

## Using Photos and Diagrams on the Web

### One Day Workshop

*Effective use of photos and diagrams on web pages can improve reader numbers and give much better communication, especially when the content is complex or technical. If you'd like to implement better, more user-friendly Web pages, this is the workshop for you.*

#### **OBJECTIVES**

Many Web pages are heavily text-based but if you want to communicate effectively with as many people as possible, the use of visuals is vital. In this workshop we show you how photographs, diagrams, graphs, maps and other illustrations can be integrated into your Web communication strategy. The approach will improve reader numbers and comprehension, especially if the content is complex.

#### **OVERVIEW**

##### **Participants will learn:**

- The different types of visuals and how to best integrate their use into web pages
- The explicit and implicit outcomes of using different designs and types of visuals
- Developing web-based diagrams to give best effectiveness
- The different uses of individual and combined visuals
- Visual dashboards for communication of key indicators
- How to simplify content without 'dumbing it down'

#### **WORKSHOP TIMETABLE**

The workshop is run over a single full day. The first session explores the different types of visuals – including photos, maps, diagrams and graphs – that can be used on web pages. We then look at the use of individual images, showing how they can be used to both promote reader understanding and also make the page more likely to be read. The next session examines how using multiple images can create an information-rich webpage that communicates without creating confusion or disinterest. After lunch we learn how to integrate text and visuals in web pages, and some of the other web ways large numbers of visuals can be communicated. Finally, we look at sourcing relevant and effective visuals and then participants apply the ideas covered in the day to their own websites.

Schedule	
9:00am	Welcome.
9.05am	<b>Different Types of Visuals</b> <ul style="list-style-type: none"> <li>- Photos</li> <li>- Maps</li> <li>- Graphs</li> <li>- Diagrams</li> <li>- Interactive visuals</li> </ul>
10.00am	<b>Uses for Individual Visuals</b> <ul style="list-style-type: none"> <li>- Branding</li> <li>- 'Eye candy', breaking-up text blocks</li> <li>- The different functions of captioned and uncaptioned visuals</li> <li>- The 'three layers' approach to using visuals</li> </ul>
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	<b>Using Multiple Visuals</b> <ul style="list-style-type: none"> <li>- Photos-and-captions narratives</li> <li>- Comic instructional art</li> <li>- Galleries</li> <li>- Dashboards</li> <li>- Message cohesion</li> </ul>
12.40am	<i>Lunch (45 minutes)</i>
1.50pm	<b>Integrating Text and Visuals on a Web Page</b> <ul style="list-style-type: none"> <li>- Gaining a positive reader response</li> <li>- Catering for different levels of understanding</li> <li>- Comprehensiveness</li> <li>- Visual clarity</li> <li>- Click-on to enlarge</li> <li>- Galleries</li> <li>- Working with different screen resolutions</li> </ul>
2.40pm	<b>Producing Visuals</b> <ul style="list-style-type: none"> <li>- Selecting the appropriate visual</li> <li>- Developing criteria for effective visual production</li> <li>- Sourcing visuals</li> </ul>
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	<b>Developing a Specific Website Strategy</b>

	Developing a strategy to implement increased effectiveness of visuals on your specific website
<b>4.15pm</b>	<ul style="list-style-type: none"><li>• <b>Summary</b></li></ul>
<b>4.30pm</b>	<i>Finish</i>

## LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

## TRAINER

Julian Edgar has over a decade of experience as a Web Editor and has worked in both commercial and Public Service roles. He also edited a national Australian print magazine, has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author.

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