

Helping Touchstones to Communicate with Customers and Funders

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GDES307-02 Design for Understanding

Instructor: Phil Holcombe

GOALS

Type of Design: Infographics

Target

Prospective funders/philanthropists and foundations supporting work in education,
Prospective customers

Problem

Touchstones is sometimes asked for information by people who find it hard to listen or who don't want to read much.

Want

Such pieces need to carry our brand colors and brand elements while relaying data points or instructional benefits.

RESOURCES

Brand Assets

Identity Color



They want to use brand color #385e78 for the infographic.



They also want to use the color #8dc73e for the infographic.

Logo



Data Sources

Graph

Touchstones wants to show how skills acquired through Touchstones connect to Social and Emotional Learning as they develop and grow up.



Pie Graph

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Flower Graph

FIGURE OUT PROBLEMS

Understanding the Client

Touchstones is a discussion based programs.They train teacher and give tool to develop students' Social Emotional skills and cognitive abilites.

Target of Client

Elementary, middle, high school and college students and their teacher

Chart(Relationship between  and Touchstones)

	Social Awareness	Relationship Skills	Decision Making	Self Management	Self Awareness
Leadership			○	○	○
Reflective Thinking		○		○	○
Analytical or Close Reading		○		○	○
Confidence & Efficacy	○	○			○
Active Listening	○		○	○	
Speaking			○		
Cooperative Learning	○				

Understanding the Data Sources

Before we started to design a infographic, we made a chart to see the relationship between skills acquired through Touchstones and SEL(Social and Emotional Learning) easily.

Chart(Relationship between  and Touchstones)

	Play	Social Development	Emotional Development	Motivation and Praise	Positeve Separations	Ewsilience	Making Decisions	Managing Behaviour	Resolving Conflict	Anger
Leadership	○	○				○		○	○	
Reflective Thinking			○							
Analytical or Close Reading			○						○	○
Confidence & Efficacy				○	○					
Active Listening							○			
Speaking							○			
Cooperative Learning		○					○		○	○

Understanding the Teaching of Touchstones

Students in Touchstones Gain these Specific Skills

Cooperative Learning

- Cooperate with all students
- Interact appropriately
- Express relevant ideas
- Value diverse contributions
- Appreciate others strengths
- Ask questions to clarify understanding
- Analyze group effectiveness
- Set goals for improved discussions
- Solve problems collaboratively

Speaking

- Gain confidence in speaking publicly
- Formulate and express ideas with support
- Utilize specific forms of language for appropriate purposes

Active Listening

- Focus attention on speaker
- Listen respectfully
- Respond to speaker
- Ask questions for clarity
- Identify preconceptions that inhibit listening
- Recognize one's own habits of mind

Confidence & Efficacy

- Understand and utilize discussion evaluation
- Approach new situations confidently
- Reflect on viewpoint of self and others
- Be willing to change ideas and opinions
- Form and articulate ideas clearly
- Speak to all members of a group
- Recognize and address strengths and weaknesses

Analytical or "Close" Reading

- Relate text to personal experience
- Expand vocabulary using context
- Use questioning strategies to understand text

Analytical or "Close" Reading (cont.)

- Clarify understanding through discussion
- Analyze author's point of view
- Consider and compare alternative perspectives
- Support opinion with textual references and evidence
- Identify main ideas and themes in text and discussion
- Recognize and evaluate patterns in texts of varied types and complexity

Reflective Thinking

- Connect text to experience
- Generate ideas through reading and discussion
- Formulate new ideas with acquired knowledge
- Support opinions with evidence
- Explore various perspectives
- Recognize and question assumptions
- Relate discussions to real-world issues
- Use open-ended questions to explore ideas
- Draw valid inferences and conclusions
- Integrate and apply knowledge across varied disciplines
- Understand that one's thinking changes over time
- Admit a change of perspective and cite reasons

Leadership

- Assume responsibility for one's own learning
- Learn to teach others and to learn from others
- Recognize different modes of leadership and apply them as appropriate
- Apply experience and life-skills in leadership tasks

DESIGN ELEMENTS DECISION

Font

We selected two fonts used on touchstones.org, Roboto and Georgia.

Roboto (Roboto, and Roboto condensed)

Roboto was created by Google is open-font. It has condensed style, so it can cover a title that have long length.

For these reasons, Roboto fit to use for title.

Georgia

Georgia was created by Matthew Carter. It is a serif font that is visually distinct from Roboto.

Color Scheme



There are seven skills acquired through Touchstones. Therefore we needed seven colors to distinguish between each skill.



The client want to use the color scheme that give similar feeling with Touchstones's identity colors.

FIRST MEETING

With Sean Hutzell

Infographic is primary objective.

Received an explanation about Touchstones and project resources.

The explanation we got was purpose of Touchstones program, resource graph, workbook, presentation and other resources we got.

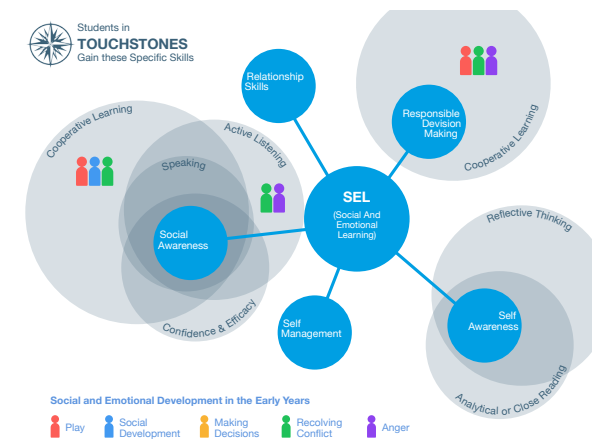
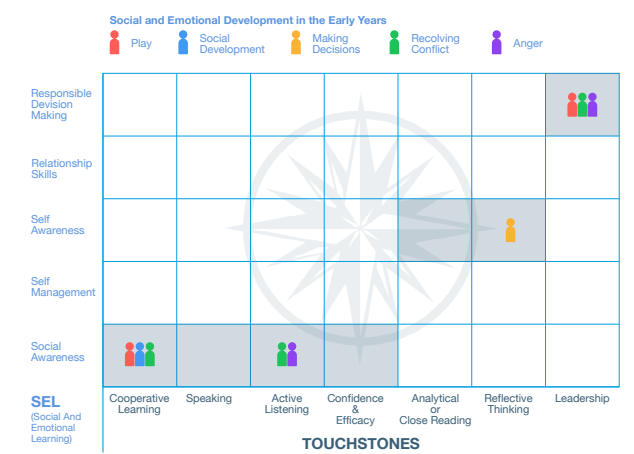
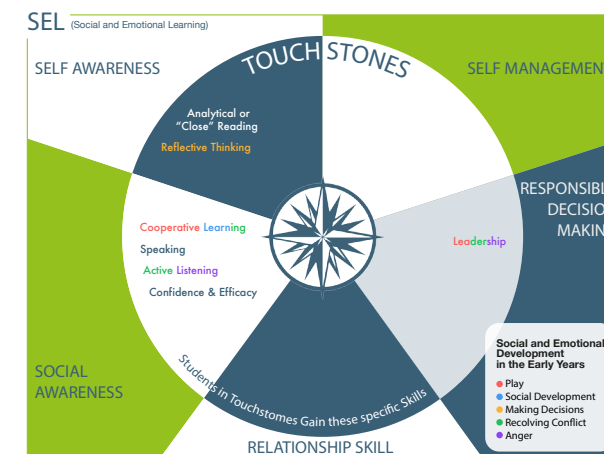
Discussed the purpose of the infographic.

The client talked about the target audience of our work and the problems of the original work.

DIVERSE APPROACHES

First Draft

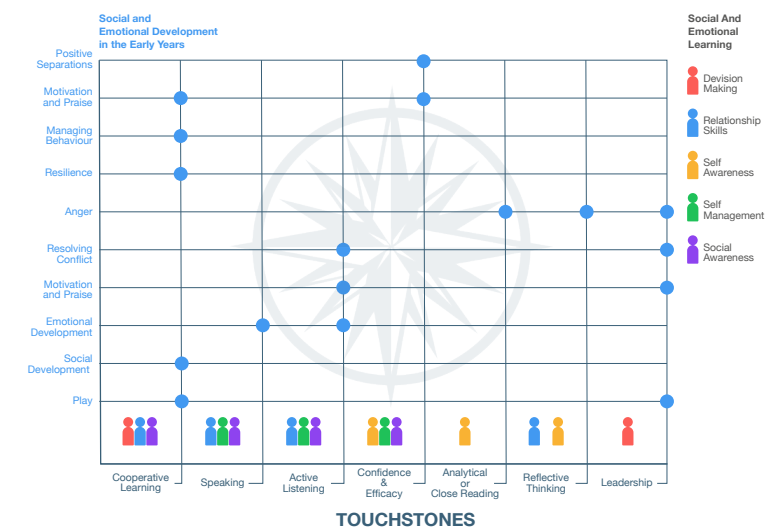
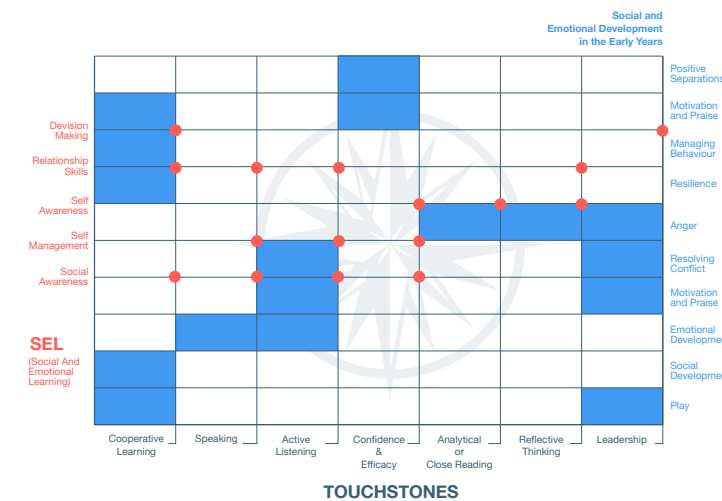
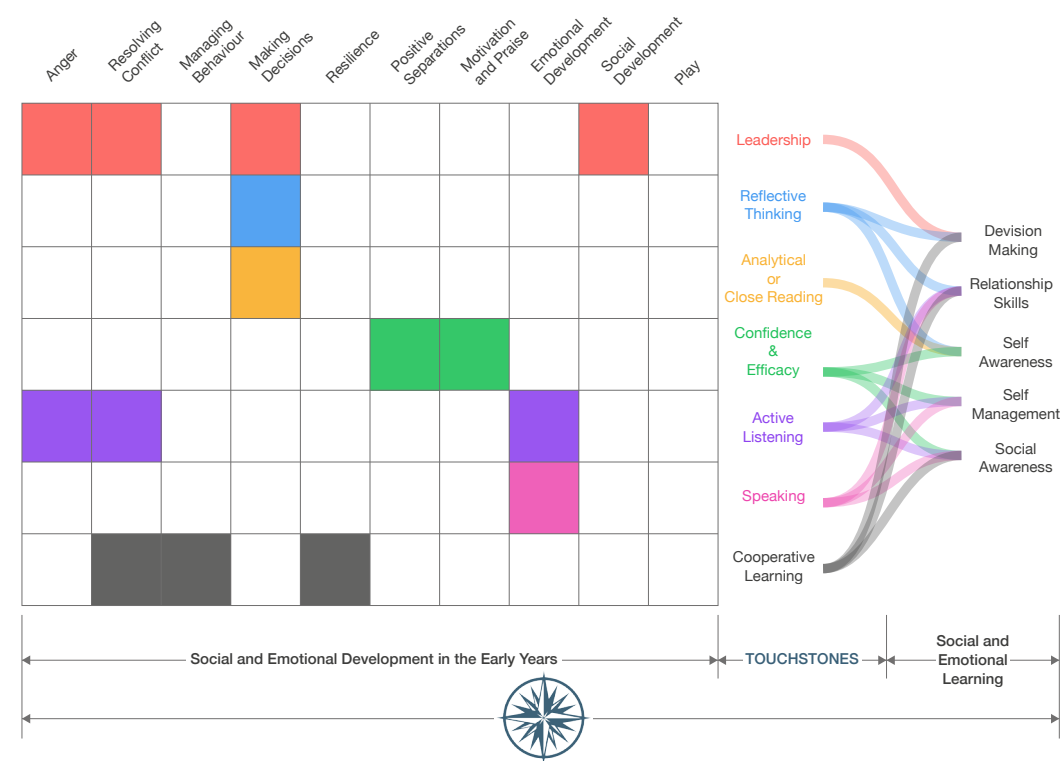
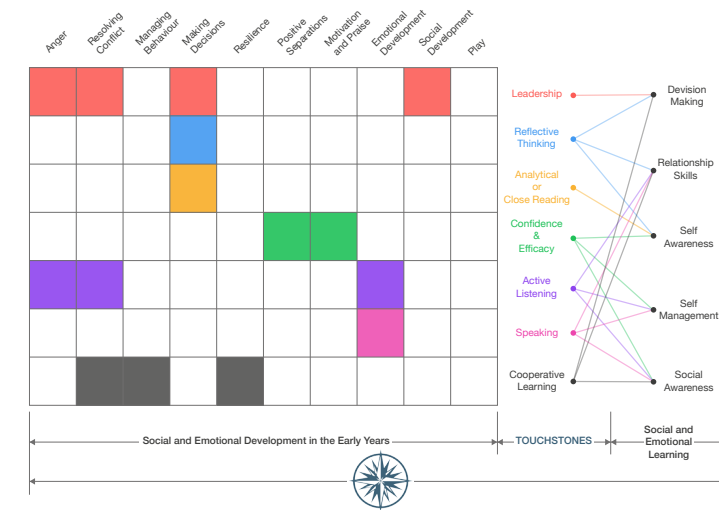
We tried to make many different kinds of graph. The empty space on the second graph might give feeling there is not a strong relationship between Touchstones and SEL and the third one is not easily readable.



DIVERSE APPROACHES

Second Draft

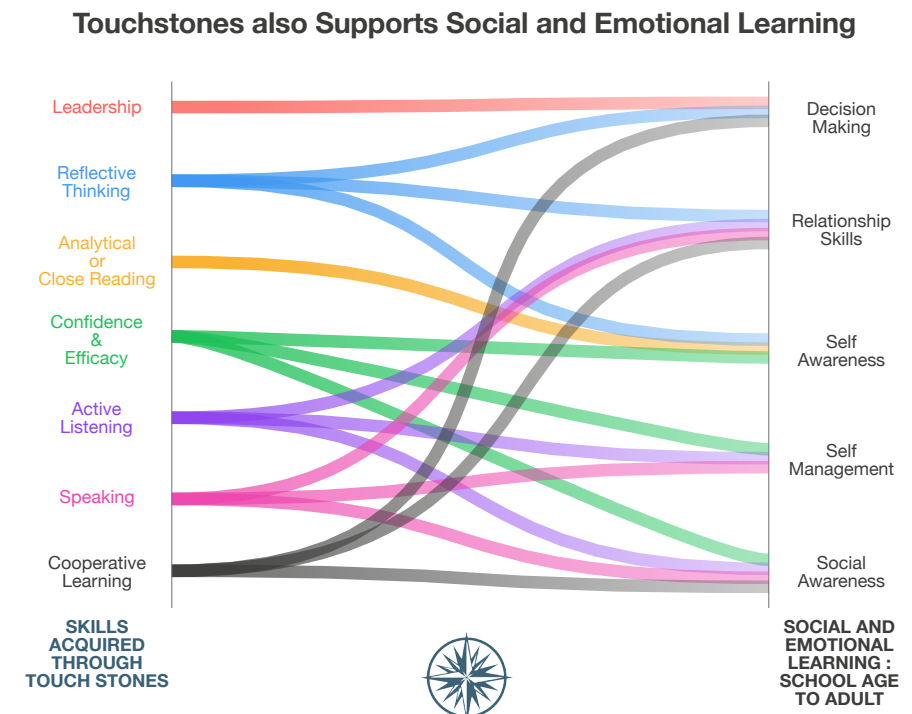
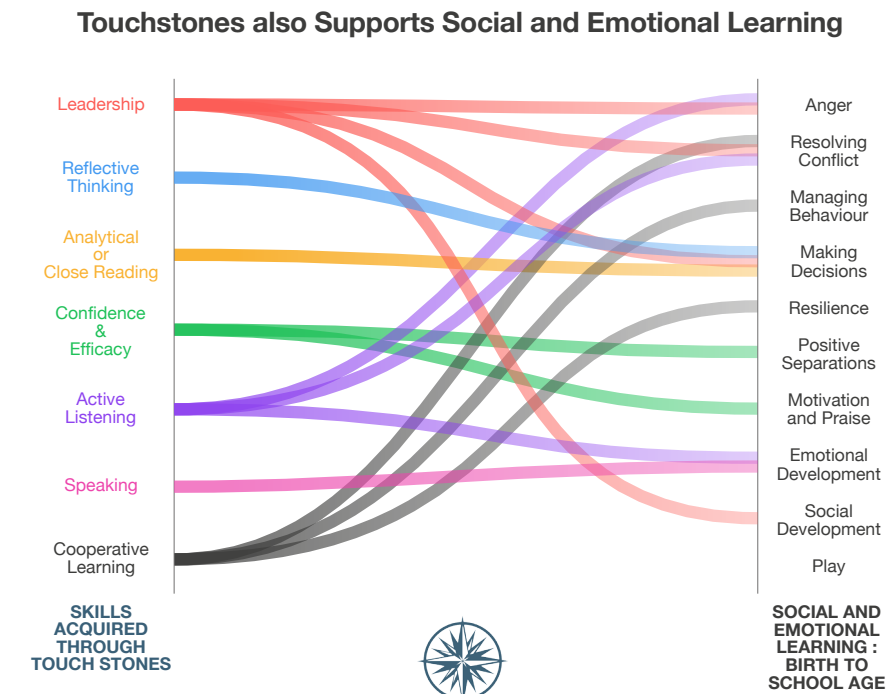
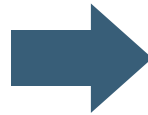
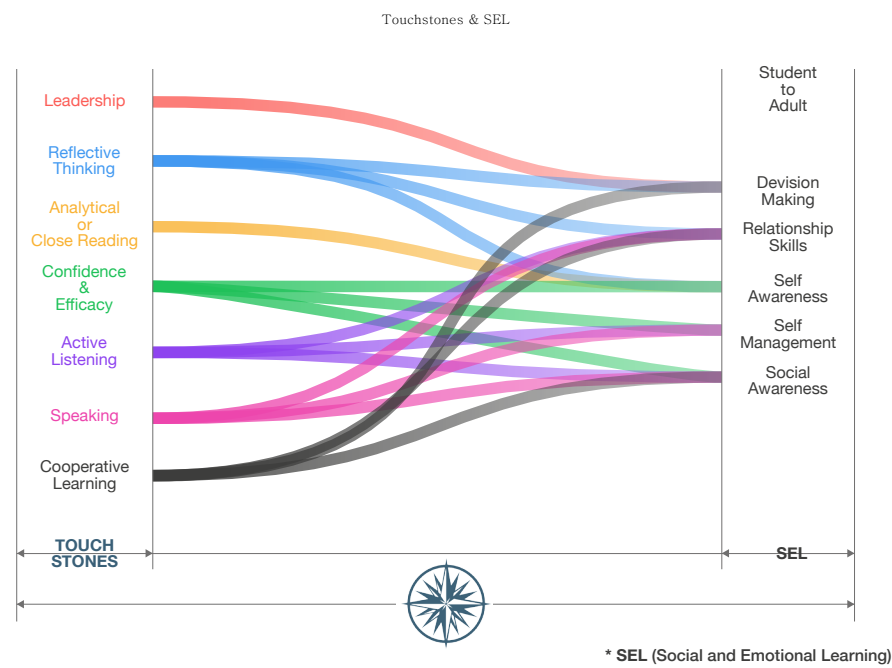
The first and second graph show relationship between each data source and value of Touchstones separately. In the third and fourth graph, many empty spaces are covered visually, but it is not easily readable.



DIVERSE APPROACHES

Third Draft

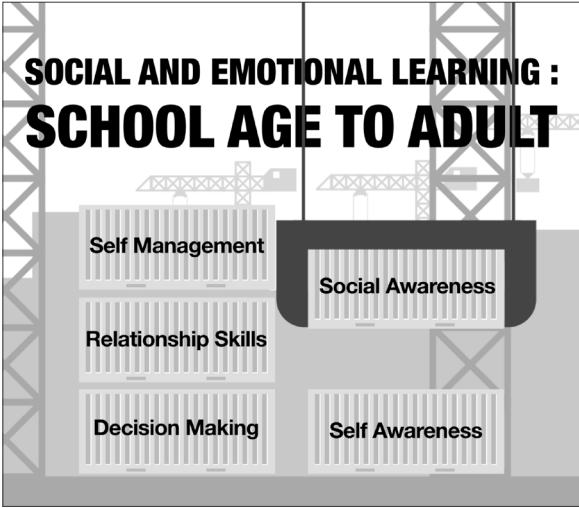
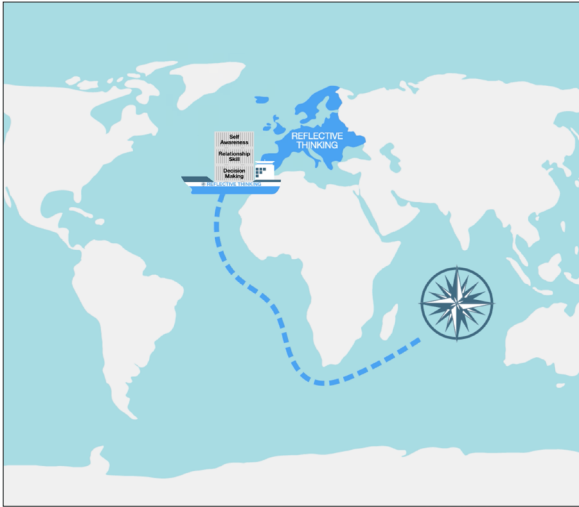
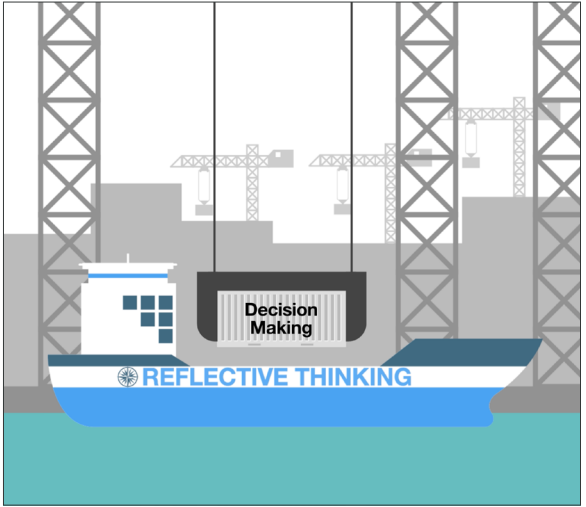
We pulled out to two to make easier to read and catch the feeling of the strong relationship between SEL and Touchstones.



We made naming more clear, and the clear naming makes the graph easier to understand.

DIVERSE APPROACHES

Fourth Draft (Animation Version)



The compass logo reminded me of a sailing map, so it was used as a metaphor.

It might give more interest and also might be used for more purposes. The second scene, world map, might show each continent having relationship with each value of Touchstones. The concept is reminiscent of a trading company.

SECOND MEETING

With Sean Hutzell

The client preferred giving feeling of strong relationship with SEL.

The client preferred to give a strong feeling of relationship to the viewer.

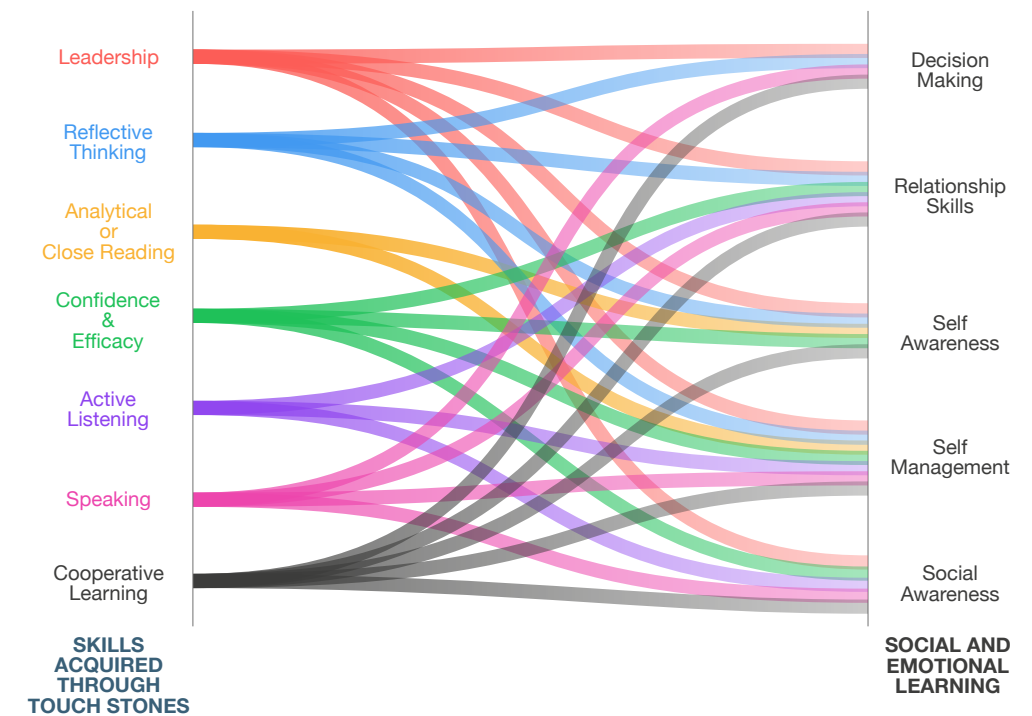
More controllable video was needed.

The client wanted an animation version for their presentation. Our team needed to figure out the way each part of animation is shown, when the presenter hit the button of remote control, or click.

DIVERSE APPROACHES

Fifth Draft

Touchstones also Supports Social and Emotional Learning



Sean want to connected more between value of Touchstones and the value of Social and Emotional Learning. It looks like a strong relationship.

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Fifth Draft (Animation Version)

TOUCHSTONES ALSO SUPPORTS SOCIAL AND EMOTIONAL LEARNING

Skills acquired through TOUCHSTONES

Leadership

Reflective Thinking

Analytical or Close Reading

TOUCHSTONES

Leadership

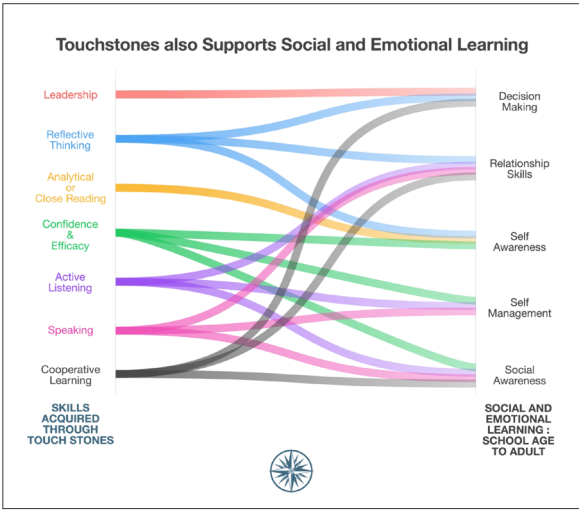
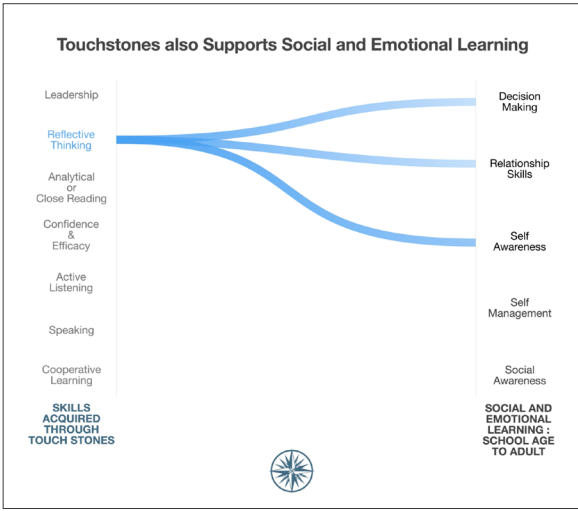
Reflective Thinking

Analytical or Close Reading

Confidence & Efficacy

Active Listening

Speaking

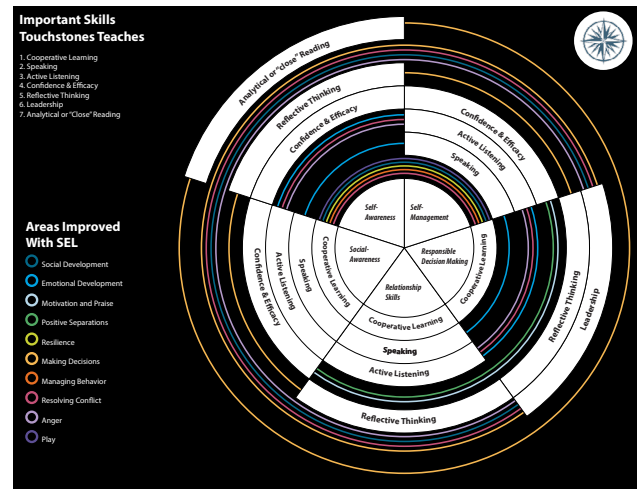


The client preferred the animated version to the static graph. They also needed controllable animation for use in a powerpoint presentation.

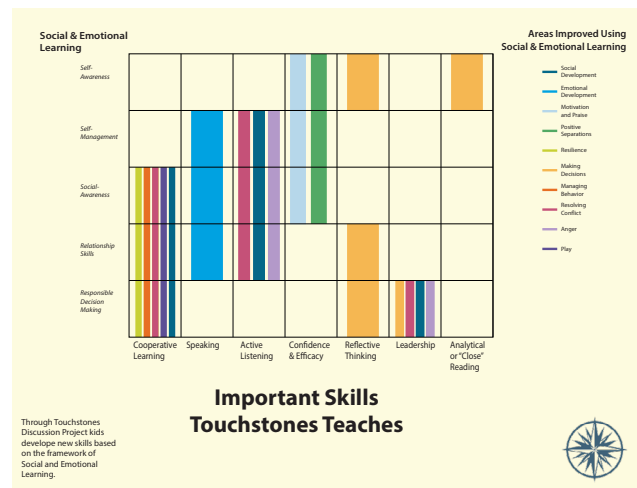
DIVERSE APPROACHES

From Team Members

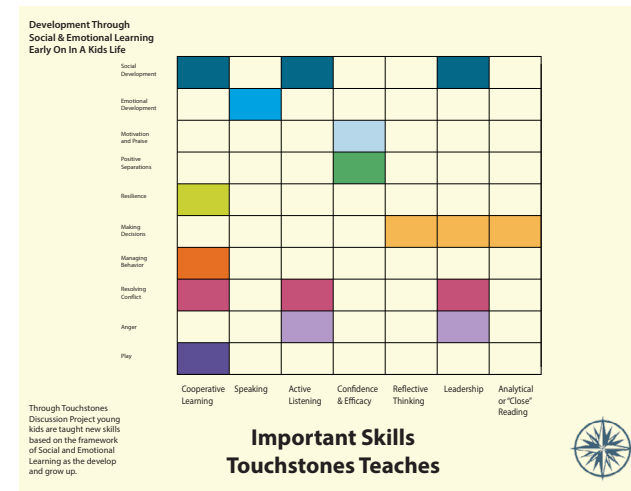
Aron Moloney



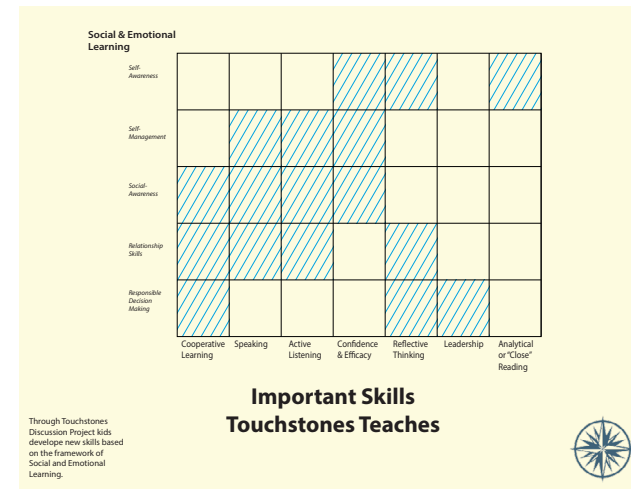
The contrast between background color and the circle line color catch eye. But, It is not easy to understand the system at a look.



The composition between the color used for graph and background color give feeling of stable. The background color might limit the usage.



The simple system might give better understanding as a reader. The background color might limit the usage.



The simple system might give better understanding as a reader. The background color might limit the usage, also a thin diagonal line might not be the best way to catch eye.



Give a friendly feeling to viewer, and the gear represent the Social and Emotional Learning very well. Need to place more emphasis on the gear.

SECOND MEETING

With Stefanie Takacs (Executive Director)

The decision client made was that only use  as a resource.

We don't need to specify "birth to school age" and "school age to adult".

The feedback we received was that some lines go down on the line graph have possibility to give negative feeling.

The graph's lines moving both up and down from left to right could be indicative of fluctuations.

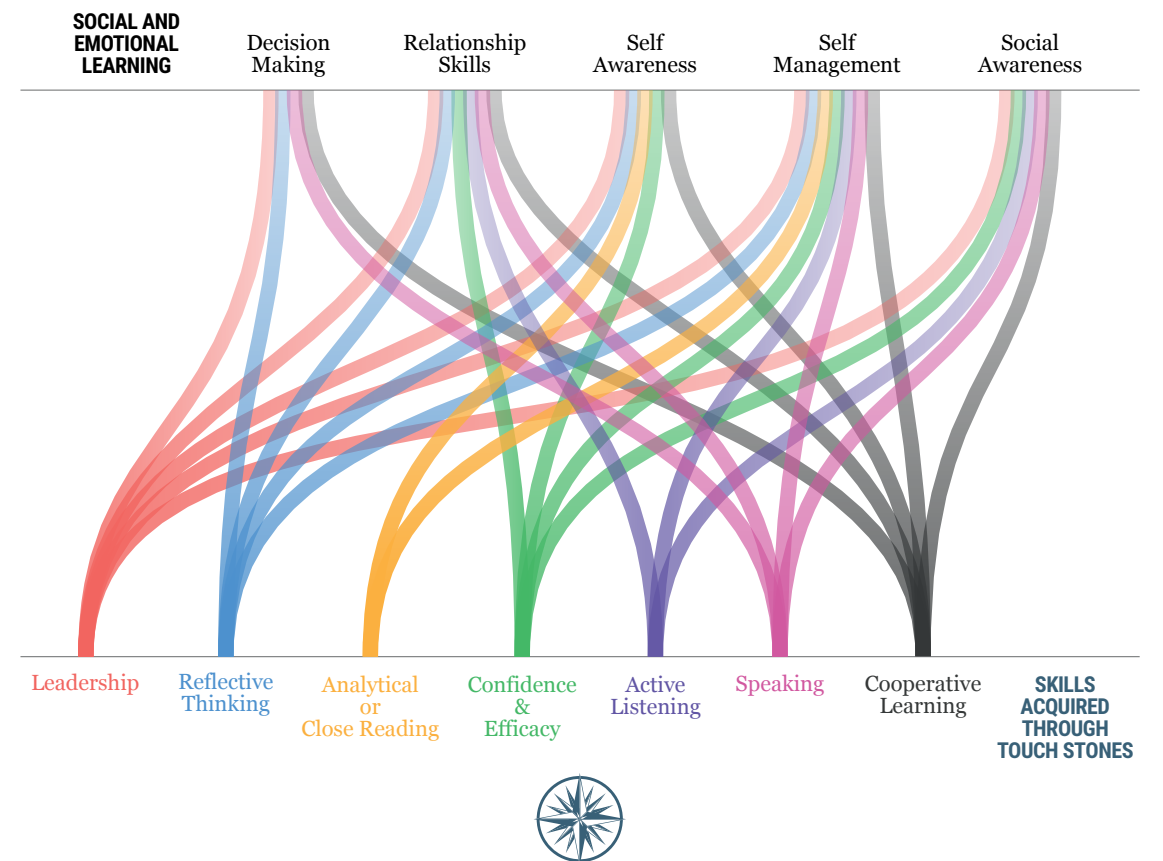
The client preferred the Pie Graph, but client wanted to edit some parts and details.

The client wants to put Touchstones logo in the center of the graph, and also animation version.

DIVERSE APPROACHES

Sixth Draft

Touchstones Also Supports Social and Emotional Learning



Rotated 90 degrees

Rotate 90 degrees to apply the client's comment that she does not want the feeling go down.

It might give a feeling going up, and the plant growing up.

DIVERSE APPROACHES

Pentagon Graph

Aron Moloney

Touchstones Discussion Project teaches young students new skills based on the framework of Social and Emotional Learning as they develop and grow up.

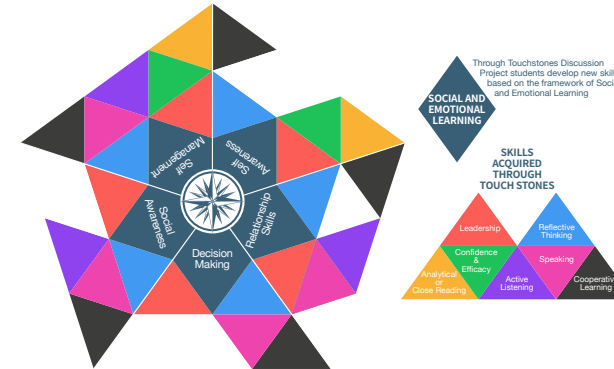


- Important Skills Touchstones Teaches**
- Leadership
 - Reflective Thinking
 - Analytical or "Close" Reading
 - Confidence & Efficacy
 - Active Listening
 - Speaking
 - Cooperative Learning

It reflect the client's request (putting Logo in center), and the system is simple.

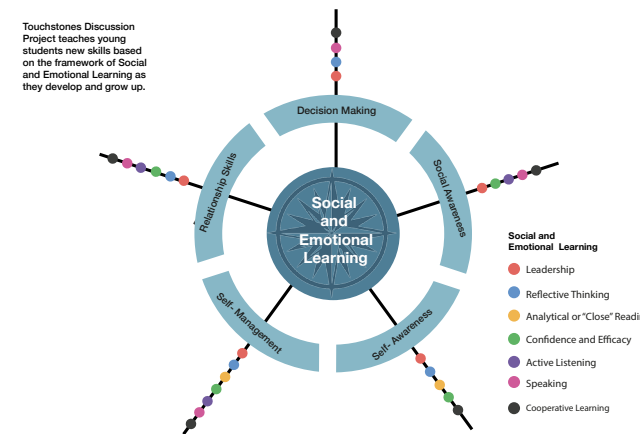
Sangyup Kim

TOUCHSTONES ALSO SUPPORTS SOCIAL AND EMOTIONAL LEARNING

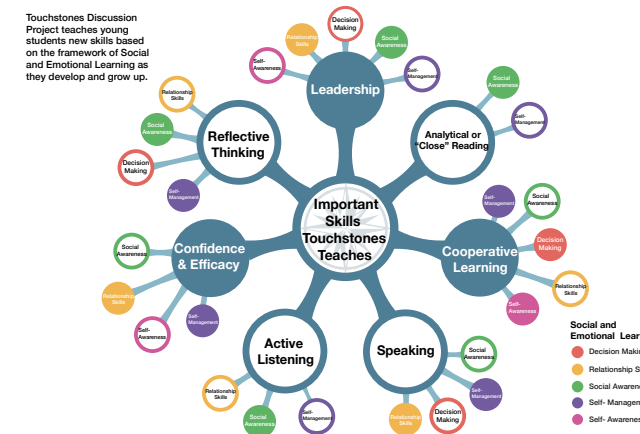


Try to make diamond shape and borrowed the valuable image from the jewel diamond. Each obvious different color disrupt to show the diamond, also when I ask to people it was not easy to understand.

Chenxing Zhou



The shape might make people to imagine wheel of ship, and It is possible to give similar feeling with the compass logo. The circles pinned on the lines are small, so it is not easy to see.



Conneting line each Social and Emotional Learning value with Touchstones values help to understand the graph. The colored circle and circle has outline might make confusing to reader, and little bit stuffy.

THIRD MEETING

With Sean Hutzell

The feedback we received were editing the first scene of line graph more clear and simple.

The client wanted the first scene, show the Skills Acquired Through Touchstones, without effects less bouncy, less movement and less zoom in.

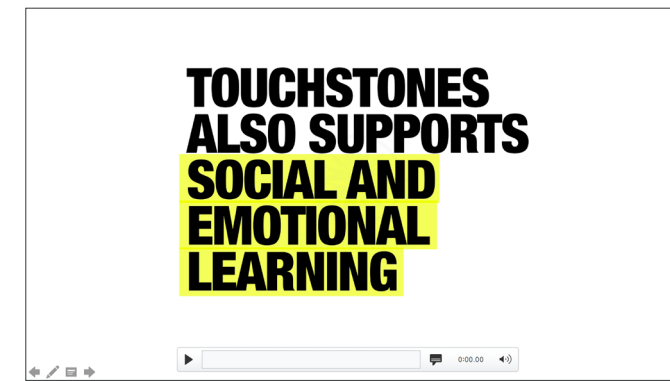
The client preferred Aron's new Pentagon Graph.

The client also wanted to make animation version.

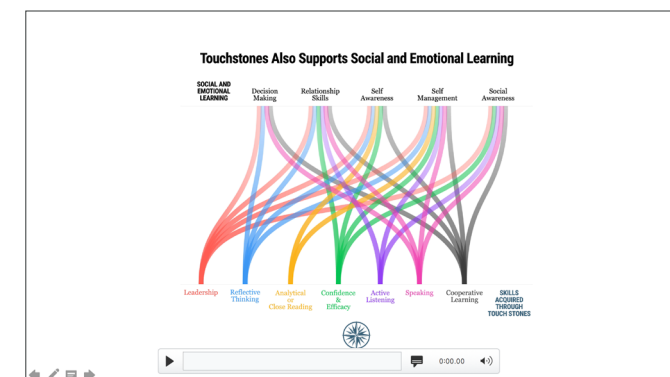
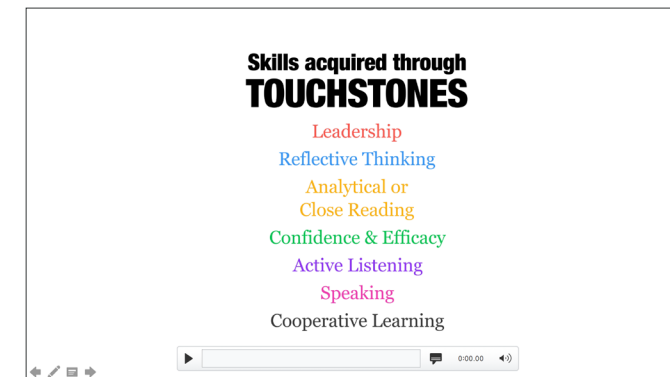
The controllable animation version was needed for presentation.

DIVERSE APPROACHES

Seventh Draft (Animation Version)



Change font to Roboto Condensed and Georgia, we got on Touchstones website. Roboto is for the title and Georgia is for body.

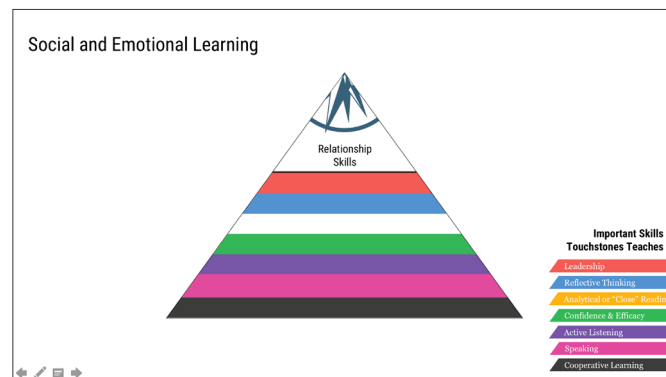


DIVERSE APPROACHES

Aron Moloney (Animation Version)



It is made with PowerPoint, so it is more controllable than the Animation made with After Effects.



The scene each pie fill out, and each pie are gathered to make a pentagon graph might give feeling, Touchstones and Social and Emotional Learning has strong relationship.



FOURTH MEETING

With Sean Hutzell

The feedback we received was add registered sign®, changing order of the list, and making more connection.

The client wanted the first scene, show the Skills Acquired Through Touchstones, without effects less bouncy, less movement and less zoom in.

The color scheme gives similar feeling with Touchstones identity color should be used.

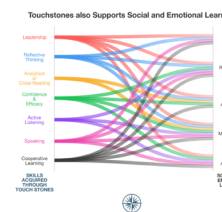
The client preferred the color scheme what makes the color variation between Touchstones identity color and green.

The title should be changed to “Touchstones® Discussions are Social and Emotional Learning”.

Specifics regarding each infographic



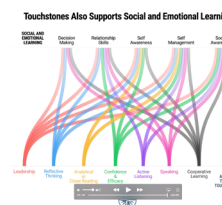
The title should be changed to new title “Touchstones® Engages Students in Essential Skills”, and make the boy more universal.



Ensure the bottom line is straight



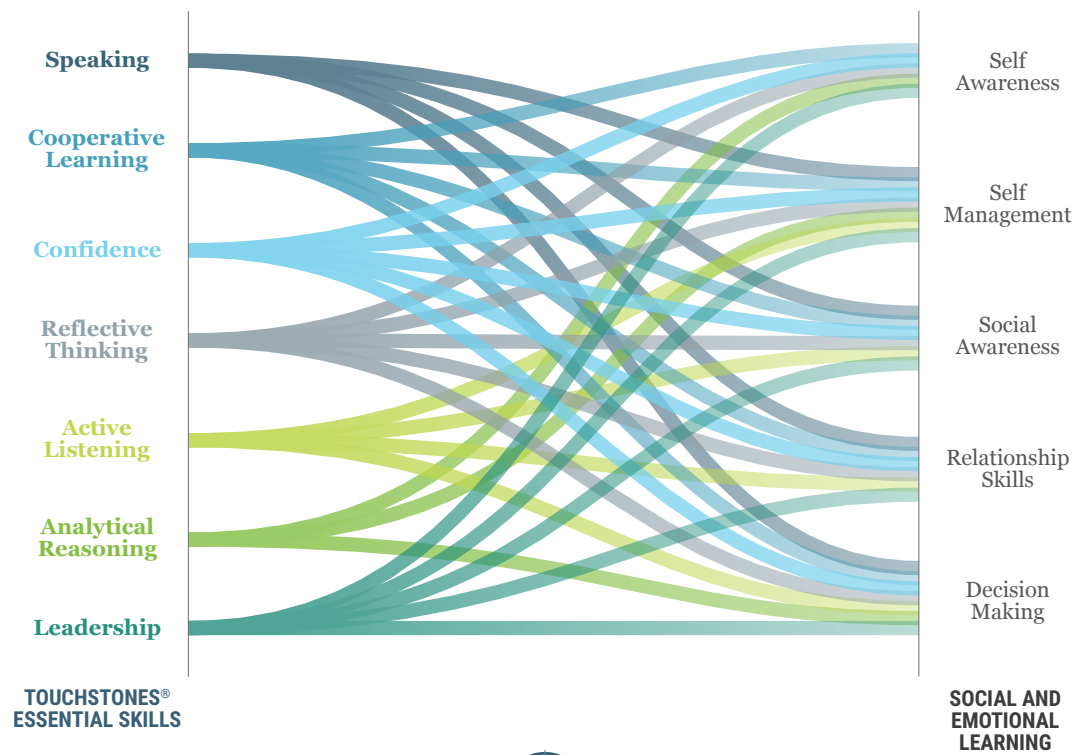
Change description to “Touchstones® Programs engage students in practice that develops essential Social and Emotional skills.”
Circles should be solid or empty, not a mix of both.



Add the slide “How Touchstones Does What It Does” some kind that demonstrates that Touchstones does this through ground rules, reading the text, individual group work, small group work, Group discussion, and finally discussion evaluation.

FINAL WORKS

Touchstones® Discussions are Social and Emotional Learning



Change color scheme

Make color variation between Touchstones identity color and green used for Touchstones documents to give similar feeling with the Touchstones documents.
Change the title and the order of the list.

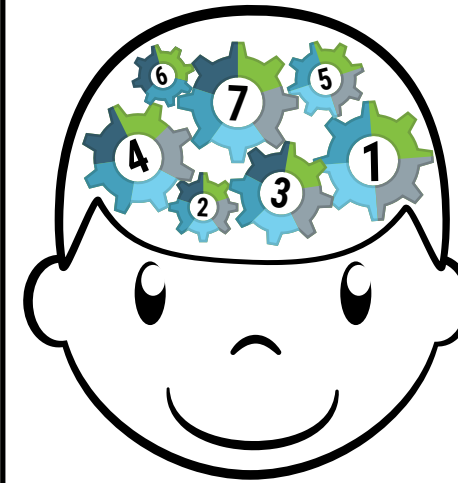
Aron Moloney

Touchstones® Engages Students in Essential Skills

1. Speaking
2. Cooperative Learning
3. Confidence
4. Reflective Thinking
5. Active Listening
6. Analytical Reasoning
7. Leadership

Social and Emotional Learning

Self Awareness	Relationship Skills
Self Management	Responsible Decision Making
Social Awareness	



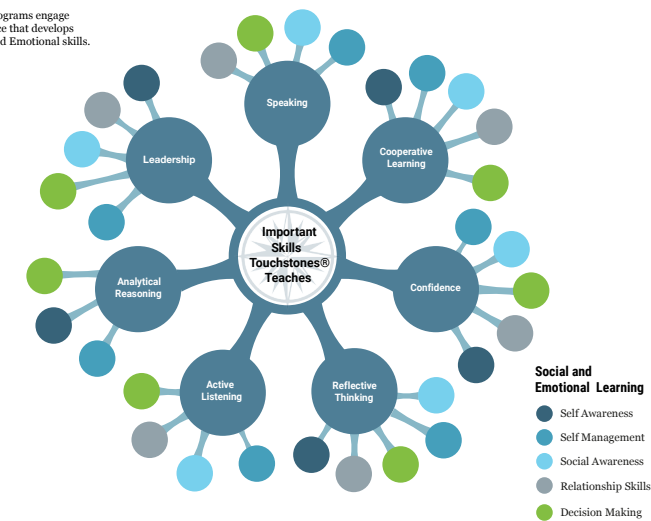
Through Touchstones® Discussion Project students develop new skills based on the framework of Social and Emotional Learning.



Change the hairstyle more universal, and add more detail.

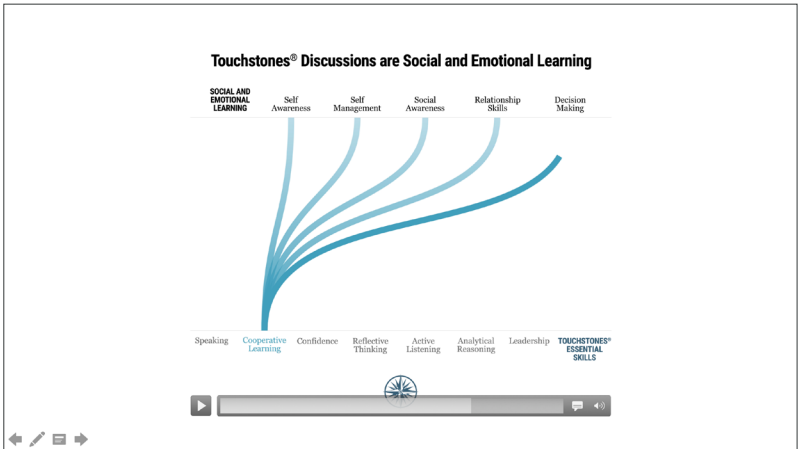
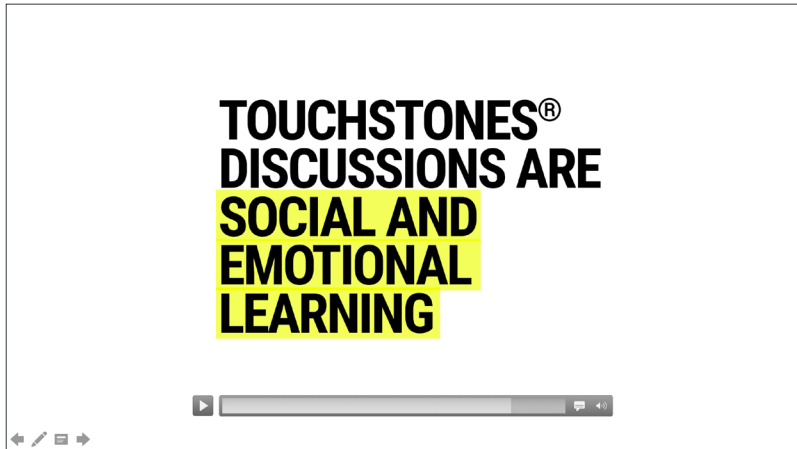
Chenxing Zhou

Touchstones® Programs engage students in practice that develops essential Social and Emotional skills.

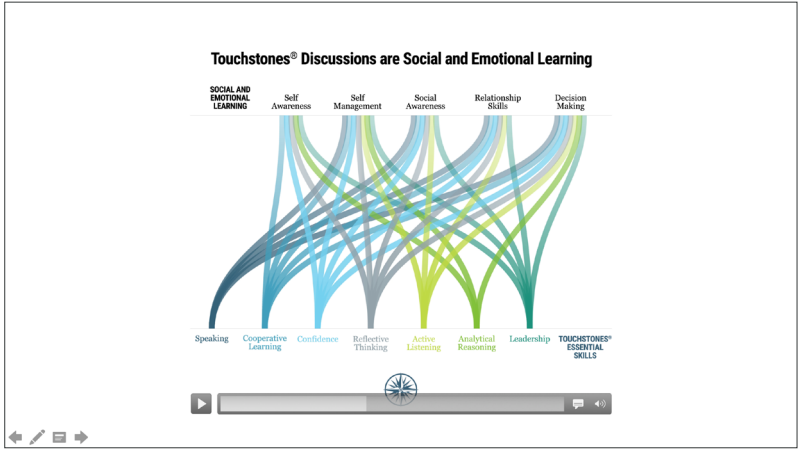


Make the system more clear and get rid of the text that does not necessary.

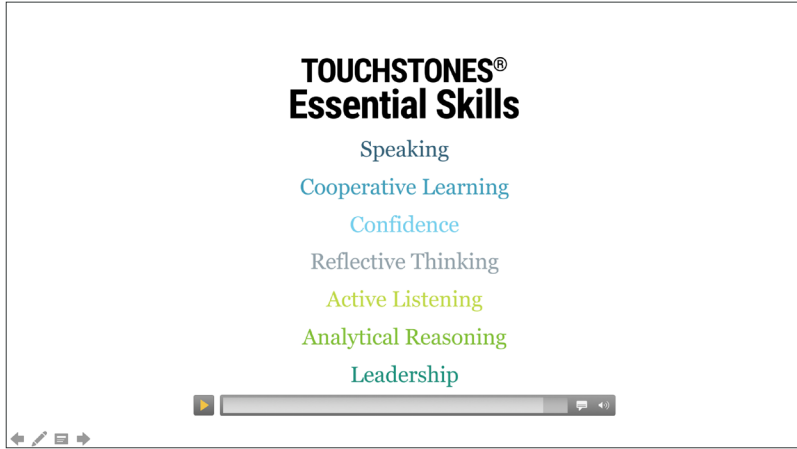
Animation Version



Add the slide “How Touchstones Does What It Does” and put the icon of each stage in Touchstones program.



Apply changed color scheme and the order of the list. Make more connection.



Icon of activity in Touchstones program

