

People You May Know   See All

Mason Crane
4 mutual friends
👤 Add Friend

👍 Like   💬 Comment   ↪ Share

Tip: To Save FB image
Options > Download

Do not right-click > Save (this will cause poor resolution.)

PHOTOS YOU TAKE YOURSELF

Options for transferring photos from phone to computer

- Email the photos to yourself.
- Upload to Google Drive.
- Use a USB cable.

Avoid
- Sending the image as a text message (this will compress the file and degrade the photo's quality.)
- Sending the image through social media platforms, i.e., SnapChat, Instagram (this will compress the file and degrade the photo's quality.)

LIVABLE
CITY YEAR

POSTER REQUIREMENTS

The final poster will consist of a short summary of your report. Poster components include:

- Introduction
- Methods/Areas of Focus
- Conclusion
- Photos/charts

These elements are derived and abbreviated from your report directly.

Posters will be exhibited at the Year-End Celebration where all LCY projects will be on display to the City of Bellevue.

Example of a final poster