

THE FUTURE IS NOW

Who are these guys?

PRINT DWIGHT



CREDITS

Dwight Howard can be a free agent after next season, but as far as Magic fans are concerned there's only one correct choice.
(It's better with speakers on, trust us.)

DWIGHT

PLEASESTAYDWIGHT.COM



Dwight picks: Flint Tropics

Jackie Moon from "Semi-Pro" would be a great teammate, but are you prepared to wrestle a bear at halftime?



Who are these guys?

How Florida voted

RACE CAME DOWN TO I-4 CORRIDOR

We expected the race in Florida to come down to the counties along the Interstate 4 corridor. Here's Obama's performance well in the counties around Orlando, but he and John McCain fought it out in the Tampa area.

Across Florida, voters have their say

North Florida
The eight largest counties in the state are in the north. Obama carried all but one of them.

County	Obama	McCain
Alachua	78%	22%
Bay	75%	25%
Brevard	72%	28%
Calhoun	70%	30%
Clay	68%	32%
DeSoto	65%	35%
Duval	62%	38%
Flagler	60%	40%
Franklin	58%	42%
Jefferson	55%	45%
Leon	52%	48%
Levy	50%	50%
Volusia	48%	52%

Central Florida
The heart of the state is in the center. Obama carried all but one of them.

County	Obama	McCain
Alford	65%	35%
Alsea	62%	38%
Alsea	60%	40%
Alsea	58%	42%
Alsea	55%	45%
Alsea	52%	48%
Alsea	50%	50%
Alsea	48%	52%
Alsea	45%	55%
Alsea	42%	58%
Alsea	40%	60%
Alsea	38%	62%
Alsea	35%	65%
Alsea	32%	68%
Alsea	30%	70%
Alsea	28%	72%
Alsea	25%	75%
Alsea	22%	78%
Alsea	20%	80%
Alsea	18%	82%
Alsea	15%	85%
Alsea	12%	88%
Alsea	10%	90%
Alsea	8%	92%
Alsea	5%	95%
Alsea	3%	97%
Alsea	1%	99%

Tampa area
The Tampa area is a battleground. Obama carried all but one of them.

County	Obama	McCain
Alsea	55%	45%
Alsea	52%	48%
Alsea	50%	50%
Alsea	48%	52%
Alsea	45%	55%
Alsea	42%	58%
Alsea	40%	60%
Alsea	38%	62%
Alsea	35%	65%
Alsea	32%	68%
Alsea	30%	70%
Alsea	28%	72%
Alsea	25%	75%
Alsea	22%	78%
Alsea	20%	80%
Alsea	18%	82%
Alsea	15%	85%
Alsea	12%	88%
Alsea	10%	90%
Alsea	8%	92%
Alsea	5%	95%
Alsea	3%	97%
Alsea	1%	99%

Florida on the presidency
Obama carried all but one of the counties in the state.

Southwest Florida
The southwest is a battleground. Obama carried all but one of them.

County	Obama	McCain
Alsea	55%	45%
Alsea	52%	48%
Alsea	50%	50%
Alsea	48%	52%
Alsea	45%	55%
Alsea	42%	58%
Alsea	40%	60%
Alsea	38%	62%
Alsea	35%	65%
Alsea	32%	68%
Alsea	30%	70%
Alsea	28%	72%
Alsea	25%	75%
Alsea	22%	78%
Alsea	20%	80%
Alsea	18%	82%
Alsea	15%	85%
Alsea	12%	88%
Alsea	10%	90%
Alsea	8%	92%
Alsea	5%	95%
Alsea	3%	97%
Alsea	1%	99%

Southeast Florida
The southeast is a battleground. Obama carried all but one of them.

County	Obama	McCain
Alsea	55%	45%
Alsea	52%	48%
Alsea	50%	50%
Alsea	48%	52%
Alsea	45%	55%
Alsea	42%	58%
Alsea	40%	60%
Alsea	38%	62%
Alsea	35%	65%
Alsea	32%	68%
Alsea	30%	70%
Alsea	28%	72%
Alsea	25%	75%
Alsea	22%	78%
Alsea	20%	80%
Alsea	18%	82%
Alsea	15%	85%
Alsea	12%	88%
Alsea	10%	90%
Alsea	8%	92%
Alsea	5%	95%
Alsea	3%	97%
Alsea	1%	99%

Voters' voices

“I am excited and confident in voting for Obama. He is the only one who can bring us back to the future.”

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“I am excited and confident in voting for Obama. He is the only one who can bring us back to the future.”

Orlando Sentinel
Wednesday, November 5, 2008 75c

‘THIS IS YOUR VICTORY’

“If there is anyone out there who still doubts that America is a place where all things are possible; who still wonders if the dream of our founders is alive in our time; who still questions the power of our democracy, tonight is your answer.”

20 PAGES OF EXPANDED COVERAGE

FLORIDA RESIDENTS Get 2 Days & 2 Parks for less than \$38 a day!

Only available at universolorlando.com

A2 A3 A4 A5 A6 A7 A8 A9 A10 A11 A12 A13 A14 A15

@toddstewart

toddandwes.info

@particlenparcel

Who are these guys?

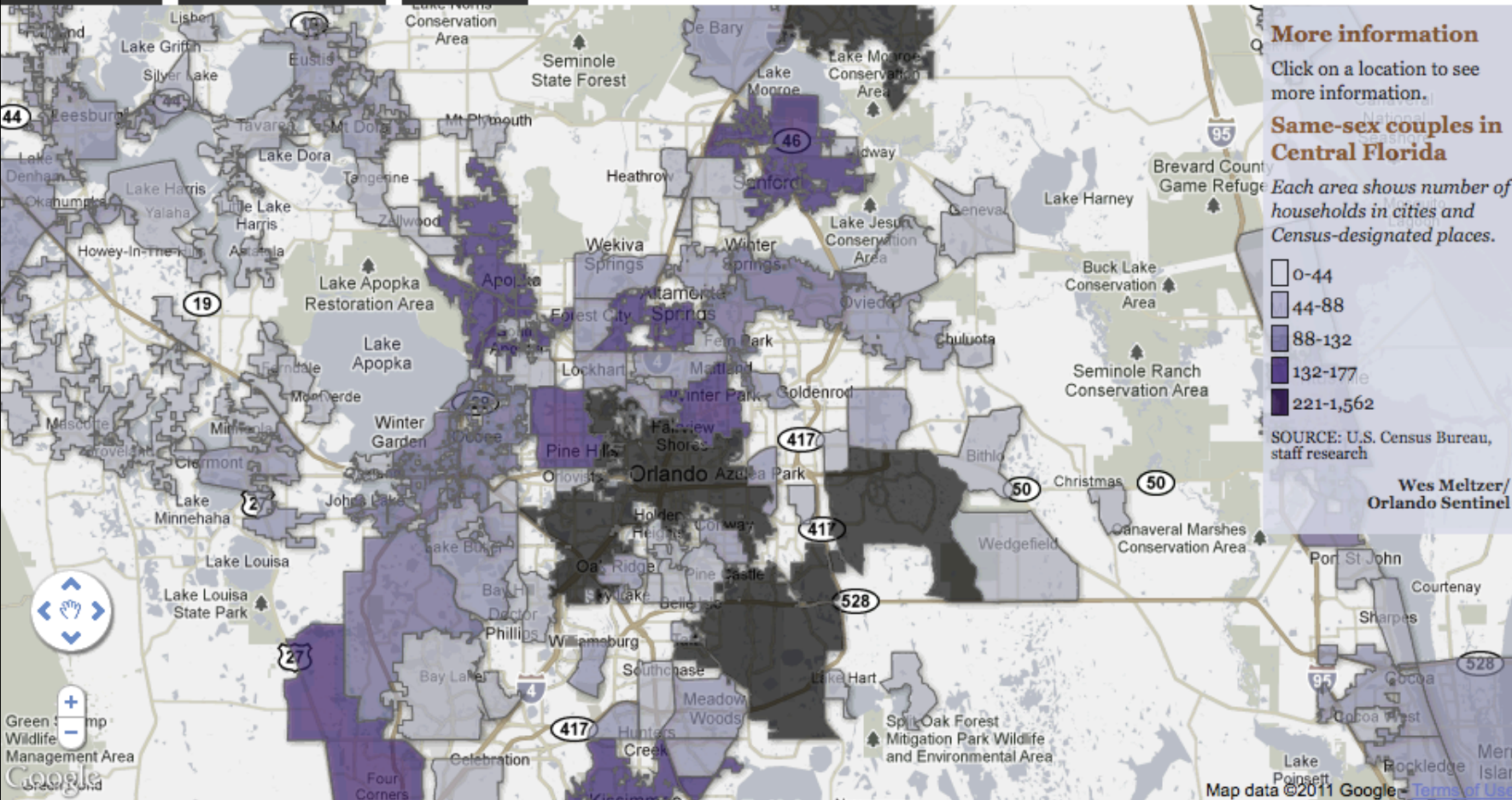
Orlando Sentinel Census 2010

Florida's changing population

Population Demographics Housing

Zoom to:

Go



GreenCamp
Wildlife
Management Area
Google
Satellite
Street View

Map data ©2011 Google

Who we're **not**.



We also like a good movie.



#toddandwes

What's your favorite genre of movie?

Categories: Drama, Comedy, Documentary, Sci-Fi, Animation, Thriller

What's your home state?

How many 2011 movies have you seen this year?

@toddstewart: drama, florida, 32 #toddandwes

@particlenparcel: scifi, florida, 10 #toddandwes

Attacking the story.

Question #1: What's the data?

What does it represent?

How is it distributed?

Question #2: What does the data say?

**It's data-analysis time. Every good
data-driven story begins in Excel**

Question #2

1. Perform some basic analysis.
This is high-school math.

=SUM()
=AVERAGE()
=MIN() and =MAX()
=STDEV() or =STDEVP()
=QUARTILE()
=MEDIAN()

2. Sort your data, print it out and look at it.

Question #3: Point of attack

**How do you think about the story
in a platform-agnostic way?**

Question #3: Point of attack

**In a multi-platform world, we are not
artists or programmers.
We are information designers.**

Question #3: Point of attack

Put your journalistic skills to work!

**You have to know what the story is before
you can try to tackle it.**

Question #3: Point of attack

**How am I going to show this visually?
What am I going to see when I'm done
designing this?**

Question #3: Point of attack

Wes' rules of thumb

Question #3: Point of attack

Wes' rules of thumb

Rule #1: Put georeferenced data on a map

Question #3: Point of attack

Wes' rules of thumb

**Rule #2: Use simple graphics for raw data
(bars, histograms, scaled circles, etc)**

Question #3: Point of attack

Wes' rules of thumb

Rule #3: Reserve your more complicated visualizations for more complex data

**Let's go back to
Todd now.**

Go big.
(Or go home.)

Go big. (Or go home.)



Go big. (Or go home.)



Adoor Bhasi
549 career films

Go big. (Or go home.)



Go big. (Or go home.)



Meryl Streep

16 acting Oscar nominations

Thinking small.

Endeavour space shuttle returns to earth

Mission STS-130

- Delivery of the module **Tranquility** or **Node 3** and its **cupola**
- Brings the ISS to **90 percent** completion

The International Space Station (ISS)

Tranquility
Contains a life support system

Height: 6.7 m
Diameter: 4.5 m
Weight: 18 t

Cupola
A windowed viewing station

Height: 1.5 m
Diameter: 2.9 m
Weight: 1.9 t

Endeavour
6 crew members
3 space walks

FLORIDA
Cape Canaveral

AFP 2/22/10

Source: NASA

Going big.

THE CROWNING ACHIEVEMENT

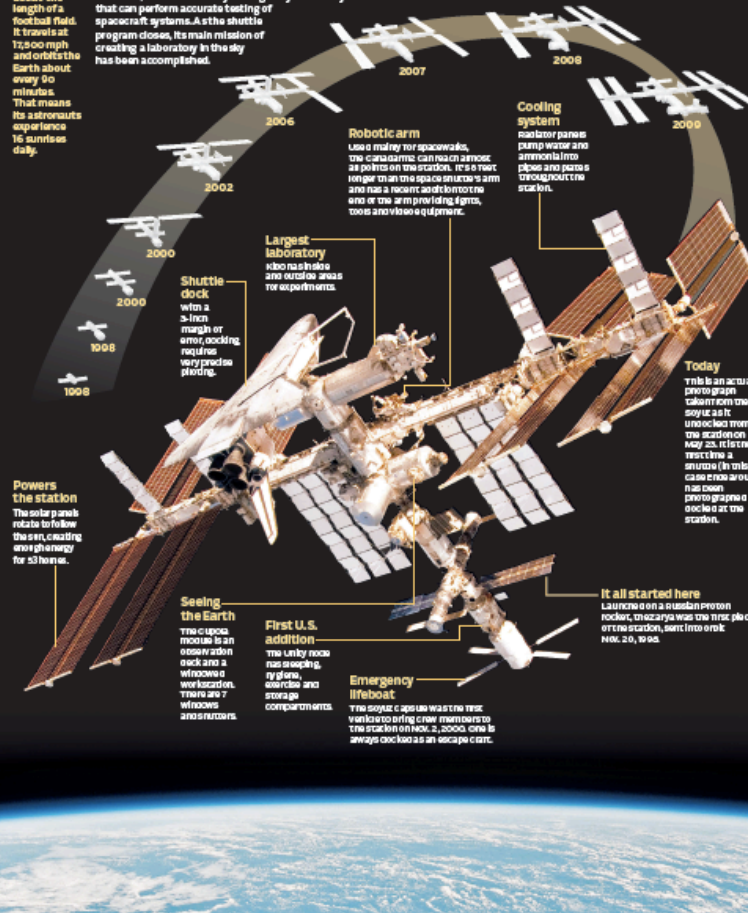


The United States, Russia, Japan, Canada and 11 countries in the European Space Agency have been involved in creating the space station.



The ISS is 357 feet long, about the length of a football field. It travels at 17,500 mph and orbits the Earth about every 90 minutes. That means its astronauts experience 16 sunrises daily.

Approximately 90% of the International Space Station has been constructed from parts and equipment transported by the NASA space-shuttle fleet. From full pieces of the solar array and framework to laboratories and living quarters, the shuttle payload bay carried it all. For future missions to the moon and Mars, the ISS is the only microgravity laboratory that can perform accurate testing of spacecraft systems. As the shuttle program closes, its main mission of creating a laboratory in the sky has been accomplished.



Robotic arm
Used mainly for spacewalks, the crane arm can reach almost 60 feet on the station. It's a key helper to all the space shuttle's arm and has a recent addition to the way it uses arm providing lights, tools and vision equipment.

Cooling system
Radiator panels pump water and ammonia into pipes and pass it throughout the station.

Largest laboratory
Submodule also includes and section areas for experiments.

Shuttle dock
With a 3-inch margin of error, docking requires very precise timing.

Powers the station
The solar panels rotate to follow the sun, creating more power for 53 hours.

Today
This is an actual photo from the Soyuz MS11 undocked from the station on May 23, 2012. The astronaut (in this case, Chris Baur) has taken a photo from a deck at the station.

Seeing the Earth
The cupola module is an observation deck and a window to view Earth. There are 7 windows and sunrises.

First U.S. addition
The Unity node has sleeping, hygiene, exercise and storage compartments.

Emergency lifeboat
The Soyuz capsule was the first vehicle to bring crew members to the station in 1998. 2002, one is always docked as a backup crew.

It all started here
Launched on a Russian Proton rocket, Zarya was the first piece of the station, sent into orbit Nov. 20, 1998.

Thinking small.

Rangers-Cardinals

The Texas Rangers and the St. Louis Cardinals meet in the 2011 World Series for the Cardinals' 18th and the Ranger's 2nd trip to the Fall classic.



Team history	Franchise win-loss records
3,103-3,240* (1972-2011)	9,015-8,351 (1900-2011)

Playoffs	
<ul style="list-style-type: none"> • 5 appearances • 2 pennants 	<ul style="list-style-type: none"> • 24 appearances • 18 pennants • 10 World Series wins

2011 regular season team stats (MLB rank)

.283 (1)	Batting avg.	.273 (5)
210 (2)	Home runs	162 (13)
807 (3)	RBIs	726 (5)
3.79 (13)	ERA	3.74 (12)

*As the Texas Rangers; does not include Washington Senators stats

Source: Baseball Reference.com

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Going big.

Evaluating the Magic's big trades

Which foursome is more fearsome?

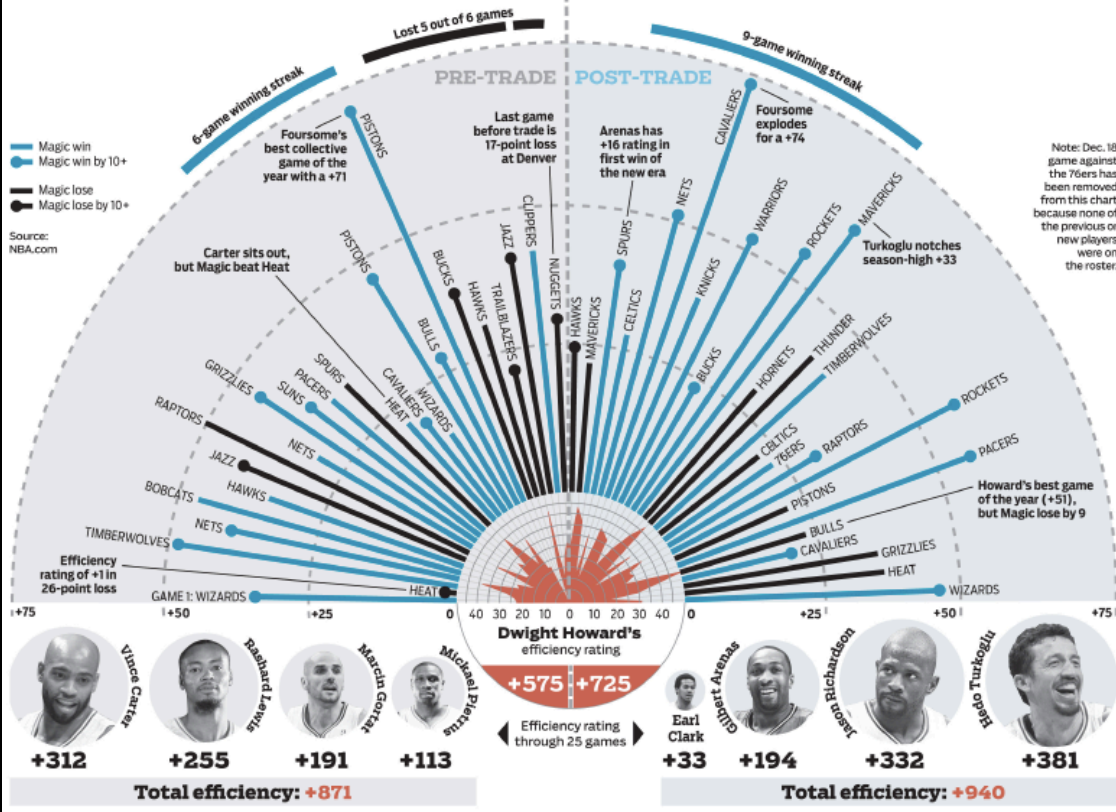
RESEARCH AND GRAPHICS BY KAREN BELLVILLE BEAMAN AND TODD STEWART/ORLANDO SENTINEL

It's been 25 games for the new-look Magic – the same number of games played with the old-look Magic. When Otis Smith pulled the trigger on two blockbuster trades on Dec. 18, he performed the rare midseason overhaul of a preseason NBA Finals contender. The Sentinel graphics team decided the 25-game mark was a perfect opportunity to compare how the contribution from the four new guys compared with that of the four players traded away. We compared them using the NBA's official efficiency rating (formula below). The findings? The new Magic players are more productive than their predecessors – and Dwight Howard's efficiency has increased in that time, too. The conclusion: The trades are paying off.

$$\text{Official NBA efficiency rating} = \text{Total points} + \text{Rebounds} + \text{Assists} + \text{Steals} + \text{Blocks} - \text{Missed Field Goals} - \text{Missed Free Throws} - \text{Turnovers}$$

Combined efficiency rating, by game, for Vince Carter, Rashard Lewis, Marcin Gortat and Mickael Pietrus

Combined efficiency rating, by game, for Earl Clark, Gilbert Arenas, Jason Richardson and Hedo Turkoglu



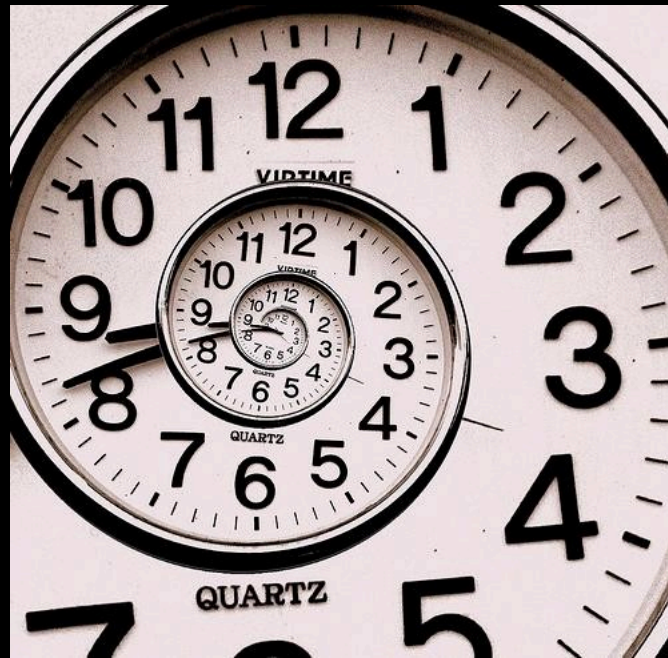
Math for journalists

Math for journalists

$$\text{Time} \times \pi - \text{Red Bull} + \text{Eye}^2$$
A visual equation on a black background. On the left, the text "Time x pi" is written in white. This is followed by a minus sign, a can of Red Bull energy drink, a plus sign, and a close-up photograph of a person's eye with tears falling. A superscript "2" is placed to the right of the eye image.

The truth:

You'll never have enough time so be smart about the time you do have.



The Power of No

**Own your agenda.
Own your priorities.
Own your career.**



When **no** means **yes**.

Orlando Sentinel Census 2010

Florida's changing population

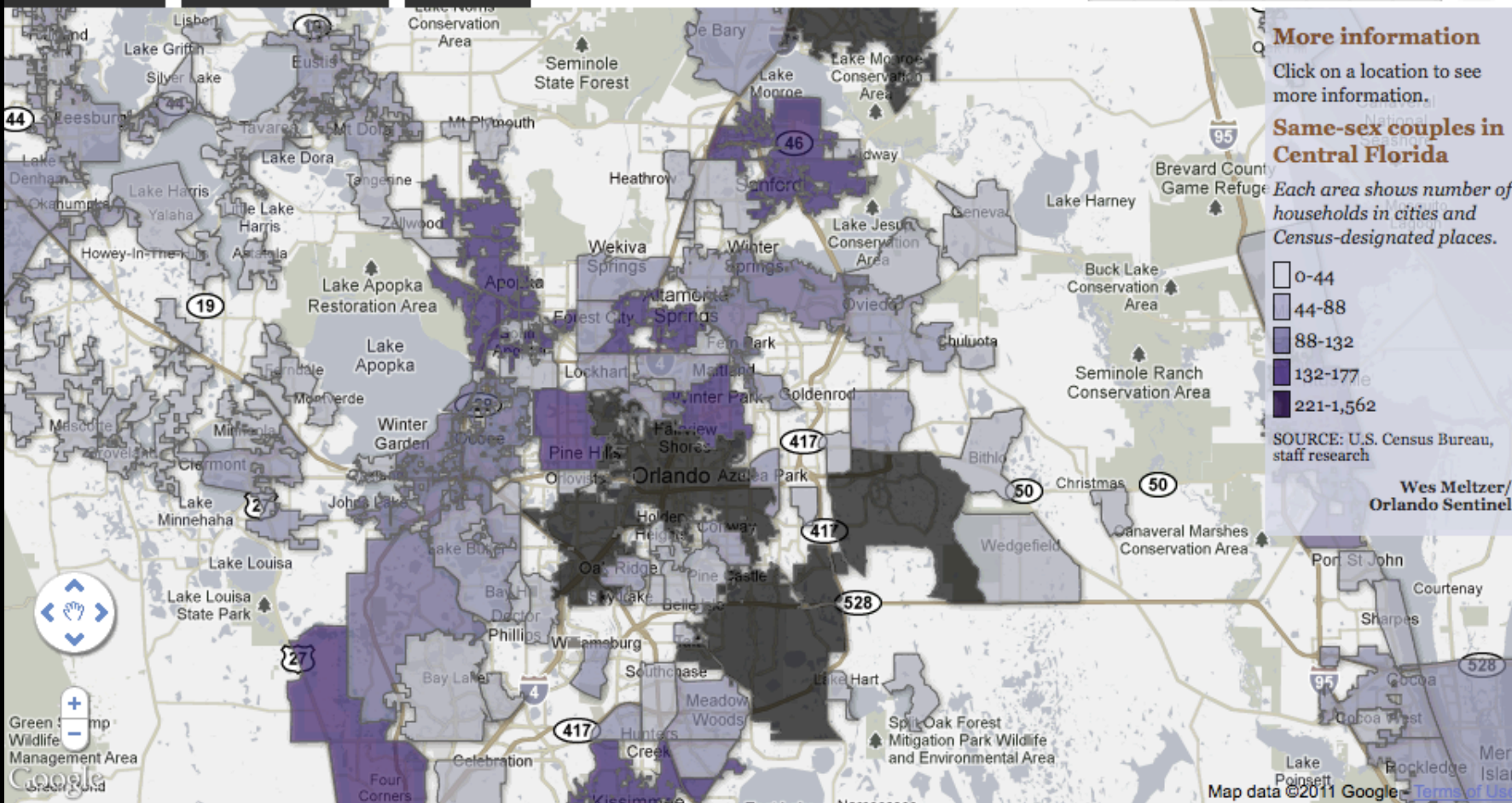
Population

Demographics

Housing

Zoom to:

Go



**All resources and files from
this session are available at:**

TODDANDWES.INFO

**Work fast
or perish.**

What I spent the last 15 minutes working on

**This is all on
toddandwes.info**

How we take shortcuts

1. How we take shortcuts

Don't reinvent the wheel.

Reuse and recycle.

Google your problems.

**Search StackExchange — it's a
Web forum for developers. Almost
always has the answer.**

How we take shortcuts

Do whatever you know best.

If you know Flash, use Flash. Don't listen to the haters. You can learn HTML5 later. Right now, you have a graphic to do.

How we take shortcuts

Don't be afraid to do the easy thing.

Simplify, simplify, simplify.

— Henry David Thoreau

How we take shortcuts

Don't be afraid to do the easy thing.

Look for solutions where you don't need to install anything. Avoid complex, one-size-fits-all solutions.

We're journalists doing spot news graphics, not programmers.

How we take shortcuts

**Keep one set of data for all
platforms as long as you can.**

How we take shortcuts

Track your interactions so you know what works. Do that for the next project.

How we take shortcuts

**Resources for really fast maps
(Links are on toddandwes.info.)**

Google Fusion Tables
USC's Batch Geocoder
Wes' Geocodex and Maplight
ColorBrewer
QGIS

How we take shortcuts

Some of my other big time-savers

Mr. Data Converter

Google Chart Tools (what I used today)

Protovis

Adobe Flex Builder

Adobe Fireworks

How we take shortcuts

Have your own hosting space

How we take shortcuts

Fail early and often

**Back to Todd
now. He has
a graphic
to show us.**