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
 - o 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

Tagxedo Skills

• Basic

- Load, save, respin (color, theme, orientation, font)
- Default shapes (e.g. heart, dove)

Intermediate

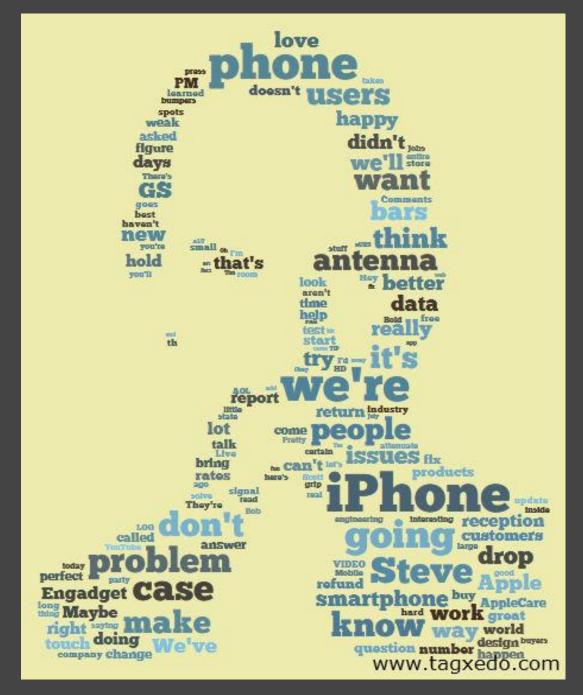
- Custom shapes
- More respin (make selection, use lock)
- History mode
- Options
- o punctuation, numbers, common/identical Words, tightness, emphasis, word count, hard boundary, font preference, Deja Vu, skip words, normalized frequency
- Tilde (~) and frequency modifiers (e.g. Love:20)

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

House humble subject instance suffected suffert suffected suffert suffected suffert suff

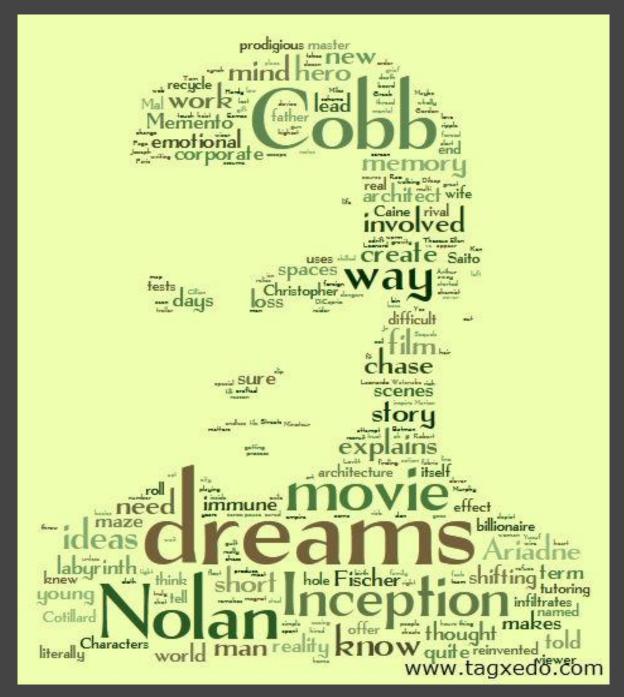
George Washington

hope make bear union law seen intolerance reason difficulties and religion providence duties reason difficul

Thomas Jefferson

Make a Movie Review

Roger Ebert's Review of "Inception"

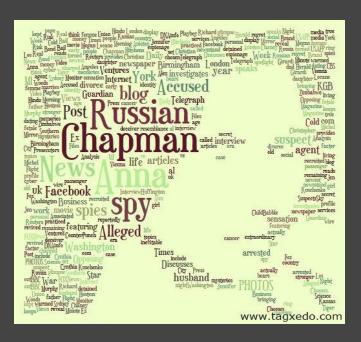


Turn a Logo into a Tagxedo

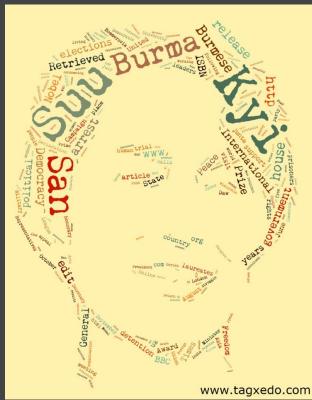


Keep Track of Current Events

Daily Tagxedo http://daily.tagxedo.com

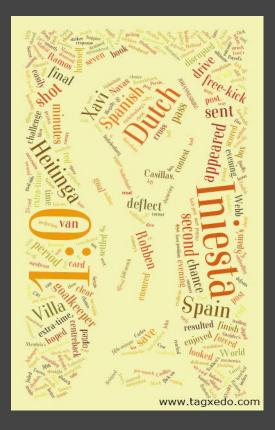


Anna Chapman, Russian Spy



Aung San Suu Kyi in House Arrest

Spain Won World Cup



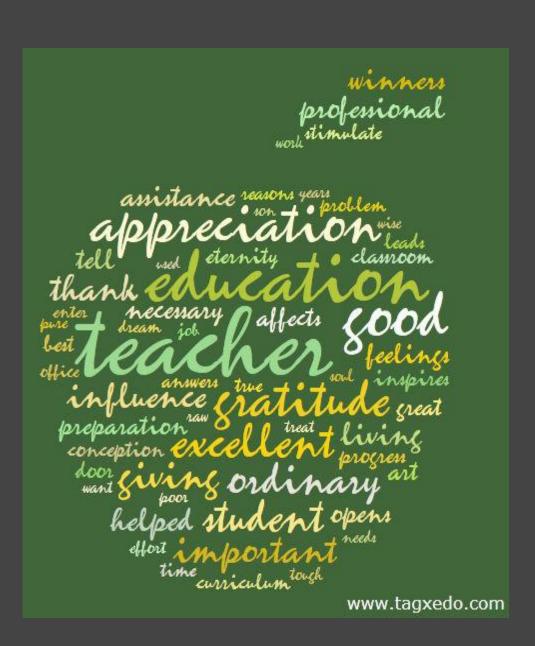
Make a Gift for your Favorite Teacher

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



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



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
 - o Biographies ("descriptions") of your followers
 - Up to the most recent 500 followers
 - Easy to share at Facebook or Tweet about it

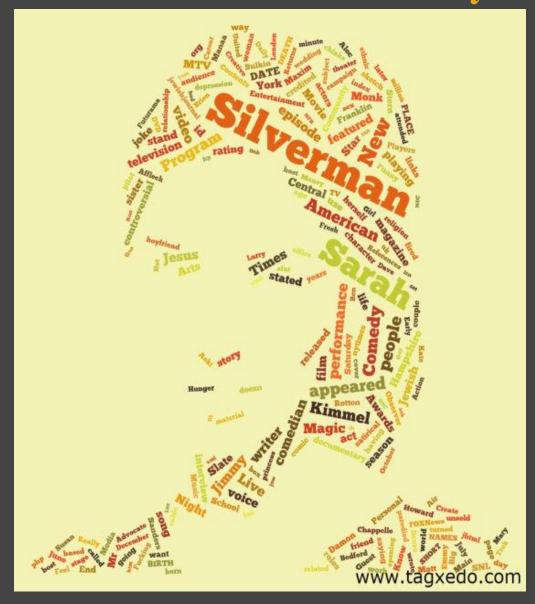


@tagxedo's followers

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



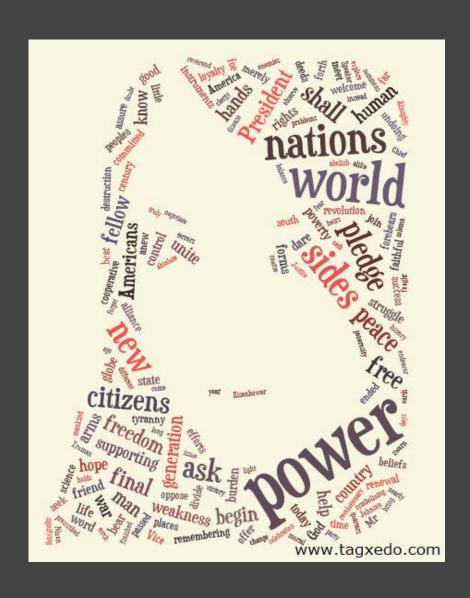
Make a Singable Tagxedo

"Leaving on a Jet Plane" by John Denver



Make a Self Portrait

- Use it as your avatar (Facebook, Twitter, etc)
 - o 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



Say Thanks with Tagxedo

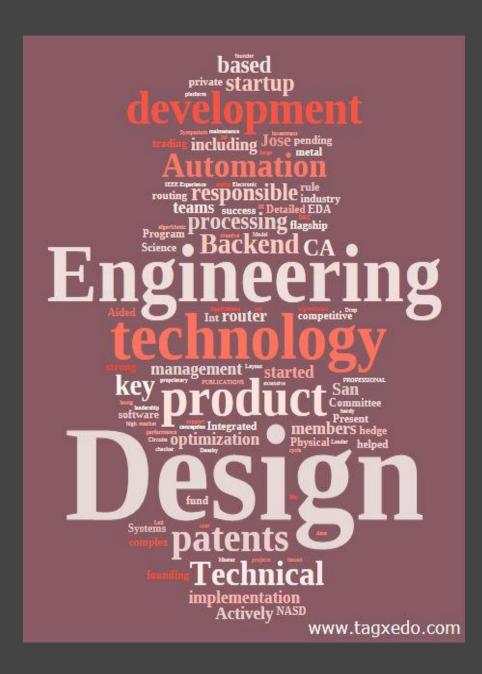
- Great for note, sign, frame
- Tips
 - Use "Normalize Frequency" for a smooth distribution
 - Customize it with the person's name
 - Highlight "Thank You" with a different color

• http://ww

```
Hantanye
   Daank
                                                        www.tagxedo.com
```

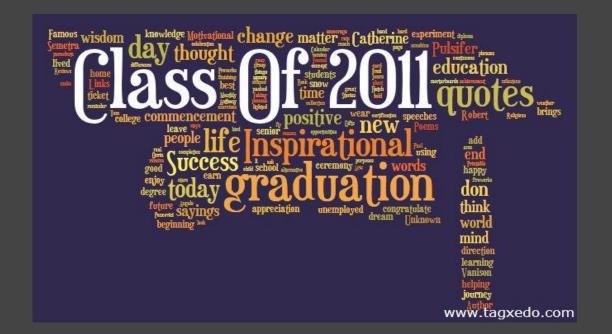
Critique Your Resume

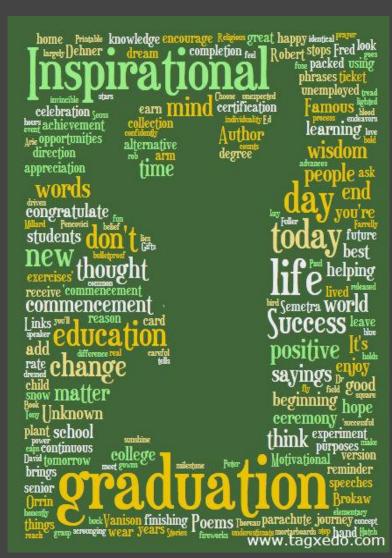
- See from a different perspective
- Get instant feedback on
 - Use of keywords
 - o Tone + Focus
 - e.g. what I did vs. how it impacted the company vs. what skills I process
- A simple "scanbot" test
 - Good approximation of what recruiters will see
 - If you are not impressed by the top words, neither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



Make a Graduation Card

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

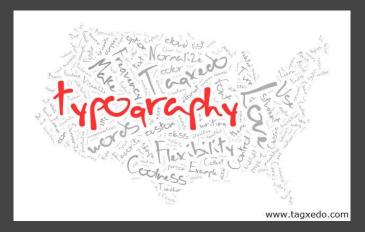




Stylize Your PowerPoint Presentations

- 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:#ffoooo:@o:1000
 - **■** (red, horizontal, freq = 1000)
 - Make one Tagxedo for each section
 - Only need to change one line and then hit respin!







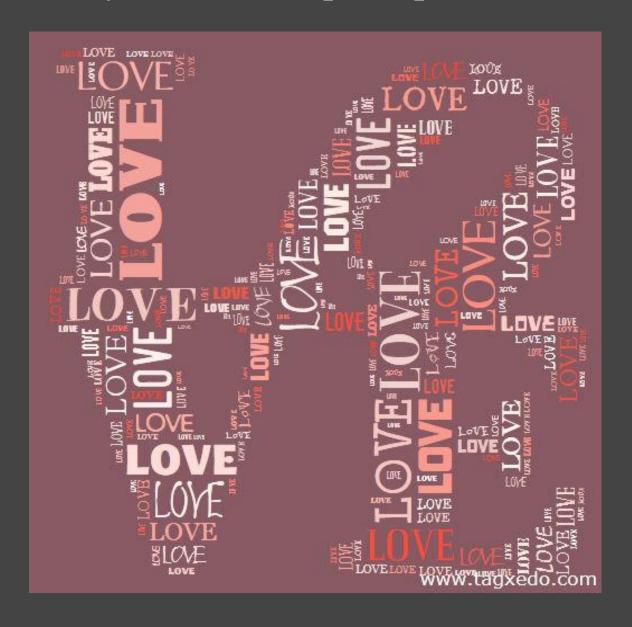
Analyze Search Keywords (SEO)

- 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



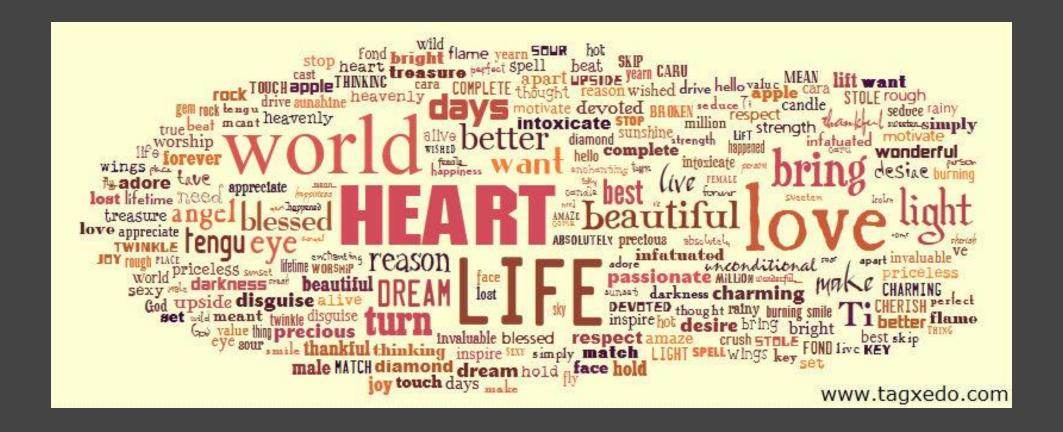
Show Some Love

• Make your own unique expression of love



Say I Love You in 101 Ways

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



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

```
Sasha Jett
Riley Gavin
Lucas Emily Avery
Belle GRACH
Lucas Emily Avery
Belle GRACH
Logan CHLOE Gabriel Leighton
Ethan Sookie Addison Caroline Lity
Dylan Scenna Madeline Charlotte
United Joseph Isabile May Mexandel
Ellie Aiden
Navajo Atigasi
Tyrese Andrew
Anna Nathan Lorellei
OLIVIA Amelia
Caleb
William GENEVIEVE AIDAN
Barack Benjamin Matthew
Bella Nicholas Claire
Jack
Tyler
Hannah
Saria
John
www.tagxedo.com
```



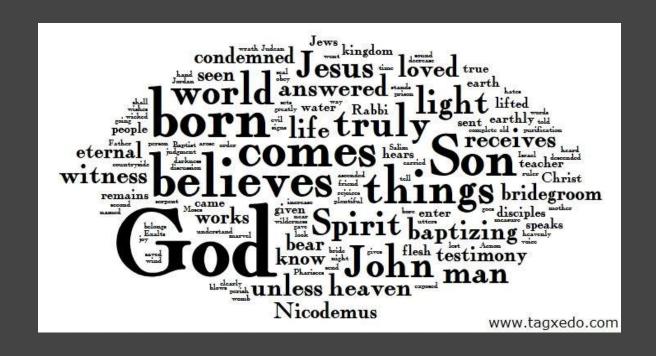
Make a Class Tagxedo

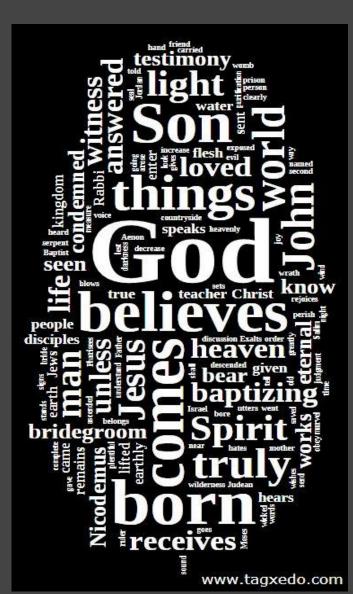
- Make an artwork representing the class
 - Teacher first makes a sample Tagxedo
 - careful about students with the same name
 - Teacher's name (or class name) in higher frequency
 - Decides on the background color
 - Each student can now decide his/her own font and color
 - One time decision, so choose 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)
 - o Bonus
 - Change background color (Layout Options) to match that of your blog

Expand Your Vocabulary

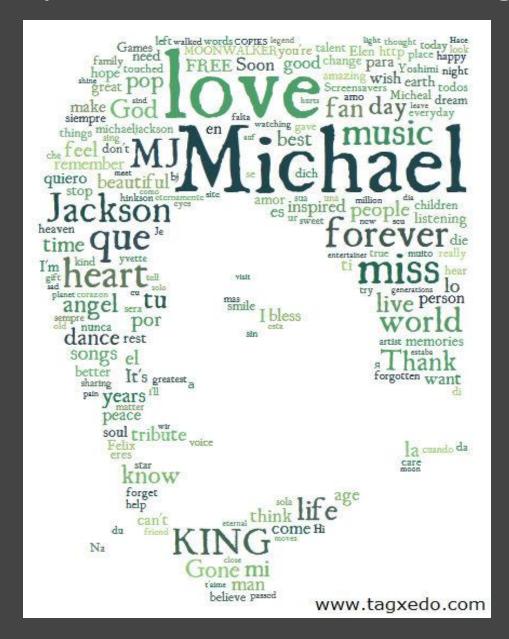
- Take a concept and use reverse dictionary to find related concepts
 - http://www.onelook.com/reve rse-dictionary.shtml
 - Sorted list of related phrases
 - Normalize frequency
 - Custom color to reveal the original word
- Find words outside your language comfort zone
- Learn related concepts
- Expand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





Pay Tribute

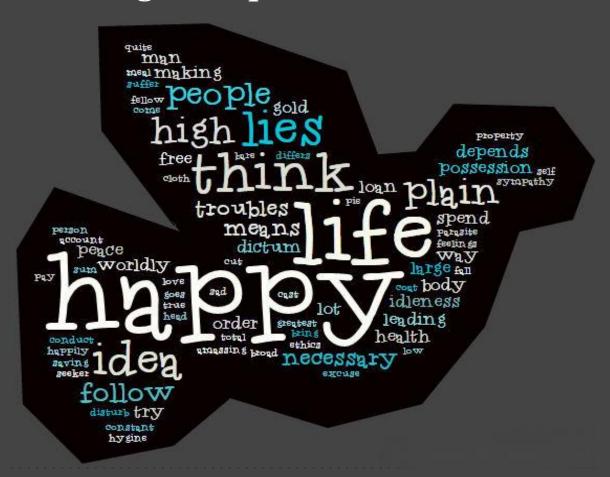
Pay tribute with words and images



Fans' tribute to Michael Jackson

Turn Your Own Handwriting into

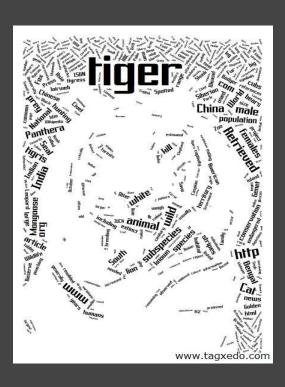
- Create your own handwriting font
- Add the custom font to Tagxedo
 - Easy to tell if a font is good or bad in Tagxedo
- Use it to create artwork for use in scrapbook, poster, tag
 - o e.g. your writing + shape + font + cutout = scrapbook art



Decorate With Tagxedo

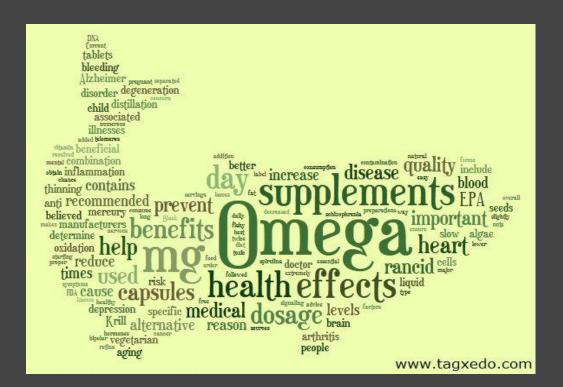
- Make posters or picture frames of your most impressive Tagxedo artworks for decoration
 - Home, kids' rooms, or classroom, lobby, hallway
 - O Also works great for conference rooms with themed names (e.g. named after countries, animals, pop singers)
 - Attractive and elegant





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)
 - o 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)

```
San Francisco strategy games UCLA
algorithm Portland, Oregon Mah Jong
Hong Kong Startup Hong Kong Island soft rock puzzles
Hong Kong Startup Hong Kong Island soft rock puzzles
Tookhall Carpenters

Willow CS geek photography

Carnegie Mellon computer graphics national parks immigrant
Pittsburgh, Pennsylvannia image processing

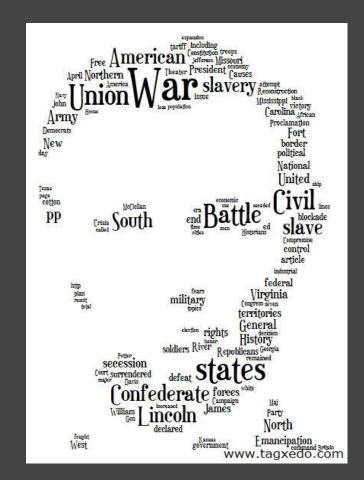
Theory HDR photography sketching

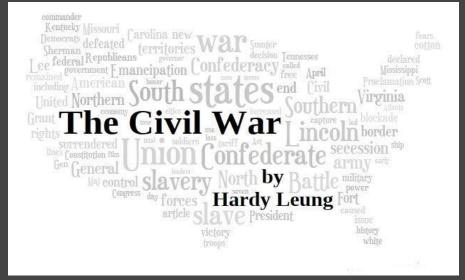
Terminator San Jose EDA

Www.tagxedo.com
```

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





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
 - o source code
 - o movie script
- Even non-text (actually quite interesting!)
 - o Pdf, Dll, Doc
- Example shown
 - Source code of Tagxedo visualized in Tagxedo
 - Top: Words only
 - Bottom: numbers and punctuations





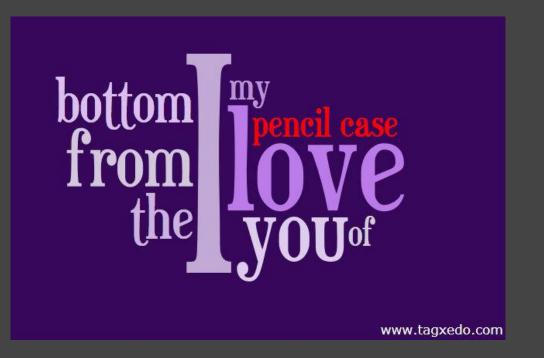
Show Your Customer Testimony

- 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



Make a Beautiful Sentence

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





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
 - O So that the entire text appears as is
- Normalize frequency
- Color the first line of text differently

```
the Somewhere for Then about trodden them knowing shall And having undergrowth ages other same shall And a stood less travel was bent in a grassy the old one really could in Iroads far one it the there Though traveler in the travele
```

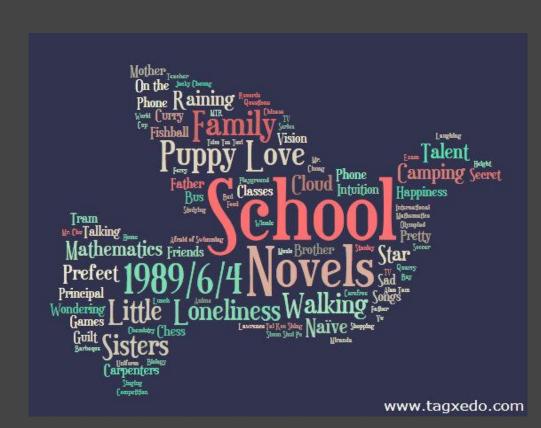
```
of My only From fire love the you that hate f true am you Bend to see waiting you hating waiting I heart cold measure you in ove because heart not love fire the to because it some not to you hating waiting you because lone heart not love fire the to because it some not to you you one moves you changing I go you you you www.tagxedo.com
```

<u>The Road Not Taken</u>

I Do Not Love You Except ...

Savor Your Memory

- Make a Tagxedo out of your memory of the good o' days
 - o 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 <u>values</u> 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
 - o Find similarity, differences among people

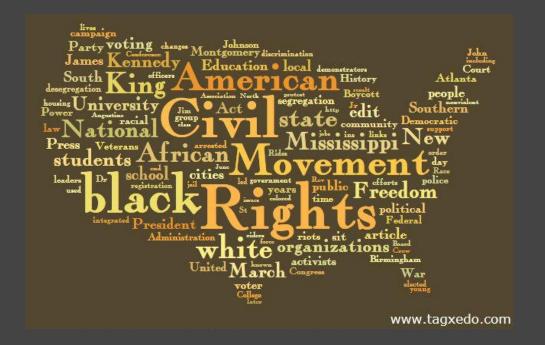
o Games for bridal shower, couple dates, self introspection,

ice breaker



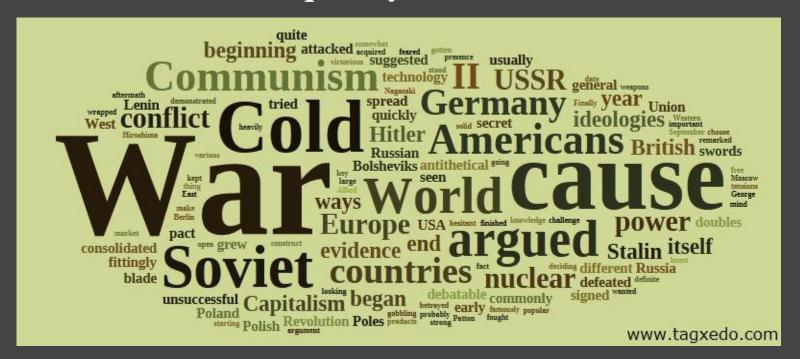
Start a Class Topic

- Start a class topic with Tagxedo
 - o 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



Improve Students' Writing Skill

- Adapted from a <u>Wordle suggestion</u> made by <u>Russeltarr</u>
- 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



To Kill A Mockingbird chylighe One Flew Over The Cuckoo's Nest **Doctor Zhivago** Mr. Smith Goes To Washington www.tagxedo.com

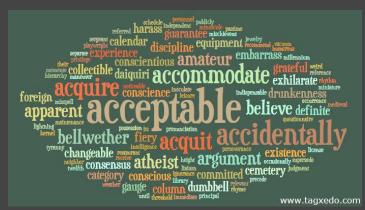
Rolling Stone Top
100 Vocalists

100 Top Movies of All Time

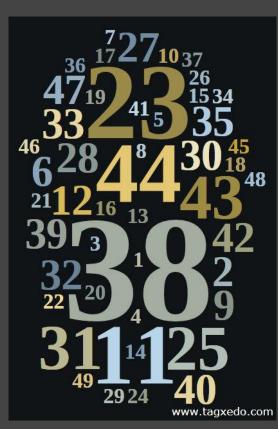
Visualize Most Any Textual Data

- 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





often misspelled

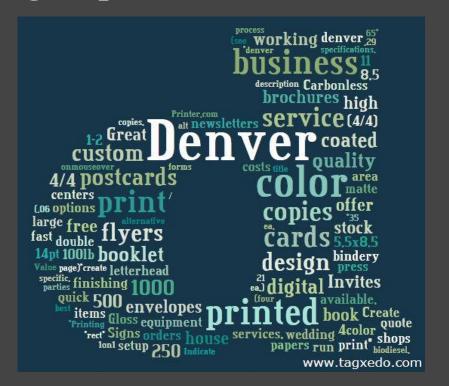


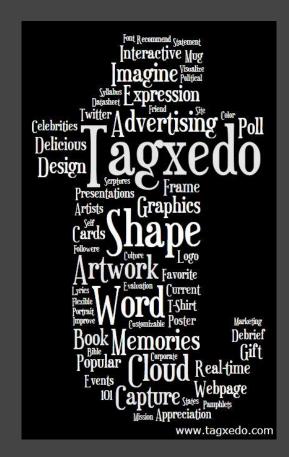
Lotto winning likelihood

overused in marketing

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. <u>Fette Egyptienne</u>
- Signs, posters, store front displays, etc.





Tagxedo ("t")

A Denver printing company ("d")

Make a Business Card Design

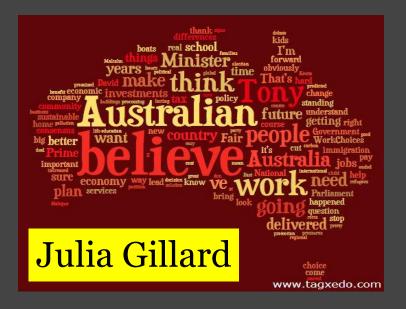
- Add a Tagxedo to the back of the business card
 - No need to repeat what's in the front (email, phone #), but use it as an extended introduction
 - Remind people what you do, or what you offer
 - Normalize frequency
 - Use a different font/color for your name
 - Use custom shape (hard to get it right)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





Contrast Candidates in a Political Debate

- Tagxedo provides a first-order analysis
 - o 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
 - o Gillard said "I believe" and "Australian people" a lot
 - Abbott frequently laid blame at the "Government"





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
 - o A Tagxedo is made of the words in the report and shape of a

bird (actual picture)

```
rest throated produced throated produced throated produced throated produced throated produced throated throate
```

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
 - o Chinese, Japanese, Korean, Hebrew, Russian, ...
 - o 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 <u>here</u>)
 - 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







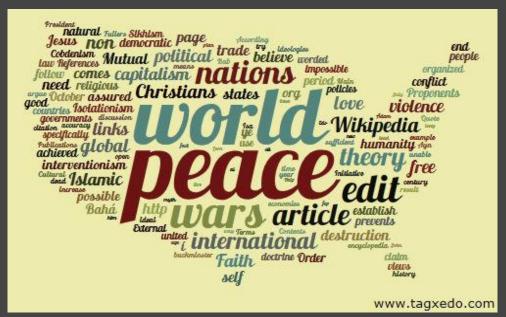
Turn Your Name into an Artwork

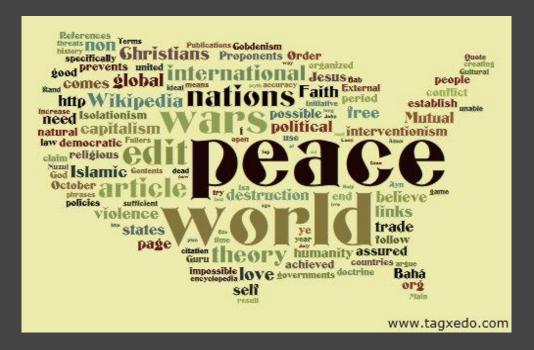
- Repeat your name 200 times
- Set "Combine Identical Words" to "No"
- Set "Normalize Frequency" to "Yes
 - Tagxedo will size the words according to Zipf's Law
- Set "Font Preference" to "All"
- Idea
 - Room signs, stickers, portfolio inserts
 - Just don't brag about it, okay?



Use Tagxedo as a Font Evaluator

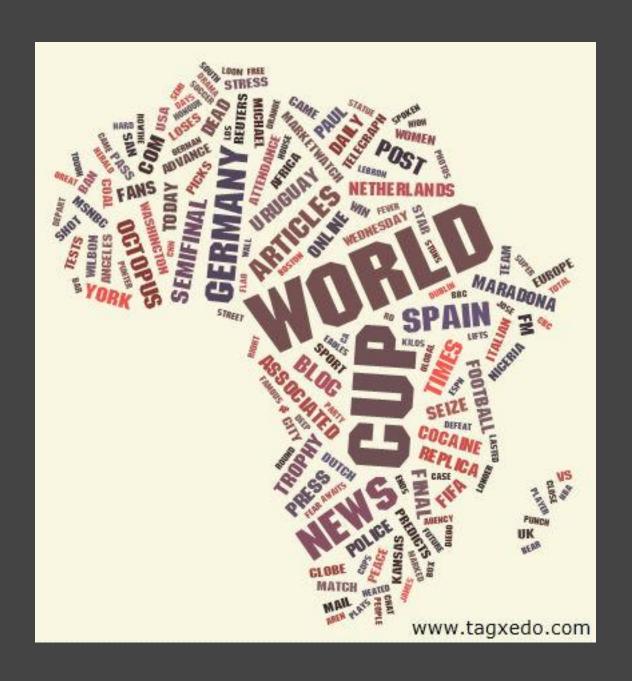
- Save Font File (TTF, OTF, .ZIP) from Font Websites (e.g. DaFont, FontSquirrel)
- Use the "Add Font" feature to load the font
- Excellent way to evaulate and compare fonts





Make a Clickable Tag Cloud for Your Site

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



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

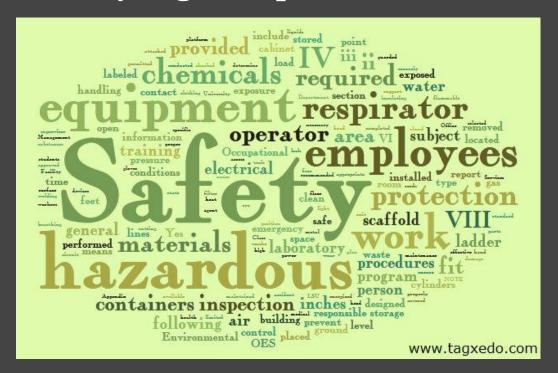
Adjust weights, and repeat (lock theme, font, and

orientation)

```
Brandon Robert Dylan Wyatt Juan Luke Evan Nicholas Ryan Jordan Luke Jordan Nicholas Ryan Jordan Luke Joseph Samuel Colon Christian David See Elijah Noah Joseph Samuel Gabriel Daniel Colon Mathaniel Gavin Carbon Joshua Gabriel Daniel Colon Mathaniel Gavin Christopher Saidh Michael William Joseph Gabriel Gavin Christopher Isaiah Michael William Joseph Gabriel William Joseph Gabriel Gavin Christopher Isaiah Michael William Joseph Gabriel Gavin Christopher Isaiah Michael William Joseph Gabriel Gavin Christopher Jaden Jackson Caleb Colon James Jonathan Angel Logan Zachary Lucas Hunter Aaron Owen Mason Tyler Landon Thomas Julian Austin www.tagxedo.com
```

Juice up Important but Boring

- 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
 - o Tips
 - use history mode for comparison
 - Set "Theme Preference" (any, bright, dark)
 - Add your own theme to Tagxedo to visualize

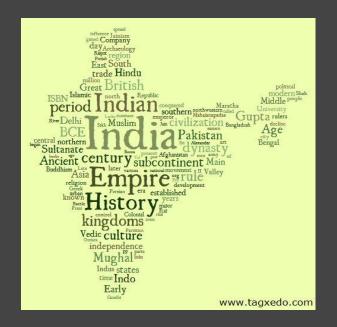




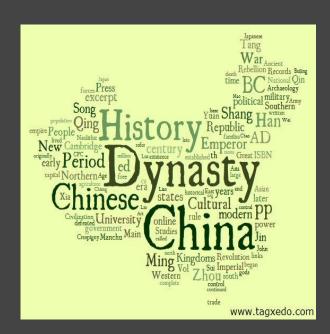


Teach Students about Cultures of the

- 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



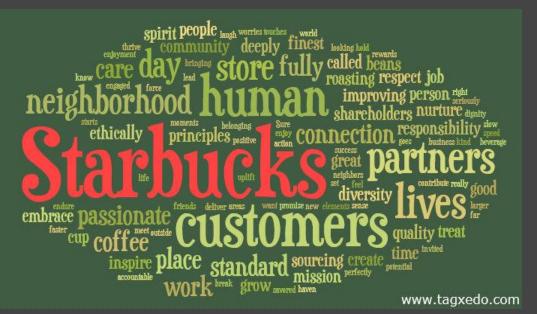




Present Your Corporate Mission

- 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

```
com filmed war professional taxes cost
Race Regions Wikipedia Fairbanks
west communities Fairbanks
espital Alaskan United froad
Sea Alaskan United froad
language ak transportation area
time miles Anchorage city
sold National American
language ak transportation area
time miles Anchorage city
sold Sea National American
language ak transportation area
time miles Anchorage city
sold Sea National American
language ak transportation area
time miles Anchorage city
sold Sea National American
language ak transportation area
time miles Anchorage city
sold Sea National American
language ak transportation area
time miles Anchorage
sold district
sold
```

```
Diego University Census

John mountains Transportation

Fax Southern Sacramento

conversity Census

John Marie Sacramento

conversity Consus

John Marie Sacramento

conversity Consus

Public Los Valley

Com December

River National List

Cit I argest San

Indian Pedite

coast Population

Ingressity Sections

Consust Population

The Merics

The Merics
```



Capture Fond Memories

- Turn your fond memories into a Tagxedo
 - o 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



```
worth real away Dyer new daunted beautiful road shop visit restaurant line really went pretty pretty pretty program cliffs and program cliffs as a shop visit restaurant line really went pretty pretty program cliffs that campers beach dinner up point campers beach dinner up program cliffs that campers beach dinner up program clif
```

Make a Unique Gift

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



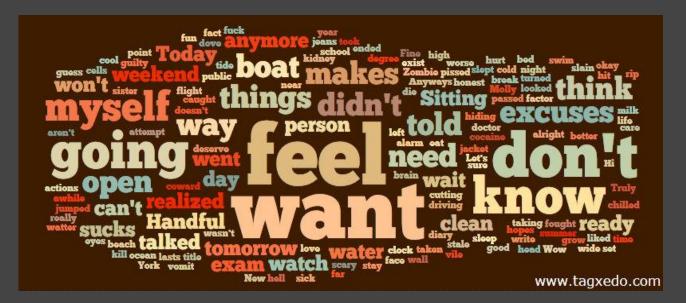






Improve Your Writing

- 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



Make Your Own Mother's Day Card

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



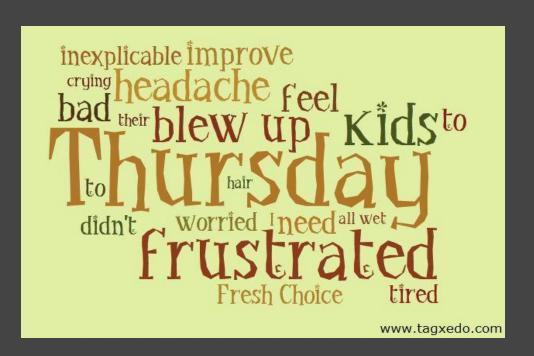
Bid Farewell to a Friend with a Tagxedo

- 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

```
www.tagxedo.com
```

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
 - o 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 (<u>Sometimes</u> 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!





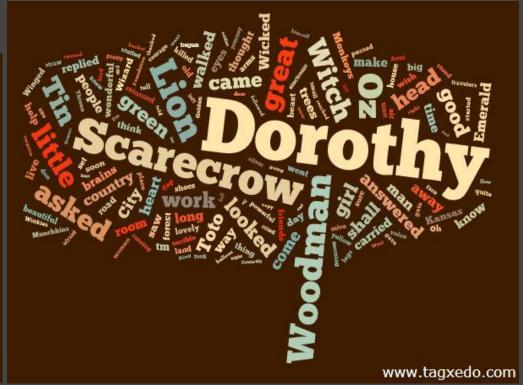




Make a Tagxedo Guessing Game

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





Make a Guess-the-Quote Game

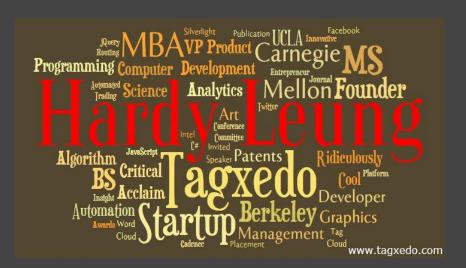
- This is a brand-new game but very easy to make
- Use all words from a quote, and some not from it
 - Similar and related words are great
 - Normalize frequency, also careful with options
- Goal is to guess the quote (a la Wheel-of-Fortune)
 - Use "Deja Vu" option to reveal the answer
- Variation: Give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





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



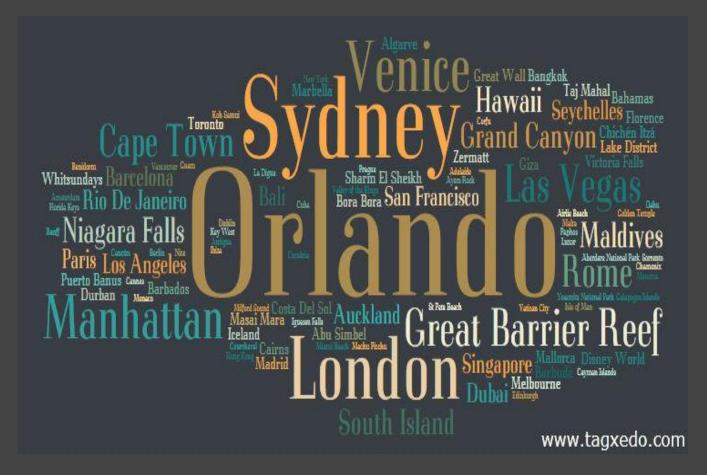
Condense a Court Document

- 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)



Make a List of Favorite Cities You've

- Oralist of your dream vacation destinations
- Order the destinations by how much you like them
 - Use the "Normalize Frequency" feature to automatically assign frequencies
 - o 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
 - o 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









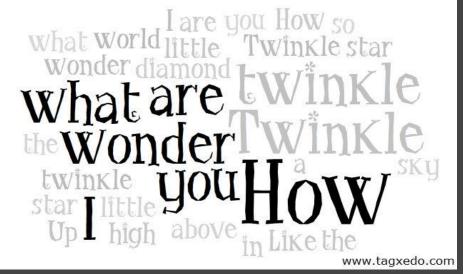


Stimulate Early-Childhood Learning

- 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



www.tagxedo.com



Make a Fun Personality Test, With

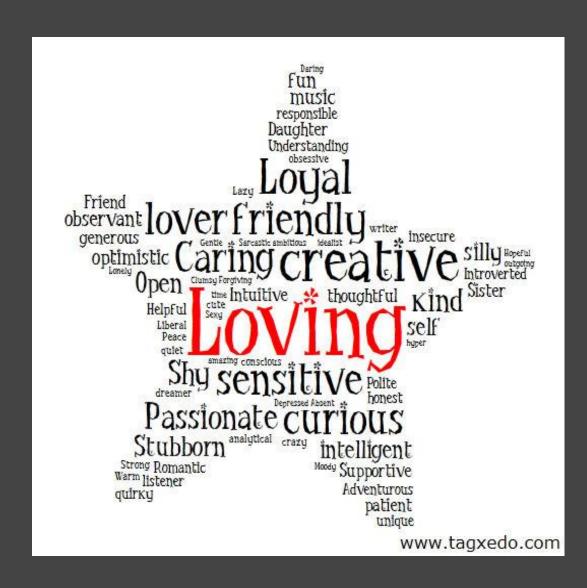
- Part I: Rank a list of top 20 core values
 - o family, friendship, accomplishment, wealth, health, etc
 - o tips: give each value a score (0-100), and then sort
 - Make a Tagxedo with normalized frequency
 - Part II: Variations for two people
 - Compute the difference between the ranking of values
 - 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?





Show Your True Color

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



Learn More about Yourself

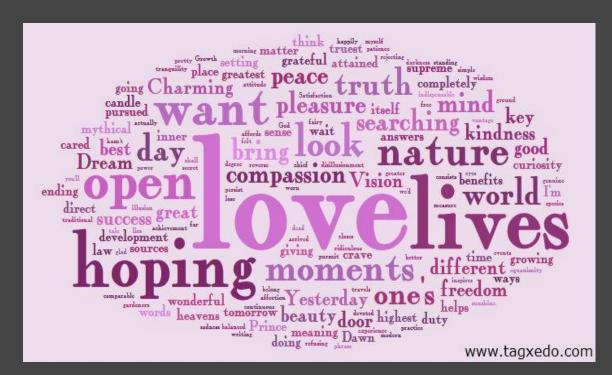
- Each student writes 5 adjectives about each of his/her classmates
- All adjectives are collected and each student choose and rank 40 adjectives that best describes himself/herself
- Make a Tagxedo of adjectives others choose to describe you
- Make a Tagxedo of adjectives you choose to describe yourself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





Capture the Collective Wisdom

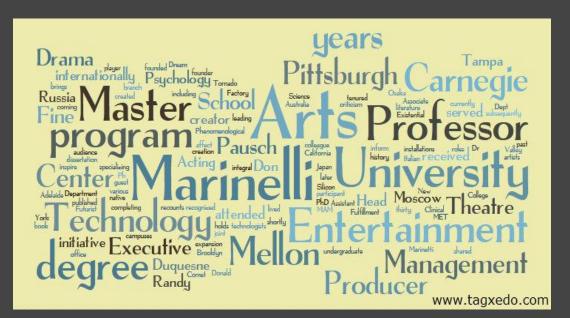
- Ask a question and solicit short replies from people (exactly 6 words, at most 140 characters, etc)
 - Ohior to be happy?
 - O How to improve our schools?
 - Ohow to fix the economy?
- Build a Tagxedo with the response
 - Capture the collective wisdom

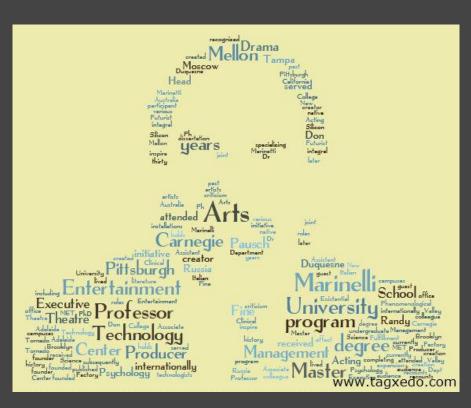


Happiness is ...

Make a Speaker's Biography

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





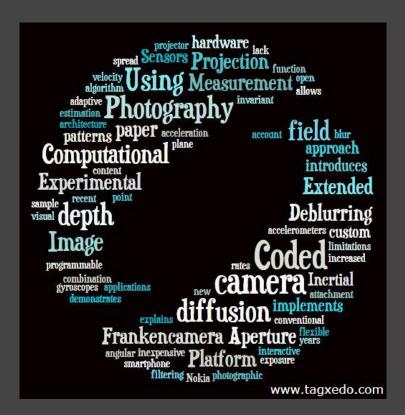
Portrait

Classic Cloud

Create a Conference Session Poster

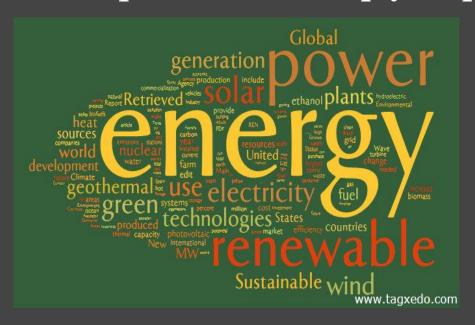
- Make a poster for each session
- At-a-glance summary of the topics

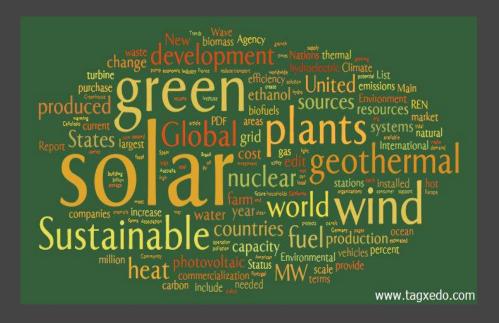




Brainstorm a Topic

- 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





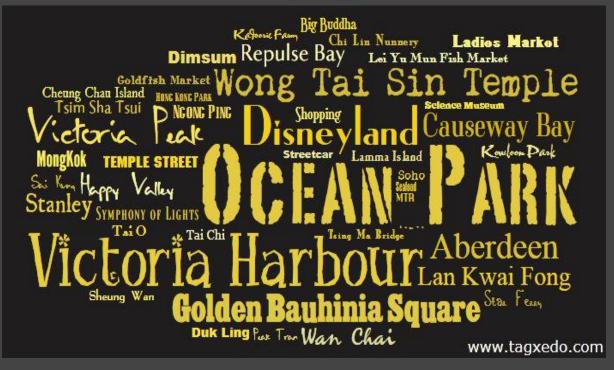
Original (green energy)

Top obvious words removed

Recommend Local Attractions to Visitors

- Welcome your foreign visitors with your own local recommendations
 - Tourist attractions
 - o 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
 - o 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

```
pleasing
admirable alluring
ravishing bewitching
graceful symmetrical applicant beauteous
taking magnificent beauteous
wonderful pulchritudinous resplendent wine
wonderful pulchritudinous resplendent exquisite
FOXY excellent Beautiful pazzling
statuesque good-looking corgeous
delicate delightful fascinating
CHARMING

www.tagxedo.com
```



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

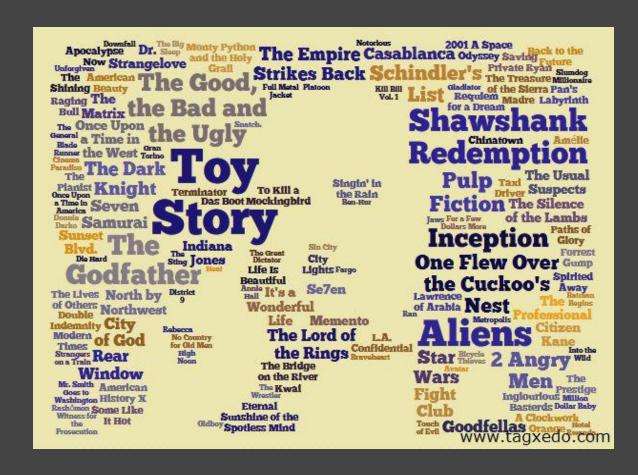






Make a Poster of Your Favorite Movies

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



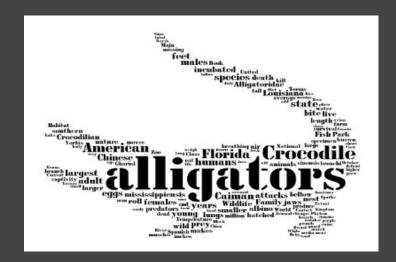
Find Out Which Words are Popular in ...

- Get a list of words, put it in Tagxedo and see which words are popular
 - o 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
 - o Prove it with a word cloud (341 titles)

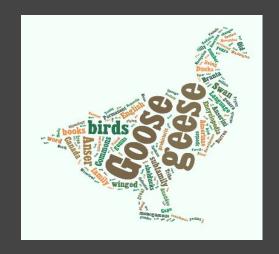
```
year wanting home story Poisoned Grayson ghost Half
Body check society Alle Extraordinary Ted Sale World Woods book
kings High friend thing beautiful Woods book
beautiful Summer thing princess Wish Mary
longing Saystrange rising the Hearts Booys Mir Somebody
best diaries Sweet Acce Half Raby Warrs Water Hills
holes boyfriend Sweet Acce Half Raby Warrs Water Hills
holes boyfriend Secret Shadow days
River 1115 Secret Shadow days
River 115 Secret Shadow days
Tell 16 Secret Shadow days
Invisible Invisible
```

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!



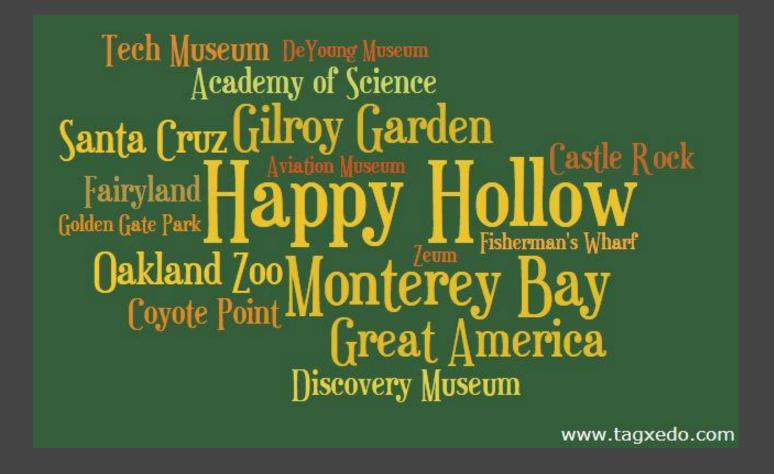






Take a Quick Class Poll

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



Make a Find-the-Words Game

- Make a Tagxedo, some animal names, some not
 - o 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
 - o e.g. find 3 carnivores that live in Africa



```
Catfish Lamp Grasshopper

Koala Ginger Banana Dove
Armadillo Bonobo Cantelope Lamb
Chair Gries Blackboard Eagle
Cougar Lion Grizzly Bear Shark

Ecopard Lion Grizzly Bear Shark

Rhino Giraffe Lizard Pencil Bowl
Lizard Pencil Bowl
Christmas Chen Line Binder Frog
Chen Line
```

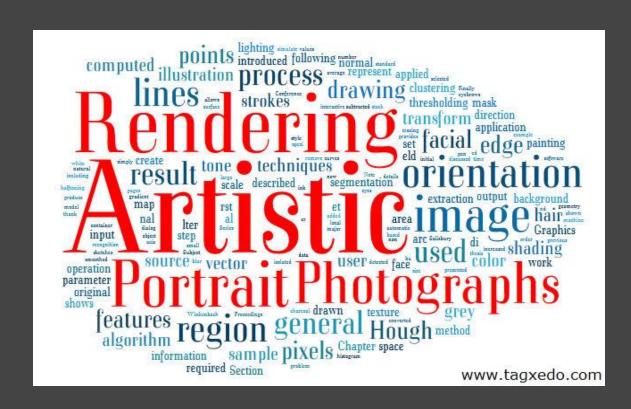
Conduct a Sentiment Analysis

- Kauffman Foundation asked a group of (~40) bloggers to describe the economy in 5 adjectives (see report <u>here</u>)
- 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

```
divergent convergence procrastinate deleterious diligent surreptitious condescending abstam clairvoyant subtle boisterous intuitive hetic aesthetic prosaic ostentatious extenuating arid foster capitulate reverence abstant clairvoyant subtle discredit adversity and compassion frugal impute discredit adversity abdicate compassion frugal canny amicable abdicate compromise fortuitous areconciliation inconsequential taetful conformist disdain aberration camaraderie digression benevolent conditional anachronistic brusque superficial brazen asylum nonchalant www.tagxedo.com
```

```
divergent condescending inconsequential perfidious superficial frugal conformist renovation inevitable convergence aesthetic boisterous opulent sagacity disdain clairvoyant anachronistic bias diligent clairvoyant anachronistic bias reclusive fraught foster aberration collaborate subtle fraught foster aberration collaborate subtle evanescent amicable bdicate brazen digression spontaneous abstain florid procrastinate compromise capacious abstain florid procrastinate compromise brusque camaraderie aprecedit canny forbearance pretentious benevolent adversity deleterious jubilation enervating rancorous provocative presentiques demagogue www.tagxedo.com
```

Debrief Your Audience

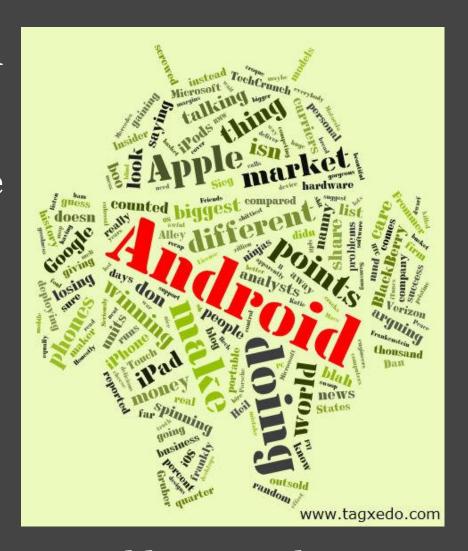
- After a lecture, rejuvenate your audience with a Tagxedo
 - Especially good for dry or serious topics
 - o Replace the "Summary" or "Learning" slide
- Two methods
 - Let Tagxedo sizes the words based on the text
 - Use "Customize Words" to show the text in relative frequencies, and come up with your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



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



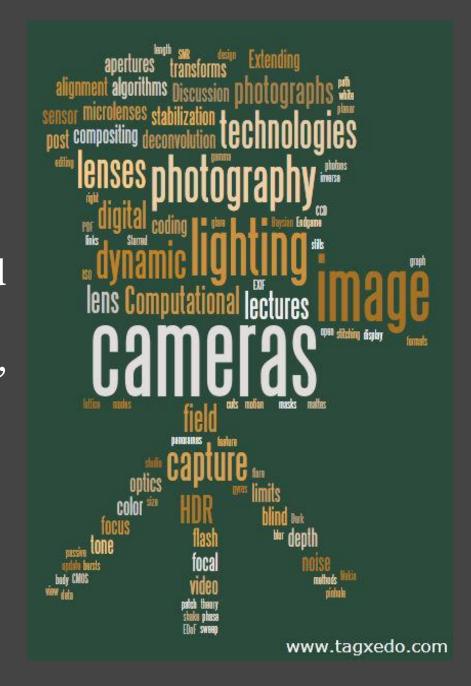
Actual Frequencies

Russian Federation Malla Polarica Polar

Normalized Frequencies

Outline a Syllabus

- What text to use
 - The Syllabus
 - o 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



Make a Guess, Win a Prize

- Make a Tagxedo of a subject
 - Travel destination, celebrity, famous novel
 - o 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



<u>Answer</u>



Track a Poll Over Time

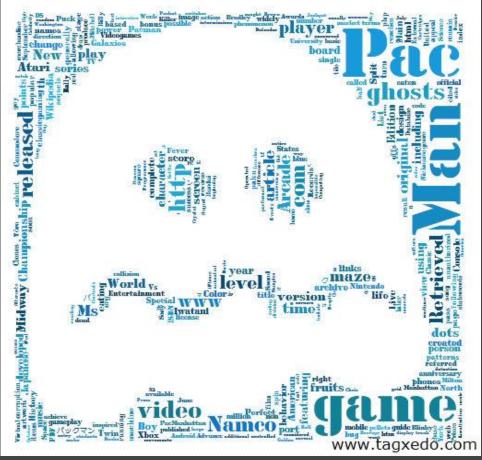
- Track data evolving over time
 - College football ranking (weekly or annual)
- For rankings, use "Normalize Frequency"
- Use "Deja Vu" for better comparison
 - Same word has the same color across all runs



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