101 Ways to Use Tagxedo

Hardy Leung
www.tagxedo.com

What is this About?

- Words + Image + Tagxedo = Amazing Visual Arts
- Tagxedo is versatile, flexible, and fun!
  - Hence, 101 Ways to Use Tagxedo
- Each way is unique, and illustrated with an example
- I focus on *unique* techniques or use models
  - The number of variants certainly far exceed 101
- Caution: Google Docs may not look right on IE6/IE7
  - IE8, Firefox, Safari, Opera all somewhat okay
    - Different browsers render HTML differently
  - Best viewed in Chrome
- Hope this inspire you to make your own Tagxedo!
- And please help me spread the word
  - Use this URL: **http://bit.ly/101tagxedo**

Hardy Leung (ksleung@tagxedo.com)

Tagxedo Skills

- **Basic**
  - Load, save, respin (color, theme, orientation, font)
 - Default shapes (e.g. heart, dove)
- **Intermediate**
  - Custom shapes
  - More respin (make selection, use lock)
  - History mode
  - Options
  - *punctuation, numbers, common/identical Words, tightness, emphasis, word count, hard boundary, font preference, Deja Vu, skip words, normalized frequency*
  - Tilde (~) and frequency modifiers (e.g. Love:20)
- **Advanced**
  - Custom fonts, more custom shapes (with editing)

Summarize a Presentation

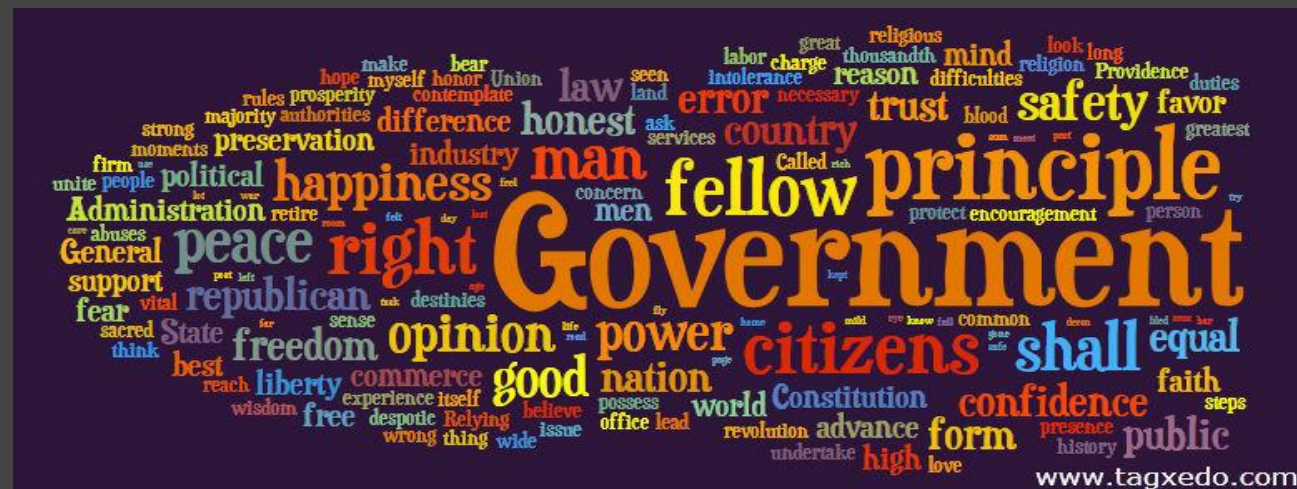Steve Jobs' *"We Are Not Perfect"* Press Conference
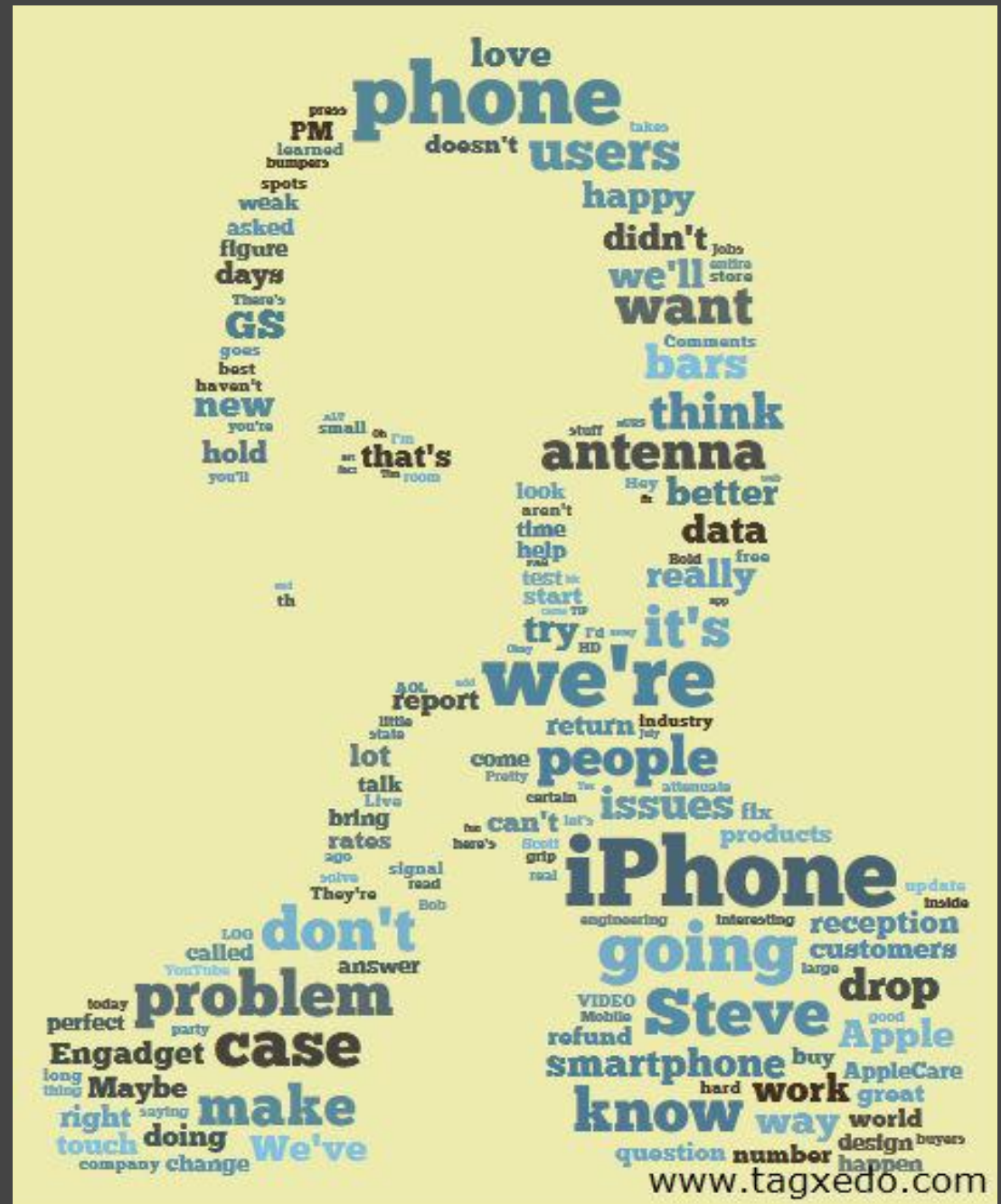
Compare Similar Documents

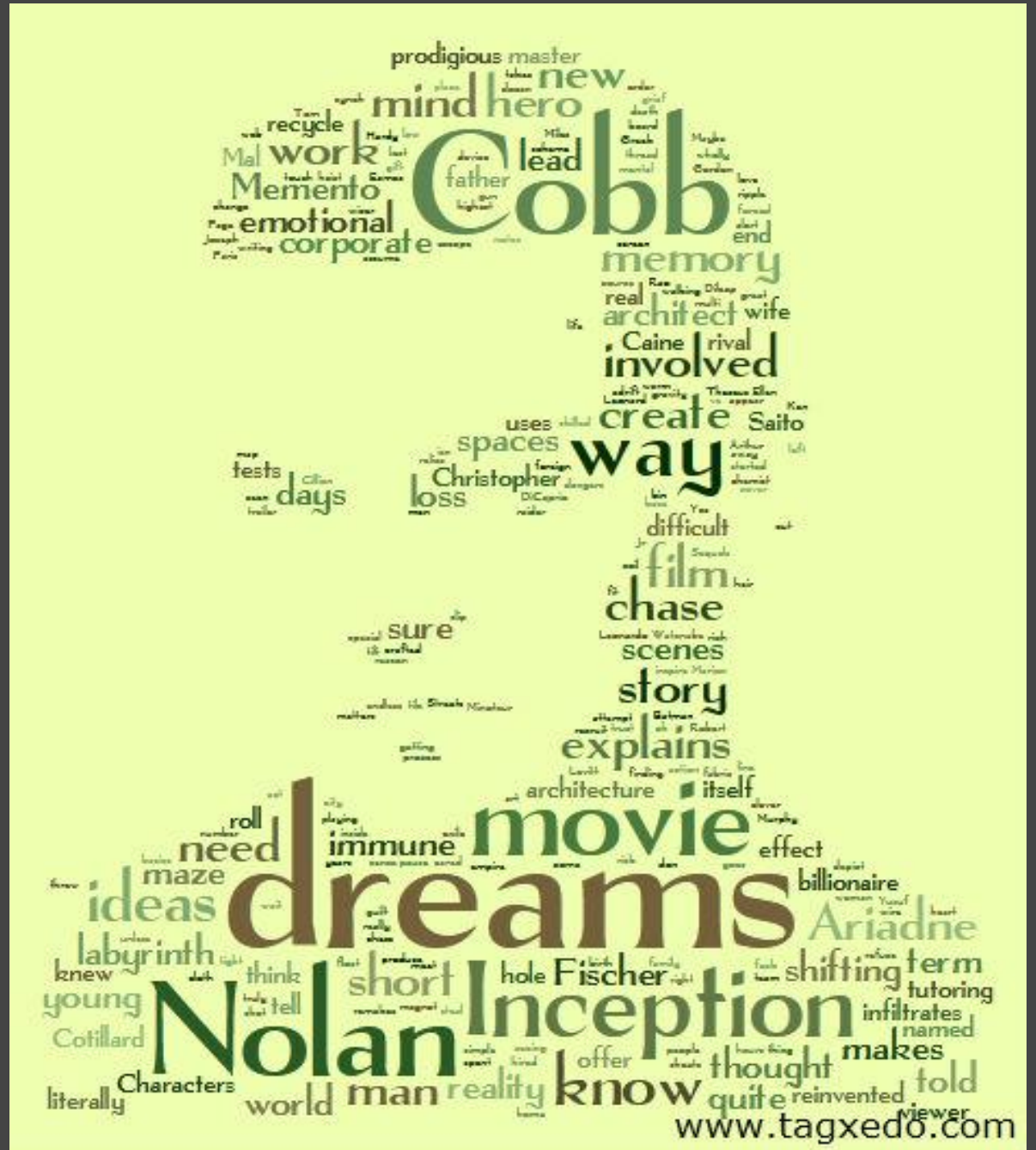Use option "Deja Vu" to show identical words in the same color

George
Washington

Thomas
Jefferson

Make a Movie Review

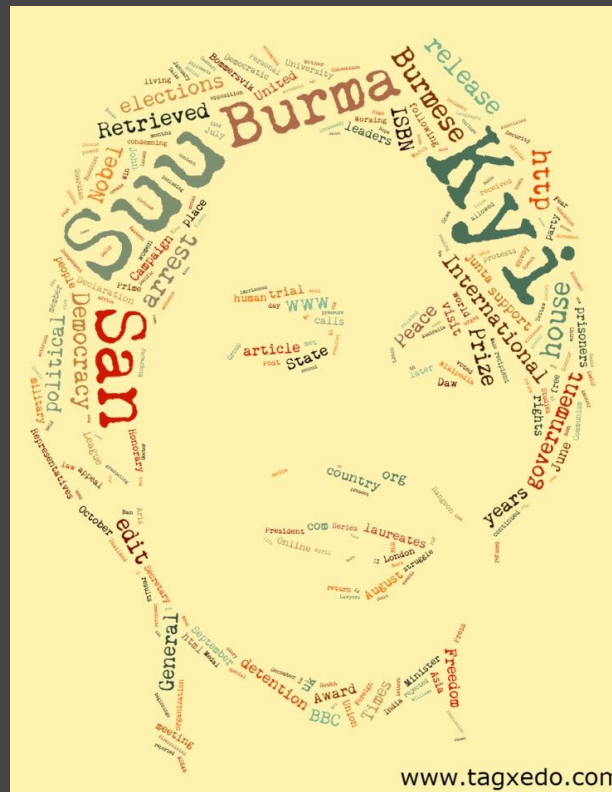- Roger Ebert's Review of "Inception"

Turn a Logo into a Tagxedo

Keep Track of Current Events
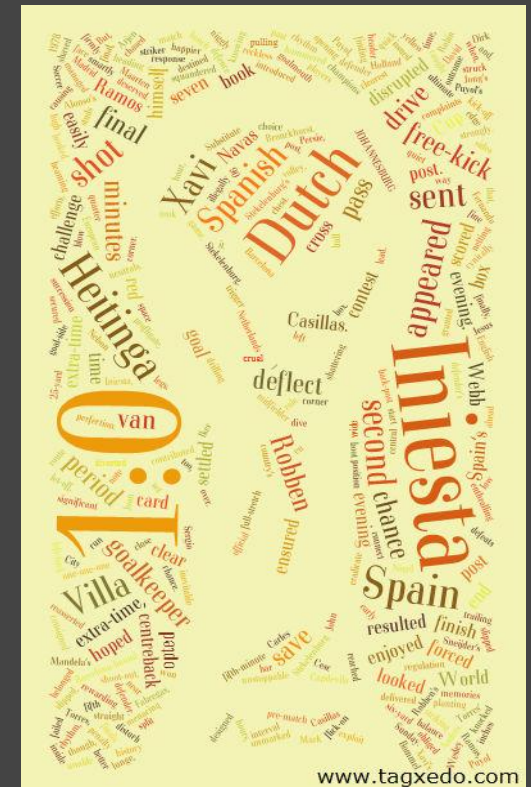
Daily Tagxedo http://daily.tagxedo.com

Anna Chapman,
Russian Spy

Aung San Suu Kyi
in House Arrest

Spain Won
World Cup

Make a Gift for your Favorite Teacher

- This is the recreation of a real gift I made for my son's beloved Kindergarten teacher
- Names are repeated and weighed differently

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Show Some Teacher Appreciation

- Each student contributes 10 words to describe the teachers
- Write them down on the blackboard and tally the words (combine similar words)
- Order the words by frequency and enter them into Tagxedo
- Make a Tagxedo with the "Frequency by Ordering" method
- Make a card, and sign your names

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Review What You've Been Tweeting

- Just enter your Twitter ID at the Tagxedo homepage http://www.tagxedo.com

Find out Who Follow You at Twitter

- Use the Tagxedo Twitter App
  - http://www.tagxedo.com/fun/twitter
  - Biographies ("descriptions") of your followers
  - Up to the most recent 500 followers
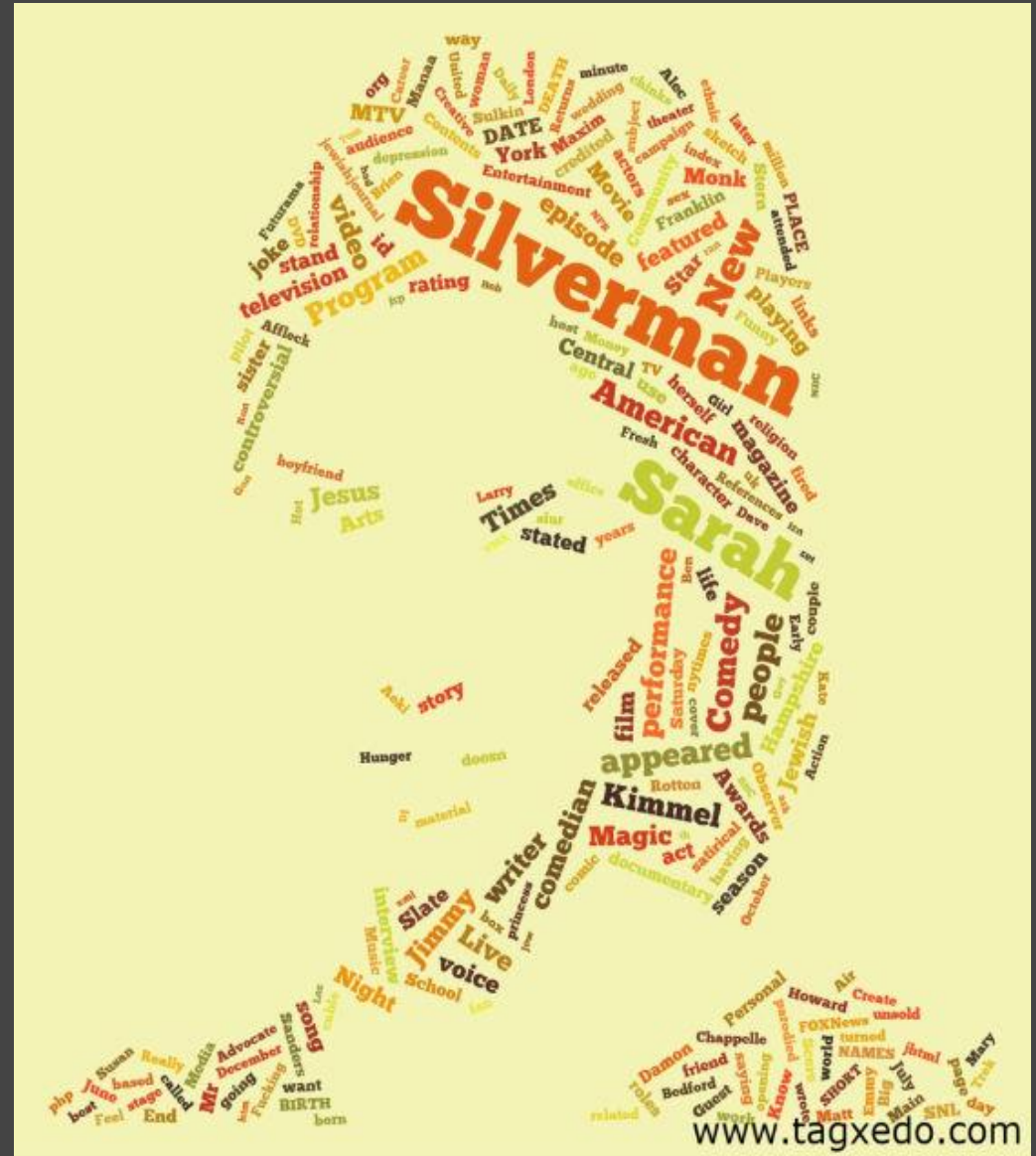 - Easy to share at Facebook or Tweet about it

@tagxedo's followers
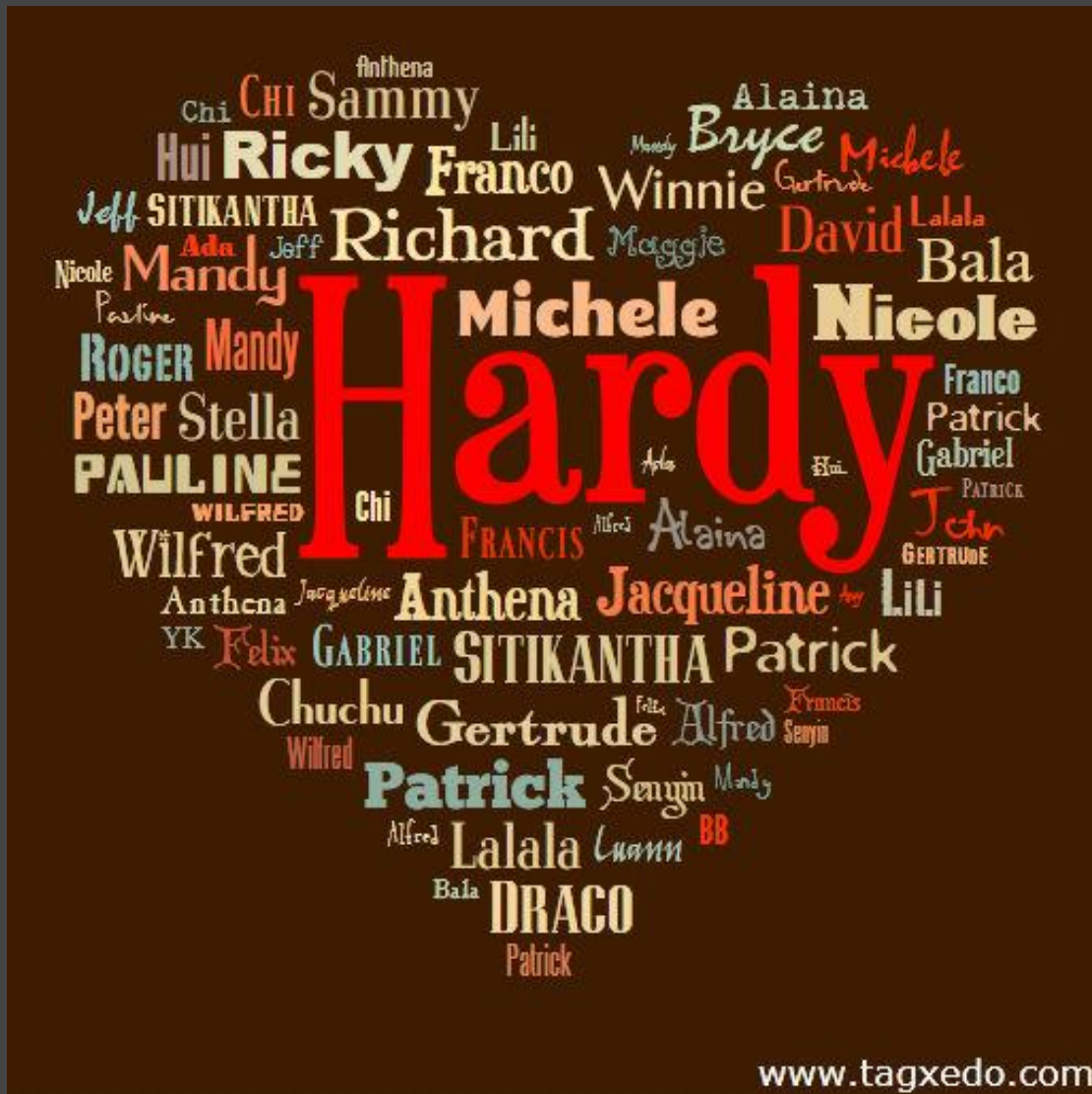
Make a Poster of Your Favorite Celebrity

- For example, see Celebrity Tagxedo for celebrities like Sarah Silverman, Leonardo DiCaprio, and more

(http://celebrity.tagxedo.com)

Surround Yourself with Friends

- Turn names of your friends into a heart-shaped Tagxedo
- Facebook app apps.facebook.com/tagxedo

Make a Singable Tagxedo

"Leaving on a Jet Plane" by John Denver

Make a Self Portrait

- Use it as your avatar (Facebook, Twitter, etc)
  - showing just enough and not too much
- Tips
  - Not all photos work
    - Need high contrast
  - Adjust threshold and blur
  - Use Capture/Undo/Redo
  - Prefer "Light" themes
  - Photos can be color or B&W
  - Examples of "Ideal Photos"
    - Steve Jobs' B&W
   - Abraham Lincoln

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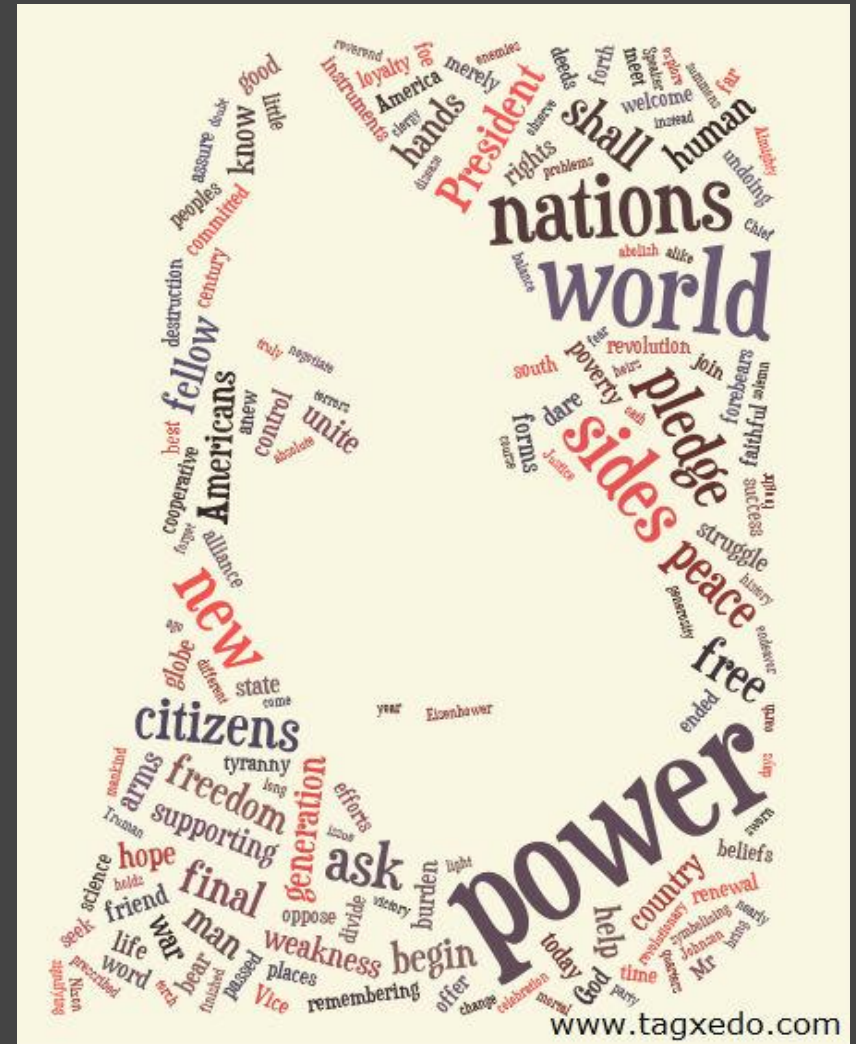
Say Thanks with Tagxedo

- Great for note, sign, frame

- Tips

  - Use "Normalize Frequency" for a smooth distribution
  - Customize it with the person's name
  - Highlight "Thank You" with a different color
- http://ww[...]tm

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Critique Your Resume

- See from a different perspective
- Get instant feedback on
  - Use of keywords
  - Tone + Focus
    - e.g. what I did vs. how it impacted the company vs. what skills I process
- A simple "scanbot" test
  - Good approximation of what recruiters will see
  - If you are not impressed by the top words, neither will your recruiters


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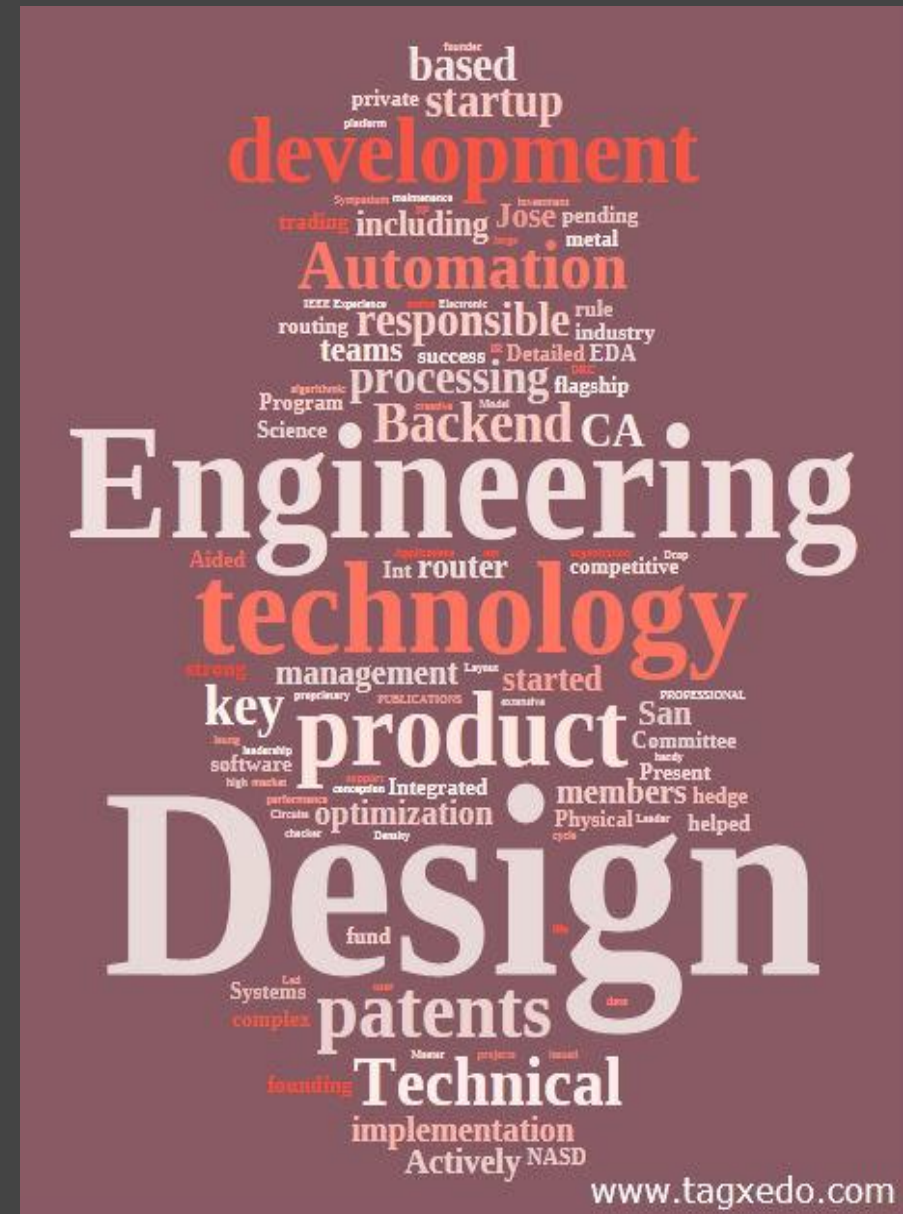
Make a Graduation Card

- Use words of encouragement
- Customize
  - Name of student
  - Name of school
  - Theme of school
  - "Class of 20xx"
- Use graduation-related shapes
  - cap and gown, school logo, …

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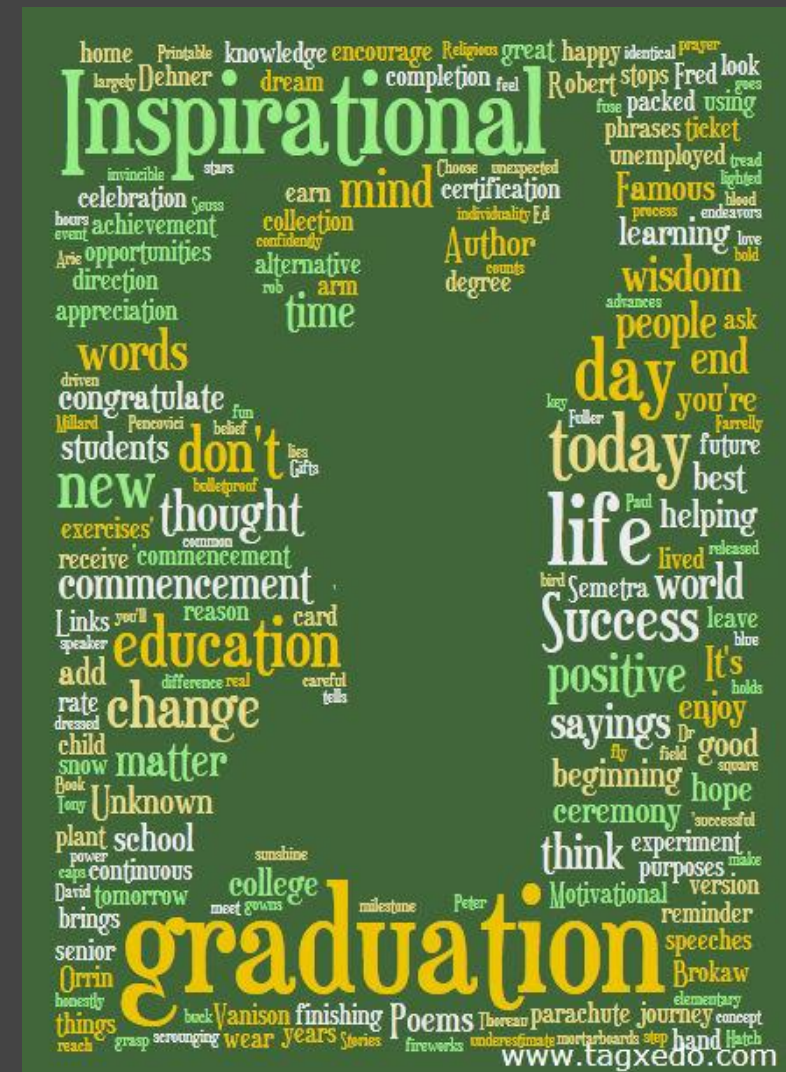
Stylize Your PowerPoint Presentations

- Use Tagxedo effectively to separate out different sections of a long presentation
  - Use text from the presentation
  - Use a low-constrast custom theme as the backdrop ('Low' ffffff aaaaaa)
  - Normalize frequency
  - Suppose the section is about Photography, add this to the text
    - Photography:#ff0000:@0:1000
    - (red, horizontal, freq = 1000)
  - Make one Tagxedo for each section
    - Only need to change one line and then hit respin!
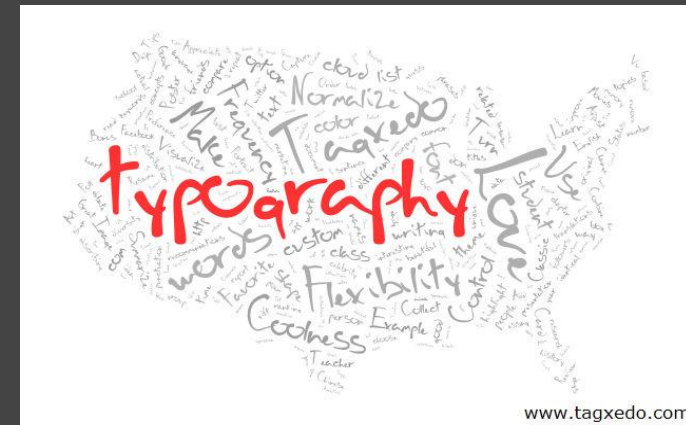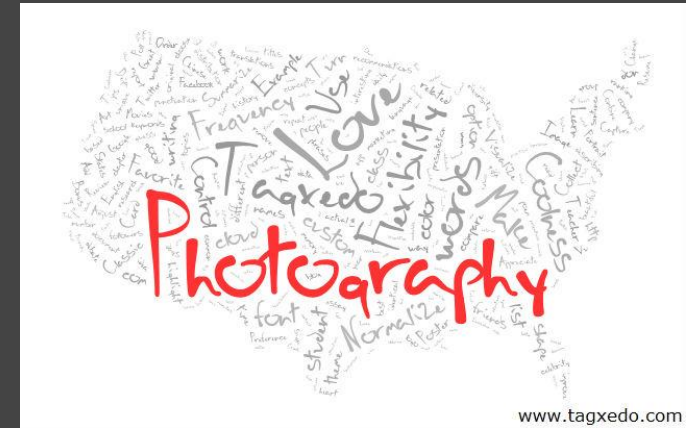
Analyze Search Keywords (SEO)

- Take your Google Analytics search keywords, and massage the data to the form <word>::frequency
- Options
  - Combine Related Words = No, Allow Numbers = Yes, Allow Punctuations = Yes, Frequency Modifier = ::
  - Normalize frequency, Classic Cloud
- Learn from it, and optimize your site
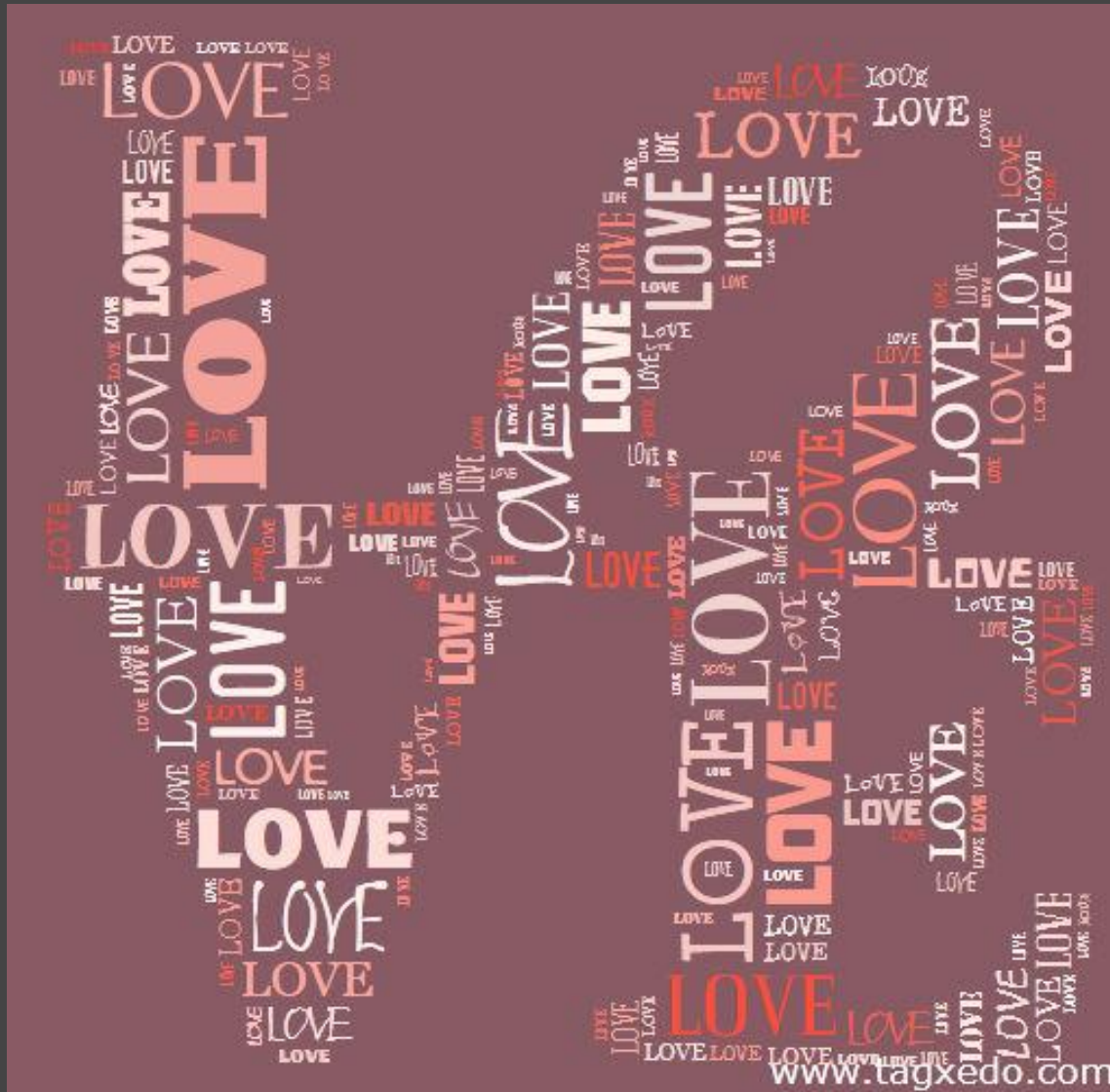 - Example: Google Analytics on Tagxedo

* word cloud > tag cloud

* Tagxedo hard to spell?
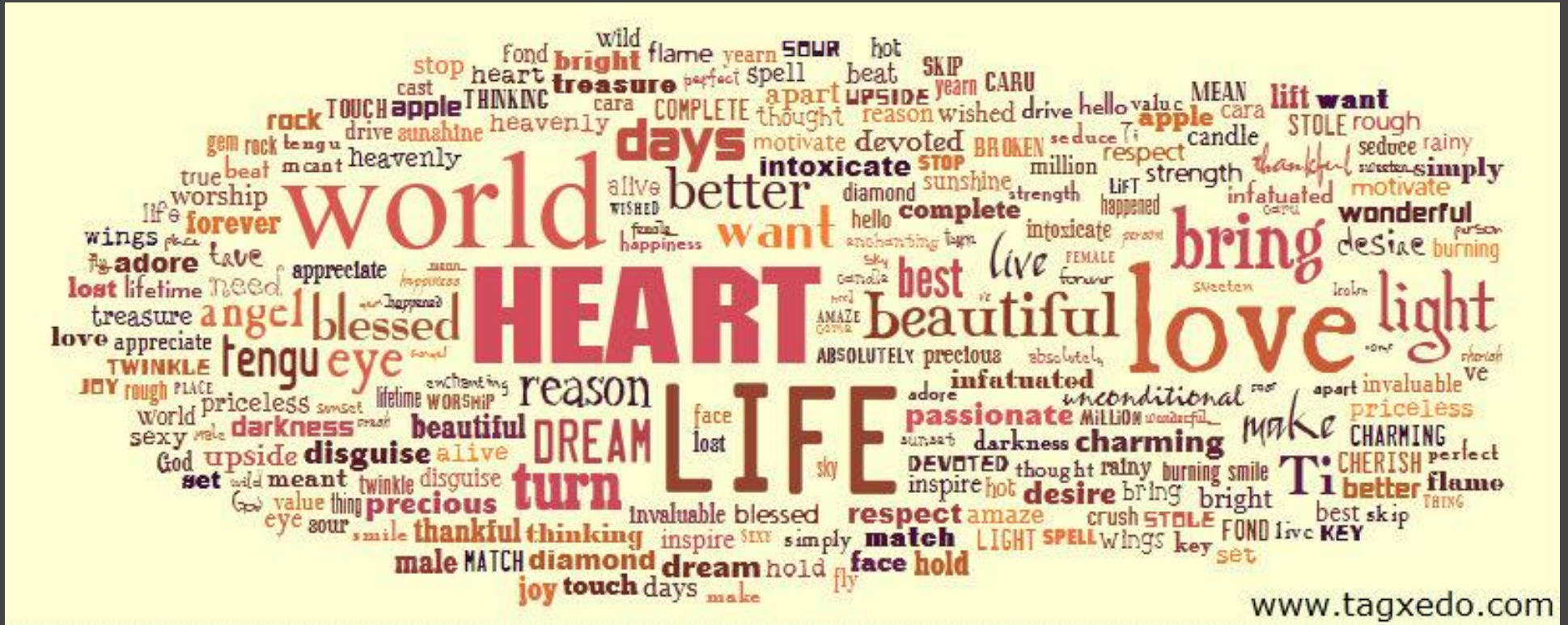remember: starts with
Tag, rthymes with Tuxedo

Show Some Love

● Make your own unique expression of love

Say I Love You in 101 Ways

http://www.romancestuck.com/i-love-you-100-ways.htm

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Make a Thank You Card

- Use names of people who came to your party, shower, or seminar
- Need to be careful with options
  - Don't Combine Identical Words
  - Allow Punctuations
  - Use Tilde (e.g. "Hardy~L.")
- Optionally highlight words
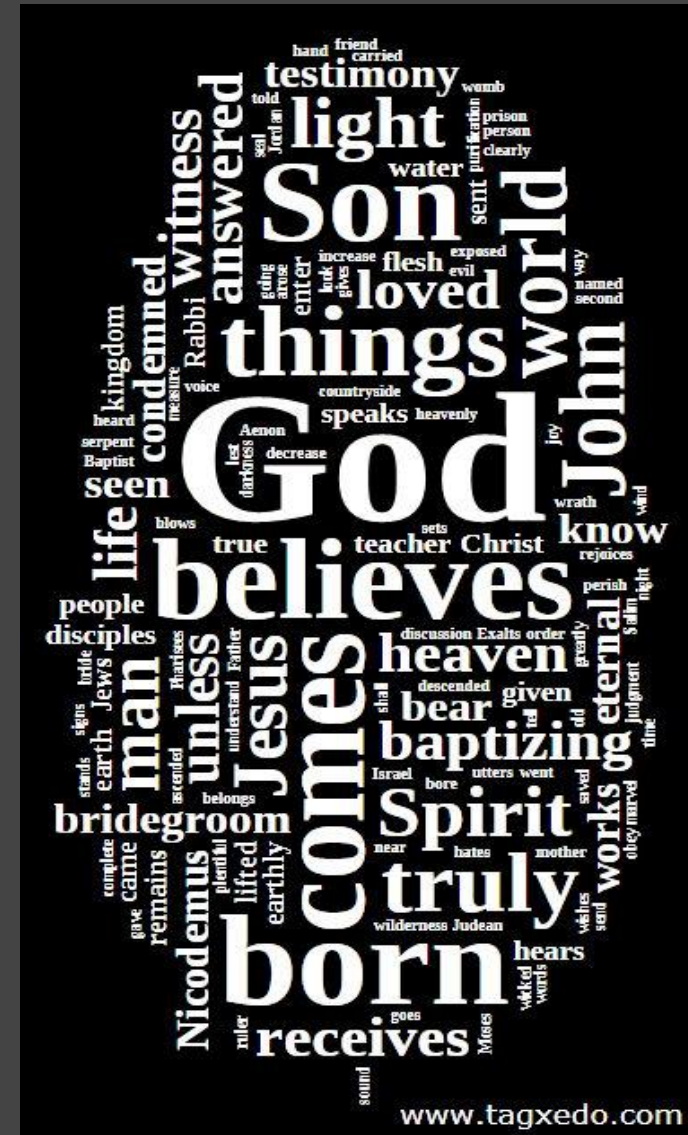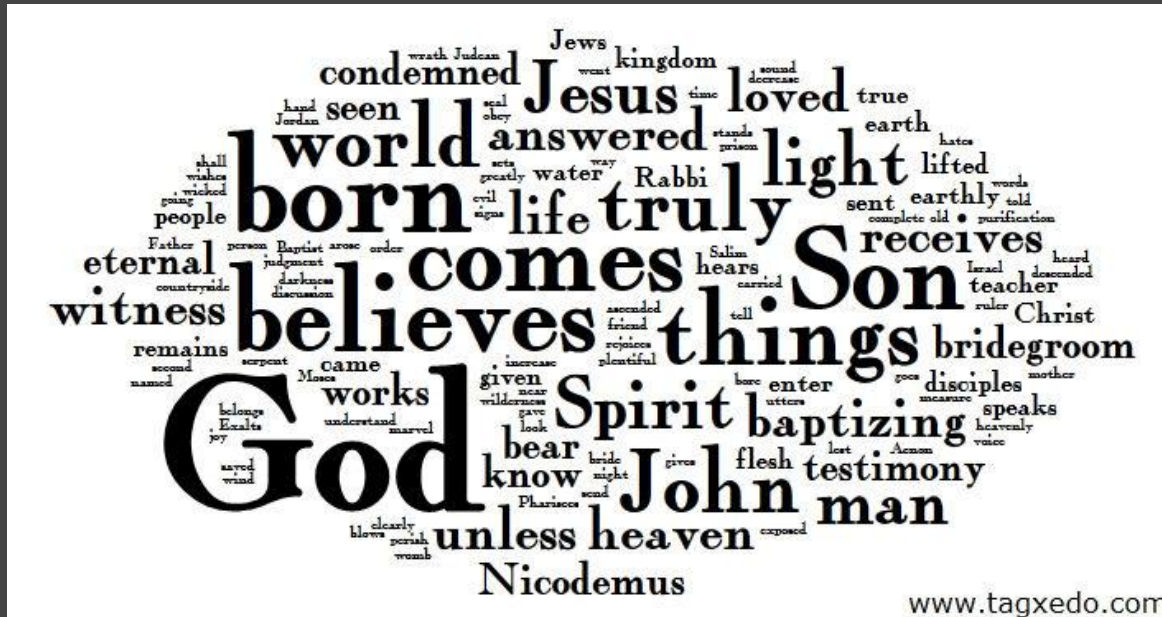- Use all fonts to reflect diversity

Make a Class Tagxedo

- Make an artwork representing the class
  - Teacher first makes a sample Tagxedo
    - careful about students with the same name
  - Teacher's name (or class name) in higher frequency
  - Decides on the background color
  - Each student can now decide his/her own font and color
    - One time decision, so choose wisely
  - Teacher takes the input and respins "all" 10 times
  - Class votes for the best Tagxedo
  - Learning
    - Express himself/herself
    - Appreciate typography
    - Show unity

Summarize a Sermon with Tagxedo

- Summarize a sermon, a scripture, or the entire bible
  - Or any religious or inspirational readings
- B/W and W/B both work great
  - Already rich in beautiful words
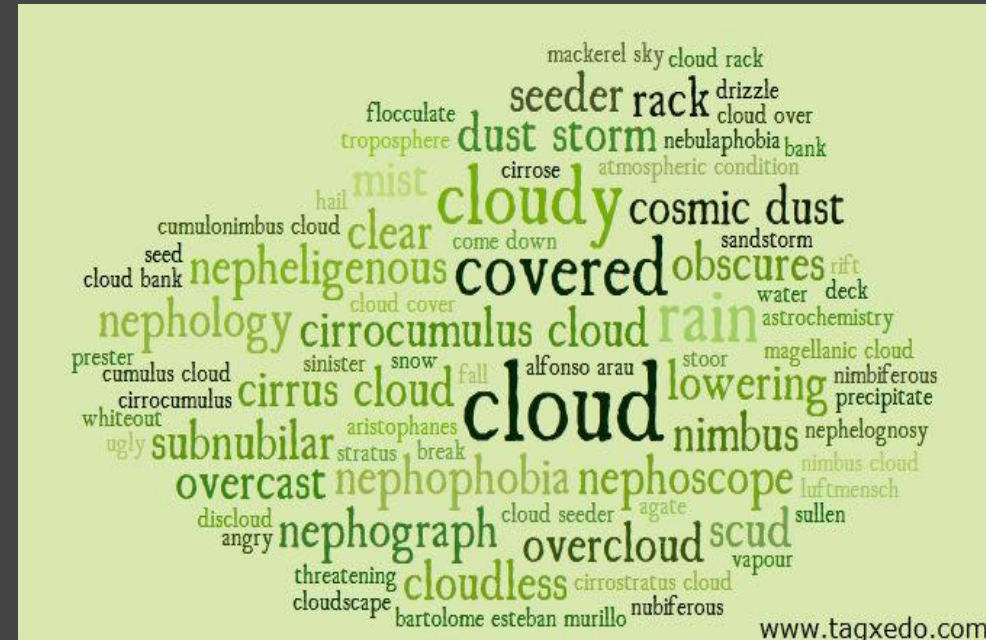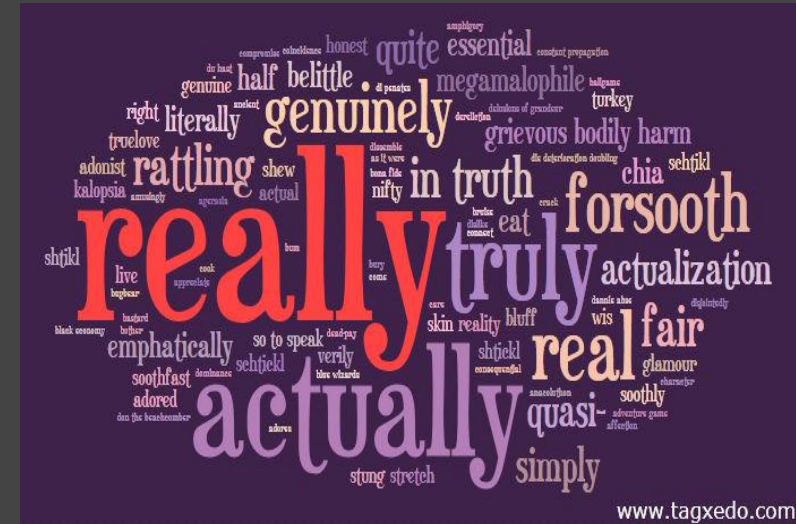- Great for framing

Make a Banner Logo for your Blog

- Make a Tagxedo from text of your blog as banner
  - To force a certain aspect ratio, use custom image
  - Use "Normalize Frequency" for a smooth distribution
  - Optionally highlight the name of your site (different color and font)
  - Bonus
    - Change background color (Layout Options) to match that of your blog

Expand Your Vocabulary

- Take a concept and use reverse dictionary to find related concepts
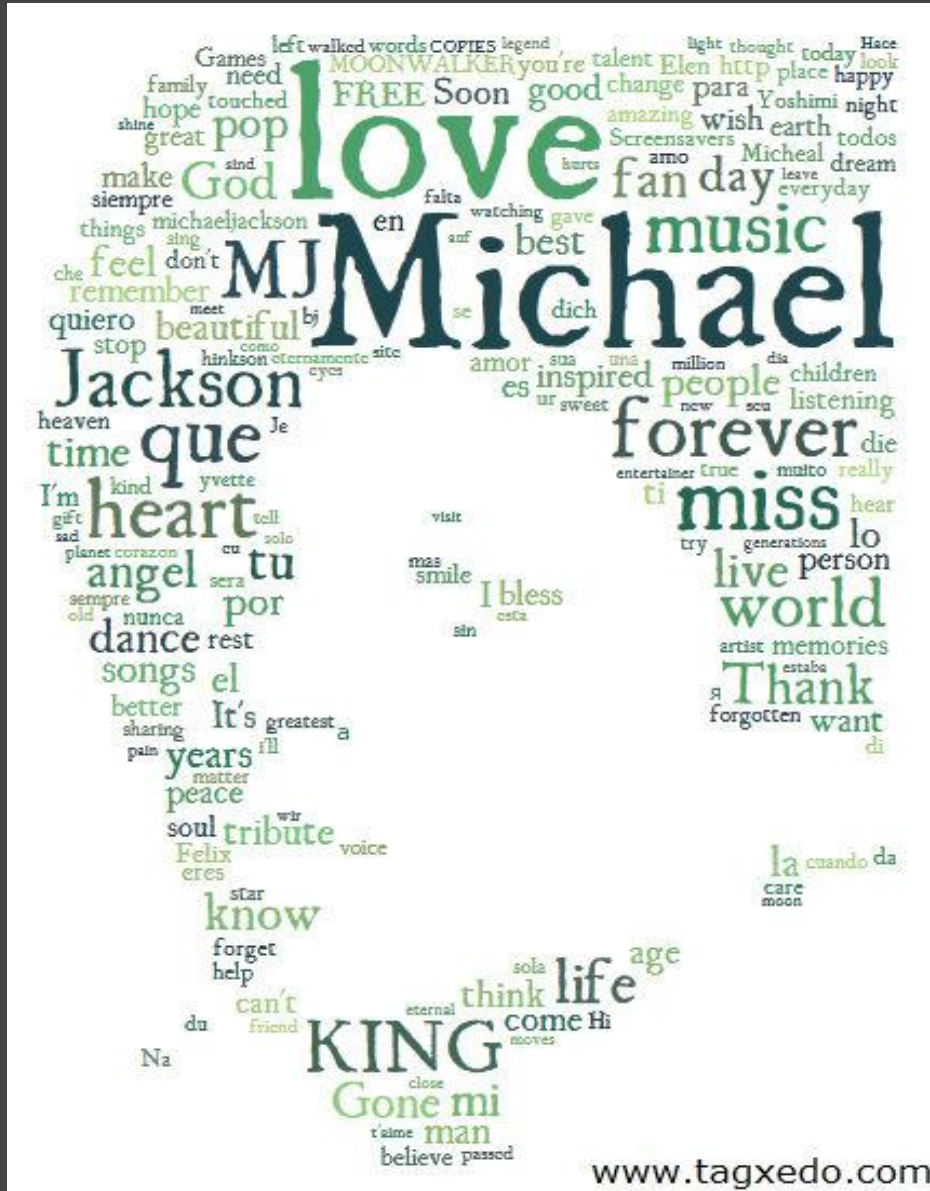 - http://www.onelook.com/reverse-dictionary.shtml
  - Sorted list of related phrases
  - Normalize frequency
  - Custom color to reveal the original word
- Find words outside your language comfort zone
- Learn related concepts
- Expand and improve your vocabulary

Pay Tribute

● Pay tribute with words and images

Fans' tribute to
Michael Jackson

Turn Your Own Handwriting into Artworks

- Create your own handwriting font
- Add the custom font to Tagxedo
  - Easy to tell if a font is good or bad in Tagxedo
- Use it to create artwork for use in scrapbook, poster, tag
  - e.g. your writing + shape + font + cutout = scrapbook art

Decorate With Tagxedo

- Make posters or picture frames of your most impressive Tagxedo artworks for decoration
  - Home, kids' rooms, or classroom, lobby, hallway
  - Also works great for conference rooms with themed names (e.g. named after countries, animals, pop singers)
  - Attractive and elegant


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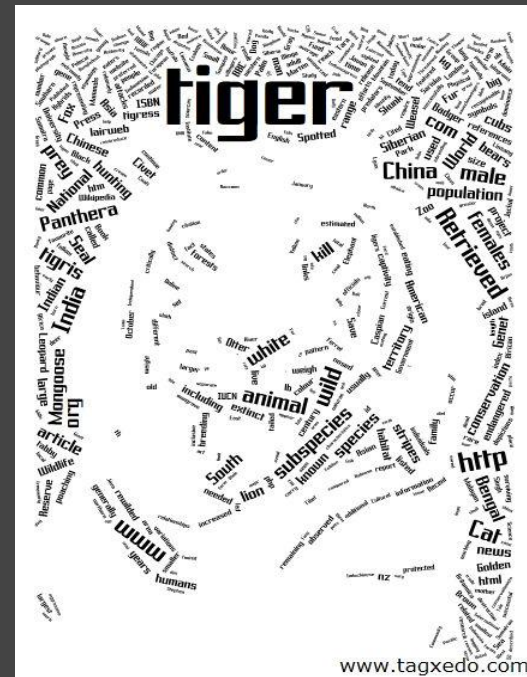
Advertise a Product

- Make an ad using Tagxedo
  - Eye catching, refreshing
- Example of a Fish Oil Supplement Ad
  - Touting benefits of fish oil
  - Use words describing the benefits, and shape of a fish
  - Normalized frequencies
 - Many customization possibilities
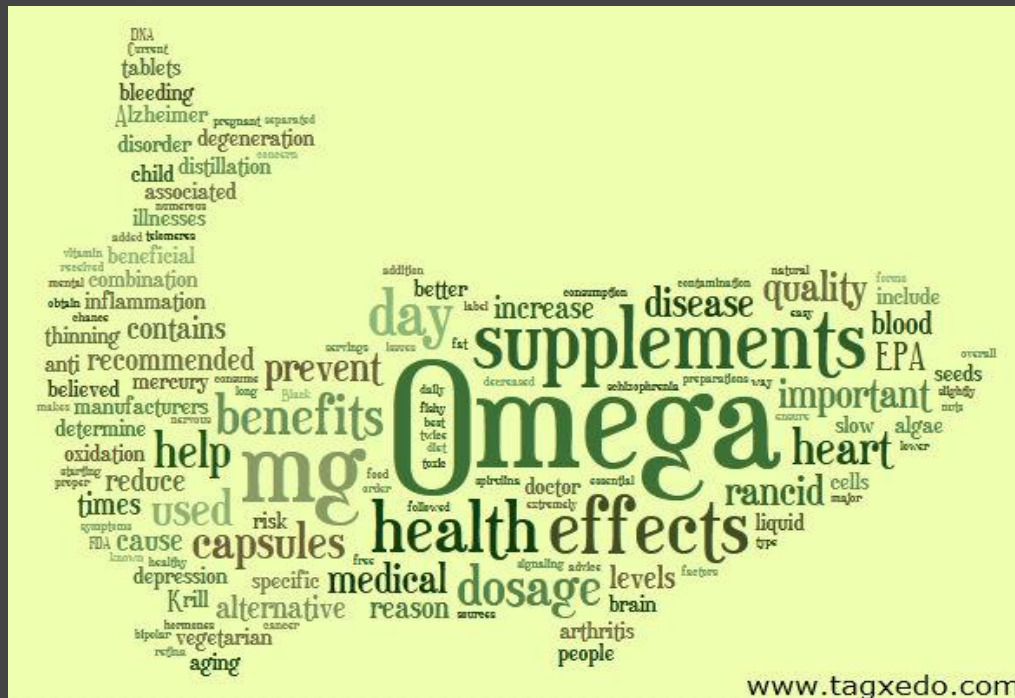
Break the Ice

- At the beginning of the school year, ask each student to make a Tagxedo about himself/herself
  - Show a sample (e.g. one about you, or previous class)
  - What you like, what's unique about you
  - Normalize Frequency make the exercise much easier (just give an ordered list of words or phrases)
  - classic cloud: >40 words/phrases shape: >100
- Each student gets a few minutes to talk about themselves
  - Easiest - each makes a list, teacher makes Tagxedoes
  - Hardest - each makes own Tagxedo (with shape)
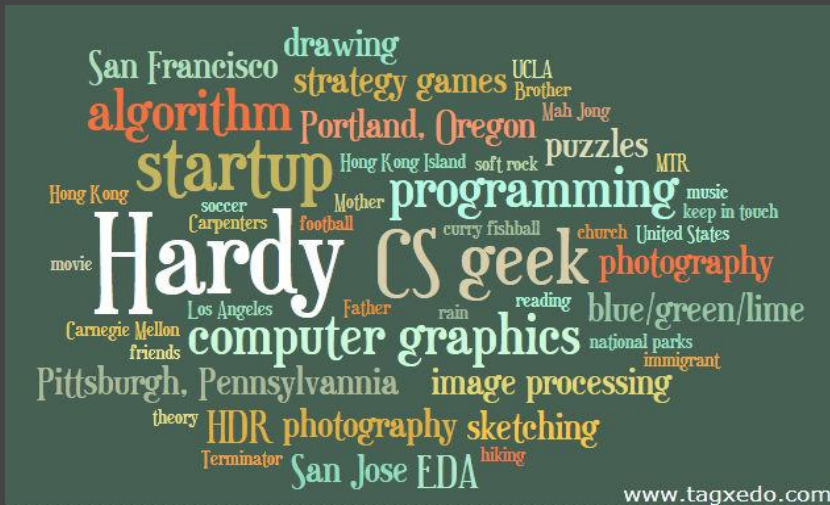
Make a Cover

- Make a book, essay, or notebook cover
- Easy
  - Choose a shape that best represents the project
  - Use text from the project
- Advanced
  - Embed the title of the book/essay/project into the Tagxedo and show it in a different color/font/size


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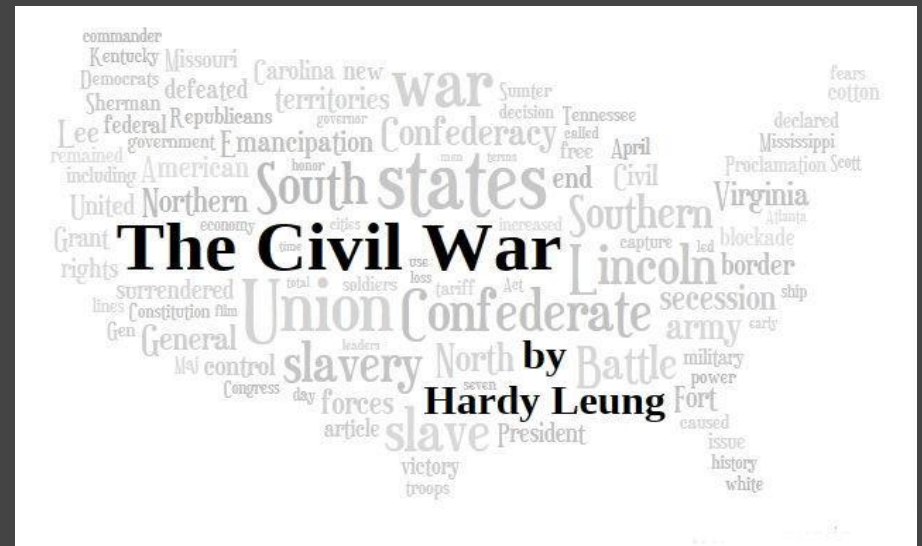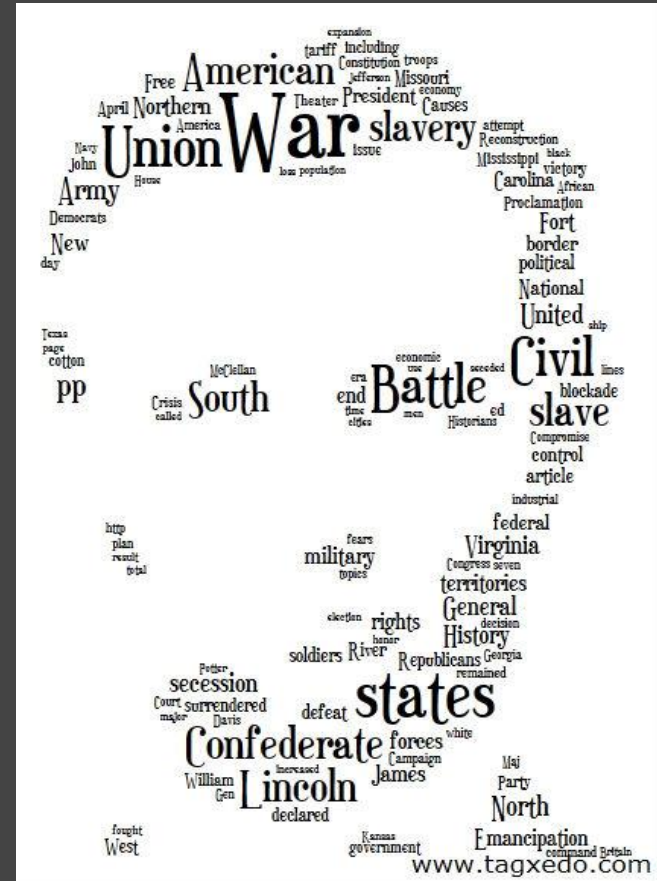
Decorate Marketing Pamphlets/Datasheets

- Complement your product datasheets or marketing materials with a Tagxedo
  - Summarize the products or message
  - Birds-eye view, captivating
 - Customers get a gist in one glance

Make an Art Out of Any Text

- Literally any text can be turned into something interesting
  - source code
  - movie script
- Even non-text (actually quite interesting!)
  - Pdf, Dll, Doc
- Example shown
  - Source code of Tagxedo visualized in Tagxedo
  - Top: Words only
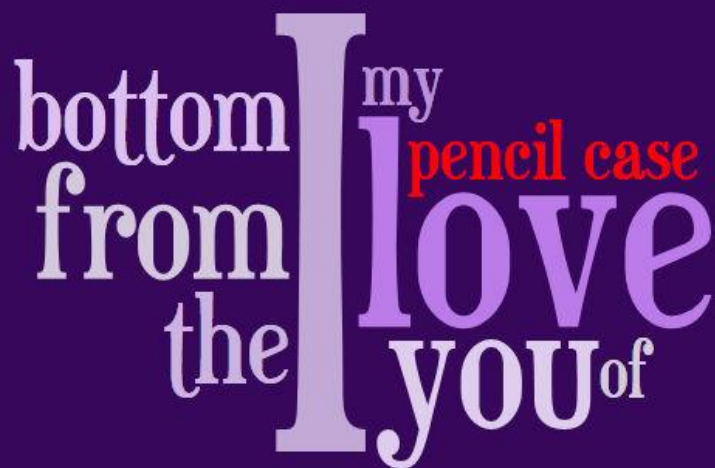 - Bottom: numbers and punctuations
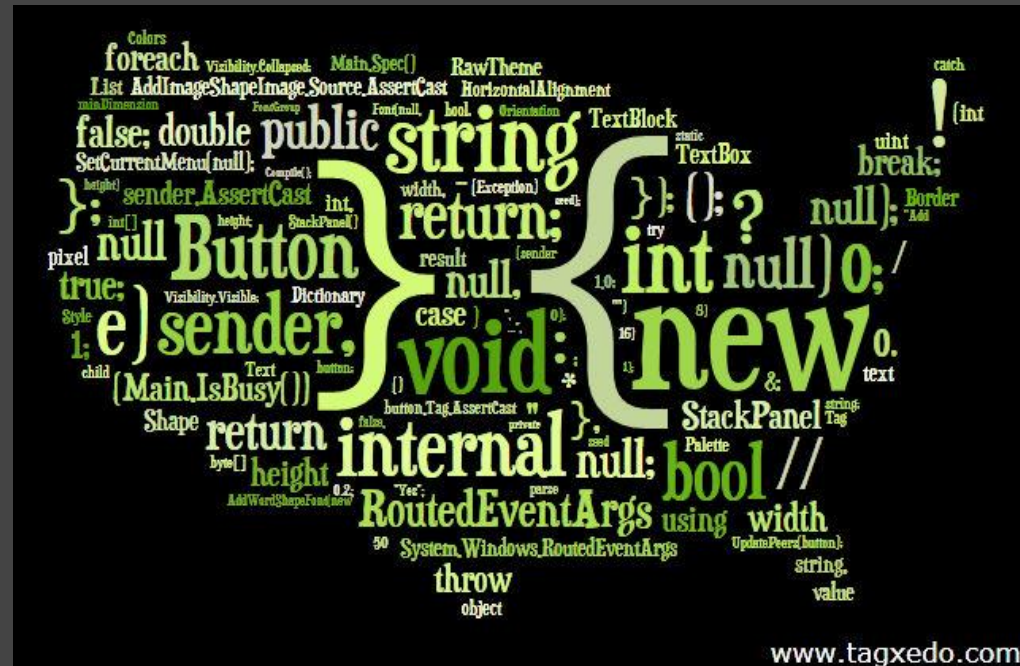
Show Your Customer Testimony

- Show how much your customers love you with a Tagxedo
  - The example was based on actual testimony from 11 customers (text used as-is) of a wedding cake shop
  - Heart shape, logo, custom cloud all work well
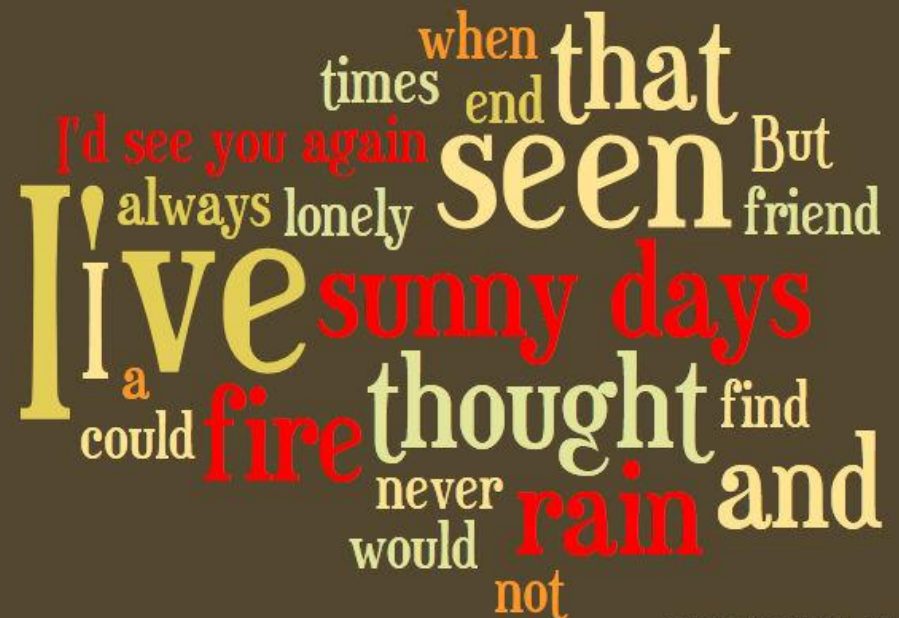 - Hand fonts or light-hearted fonts

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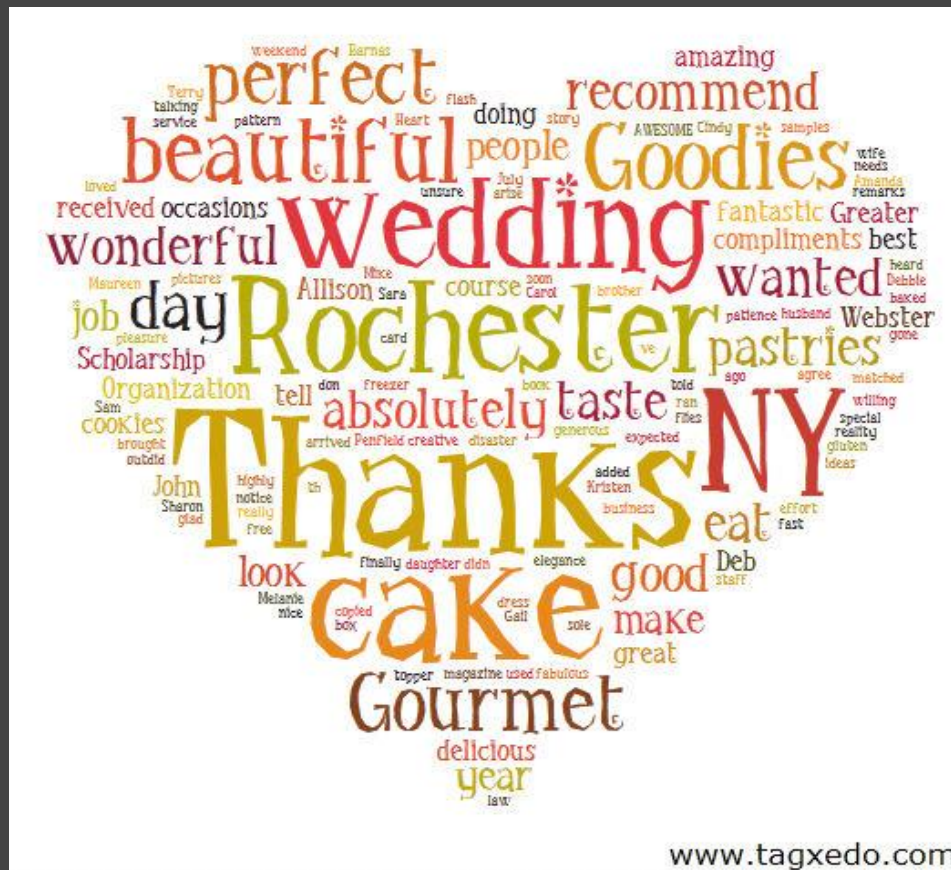
Make a Beautiful Sentence

- Even a single sentence can make a beautiful Tagxedo
- Tips
  - Classic cloud (since few words in a sentence)
  - Normalize frequency
  - Pay attention to punctuation (e.g. I've)
  - Selective highlighting of choice words
- Quotable quotes, excerpts of lyrics, and memes of the day

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Make a Poem Tagxedo
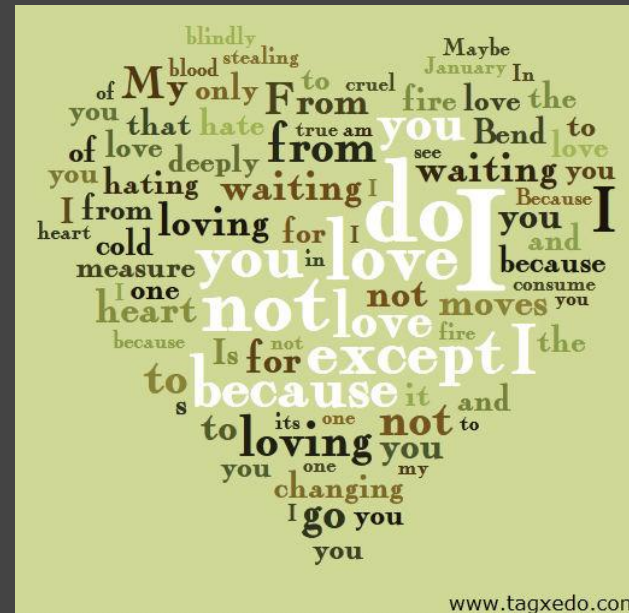
- Take your favorite poem and make an inspiring Tagxedo
- Copy the entire text of the poem
- Do not combine related or identical words, and do not remove common words
  - So that the entire text appears as is
- Normalize frequency
- Color the first line of text differently
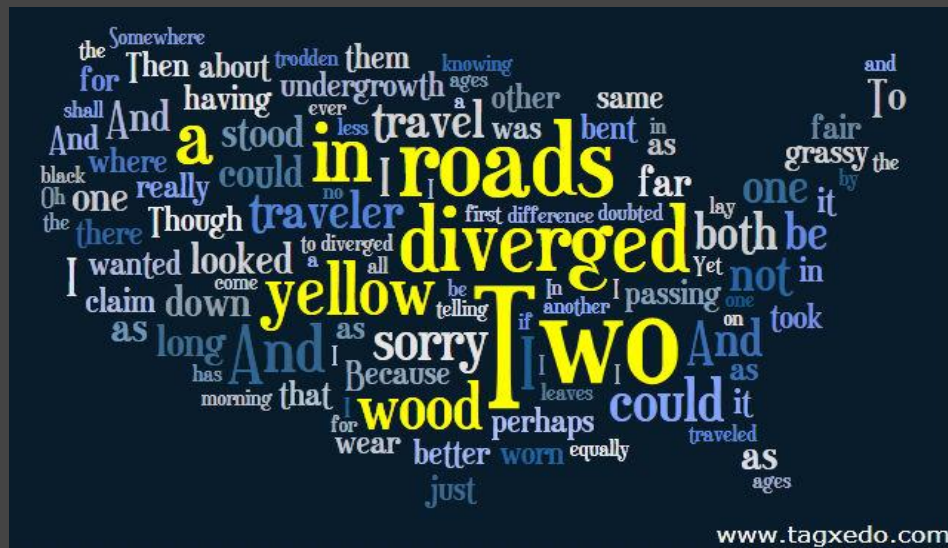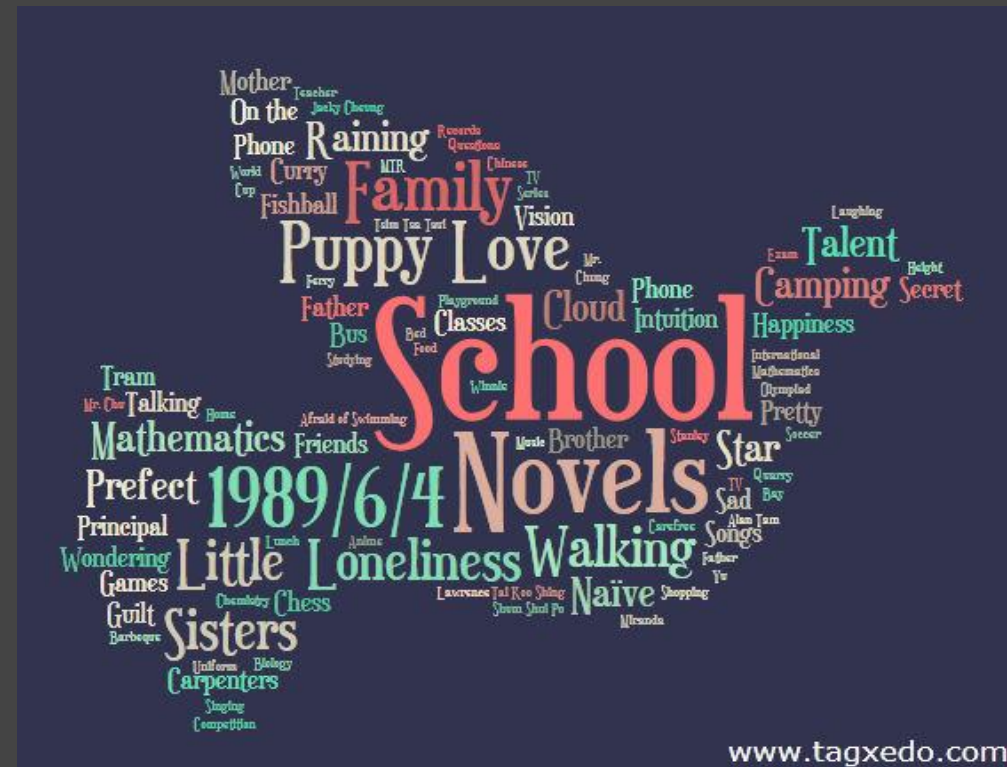

The Road Not Taken

I Do Not Love You Except ...

Savor Your Memory

- Make a Tagxedo out of your memory of the good o' days
  - Memorial things that you did
  - Favorite places to be with friends
  - People you loved and people who changed you
- For younger folks
  - Capture the best days with your friends
  - Share the memory
  - Say how you feel
  - Wonderful gift to friends

Discover Your Personality

- Make a list of 100 values or personality traits
- Each person give a score for each value (0-100)
  - Love:100 Coolness:50 Control:20 Flexibility:70
- Feed the data to Tagxedo
  - Use the "Deja Vu" option, show maximum 50 words
- Normalize Frequency - forcing a ranking
- Make Tagxedoes and compare
  - Find similarity, differences among people
  - Games for bridal shower, couple dates, self introspection, ice breaker

Start a Class Topic

- Start a class topic with Tagxedo
  - Civil right, cold war, jazz, world cup, Lady Gaga ...
  - Use Wikipedia (http://en.wikipedia.org/wiki/<topic>)
  - Use preset font/theme/orientation and options
  - Can be interactive (e.g. class is interested in Malcolm X, so let's make one right then and there)
  - Talk the Tagxedo, and write down keywords for more detailed discussion

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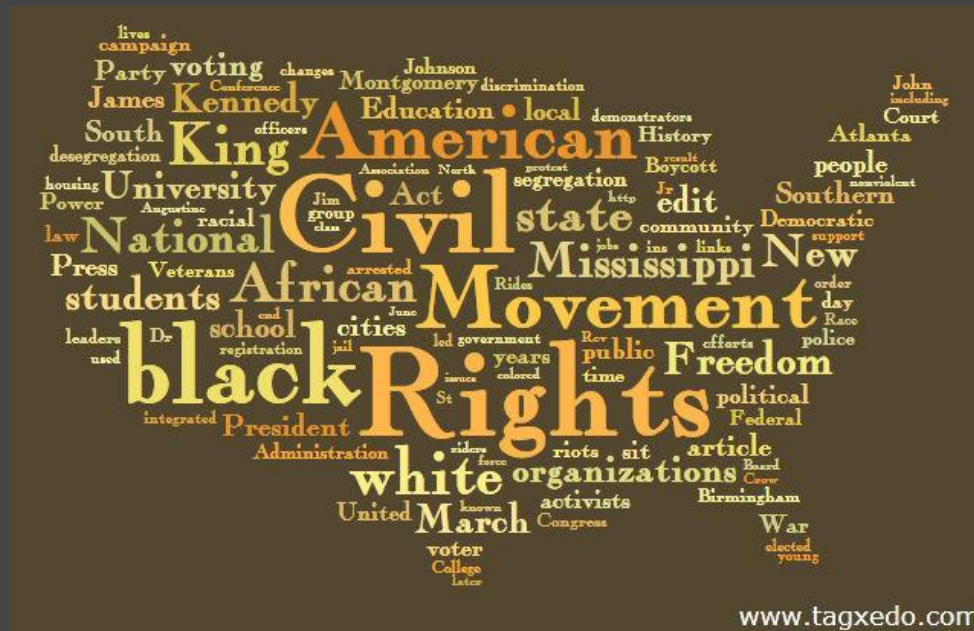
# Improve Students' Writing Skill

- Adapted from a Wordle suggestion made by Russeltarr
- Turn a student's history essay into a Tagxedo
- Use "Customize Words" to take out common English words
- See if the class can figure out (a) the topic, and (b) the title
- If they fail to do so, it means the essay lacks sufficient focus on the question
- Use "Normalize Frequency" if distribution is out of whack
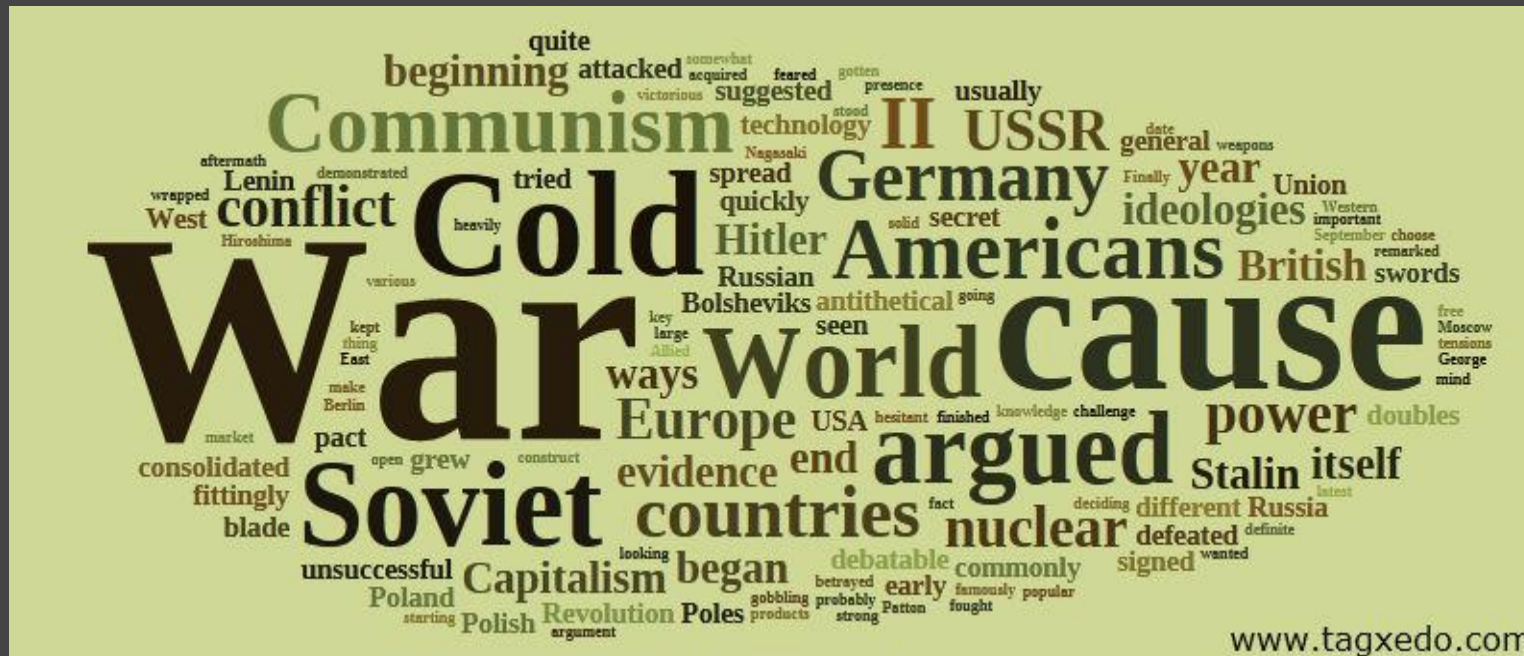
Convert any "Top 100" to a Cloud View

- Rank the list from top to bottom + Normalize Frequency
- 50-100 seems to work well, 25-50 may also work
  - Classic cloud is more appropriate for smaller number
  - Change tightness and/or "Spread" to adjust dramatization
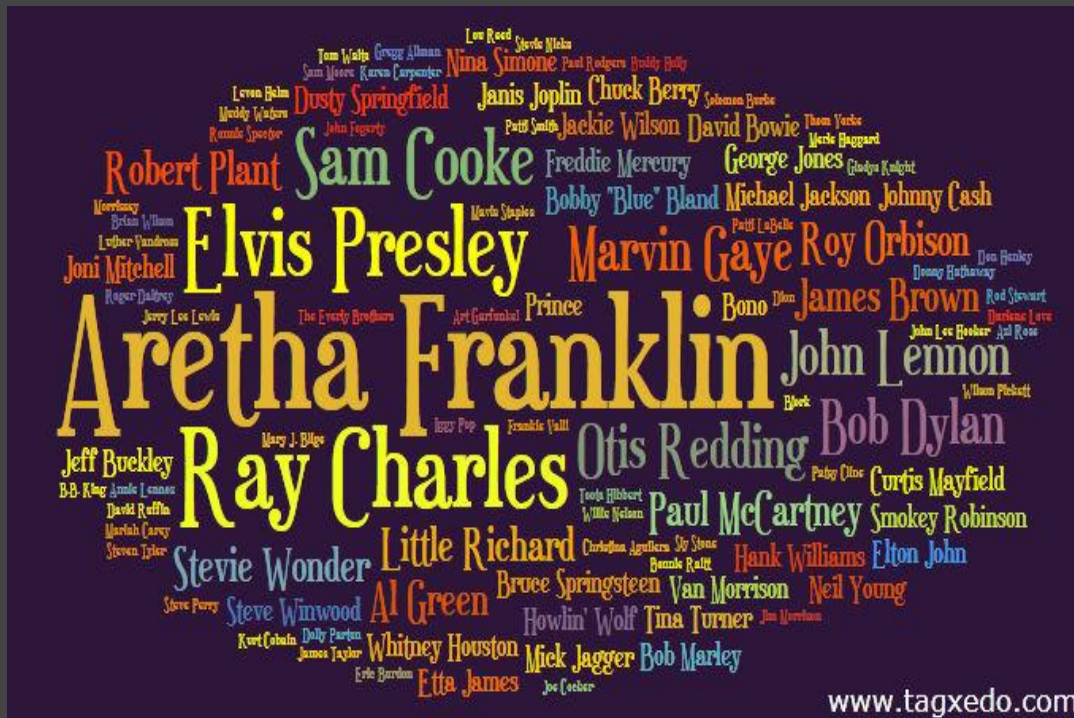
Rolling Stone Top 100 Vocalists

100 Top Movies of All Time

Visualize Most Any Textual Data

- Most any textual data, formal or informal, can be visualized in Tagxedo, often offering interesting perspectives
  - List of common misspelled words
  - Overused marketing terms
  - Lotto statistics
- Tips
  - Normalize frequency when appropriate
  - Using all fonts conveys diversity

Lotto winning likelihood
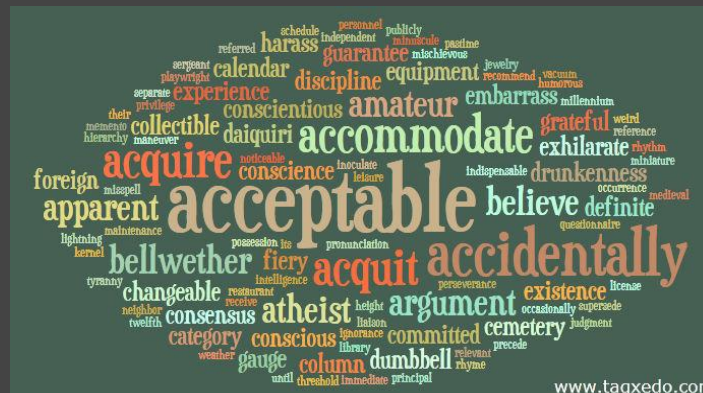
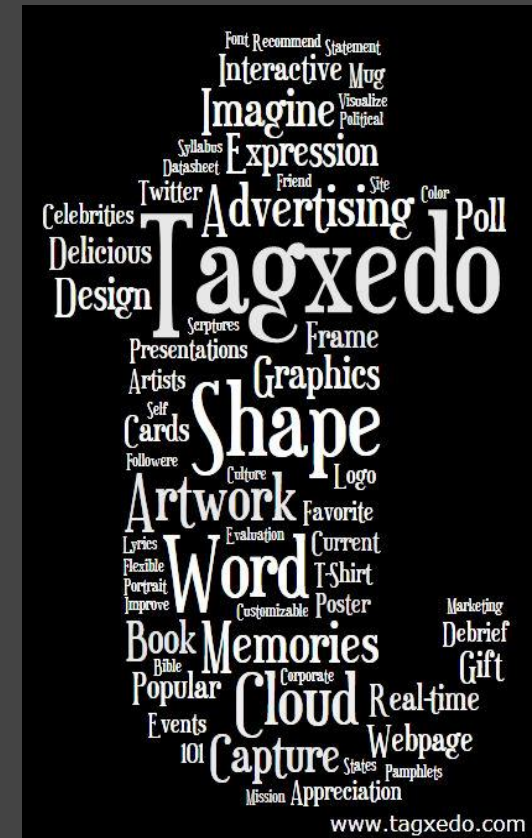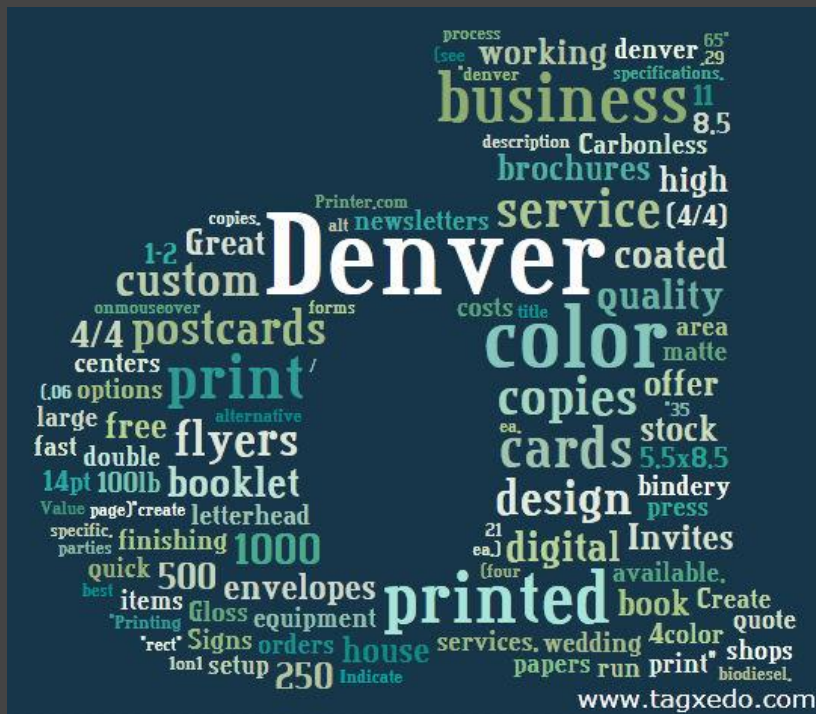overused in marketing

often misspelled

Tell People What Your Company Does

- List keywords describing your company and use "Normalize Frequency"
- Use your company logo or initials
  - Single letter often looks very good
- Some "fat" fonts work very well with initials
  - e.g. Fette Egyptienne
- Signs, posters, store front displays, etc.

Tagxedo ("t")
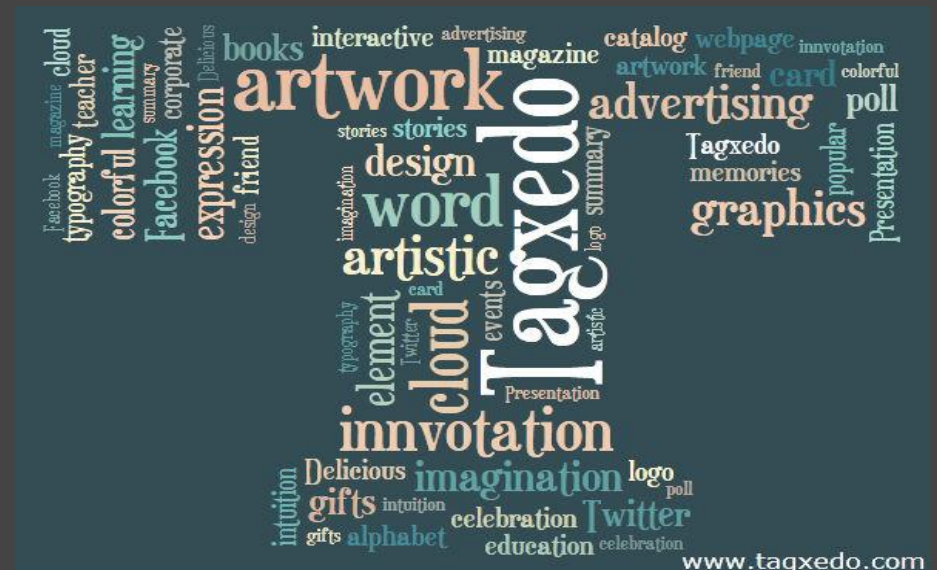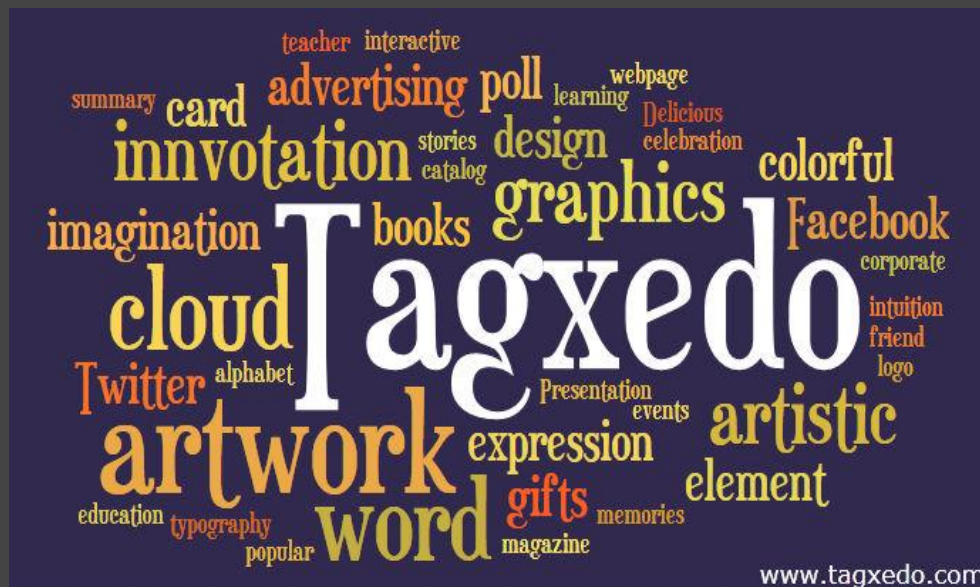

A Denver printing company ("d")

Make a Business Card Design

- Add a Tagxedo to the back of the business card
  - No need to repeat what's in the front (email, phone #), but use it as an extended introduction
  - Remind people what you do, or what you offer
  - Normalize frequency
  - Use a different font/color for your name
  - Use custom shape (hard to get it right) or classic cloud

Contrast Candidates in a Political Debate

- Tagxedo provides a first-order analysis
  - Debates, speeches, slogans, promises, etc.
- The following example compares the words of Julia Gillard (incumbent) and Tony Abbott in the Australian election debate (July 25, 2010)
  - Normalized Frequencies
    - show *relative*, not absolute, importance of words
  - Gillard said "I believe" and "Australian people" a lot
  - Abbott frequently laid blame at the "Government"

Julia Gillard

Tony Abbott

Summarize a Field Trip Report

- Make a Tagxedo out of your field trip report
  - Use related shapes
- Example
  - A bird watching field trip
  - Each student writes his/her own report
  - Each group (of 5 students) write a more comprehensive report, complete with pictures and research
  - A Tagxedo is made of the words in the report and shape of a bird (actual picture)
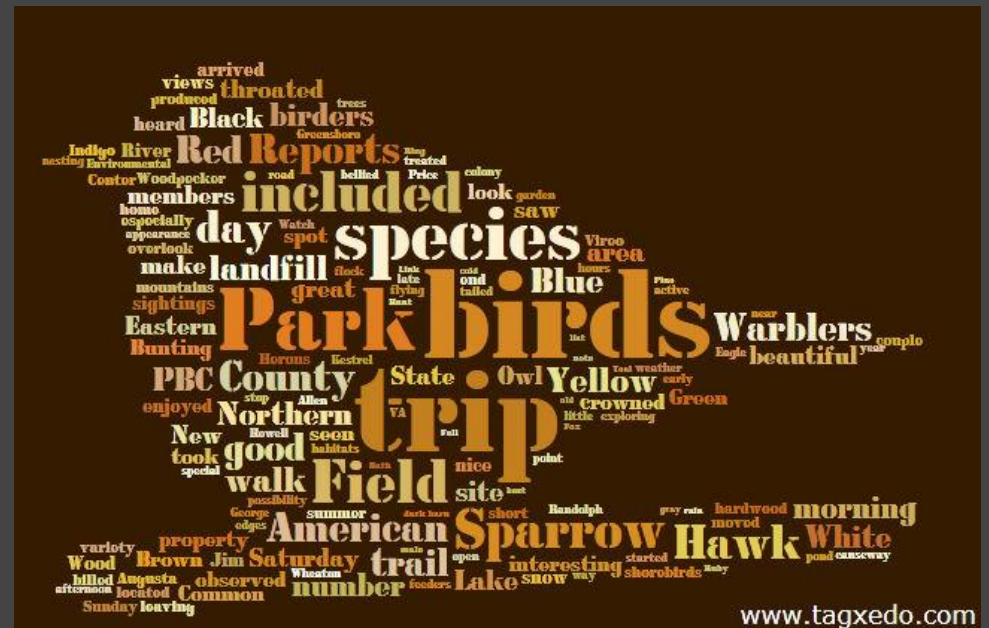
Summarize Chapters of a Book

- Summarize chapters of a book
  - Use text from the chapter
  - Highlight selected words to summarize the chapter or lead to the next
  - Use related shape
    - Example: Tom Sawyer, steamboat (silhouettes)

Appreciate Other Languages

- Make Tagxedo with non-Latin languages
  - Chinese, Japanese, Korean, Hebrew, Russian, ...
  - Classic poems, literatures, etc
  - Also try Google Translate
    - e.g. translate "The Road Not Taken" to Chinese
  - Consider the "NonLatin Heuristics" option. On? Off?
  - Use custom fonts (e.g. free Chinese font here)
  - Excellent learning opportunity
    - Introduce other cultures / appreciate diversity of writing languages / great for group project
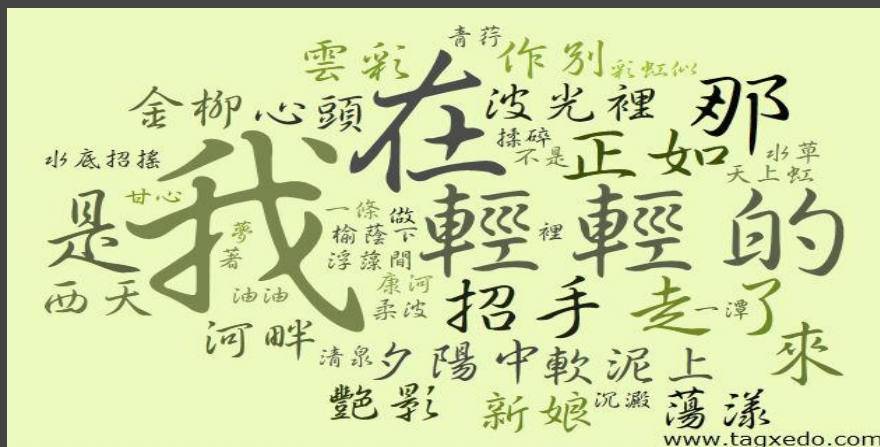
Make a Language Art

- Make multiple Tagxedoes of a famous literature
  - Original + multiple translations
  - Either turn off common word removal, or manually remove them in the translations as well
- Use Google Translate as a backup solution
- Compare and contrast the words
- Make a nice artwork display
- Crazy idea:
  - English to Chinese to English!

Adventures of Huckleberry Finn in English, Spanish, and Chinese

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Turn Your Name into an Artwork

- Repeat your name 200 times
- Set "Combine Identical Words" to "No"
- Set "Normalize Frequency" to "Yes
  - Tagxedo will size the words according to Zipf's Law
- Set "Font Preference" to "All"
- Idea
  - Room signs, stickers, portfolio inserts
  - Just don't brag about it, okay?
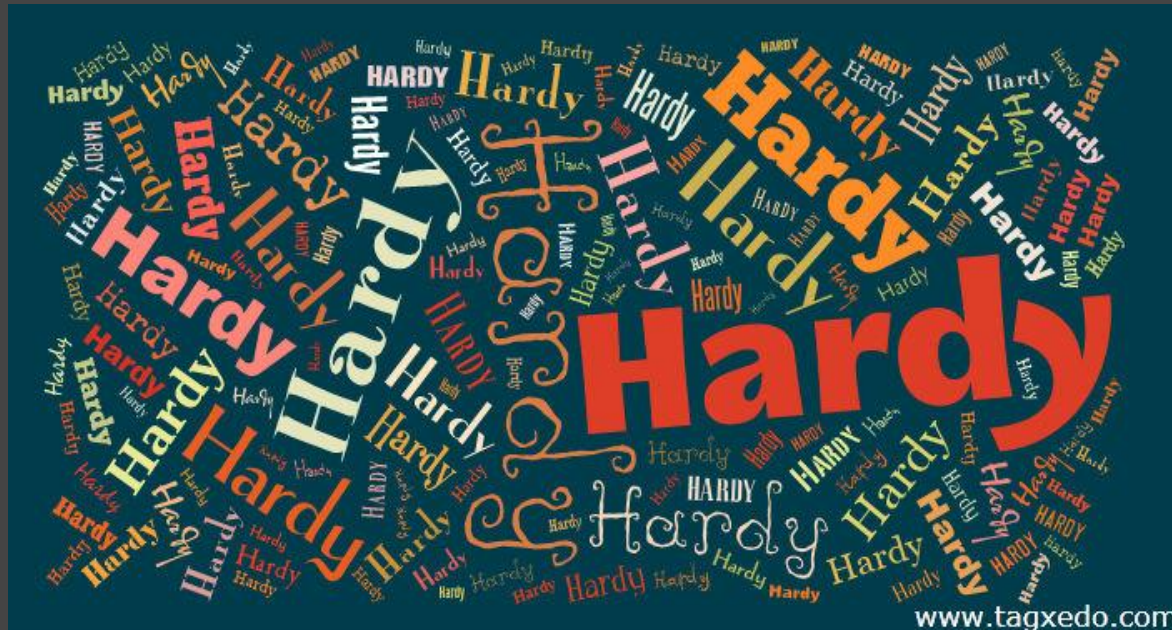
Use Tagxedo as a Font Evaluator

- Save Font File (TTF, OTF, .ZIP) from Font Websites (e.g. DaFont, FontSquirrel)
- Use the "Add Font" feature to load the font
- Excellent way to evaulate and compare fonts

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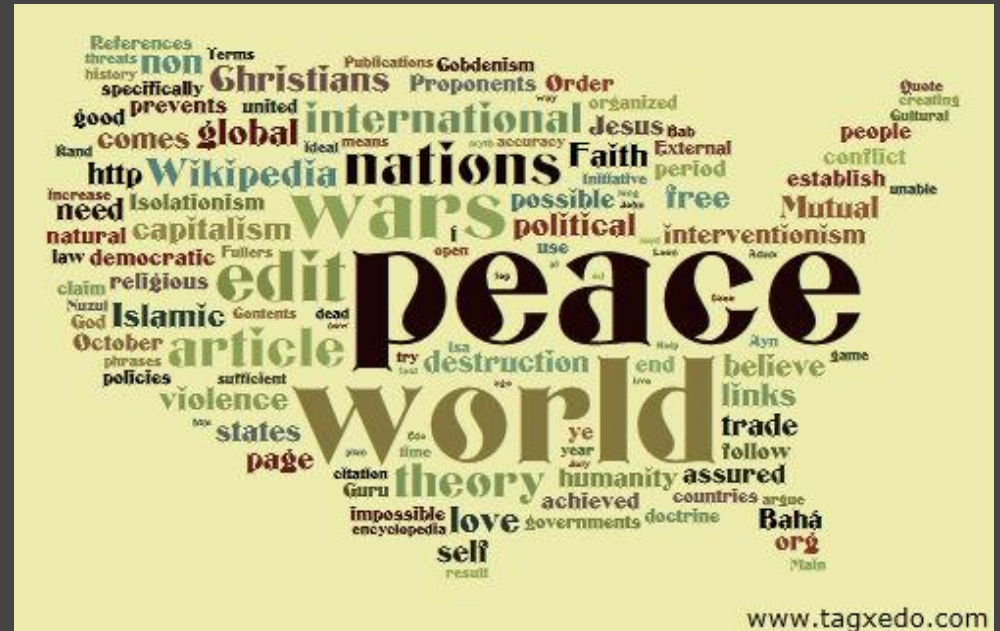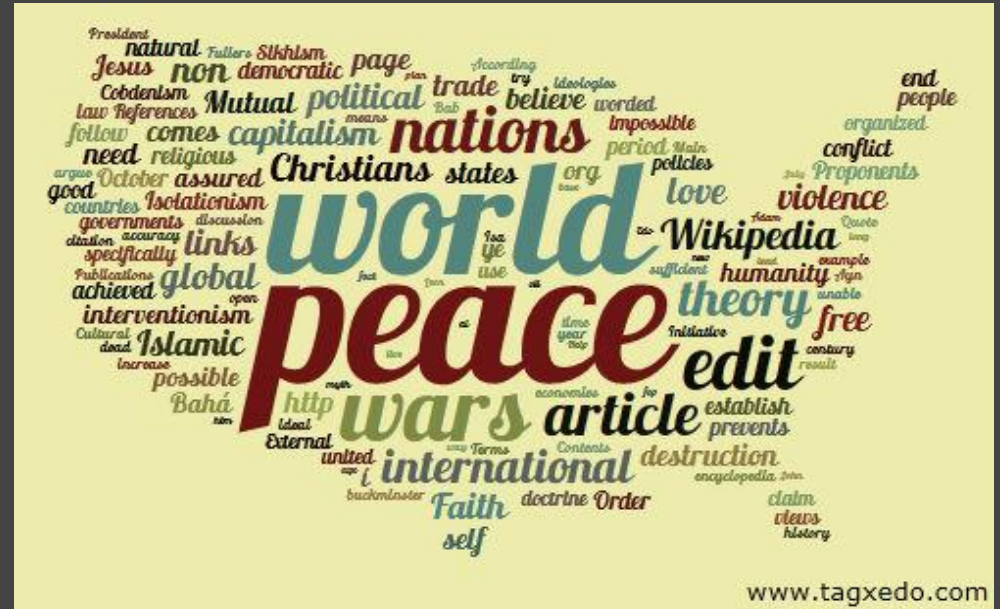
Make a Clickable Tag Cloud for Your Site

- Silverlight-based
  - Animated Words
  - Clickable
  - Require SL
- Image-map-based
  - No animation
  - Clickable
  - No Flash/SL/JS required
- See Blog for details

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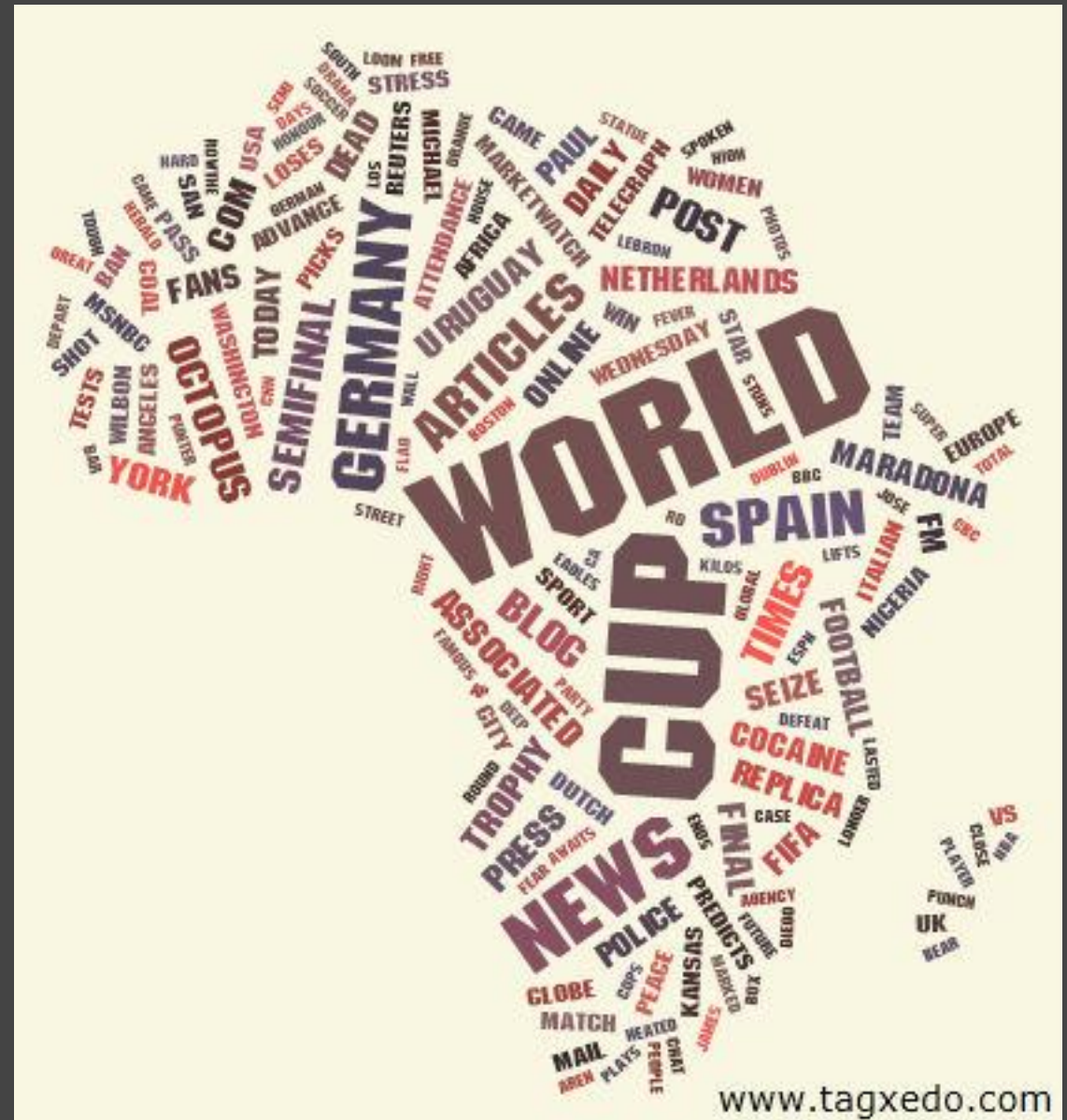
Name a Baby

- Collect a list of candidate names, assign them with different weights (say between 5 and 100).
- Create a Tagxedo using the classic cloud
- See how your favorite names stand out in the presence of others
- Adjust weights, and repeat (lock theme, font, and orientation)

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Juice up Important but Boring Documents

- Safety manuals, terms and conditions, legal documents, reference manuals
- Turn them into Tagxedoes
  - Get a gist of what it is about (many have confusing titles)
  - Normalize frequency if necessary
    - Helpful if desirable to promote certain keywords (give them very high frequencies and then normalize)
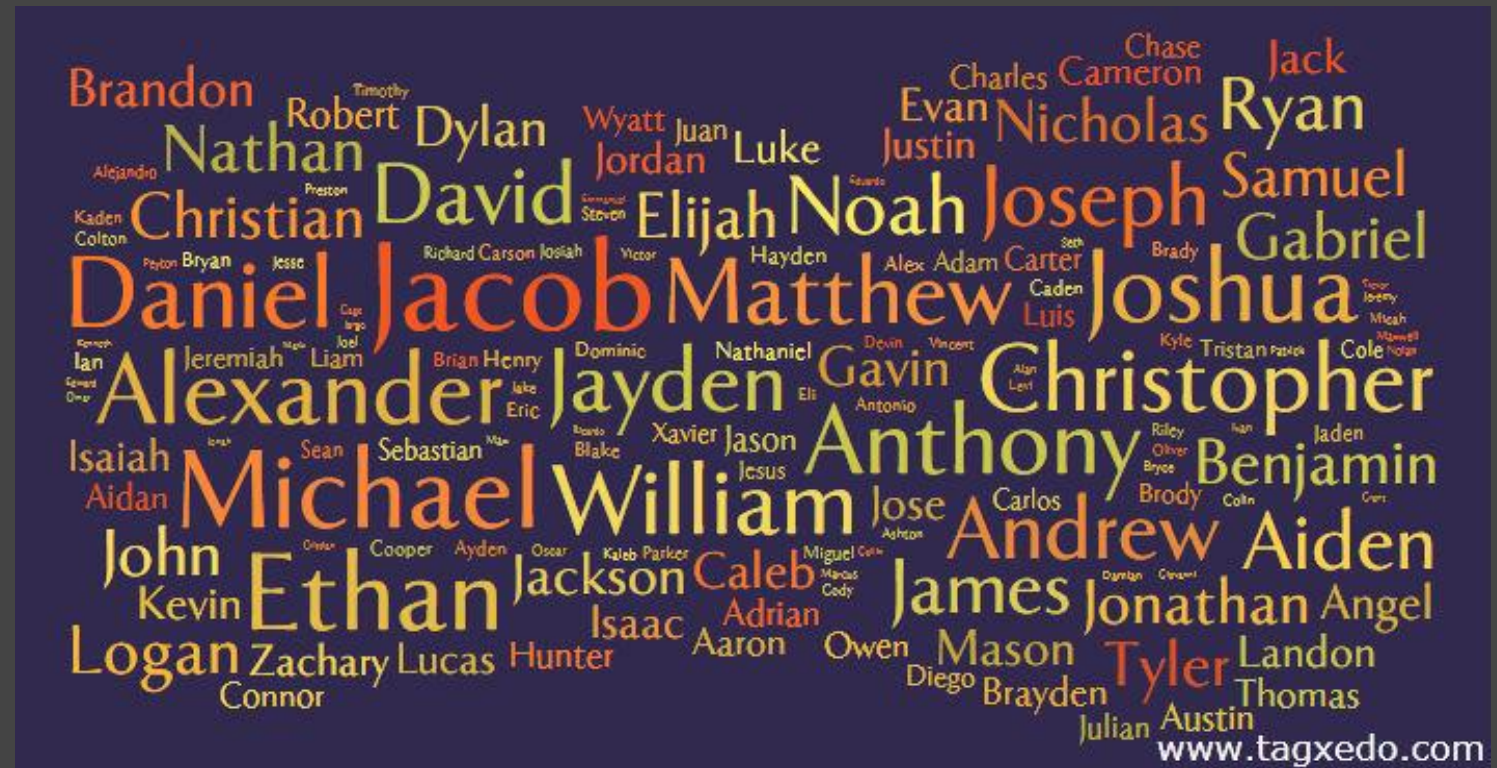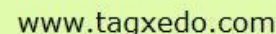
Pick a Theme

- Use Tagxedo to pick a theme (palette)
  - *Wedding invitation, marketing event, personalized palette, stationery, corporate theme, etc.*
  - Better visualization than the raw colors side by side
  - Tips
    - use history mode for comparison
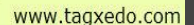   - Set "Theme Preference" (any, bright, dark)
    - Add your own theme to Tagxedo to visualize

Teach Students about Cultures of the World

- Fun way to learn geography, history, and culture of different countries
- Great for projects
  - One country per student/group
  - Research, Prioritize words, Make Tagxedo, Give presentation
  - Turn the Tagxedoes into beautiful posters
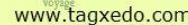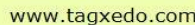
Present Your Corporate Mission Statement

- Present the (otherwise boring) Mission Statement in a more colorful way
- Use the mission statement as is (better), or hand craft the words

Starbucks
(Class Cloud)
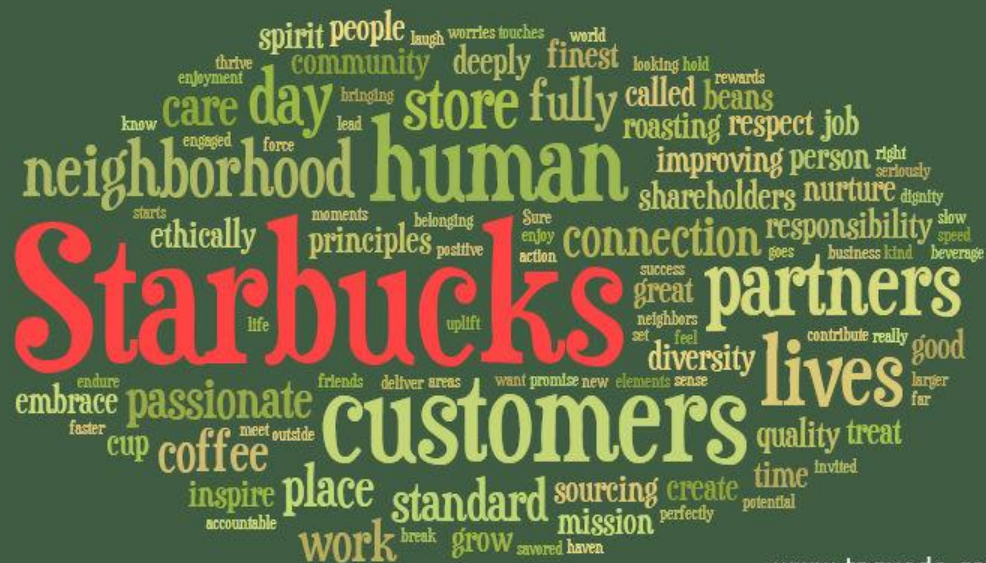
Google's Philosophy
(the "g" Cloud)

Teach Students about the States

- Similarly, students can learn about the States by researching and making Tagxedo with shapes of the States
- Bonus idea
  - Take out the names of the states and ask sutdents to guess the States
  - Use bigger words for the state flowers, Capitols, and animals, and big cities

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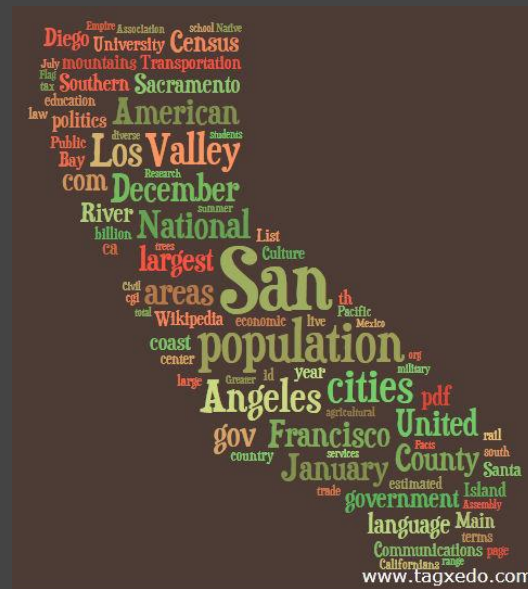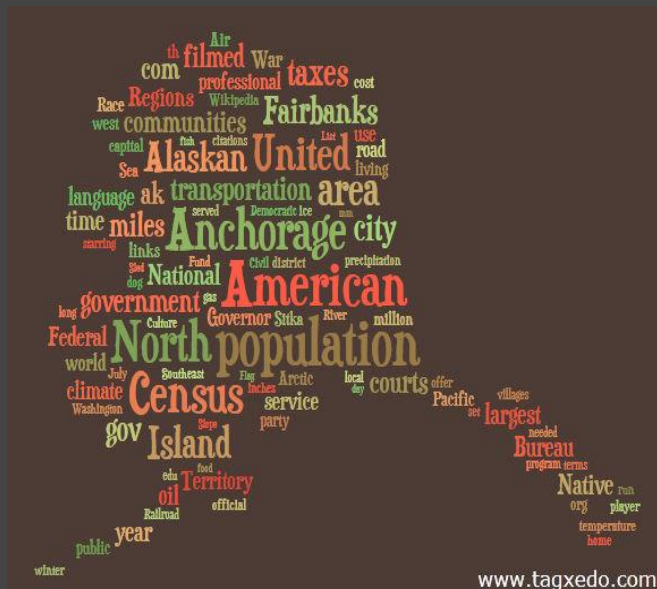
Capture Fond Memories

- Turn your fond memories into a Tagxedo
  - Childhood fun
  - Summer vacation
  - Visiting love ones
- Write an essay, or write down words or short sentences
  - *Tip: Adjust frequency to highlight favorite activities*
- Perfect gift to grannies after visiting them
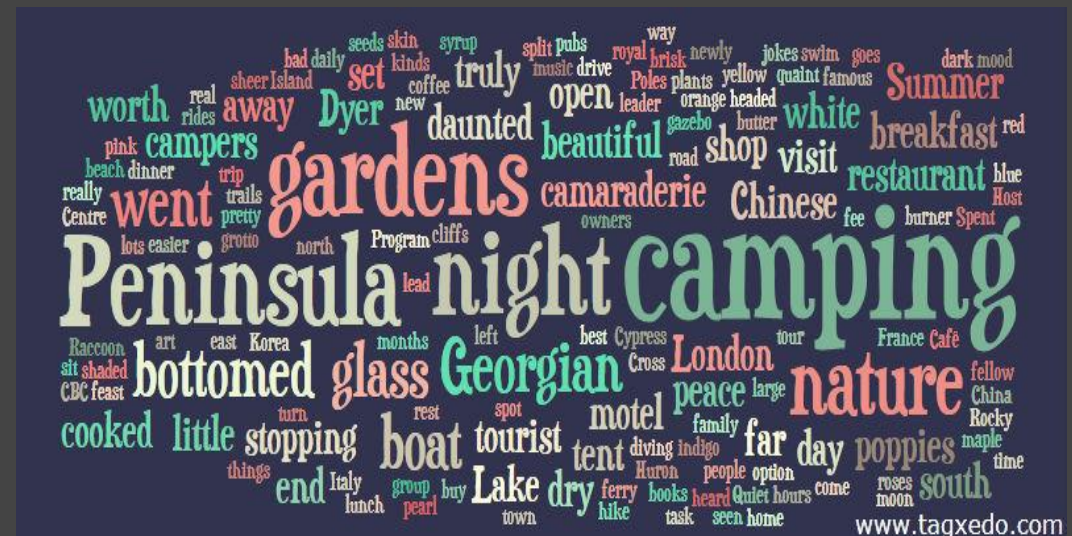
Make a Unique Gift

- Easy to turn your unique Tagxedo artworks into a T-shirt, hoodie, etc.
  - Try the "Make a T-shirt (beta) feature
- Merchants: expand your product line with Tagxedo customization
  - rich customization options available
  - email licensing@tagxedo.com
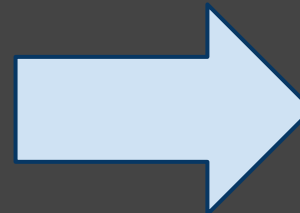
Improve Your Writing

- Turn your own writing into a Tagxedo (blog, diary, essay)
  - Make ' (single quote) a punctuation exception
    - so that you can see words like don't, should've, I've
  - Take out frequent words not related to style of writing
  - Make a Tagxedo that is comfortable to read
    - classic cloud, horizontal, ChunkFive, bright theme
  - Are certain words used too often?
    - *want, feel, don't, going, things, ...*
  - Repeat this with some good writing, and compare
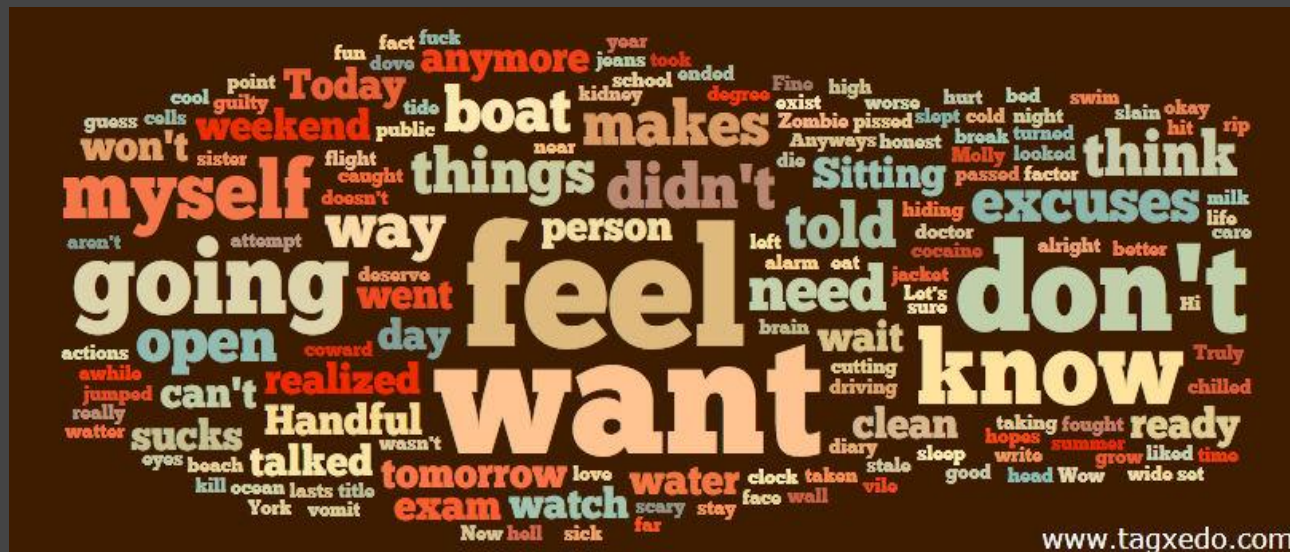
Make a One-of-a-Kind Birthday Card

- Example (it's really easy!)
  - Just repeated "Happy Birthday to You" and the name
  - More mastery of the options = More creative you can be
- Many possibilities to make highly customized one-of-a-kind birthday cards

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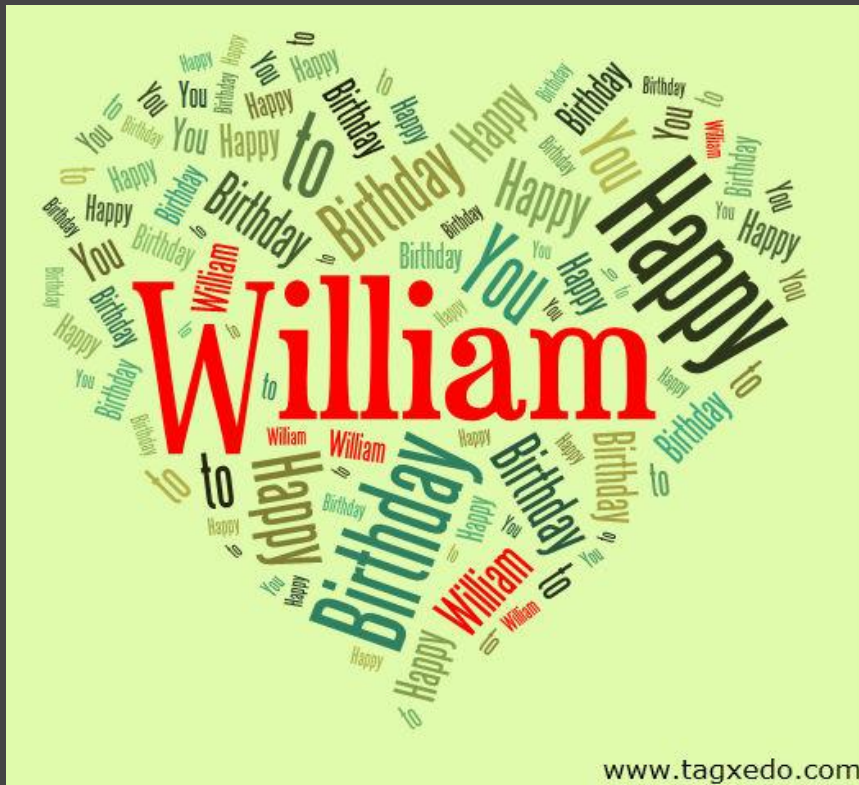
Make Your Own Mother's Day Card

● Find words to describe your mother
   ○ Her personalities, music she enjoys, places she loves
   ○ Normalize frequency

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Bid Farewell to a Friend with a Tagxedo Card

- Make a farewell card for a departing good friend
  - Add his/her name, and names of his/her close friends
  - Choose words to express love, farewell, and goodbye (the following example Tagxedo is made of a collection of farewell poems)
    - Important: proof read the words!
  - Sign your names

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Enrich Your Diary

- Three ways to enrich your diary
  - Decorate your diary with Tagxedo every month
  - Write a Tagxedo entry - just enter words in order of importance (+ normalize frequency)
    - When you have tons of emotion but just can't write
  - Write down the lyrics of a song that reflects your mood
    - Normalize frequency, custom theme, custom color
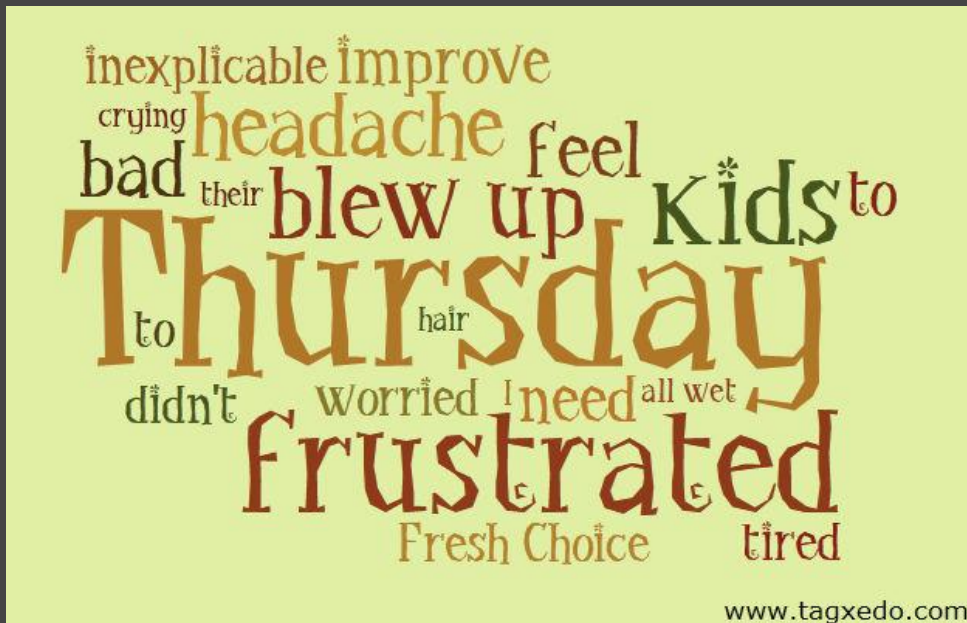
"Sometimes" by Carpenters

Make an Activity Poster

- Great for camps, zoos, parks, festivals, church activities
- Just enter the words that best describe the offering
  - Easiest: score each activity, then normalize frequency
    - e.g. dancing:59 basketball:70 lunch:20
  - Make multiple posters with the same theme/font, but different weights to highlight different activities (or different days in the camp)
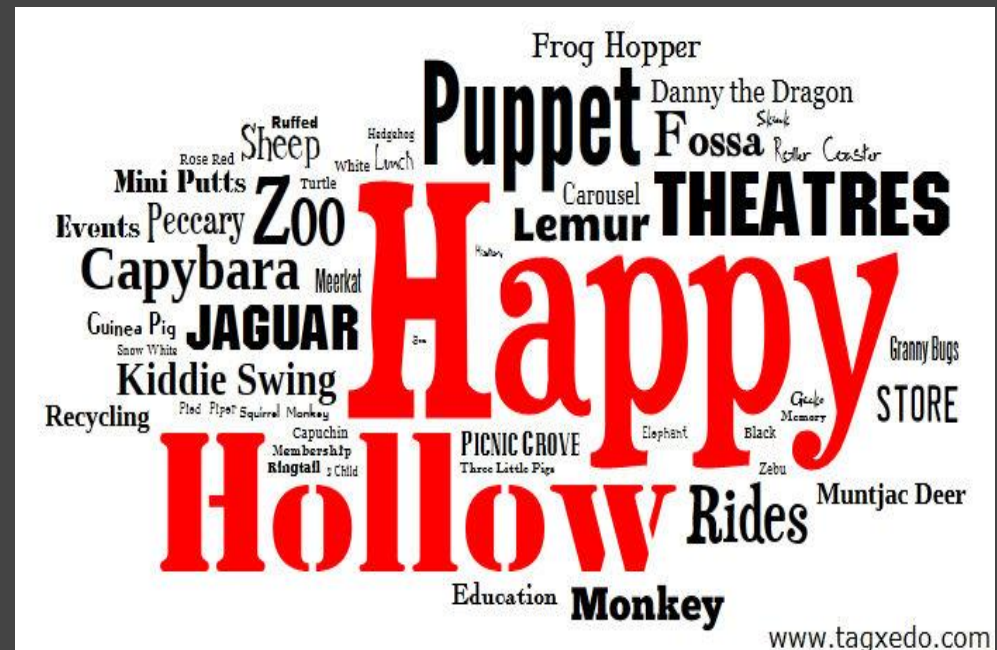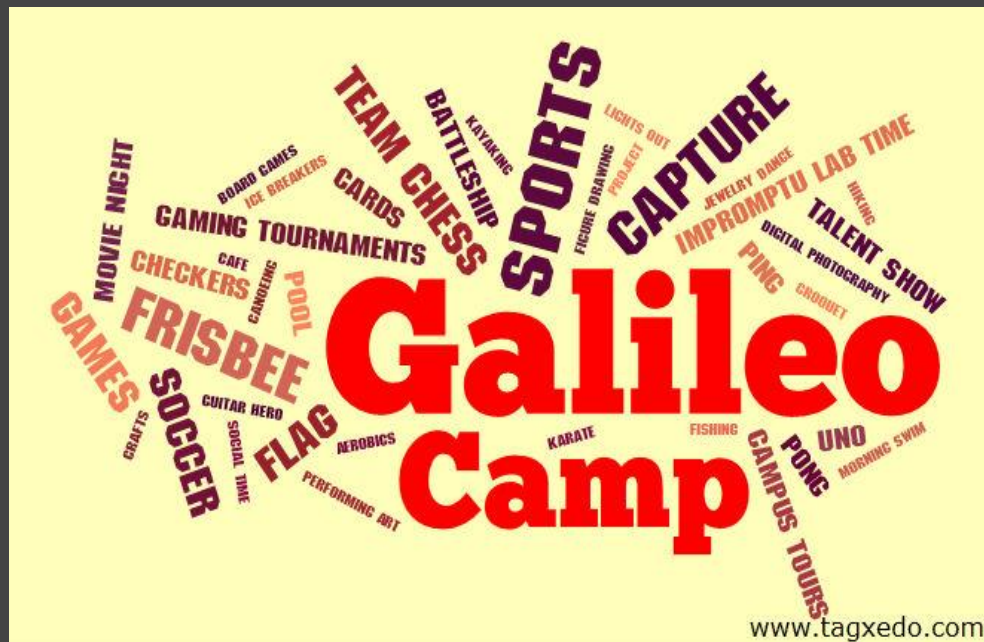
Add Captions to a Music Video

- Tagxedo allows many creative ways to do that
- Example ([Sometimes](#) by Carpenters)
  - Enter the whole lyrics into Tagxedo
  - Normalize frequency, Don't combine related or identical words and don't remove common words
  - Highlight current sentence by doubling its frequency
  - Highlight important words with a different color

Try listening to the song while reading this!
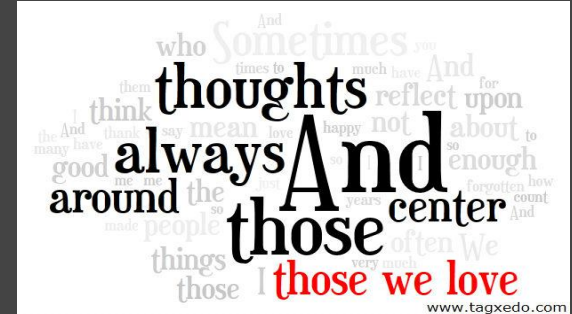
Make a Tagxedo Guessing Game

- Turn famous writings into a Tagxedo guessing game
- More challenging: Hide the top 3 words
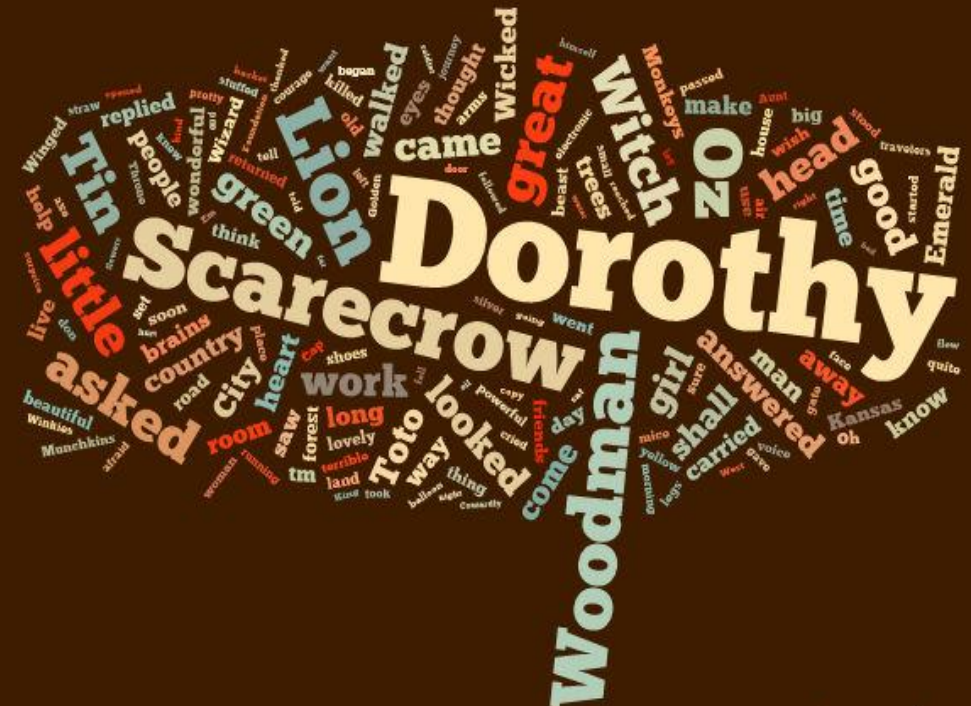
Make a Guess-the-Quote Game

- This is a brand-new game but very easy to make
- Use all words from a quote, and some not from it
  - Similar and related words are great
  - Normalize frequency, also careful with options
- Goal is to guess the quote (*a la* Wheel-of-Fortune)
  - Use "Deja Vu" option to reveal the answer
- Variation: Give hints ("buy a word"), make it more difficult with more words, always reveal the first word

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Make a Resume/Recommendation Cloud

- Two uses
  - Summarize your resume
  - Highlight recommendations made by others about you
- Pick and choose significant words
  - Use "Normalize Frequency" for a smooth distribution
- Uniquely about you
  - Can make you stand out *if* complemented with a solid offering and a good dose of modesty
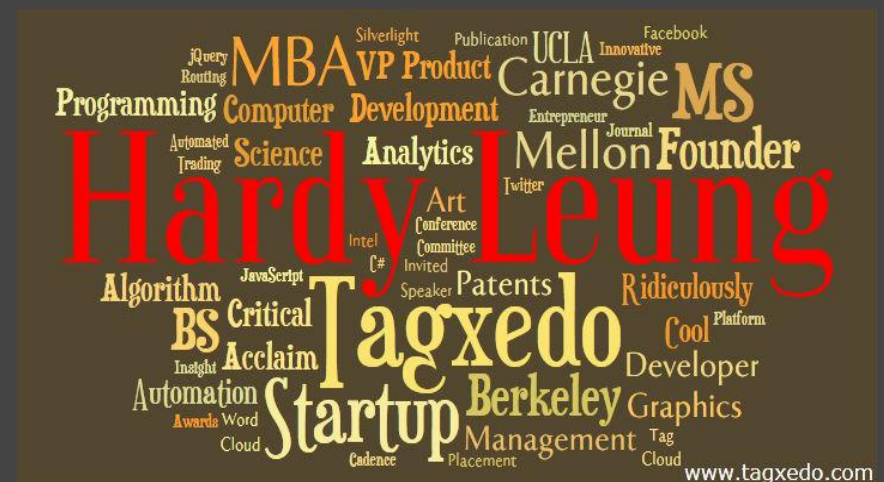
Resume (demo)

Make a Simple Party Poster

- Just a few details
  - Occasion, place, address, phone, contact, RSVP
  - Normalize frequency
  - Custom color

Condense a Court Document

- Condense any court ruling into a visually appealing form
- Lead-in for class discussion
- Example
  - Full text of Judge Vaughn Walker's 163-page ruling on the gay marriage ban (Proposition 8)

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Make a List of Favorite Cities You've Visited

- ... Or a list of your dream vacation destinations
- Order the destinations by how much you like them
  - Use the "Normalize Frequency" feature to automatically assign frequencies
  - Adjust the "Spread" to your liking
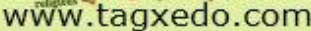
Teach ABC

- Make a pictorial introduction to ABC
  - Eye catching pictures
  - Use "Deja Vu" to make same layout but different colors
  - Many variants, adaptable to different age group
    - Hunt for letter T
    - Recognize the words
    - What's that color
  - Customize to child's need
    - use real names
    - favorite colors

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Stimulate Early-Childhood Learning

- Turn a familiar song into a Tagxedo
- Ask child to recognize words (and provide ample hints)
- He/she will soon get it and eager to guess the words
- Ask him/her to sing it out loud while pointing at the words
- Build confidence and interest in words
- Fun game to play
- Ask child to name his favorite songs to play the game with

Make a Fun Personality Test, With Friends

- Part I: Rank a list of top 20 core values
  - *family, friendship, accomplishment, wealth, health, etc*
  - tips: give each value a score (0-100), and then sort
  - Make a Tagxedo with normalized frequency
- Part II: Variations for two people
  - Compute the difference between the ranking of values
  - Frequency = Absolute delta, Red if +ve, Blue if -ve
  - Highlight difference between the two
    - Bigger words = larger difference, Color indicates whether you care more or less
    - Maybe I'll make a simple app to make this easy?

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Show Your True Color

- Make a Tagxedo with 100 words best describing you or your friend
  - Adjust frequencies to highlight personality
  - Bonus: color effect
- Make a T-shirt, a mug, or a poster
  - Truly one of a kind
  - Great birthday gift

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Learn More about Yourself

- Each student writes 5 adjectives about each of his/her classmates
- All adjectives are collected and each student choose and rank 40 adjectives that best describes himself/herself
- Make a Tagxedo of adjectives others choose to describe you
- Make a Tagxedo of adjectives you choose to describe yourself
- Compare the two
  - Best to use "Deja Vu" option (same word = same color)
  - Use "Normalize Frequency" (to show ranking)

Capture the Collective Wisdom

- Ask a question and solicit short replies from people (exactly 6 words, at most 140 characters, etc)
  - How to be happy?
  - How to improve our schools?
  - How to fix the economy?
- Build a Tagxedo with the response
  - Capture the collective wisdom

Happiness is ...

Make a Speaker's Biography

- Give your keynote speaker a special treat with a Tagxedo biography about them
- Example
  - Don Marinelli, Professor of Drama and Art Mgmt at CMU
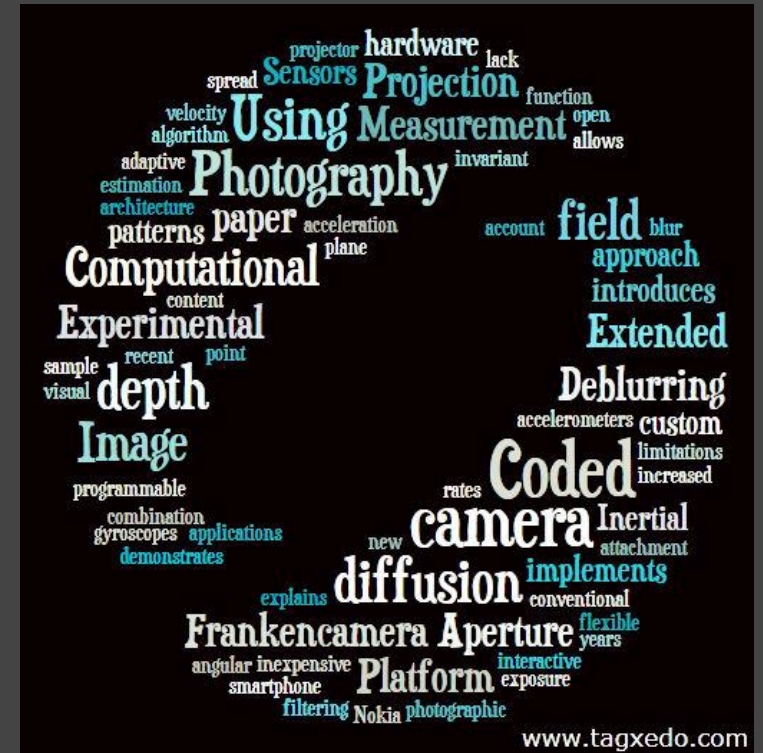 - Keynote, SIGGRAPH 2010
  - Classic, logo, or portrait
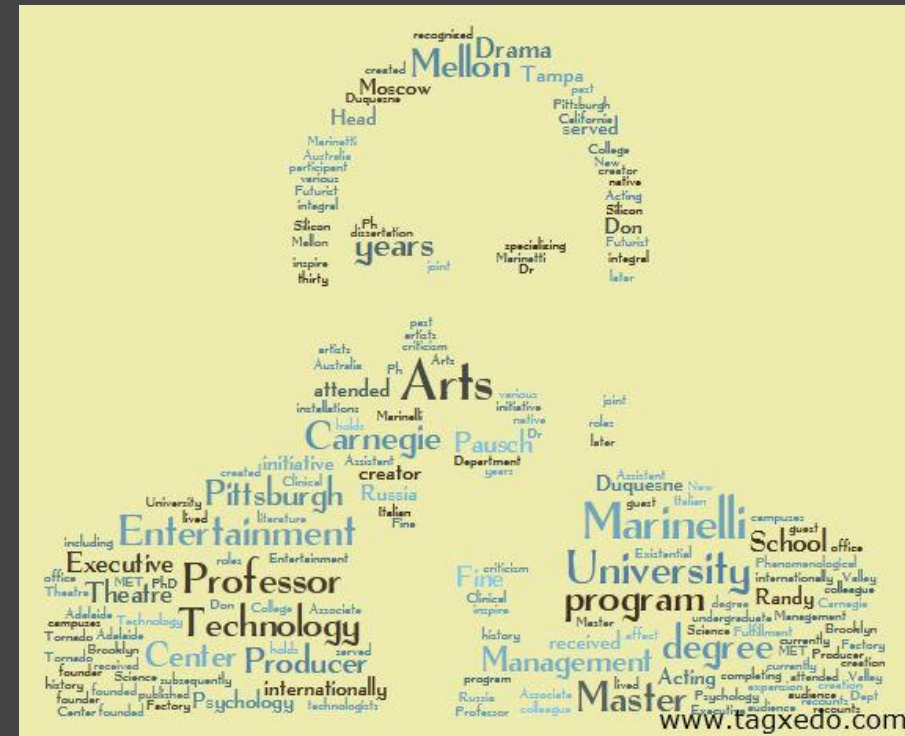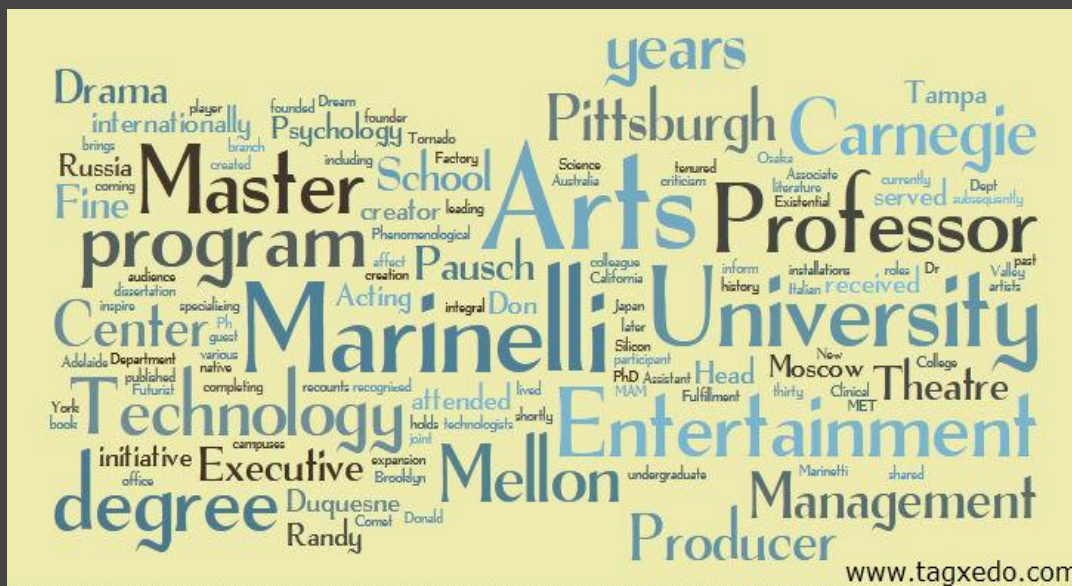
Portrait

Classic Cloud

Create a Conference Session Poster

- Make a poster for each session
- At-a-glance summary of the topics
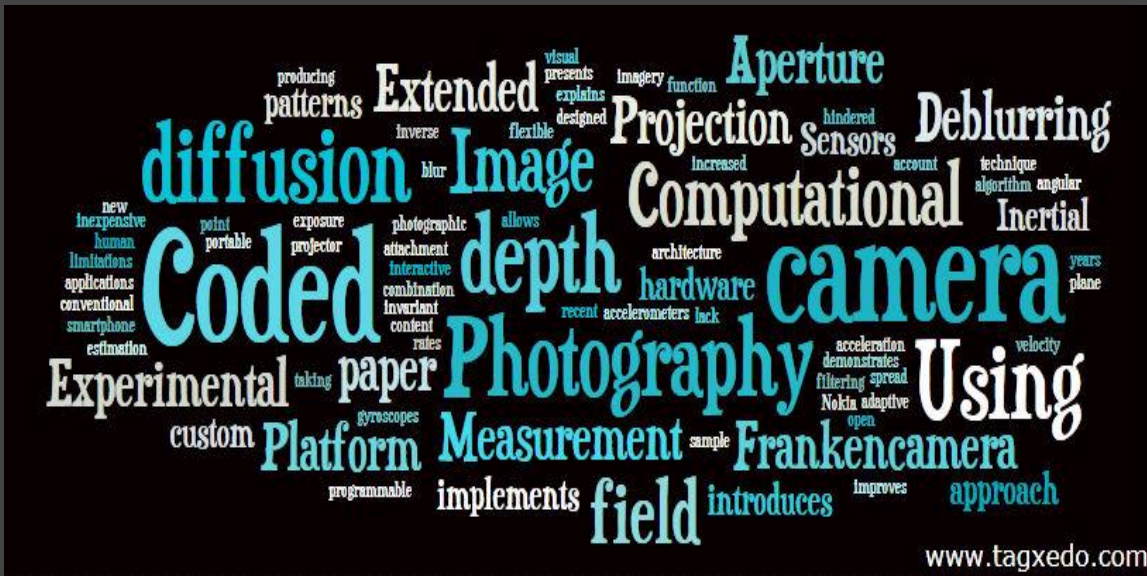
Brainstorm a Topic

- Use Tagxedo as a brainstorming tool
  - School - class discussion, debate, research
  - Marketing - buzzword analysis, idea generation
- Copy and paste text from multiple sources
  - Wikipedia, news, forums
  - Optionally use "Normalize Frequency" to tone down the top words, or simply skip them
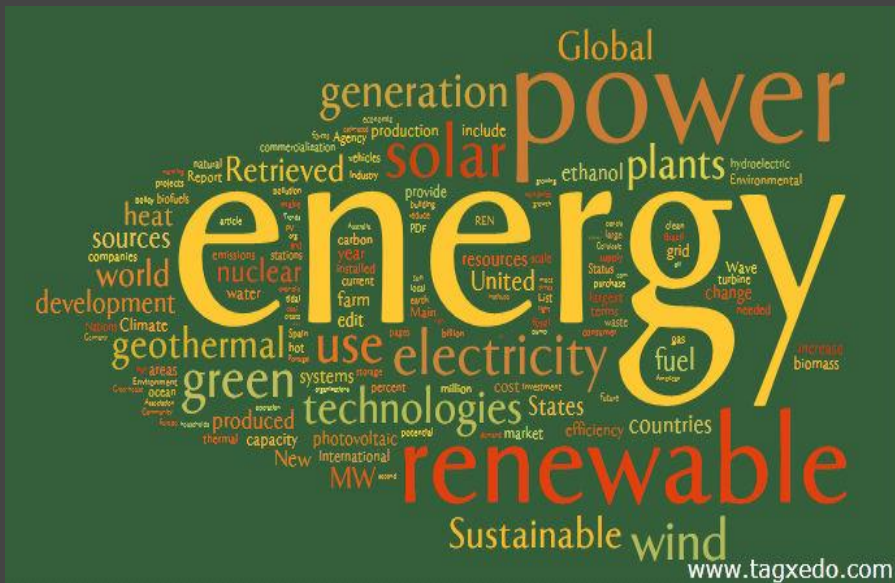
Original (green energy)
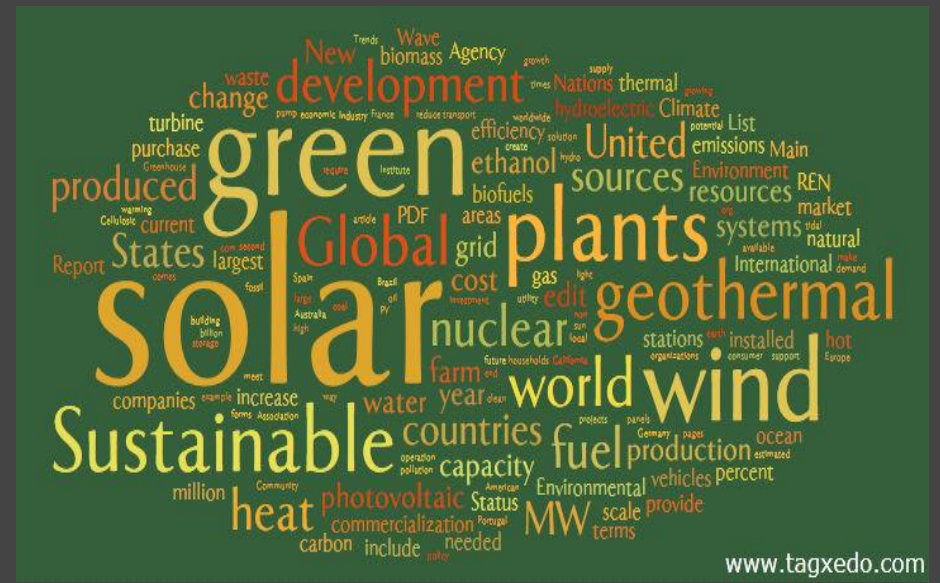
Top obvious words removed

Recommend Local Attractions to Visitors

- Welcome your foreign visitors with your own local recommendations
  - Tourist attractions
  - Food, entertainment, best bargain
  - Bonus attractions only locals know
- Order the recommendations, and use the "Normalize Frequency" feature

Can you guess where this is?
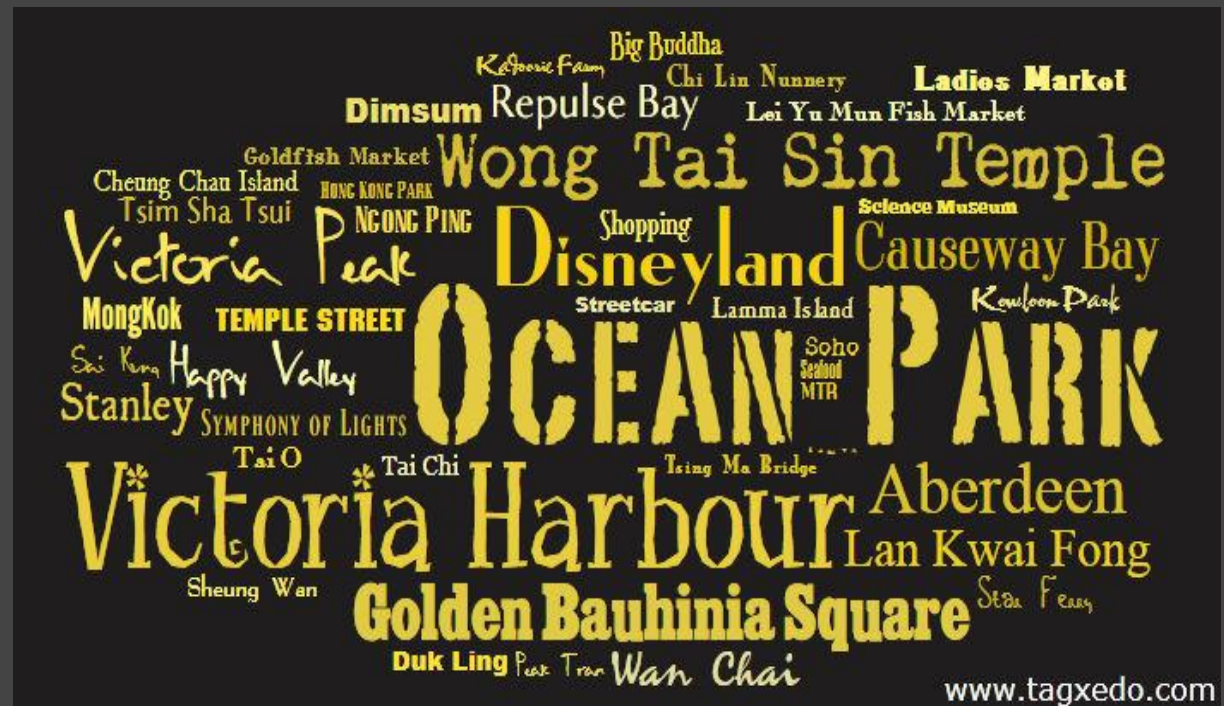
Create a Synonym Word Wall

- Look up synonyms of overused words at thesaurus.com
  - Beautiful, Exciting, Really, Love, Hate, Think
- Cut and paste all the synonyms to Tagxedo
- Add the original word, make it stand out (font/color/size)
- Add diversity with "Normalize Frequency" and/or "All Fonts"
- Make it a personal or group project (e.g. 2 words per student)
  - Post to wall, make a book
  - Encourage more creative writing

Present Statistics Visually

- Present statistics visually
  - \<word\>:\<frequency\>
  - To show ranking use "Normalize Frequency"
- Examples
  - US cities by population
  - British and Chinese surnames by popularity

Make a Poster of Your Favorite Movies

- ● Make a list of 100+ of your favorite movies
- ● Use the "Normalize Frequency" option.
- ● Make a unique Tagxedo

Find Out Which Words are Popular in ...

- Get a list of words, put it in Tagxedo and see which words are popular
  - book titles, baby names, tweets among friends, ...
- Example adapted from the blog post <u>Life & Death in YA Lit</u>
  - Author conjectured that "dead" is the word of the year in Young-Adult titles
  - Prove it with a word cloud (341 titles)
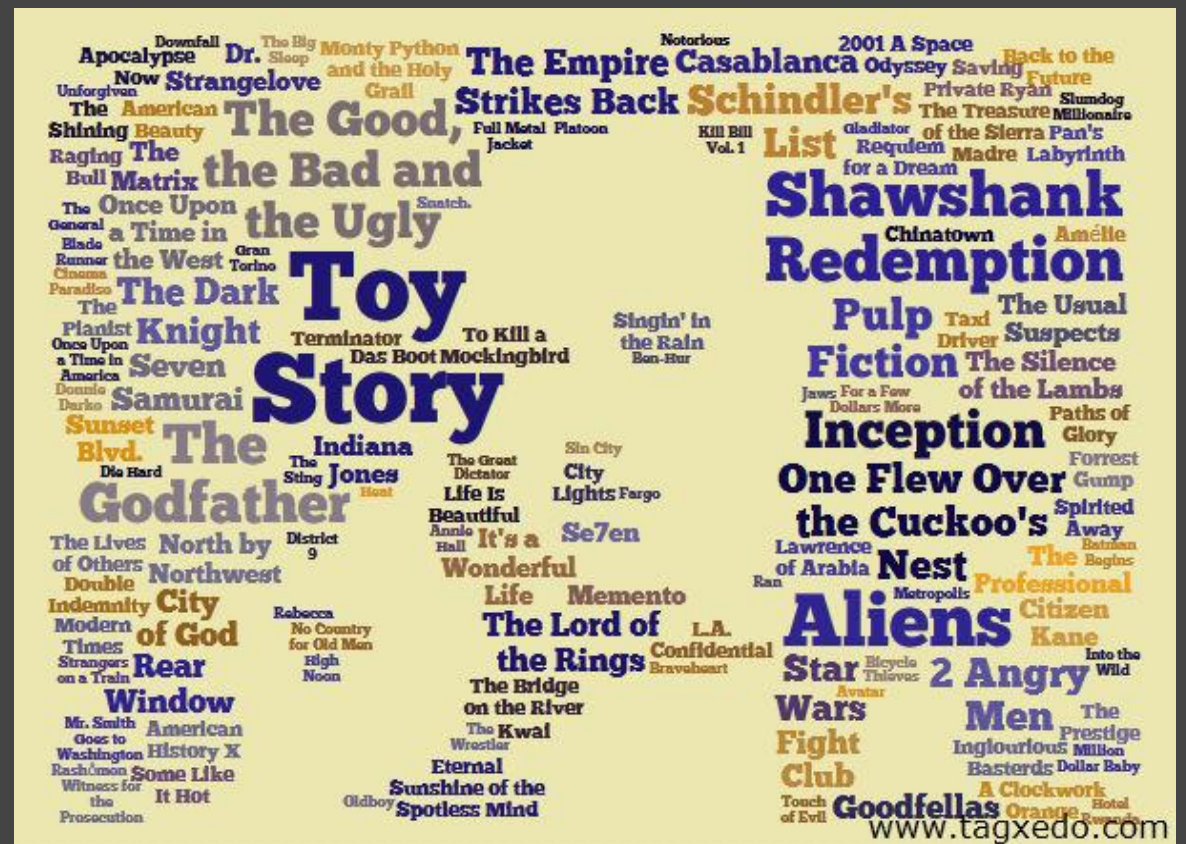
Write a Book

- Make a Tagxedo book on your favorite topics
  - Animals from A-Z
 - Different breeds of dog
  - Transportation
  - Countries and cultures
  - Your school life
- Research about the topics and make a Tagxedo with the text
  - Accompany the Tagxedo with some text
- Group project
- Consider publish it!

Take a Quick Class Poll

- Interesting visualization of polls
  - What's your favorite color?
  - Top-three locations (out of 20) for class outing?
- Great for real-time poll

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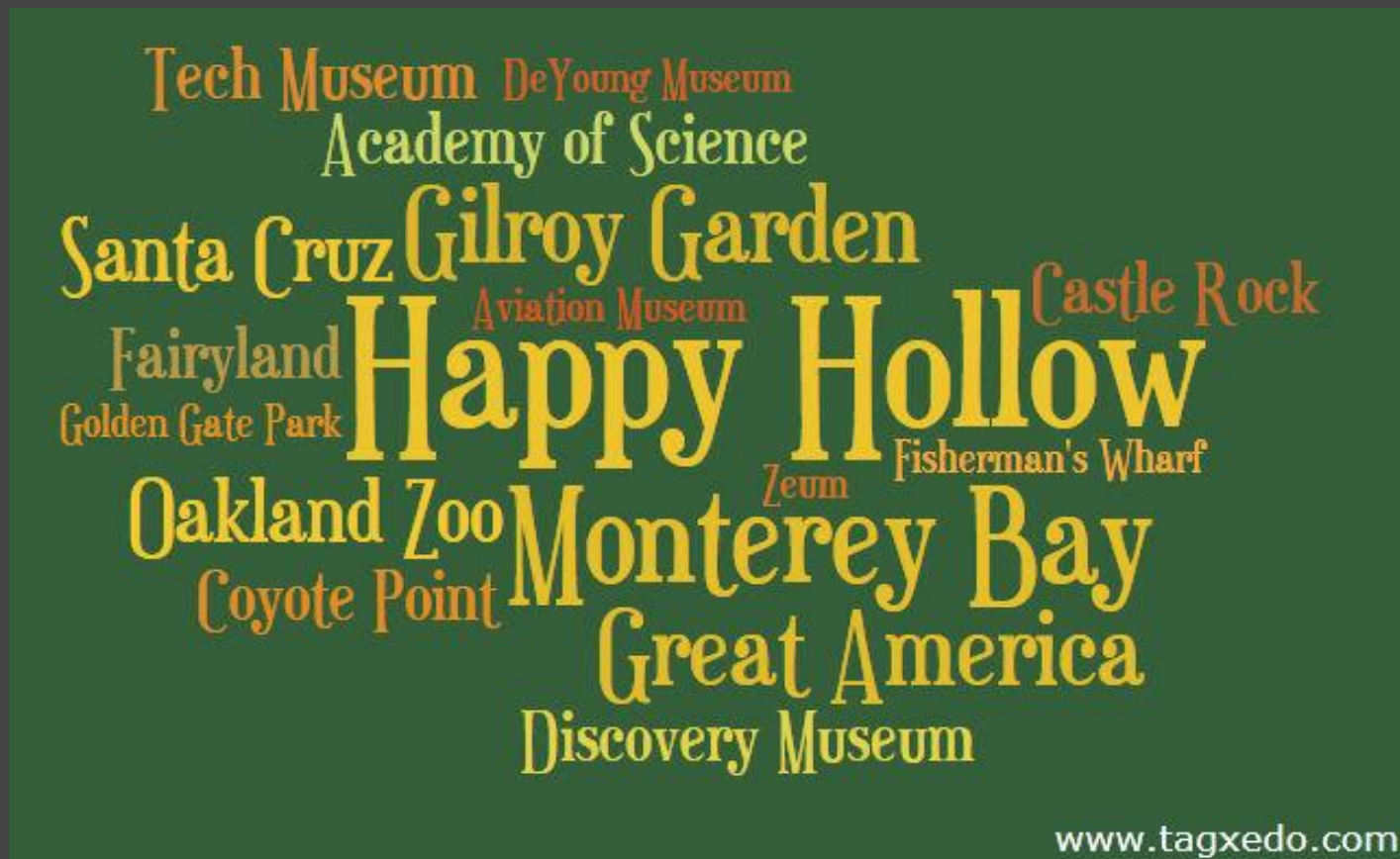
Make a Find-the-Words Game

- Make a Tagxedo, some animal names, some not
  - Instead of mammals, you can also Bible characters, color names, cities, capitals of countries, …
- Make two versions, one showing the answer and one not
- Ask the children to find all animals
  - Make it a timed game (or untimed for tricky topics)
- Use "Deja Vu" so both have the same word placement
- Use custom theme and color to reveal the answers
- Many variations
 - e.g. find 3 carnivores that live in Africa
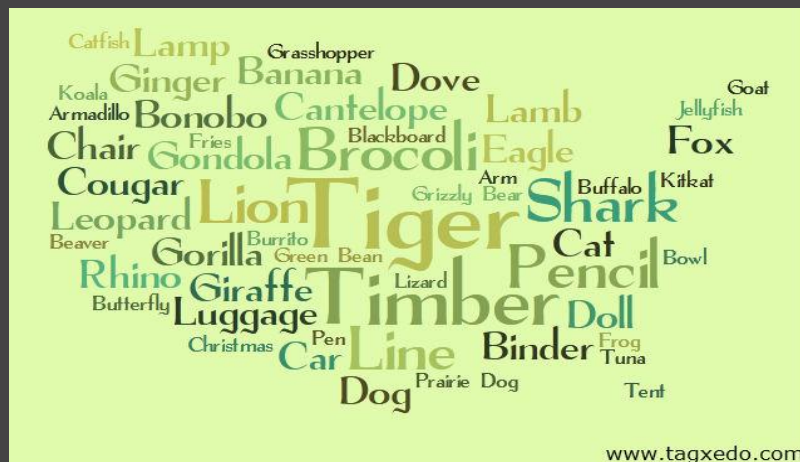
Conduct a Sentiment Analysis

- Kauffman Foundation asked a group of (~40) bloggers to describe the economy in 5 adjectives (see report here)
- The result is turned into a Tagxedo, which clearly reflects the mood

Turn Your Thesis into an Artwork

- Turn months or years of your hard work into an artwork
- Add your thesis title to the Tagxedo
  - Easy to do with normalized frequencies
- The following is the MS thesis titled "Artistic Rendering of Portrait Photographs" by Eric Wong (140 pages)
- Use related shapes
- Add it to your thesis
- Great gift to parents
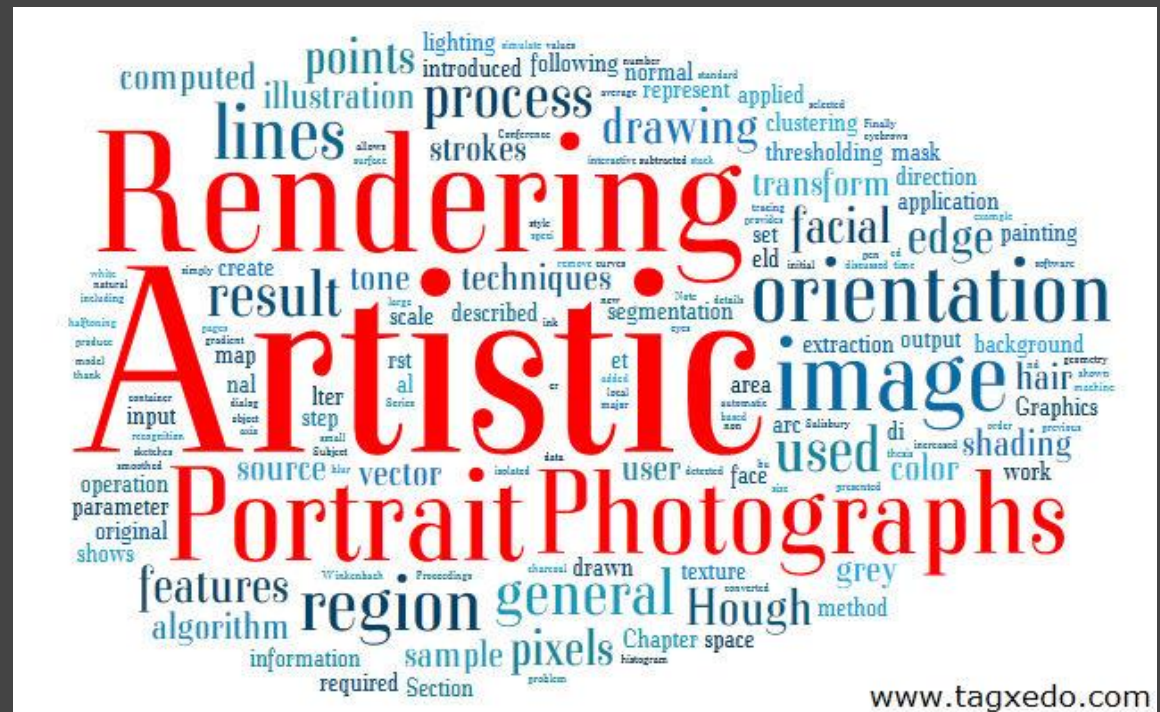
Build Your SAT Vocabulary

- Collect a list of essential words
  - 100, 500, 1000, 5000 words
  - Make a Tagxedo with 100 words each
    - Normalize frequency, easy-to-read font
    - Turn each Tagxedo into a flashcard
    - Review, and circle words that you don't know
    - Collect the circled words, repeat the exercise
    - Put tricky words on top (so they are bigger)
    - I may make an app for this

Debrief Your Audience

- After a lecture, rejuvenate your audience with a Tagxedo
  - Especially good for dry or serious topics
  - Replace the "Summary" or "Learning" slide
- Two methods
  - Let Tagxedo sizes the words based on the text
  - Use "Customize Words" to show the text in relative frequencies, and come up with your ranking
- Go through the key points again
  - Lead your audience through the important topics

A Lecture about the Cold War

Summarize a Blog Post

- Any blog post can be visually and pleasingly summarized
- Advantages
  - Provide a different perspective on the topics
  - Give the audience a quick overview (great for the TL;DR generation)
  - Juice up topics lacking supplemental visuals or images
  - Why not? Just for fun!

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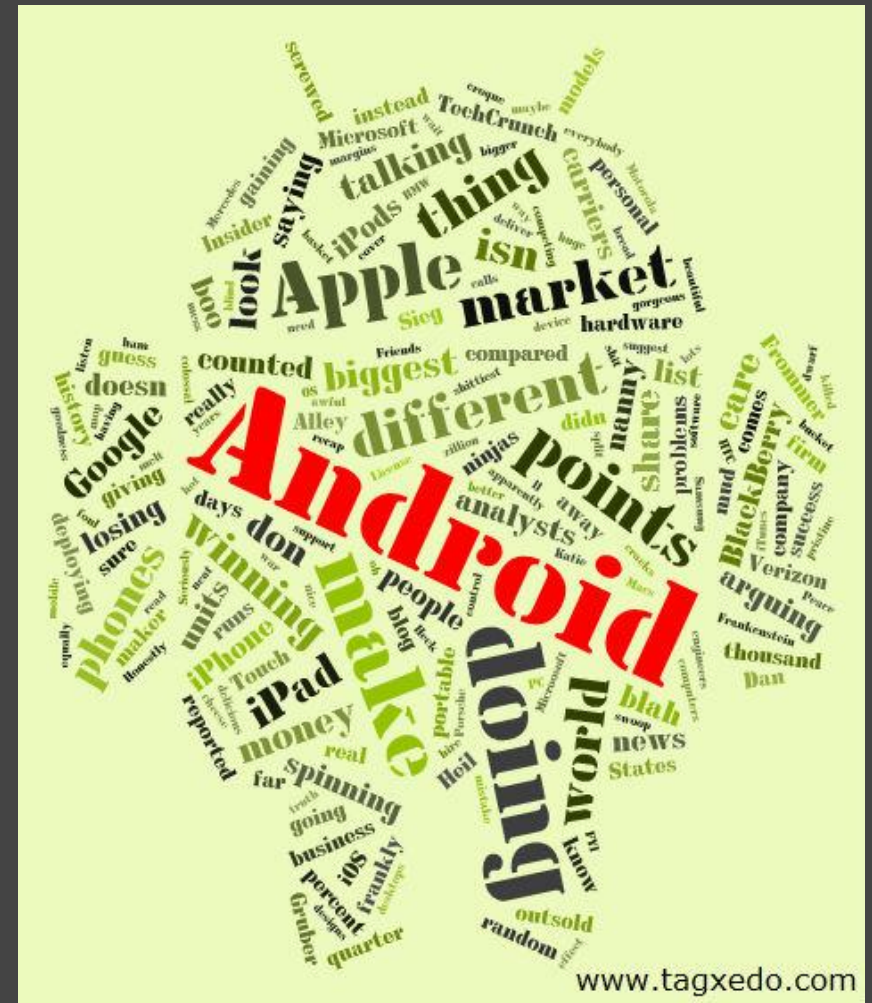
A blog post about Android "reimaged" with Tagxedo

Use Tagxedo as a Background Image

- Using words from your presentation
- Choose a compatible theme
- Use an image editor to brighten or darken the words
- Optionally crop the Tagxedo to maintain aspect ratio
- Don't over do it

Visualize a Poll

- Favorite artists, Atheletes of the Year, Person of the Year...
- Use tilde (~) and colon (:)
  - North~Korea:659141
- Where Justin Bieber should tour
  - Because of an Internet prank, some countries are voted disproportionally
 - Normalize Frequency may help

Actual Frequencies

Normalized Frequencies

Outline a Syllabus

- What text to use
  - The Syllabus
  - Actual course material
  - A prioritized list of key concepts (this works best)
- How to show it
  - Classic cloud or course-related images both work
  - For list of prioritized concepts, "Normalize Frequency" gives good result
- Example shown
  - Stanford CS 448A, Computational Photography, Spring 2010


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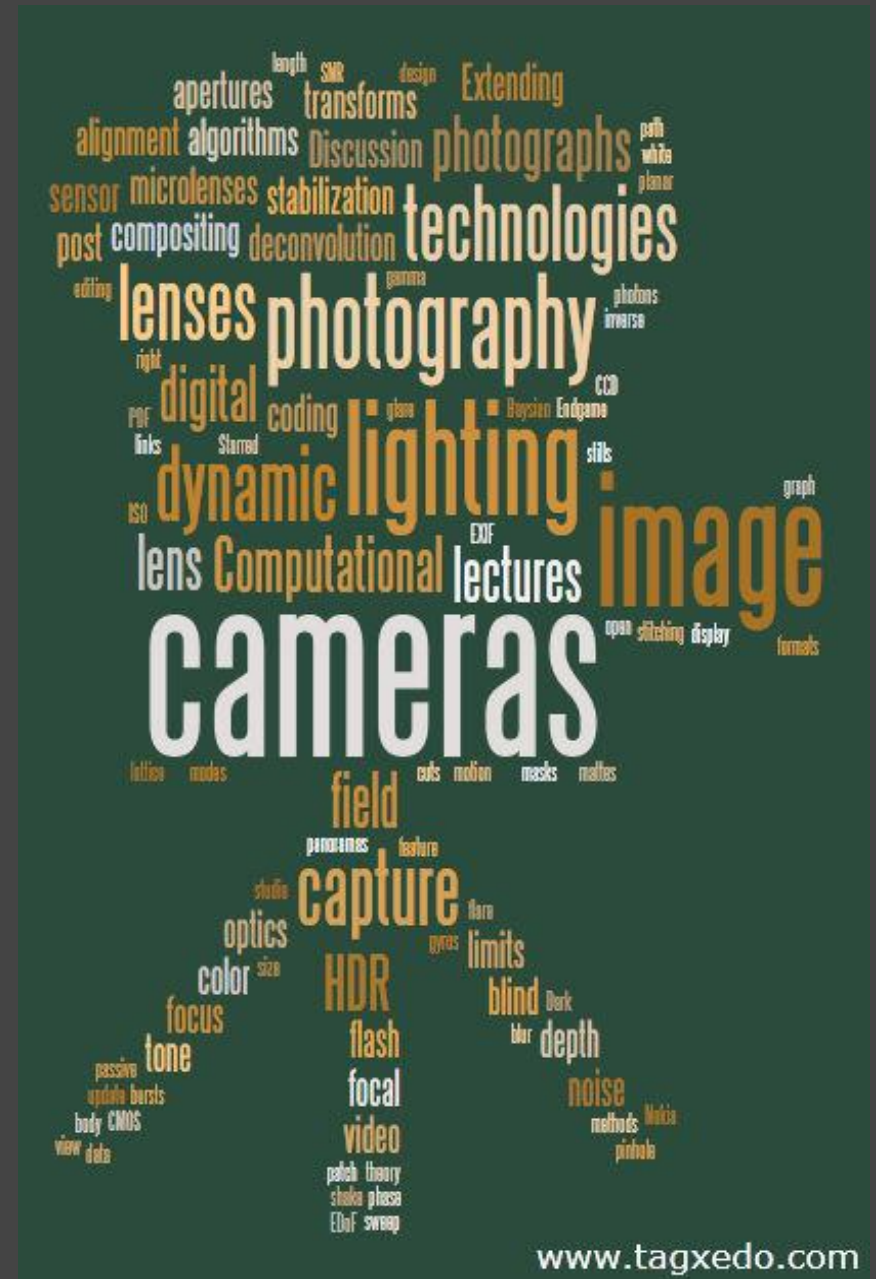
Make a Guess, Win a Prize

- Make a Tagxedo of a subject
  - Travel destination, celebrity, famous novel
  - Take out all obvious keywords, but leave enough clues in
  - Guess where/who/what
  - Plenty of learning opportunities
    - Encourage students to do their own researches
    - Collaborative guesses (group of 5, 20 puzzles)
    - Students give presentation about the places
- Bonus: make an extra (but subtle) hint with the shape
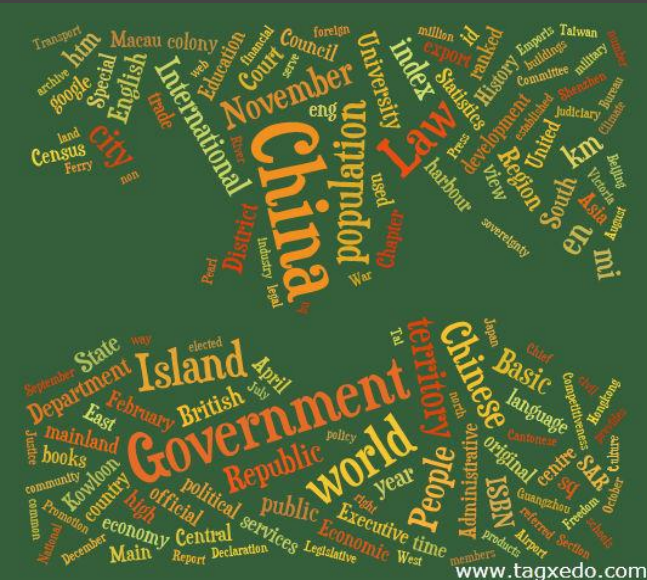
Answer

Answer
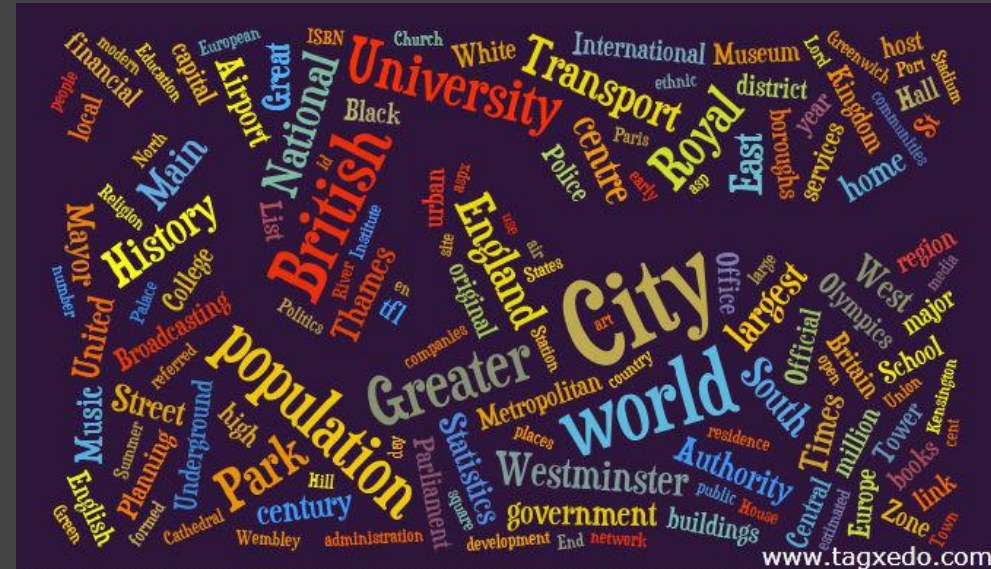
Track a Poll Over Time

- Track data evolving over time
  - College football ranking (weekly or annual)
- For rankings, use "Normalize Frequency"
- Use "Deja Vu" for better comparison
  - Same word has the same color across all runs

Week 0

Week 8

Final

Week 12

Kill Some Time

- Make a Tagxedo whenever you are bored, and very soon you'll have an impression collection of visual art
  - *Warning: time may mysteriously disappear*

Resources

- Home www.tagxedo.com
- Gallery (300+ examples) www.tagxedo.com/gallery.html
- All Things Tagxedo blog.tagxedo.com
  - *Announcement, news, idea, tips*
- Daily Tagxedo daily.tagxedo.com
  - *Current events, trending topics, ideas of the day*
- Celebrity Tagxedo celebrity.tagxedo.com
  - *Portrait of famous people, notable personalities*
- Forum, FAQ