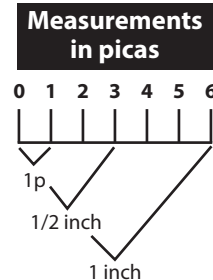


Alternative Story Form Basics by Brian Hayes

Measurement Units

Most professional magazine and newspapers use picas as their preferred unit of measurement. *Why picas?* Because research shows that one pica of space is the most effective in helping people visually separate items on a printed page. Typically, the amount of space that you see between columns of text in a newspaper or magazine is one pica. When creating graphics (such as pie charts, bar charts, etc.), it is okay to have less than a pica of space within the context of the graphic itself. The adjacent illustrations demonstrate measurement guidelines.



Equivalencies
12 points = 1 pica
6 picas = 1 inch
1 inch = 72 points

Serif vs. Sans Serif: Choose your type wisely

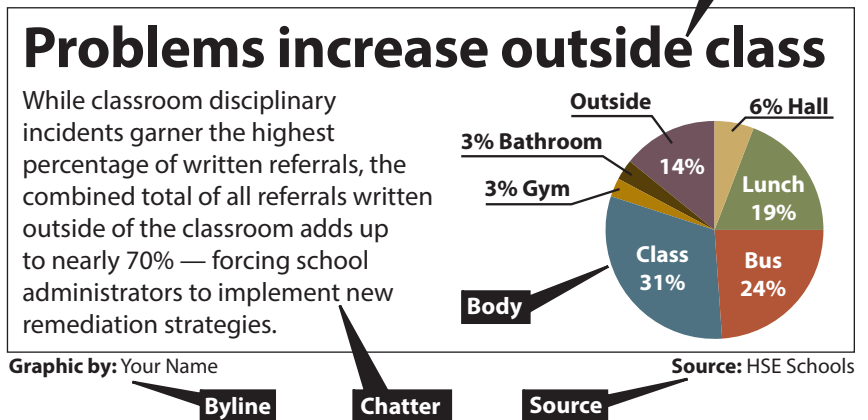
- Serif type: type with feet and flags -- e.g. Times
- Research has shown serif type is easier to read because the serifs create an invisible baseline that guide the reader's eye (which is why many publications use serif typefaces for story body copy)
- Sans serif type: type without feet and flags -- e.g. Helvetica
- Sans serif type works best for alternative story forms because they contrast traditional serif body copy

Essential Components

Every Alt is different. While some Alts may need all essential components, others will not. It just depends on the type of Alt you make and the style your publication has adopted.

- **Headline:** Piques reader interest
- **Chatter:** Explains what the data means -- identifies trends and calls out differences
- **Body:** The main content
- **Byline:** Who created the graphic?
- **Source:** Where did the information (data) come from?

Basic Pie chart example:



Why and when should you use Alts?

- When the answers are visual — sometimes it's better to show how something works rather than tell about it
- They simplify complicated information adding depth and context to the story
- When a comparison is needed

Bar chart, pie chart or fever chart?

- Pie charts use circles to represent a whole
- Pie charts MUST show percentages and should ALWAYS equal 100%
- Pie charts should have 2-7 wedges for optimum readability
- Bar charts use rectangles to compare whole amounts
- Vertical bar charts use time as a base; X = Time
- Horizontal bar charts compare amounts when time isn't a factor
- Each bar chart should have its total displayed for understanding
- Fever charts demonstrate a trend over a period of time
- Fever charts X and Y coordinates must remain constant
- Each X and Y axis in a fever chart should be labeled
- Fever chart data is plotted consistently in logical intervals
- Display beginning and ending totals in a fever chart

Edit tight!

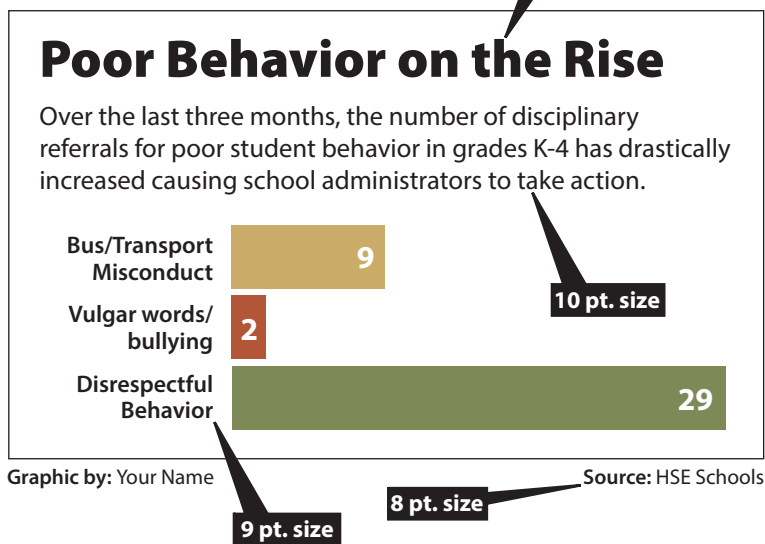
- Use complete data
- Add numbers; identify missing numbers or variables
- Calculate percentages correctly
- Write in complete sentences or fragments, not both within the same graphic -- it's confusing to the reader

Alt Story Form Basics *(continued)*

Type Sizing within an Alternative Story Form

- **Type:** Sans-serif typefaces are generally used for charts and graphics because they add contrast, e.g. Helvetica, Arial, Myriad Pro, etc.
- **Headlines:** Generally 16-24 pt. size — can vary depending on size and dominance of graphic
- **Chatter:** Generally 10 pt. — but can increase or decrease a little depending on Alt form, font, style and scope
- **Body:** Generally 9 pt. — but can increase or decrease a little depending on Alt form, font, style and scope
- **Source and Byline:** Generally about 8 pt. — but can be smaller depending on publication style decisions

Bar Chart example:



Basic Table example:

Unbreakable Records

HSE has had its fair share of athletic success in recent years. Some school records, however, are seemingly unbreakable. Here are the five longest-standing athletic records across all sports.

NAME	SPORT	YEAR	RECORD
1. Tammy Scott	Long Jump	1971	19'2"
2. Molly Thomas	Softball	1973	72 RBI's
3. Fred May	Basketball	1985	2,066 points
4. Alex Jones	Pole Vault	1988	13'9"
5. Sally Freeman	Basketball	1990	1,702 points

Graphic by: Your Name

Source: HSE Schools

Timelines — A chronological list of events highlighting important information or events related to the topic.

Fact/Bio Boxes — Nuggets of information that gives readers quick bits of information about the person or topic — e.g. who, what, when, why and how.

Q&A's — A way to ask and answer questions in a concise and visually compelling way. Dependent on the interviewee's verbatim dialogue.

Infographics — A multi-layer graphic that includes several graphic elements (illustrations, charts, diagrams, etc.) to present complex information in a clear and understandable manner.

Charts — Makes comparisons in an easy-to-understand way.

Maps — Plots locations and events on a map that are crucial to understanding the story.

Quote Collections — A diverse compilation of quotes adding perspective and insight about a topic.

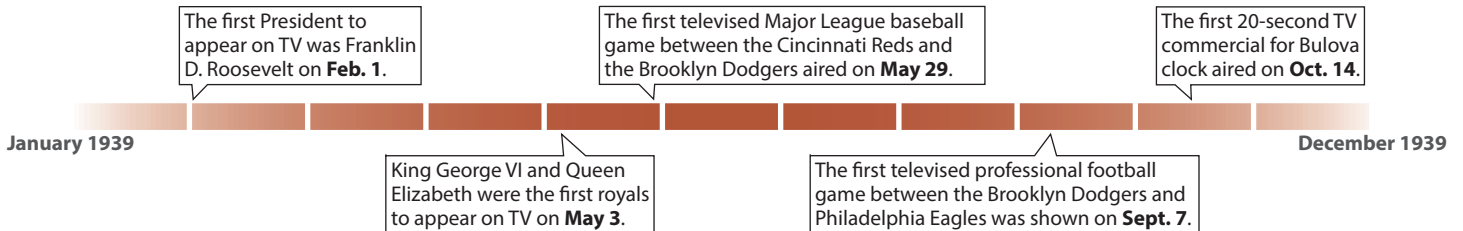
Diagrams — Provides a visual guide that explains a process or shows how something works.

Tables — Shows comparison data divided into easy-to-read columns and rows.

Timeline example:

Look Who's Talkin': TV Firsts in the United States

Television started on both sides of the Atlantic in the 1930's. Here's a look at some of the significant television firsts in U.S. History.



Graphic by: Your Name

Source: Broadcasters Assoc. of America

Fact Box example:

UNITED STATES TV FIRSTS

Television started on both sides of the Atlantic in the 1930's. Here's a look at some of the significant television firsts in U.S. history.

1

The first President to appear on TV

Franklin D. Roosevelt was seen opening the World's Fair, New York, on April 30, 1939.

2

The first king and queen televised in the U.S.

King George VI and Queen Elizabeth were shown visiting the World's Fair on June, 10, 1939.

3

The first televised Major League baseball game

The game between the Cincinnati Reds and the Brooklyn Dodgers at Ebbets Field, Brooklyn, New York, was broadcast on August 26, 1939.

4

The first televised professional football game

The Brooklyn Dodgers vs. Philadelphia Eagles game at Ebbets Field was shown on October 22, 1939.

5

The first TV commercial

A 20-second commercial for a Bulova clock was broadcast by WNBT New York on July 1, 1941.

Graphic by: Your Name

Source: Broadcasters Assoc. of America

Quote Collection example:

IN YOUR WORDS

The presidential election is heating up, and it appears this presidential race will come down to Hillary Clinton vs. Donald Trump. Who do you think is most fit to hold the highest office in the U.S.?



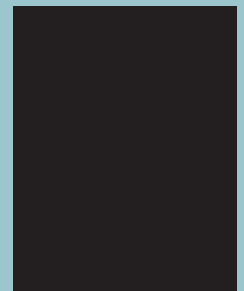
William Shroeder
Social Studies

“Ictotas re nos ducid esseque com-nimpore pa prerepeles acepersperum quos eritat qui temporia doluptatem inum am commis maio quat, eos qui aut liqui blabo.”



Stephen Smithe
Senior

“Ictotas re nos ducid esseque com-nimpore pa prerepeles acepersperum quos eritat qui temporia doluptatem inum am commis maio quat, eos qui aut liqui blabo.”



Kristina Potter
Junior

“Ictotas re nos ducid esseque com-nimpore pa prerepeles acepersperum quos eritat qui temporia doluptatem inum am commis maio quat, eos qui aut liqui blabo.”

Graphic by: Your Name

Source: Broadcasters Assoc. of America