Session 3

SPARK your creativity

Check in discussion



How was your experience of writing

your draft graphic panel?

Tips for editing

Give it space

Get another perspective

Check the hierarchy

Avoid complexity and long sentences

Do you need that conjunction?



Tips for editing



So what?

Being specific

Show don’t tell

Are you stating the obvious?

Engaging titles



A well-written title:

- Captures attention
- Provides a hook
- Breaks up content

Don’t get stuck! It may help to write content first and then the title

Consider using sub-titles to ‘chunk’ content

Engaging titles

ACTIVITY

Reflect on your panel and the title you have chosen.

Try to write as many alternative titles as possible for the panel in 3 minutes

What do you notice?

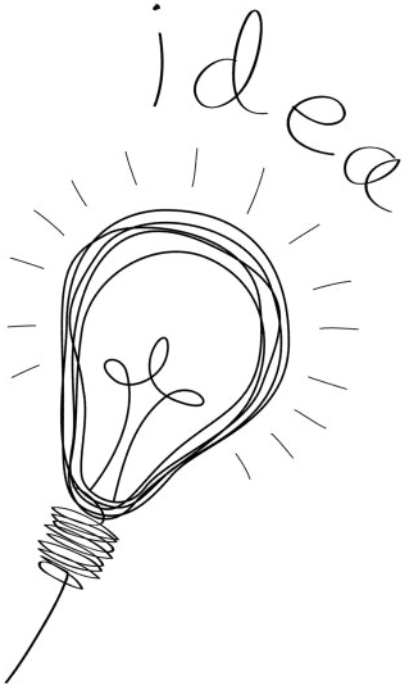


Technical jargon

Avoid assumption of audience knowledge

Consider:

- A simpler / more common term
- Comparisons to something in everyday life
- Use of metaphor
- Photo or illustration



Technical jargon

ACTIVITY

Review your panel:

- Are there any technical words or jargon?
- What could you do instead?

Make a note of your ideas for improving your panel by addressing the jargon

Time for a break!



Active and passive

Active = the subject of the sentence performs the action

The teacher always answers the students' questions.

Passive = the subject of the sentence is being acted on, the ‘doer’ becomes the ‘agent’

The students' questions are always answered by the teacher.

Passive sentences generally take up more words

Active and passive

To write in an active voice:

- Put the subject first. It makes it clearer who is performing the action
- Avoid the passive verb ‘to be’
- Swap *‘-ing’* for *‘-ed’*
- Avoid adverbs – use a stronger verb



Active or passive?



1. *Thousands of tourists visit the Grand Canyon every year.*
2. *Two dozen cookies will be baked by Susan for the bake sale.*
3. *All the reservations are being made by the wedding planner.*
4. *The saltwater corroded the metal beams.*
5. *Every night, the office is vacuumed and dusted by the cleaning crew.*

Break out

Peer review editing exercise



Share your draft panels

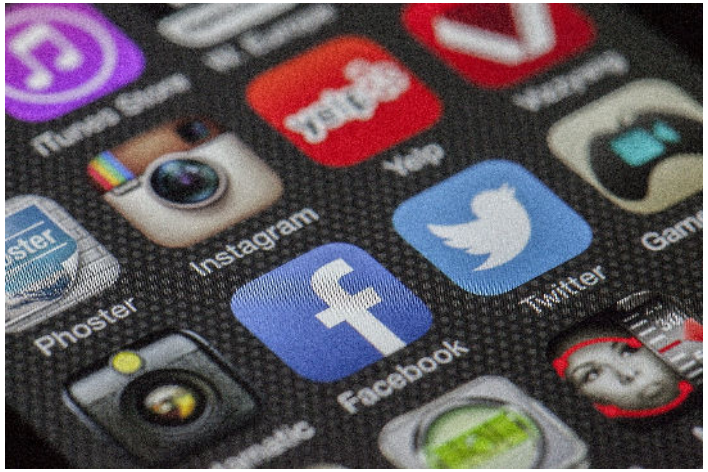
Provide constructive criticism in turn:

- What works well?
- What could be done differently?
- Who will the panel work well for?

Think about the editing tips and how you can apply these

Take notes to inform your editing

Social media and graphic panels



Attention span isn't shorter

BUT there is more

competition for that attention

Technology changes our behavior:

- expect immediate access
- expect access will be frictionless
- expect convenience of location

Social media and audiences

Can we tell one story to meet all needs?

Consider how Buzzfeed reaches audiences:

- Different versions for each audience
- Use of images and titles to capture attention
- Uses analytics to find out which gets most traction
- Links to other content



Solutions for graphic panels?

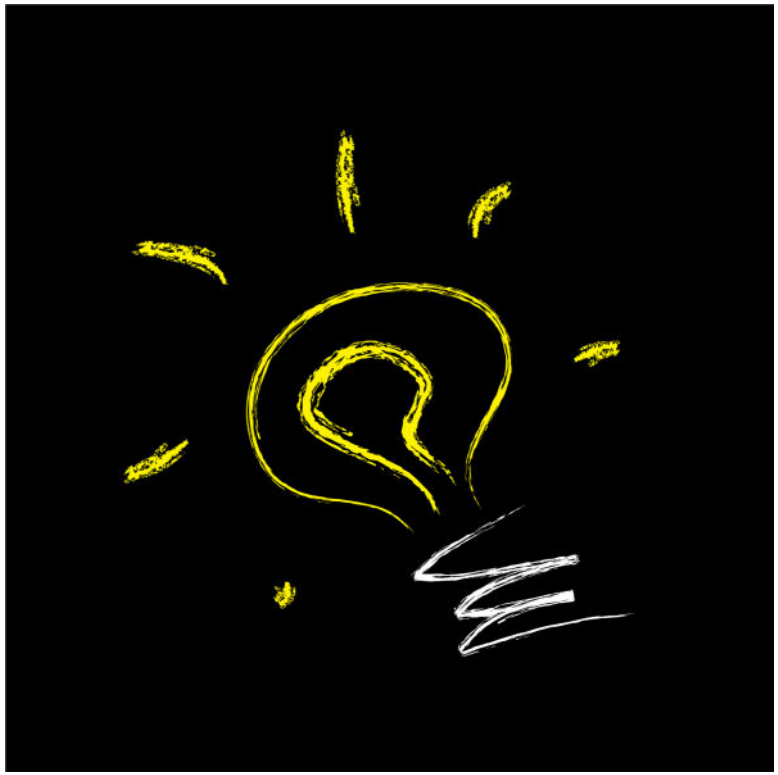
Consider the competition

Capture attention – strong images,

provoking and engaging titles

Chunking copy

Headings help scanning content



Solutions for graphic panels?

How can storytelling through graphics be more audience responsive?



Ask them!

Pilot exhibitions

On site focus groups

Digital mock-ups

Social media consultations

How do you set out a graphic script?

Consider who needs to read it:

- Colleagues
- Decision makers
- Graphic designers



Organise the content:

- Graphic panel numbers
- Word count at end of each panel
- Image recommendations?
- Guidance for readers
- Version control
- Managing feedback

Working with graphic designers?

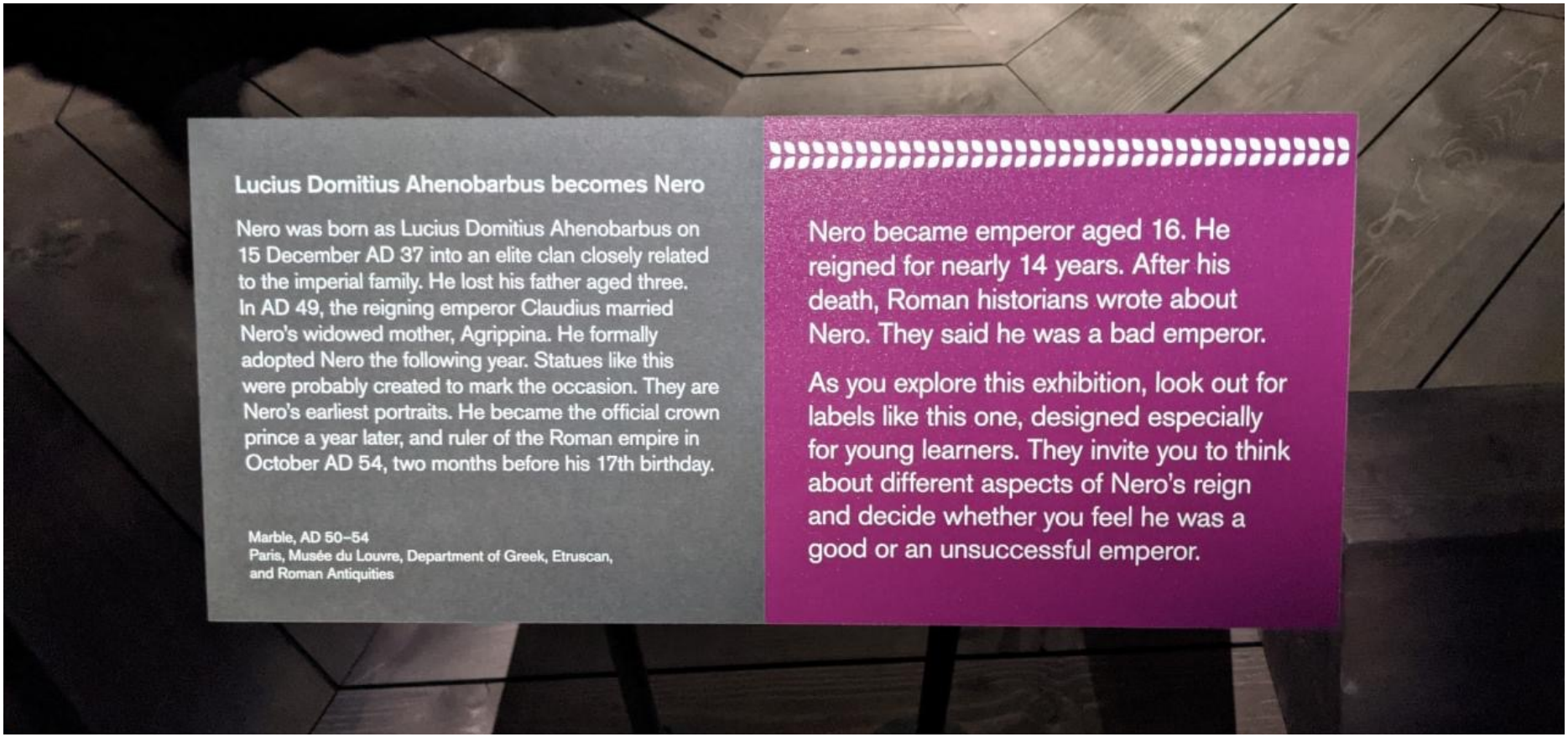
Some tips:

- Involve them in the process
- Tell them the story (verbal, visual)
- Organise the content by graphic number
- Layout text to illustrate hierarchy and priorities
- Provide sample text
- Review artwork – column width, orphans and widows etc

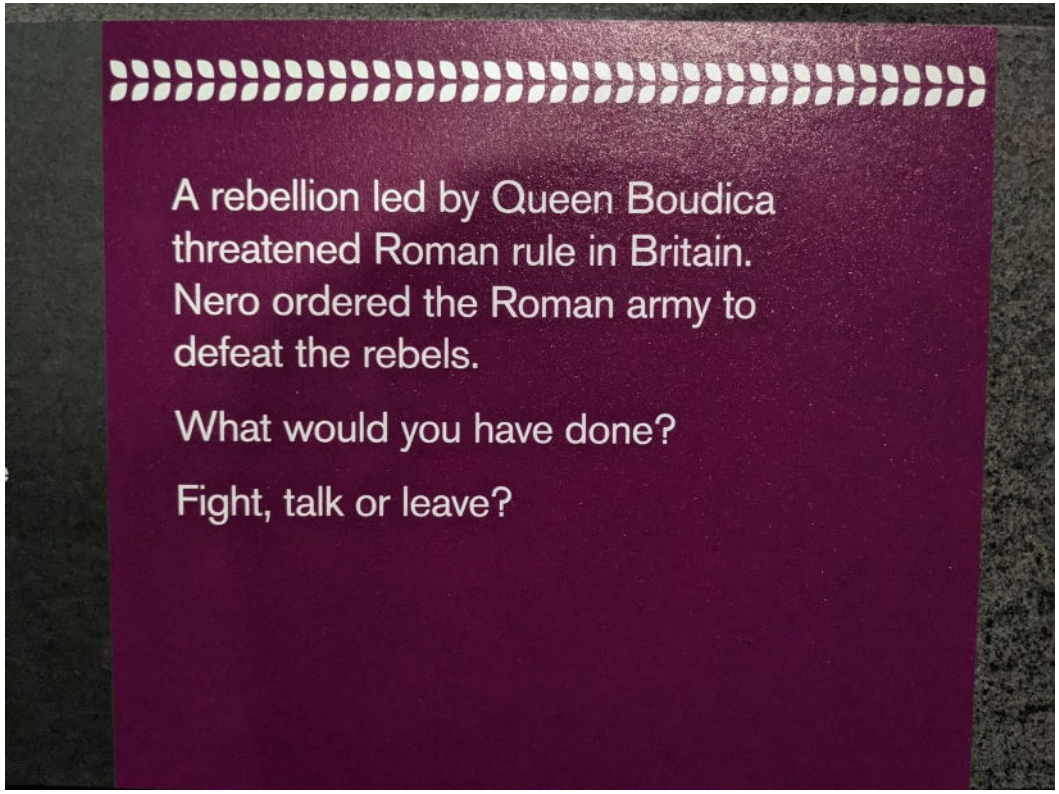
Be aware they may look at the panel for its visual impact, not necessarily the content

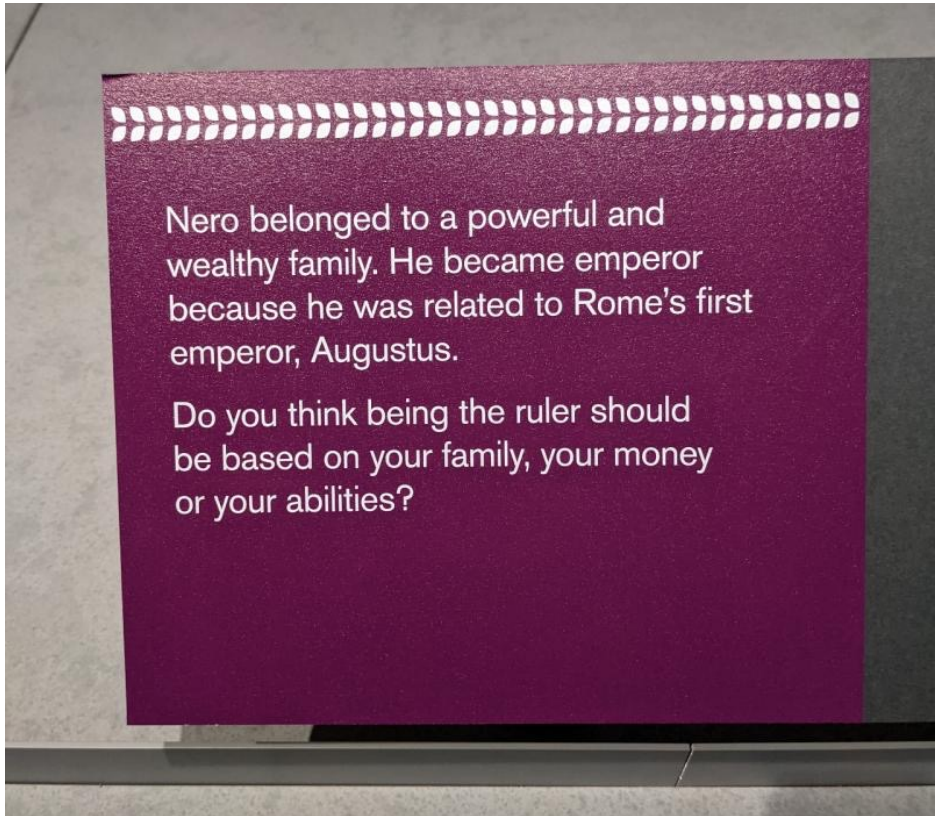


Writing for young people



Writing for young people





Writing for young people

- Are graphics the right medium?
- What are the alternatives for this audience?
- Ask them – consultation or collaboration
- Consider design / format

Alternatives to traditional panels:

- Graphic novel
- Zine https://blog.flipsnack.com/what-is-a-zine/



Any Questions?



Before the next webinar



Things you should do:

- ❑ Review your panel and edit it bearing in mind the editing exercises
- ❑ Submit it for feedback (if you wish)