

101 Ways to Use Tagxedo

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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>

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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)

Find out Who Follow You at Twitter

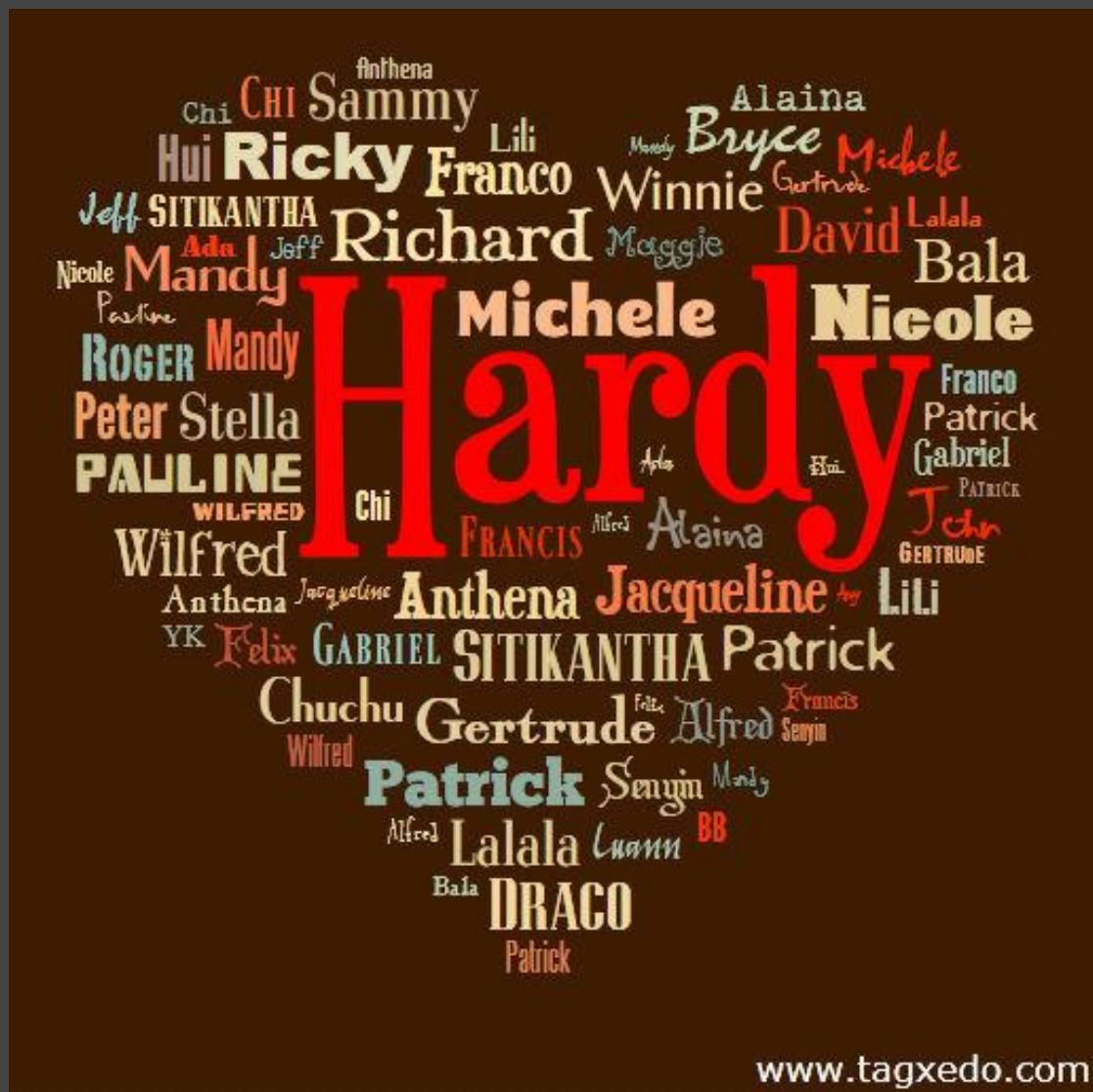
- Use the Tagxedo Twitter App
 - <http://www.tagxedo.com/fun/twitter>
 - Biographies ("descriptions") of your followers
 - Up to the most recent 500 followers
 - Easy to share at Facebook or Tweet about it



@tagxedo's
followers

Surround Yourself with Friends

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



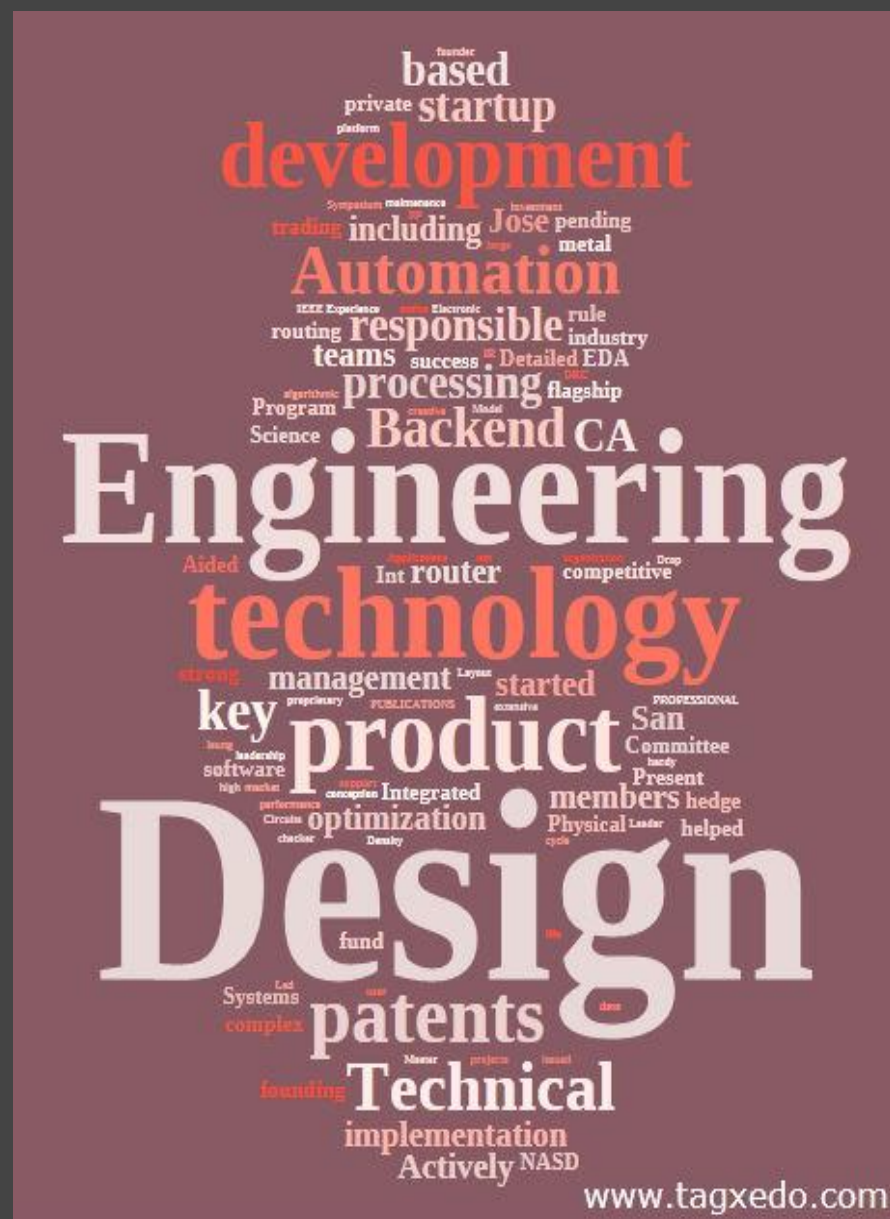
Make a Singable Tagxedo

"Leaving on a Jet Plane" by John Denver



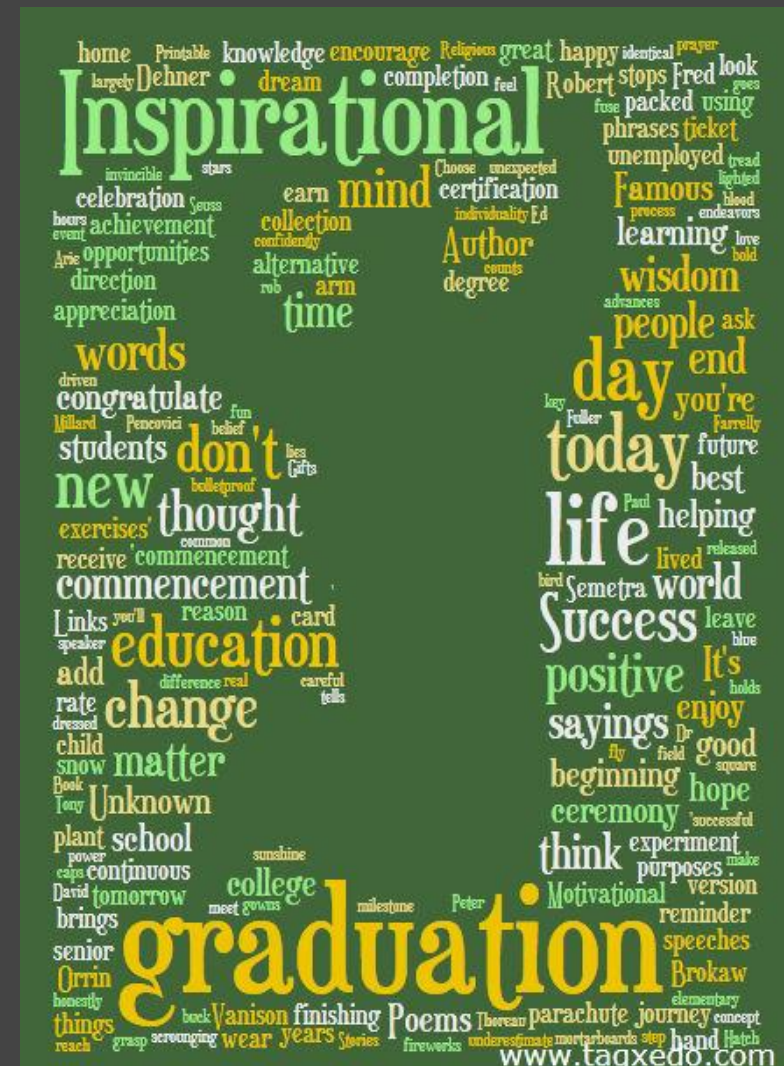
Critique Your Resume

- 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



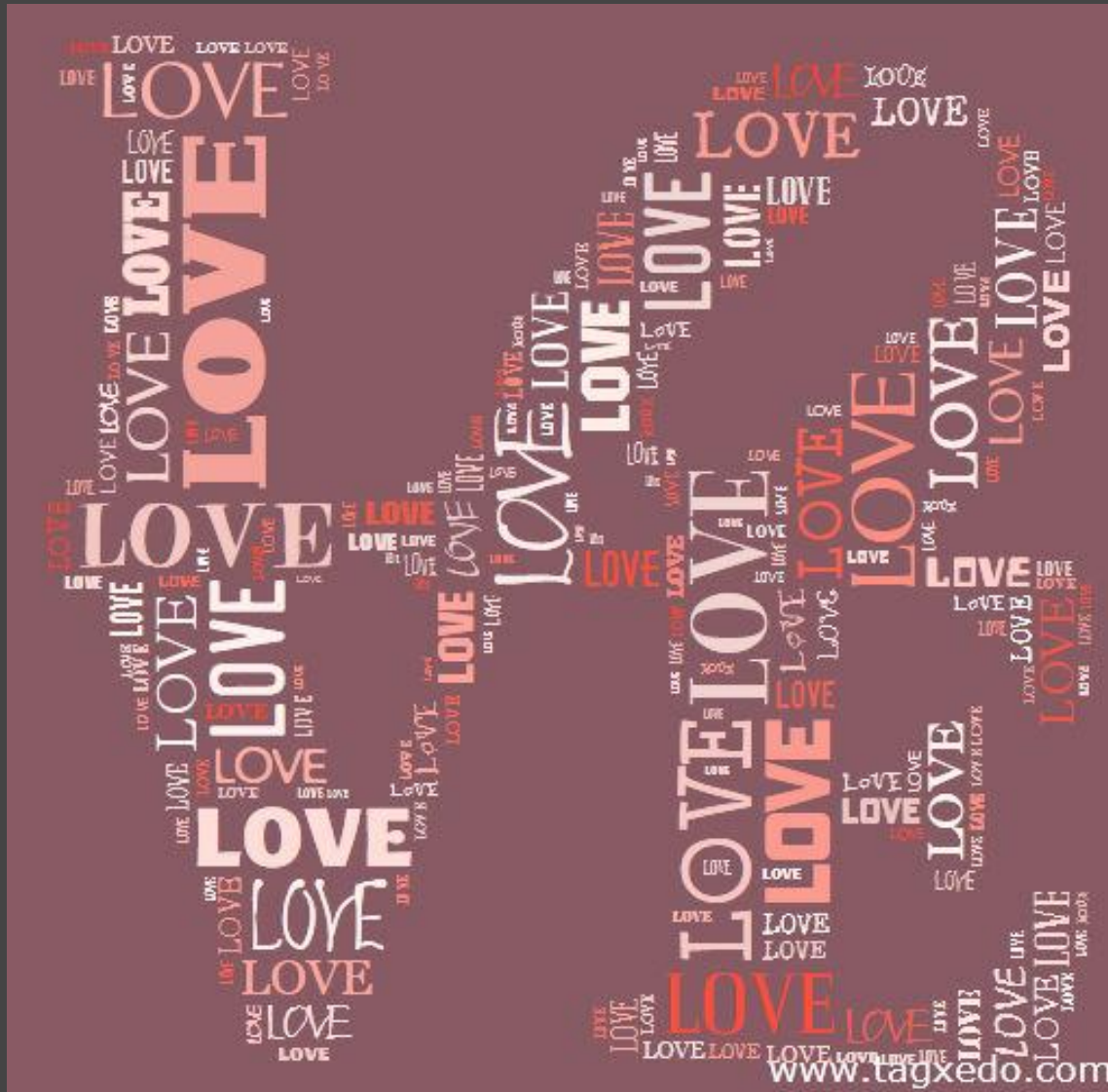
Make a Graduation Card

- 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, ...



Show Some Love

- Make your own unique expression of love



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



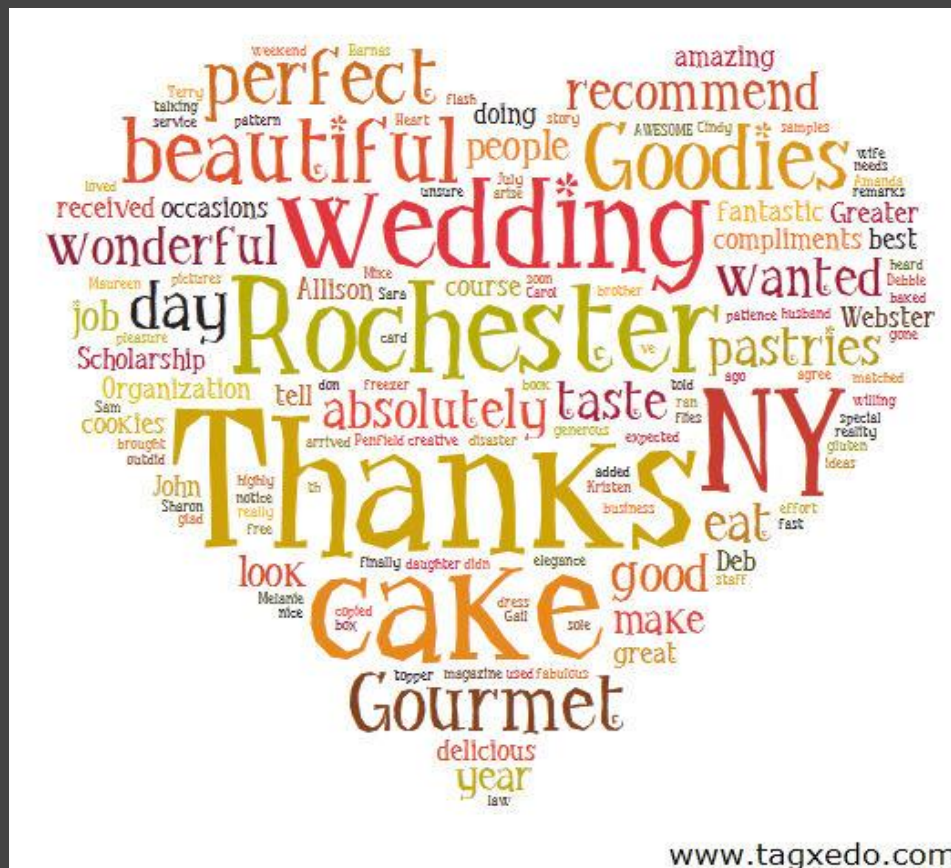
Make a Class Tagxedo

- 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



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

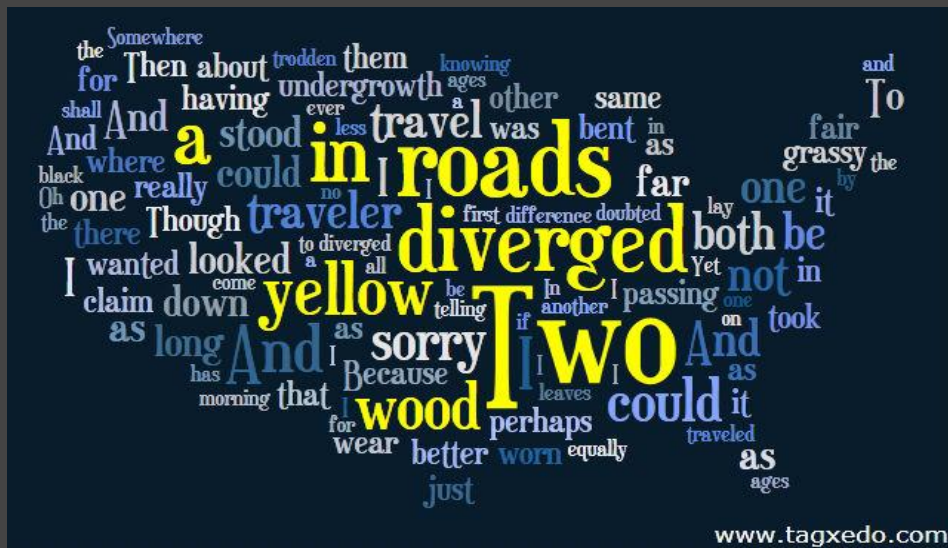
- Even a **single** sentence can make a beautiful Tagxedo
- Tips
 - Classic cloud (since few words in a sentence)
 - Normalize frequency
 - Pay attention to punctuation (e.g. I've)
 - Selective highlighting of choice words
- Quotable quotes, excerpts of lyrics, and memes of the day

bottom from the **I** my pencil case love you of

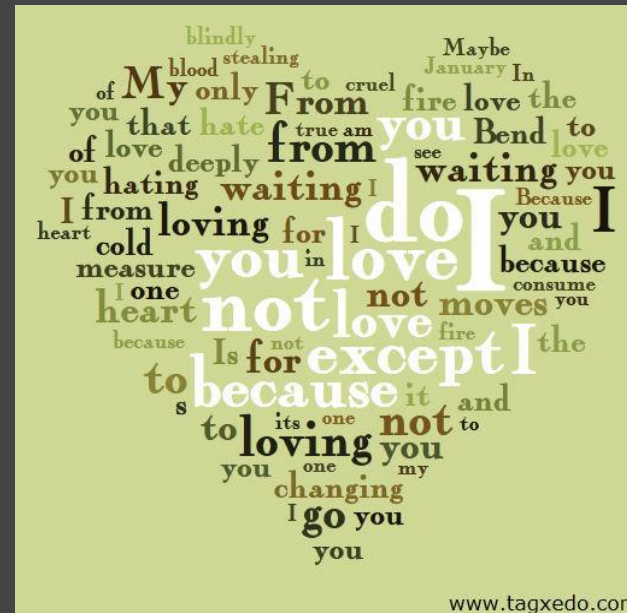
I've seen sunny days and rainy days
times when that end But friend
I'd see you again always lonely a could fire thought find never would not rain and

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



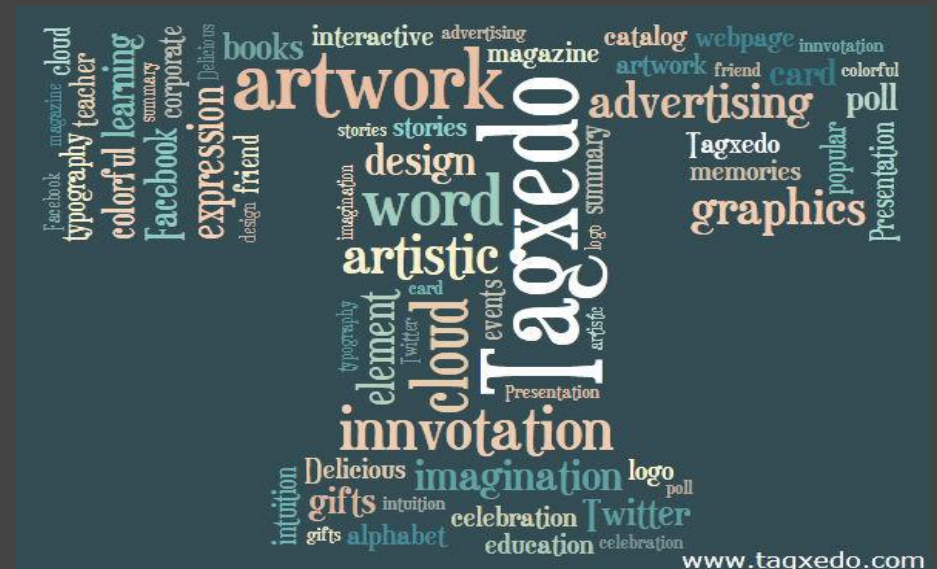
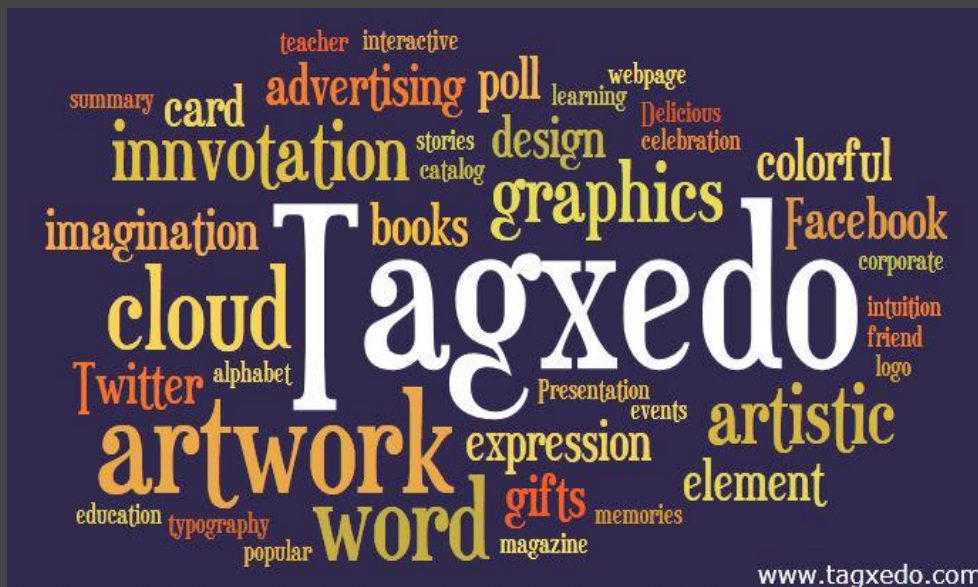
The Road Not Taken



I Do Not Love You Except ...

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



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)



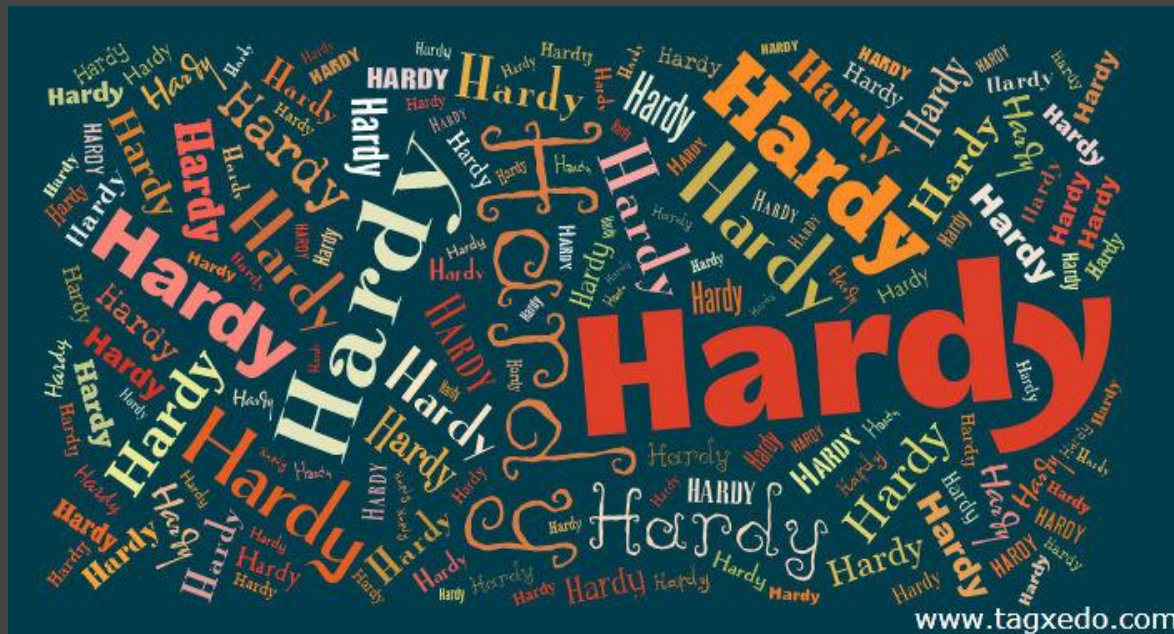
Appreciate Other Languages

- 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



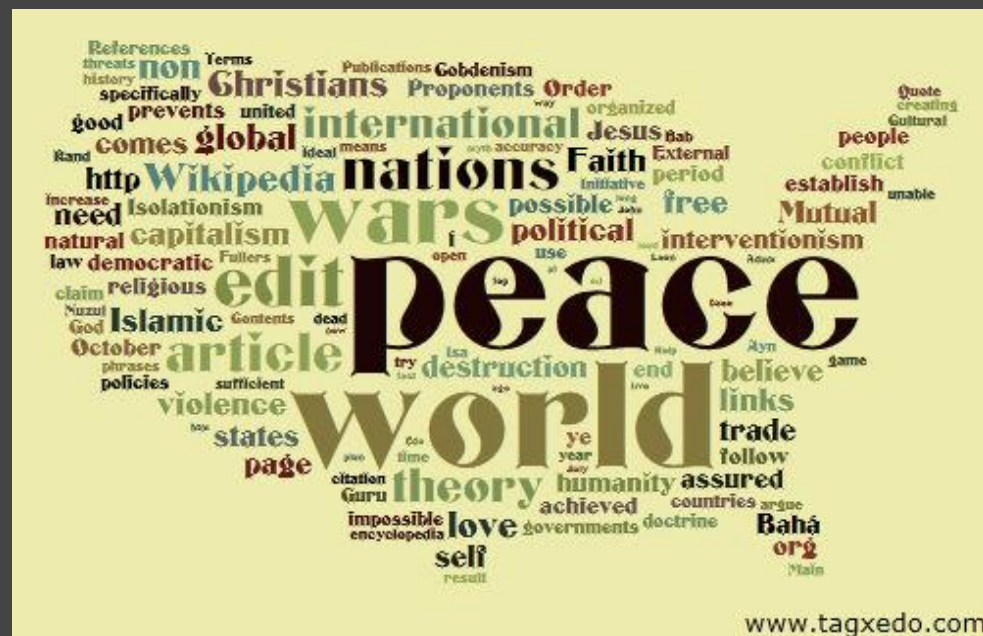
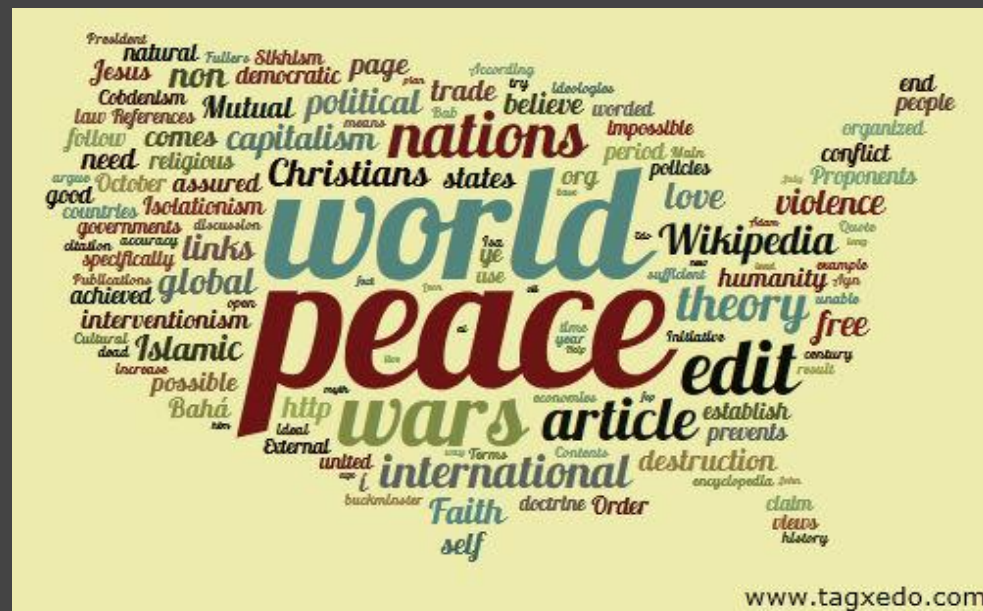
Turn Your Name into an Artwork

- 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?



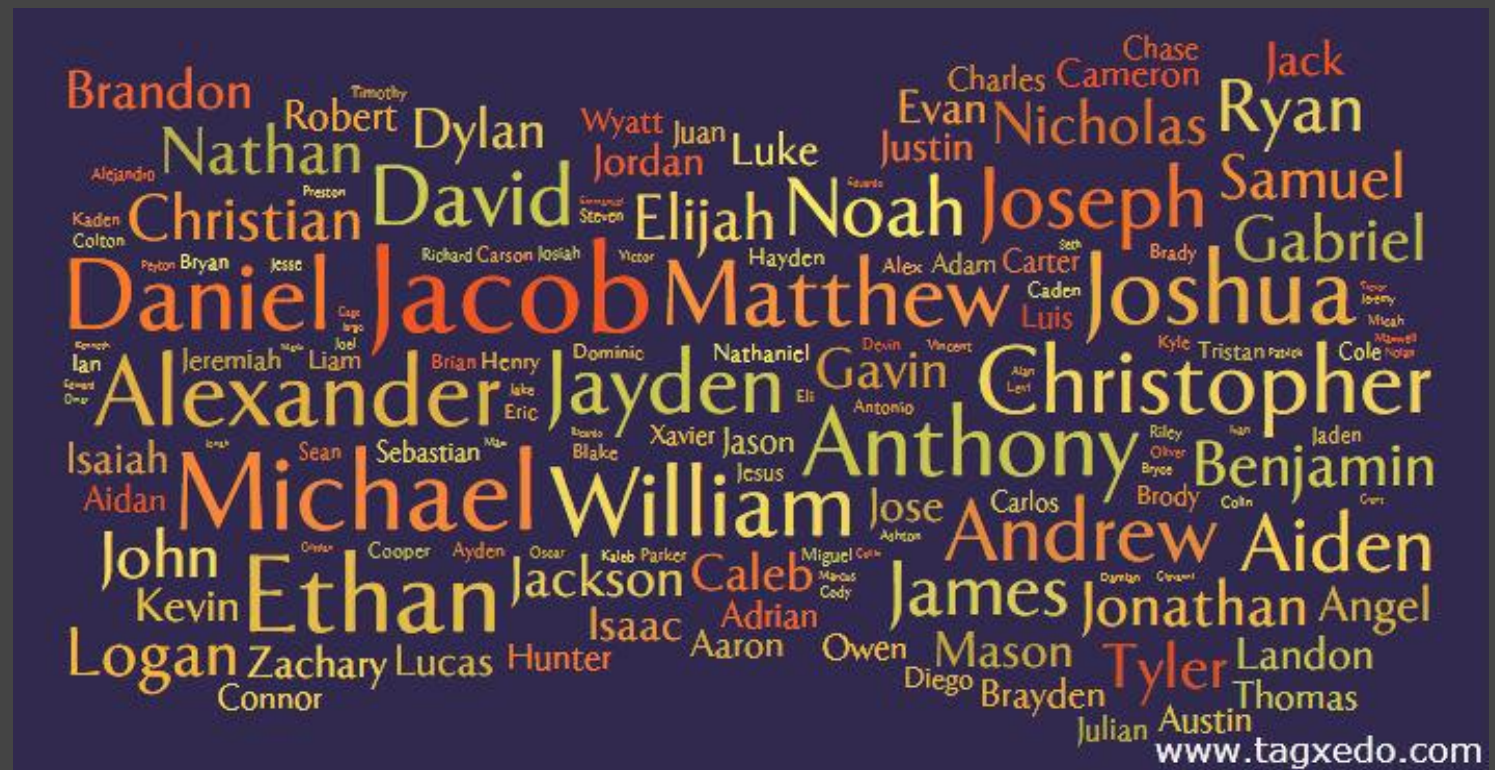
Use Tagxedo as a Font Evaluator

- 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 evaluate and compare fonts



Name a Baby

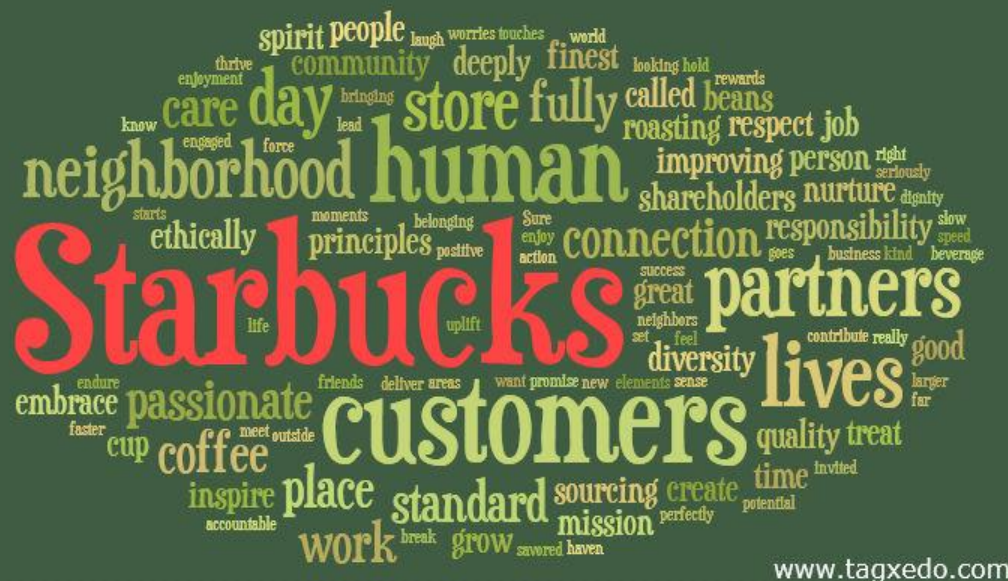
- Collect a list of candidate names, assign them with different weights (say between 5 and 100).
- Create a Tagxedo using the classic cloud
- See how your favorite names stand out in the presence of others
- Adjust weights, and repeat (lock theme, font, and orientation)



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

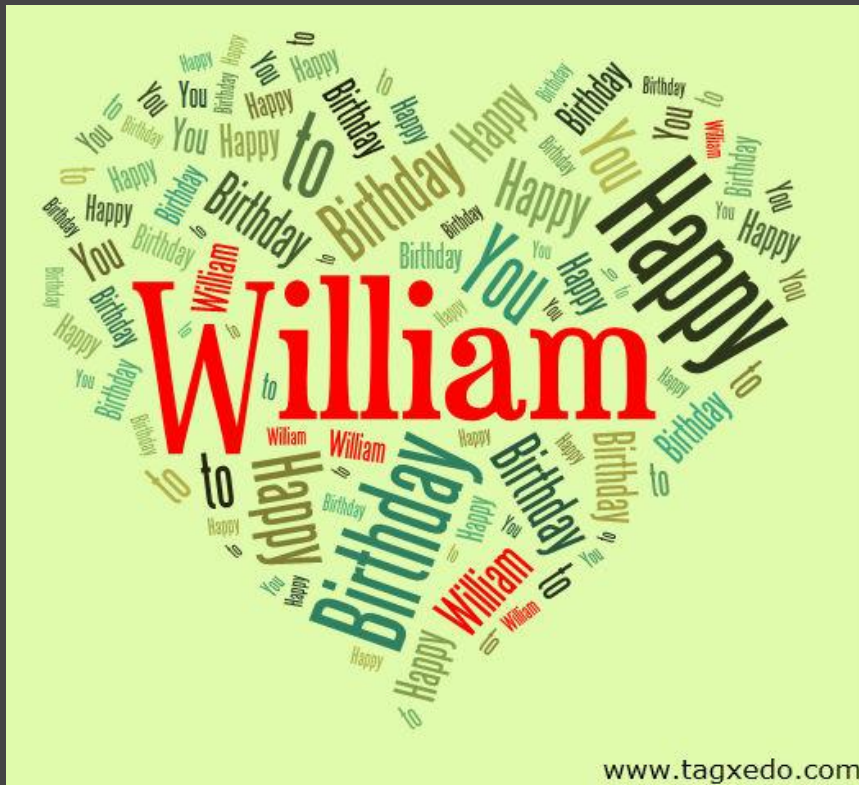
Starbucks
(Class Cloud)



Google's Philosophy
(the "g" Cloud)

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



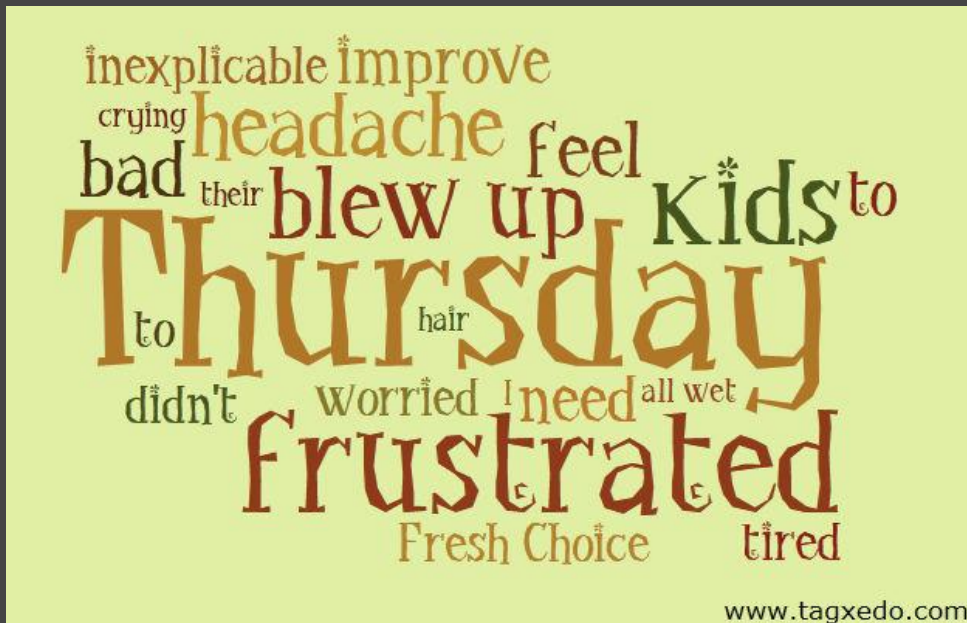
Bid Farewell to a Friend with a Tagxedo

- 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



Enrich Your Diary

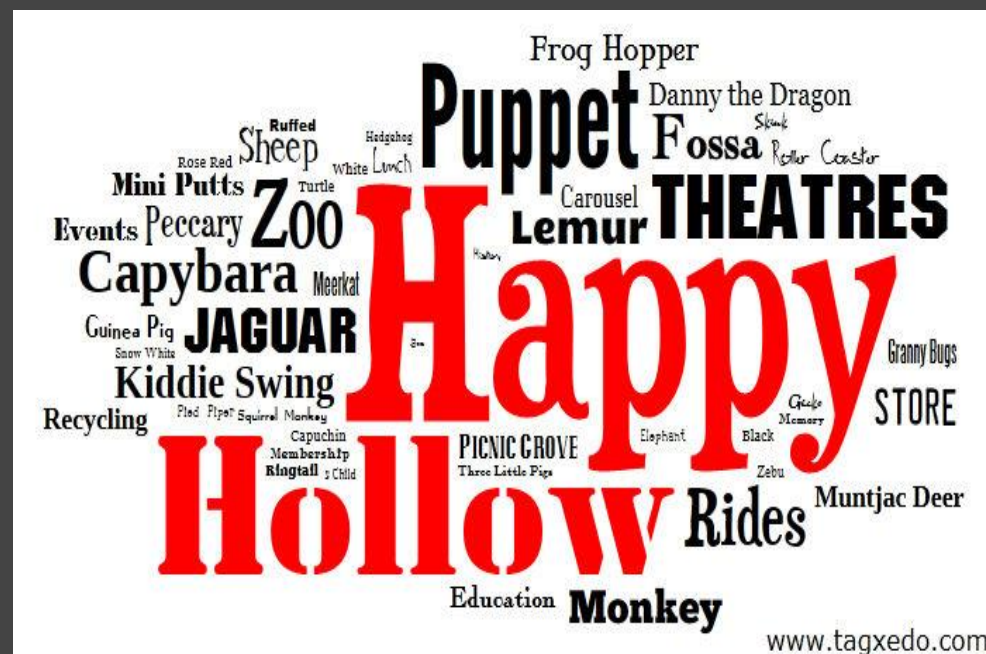
- Three ways to enrich your diary
 - Decorate your diary with Tagxedo every month
 - Write a Tagxedo entry - just enter words in order of importance (+ normalize frequency)
 - When you have tons of emotion but just can't write
 - Write down the lyrics of a song that reflects your mood
 - Normalize frequency,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



"Sometimes" by Carpenters

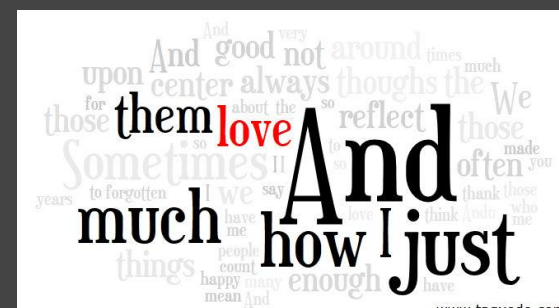
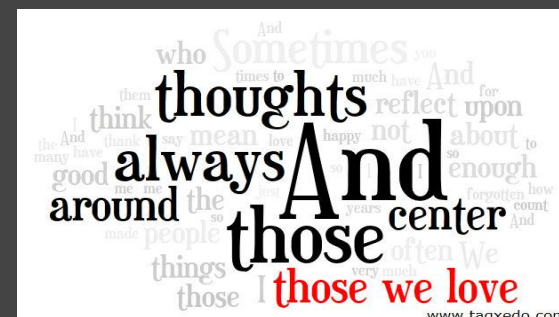
Make an Activity Poster

- 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!

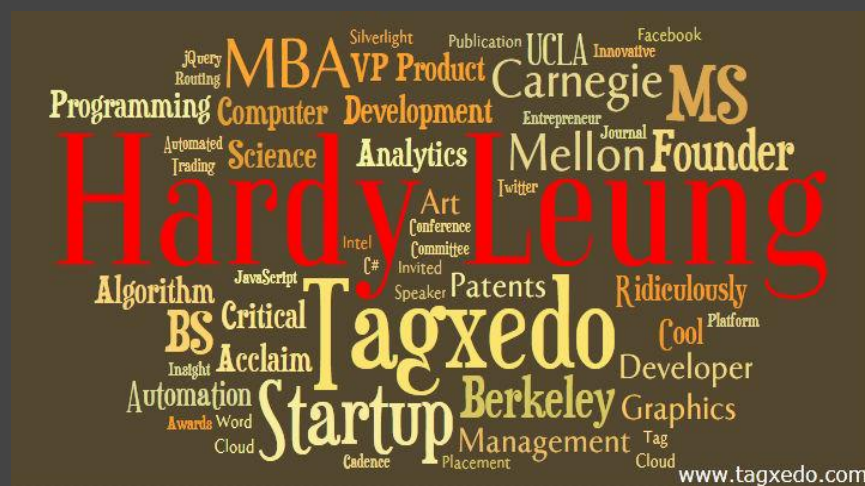
Make a Guess-the-Quote Game

- 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

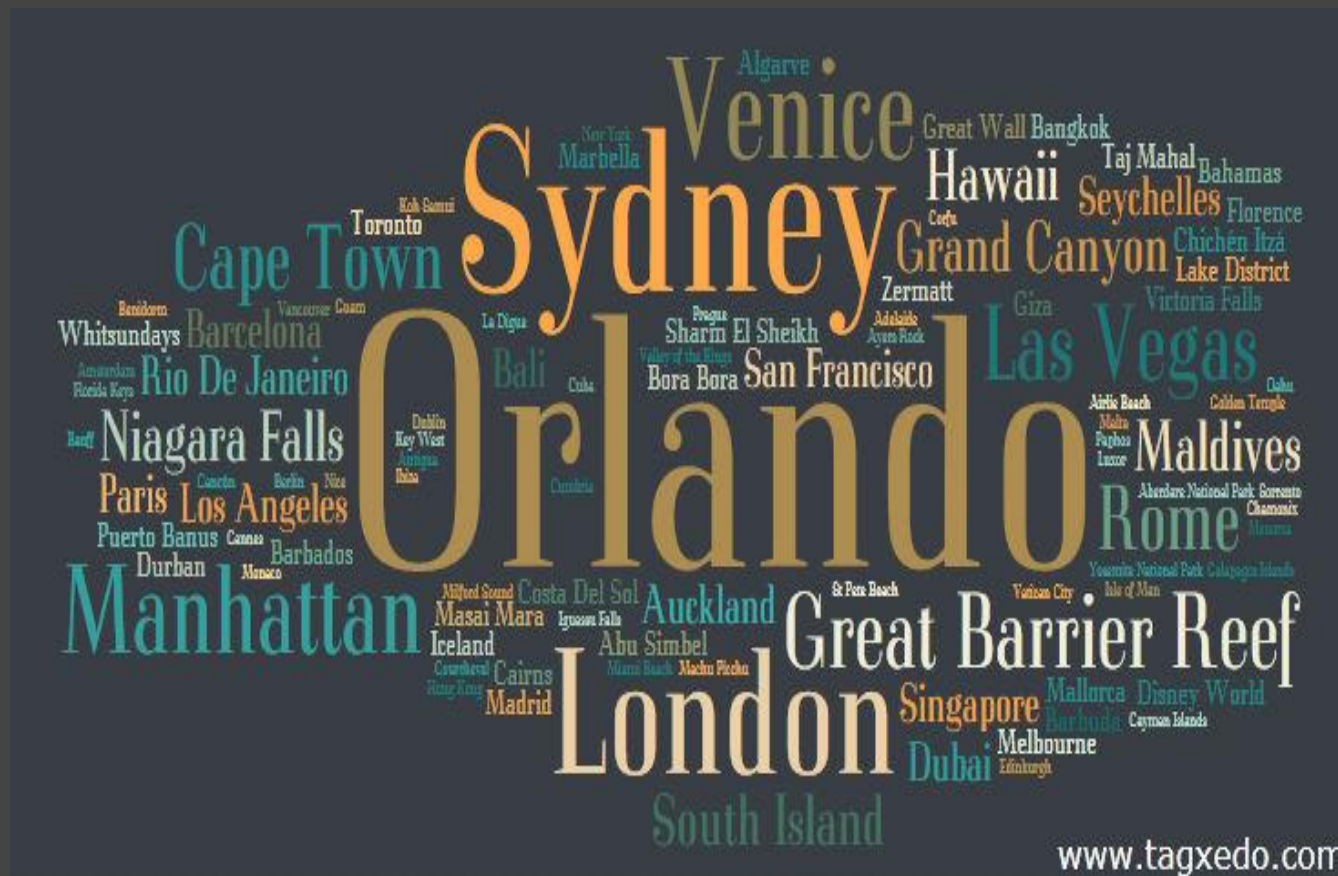
- Just a few details
 - Occasion, place, address, phone, contact, RSVP
 - Normalize frequency
 - Custom color



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



Make a Fun Personality Test, With

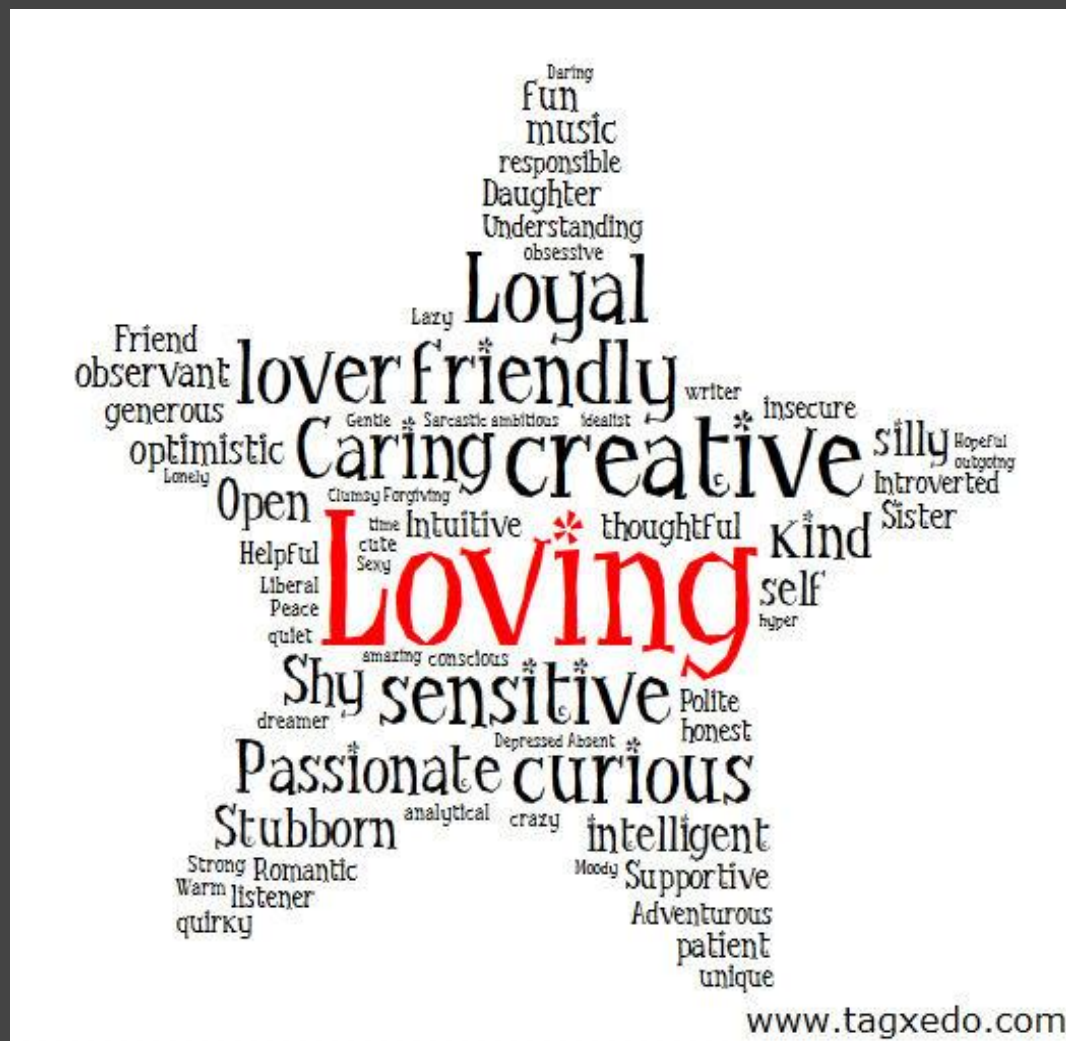
Friends

- 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?



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



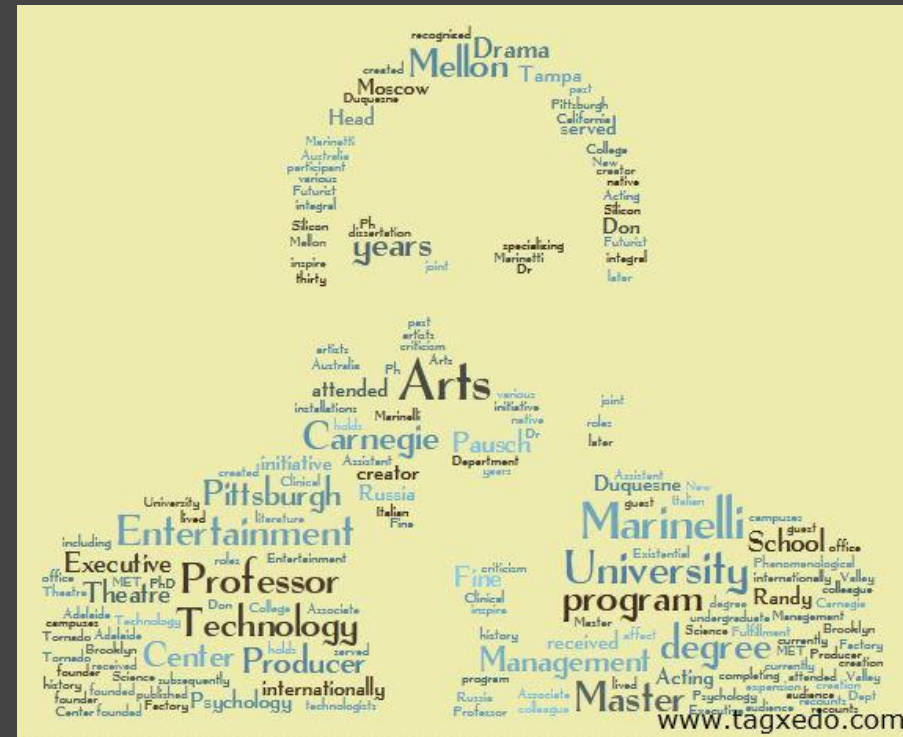
Learn More about Yourself

- 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)

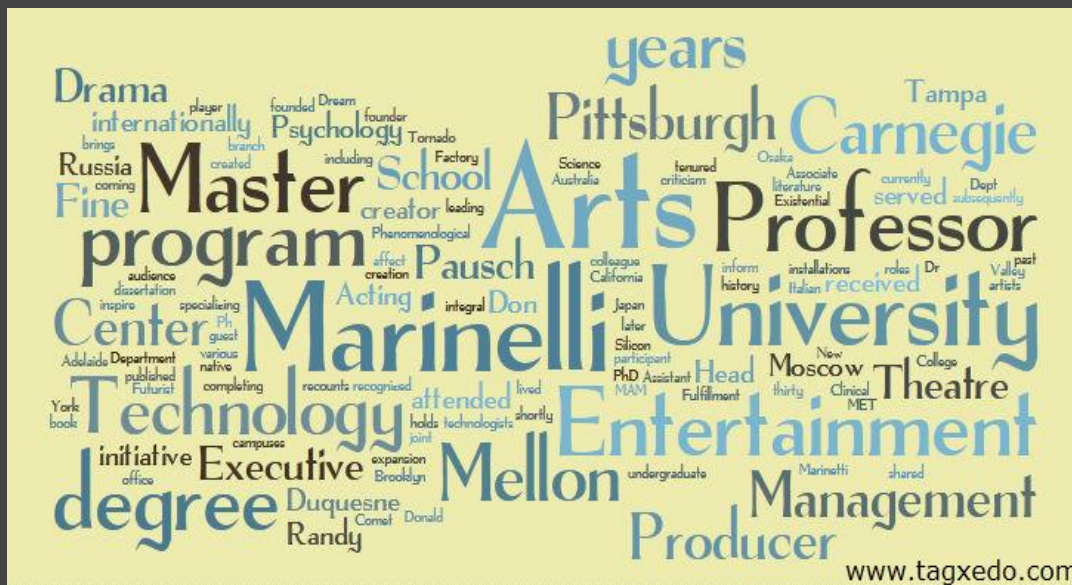


Make a Speaker's Biography

- 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

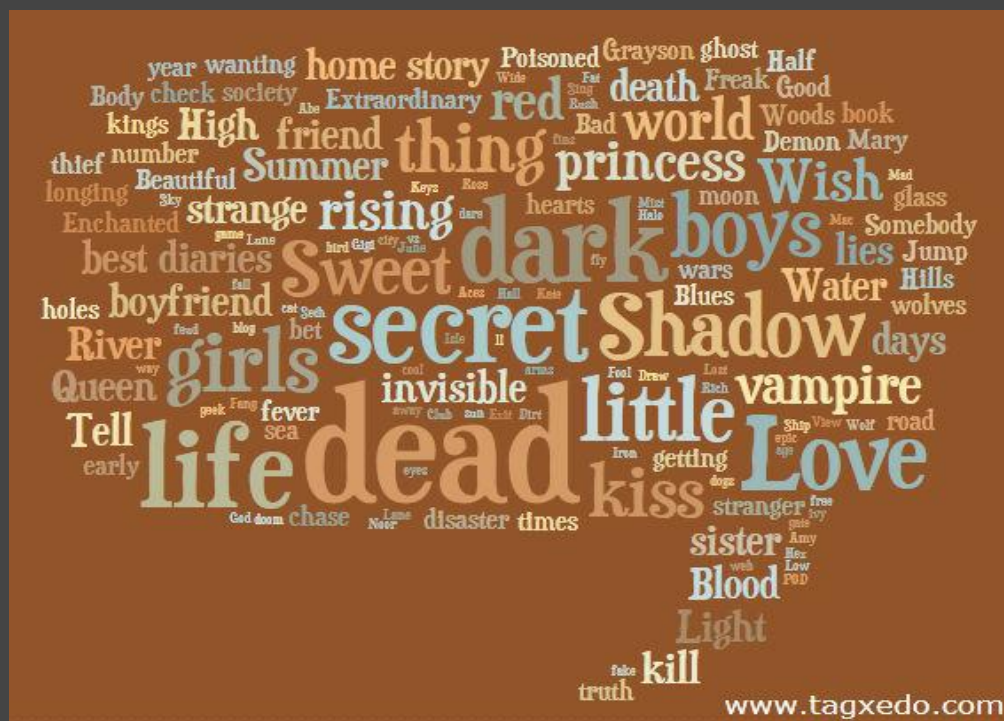
Present Statistics Visually

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



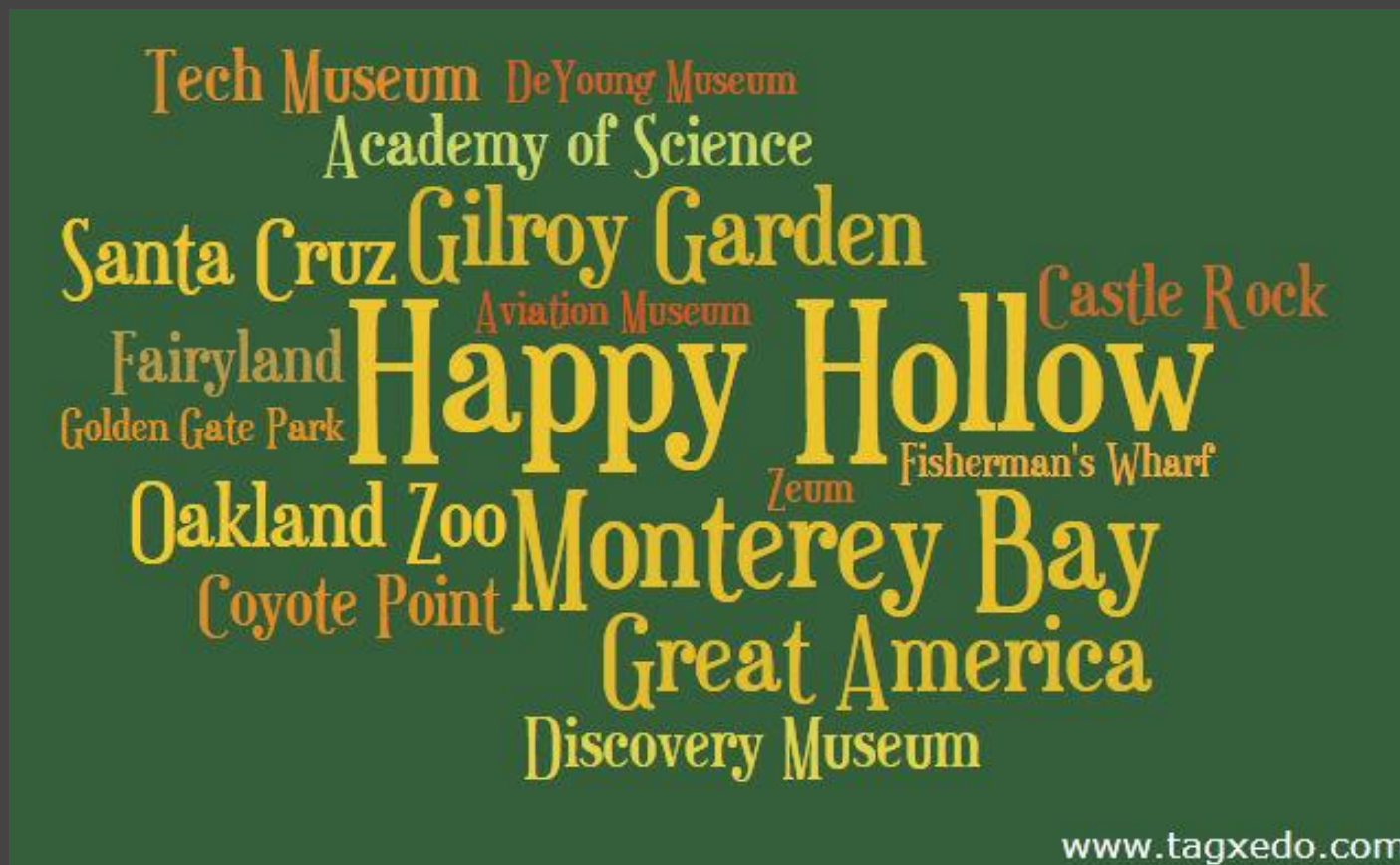
Find Out Which Words are Popular in ...

- 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 [Life & Death in YA Lit](#)
 - Author conjectured that "dead" is the word of the year in Young-Adult titles
 - Prove it with a word cloud (341 titles)



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



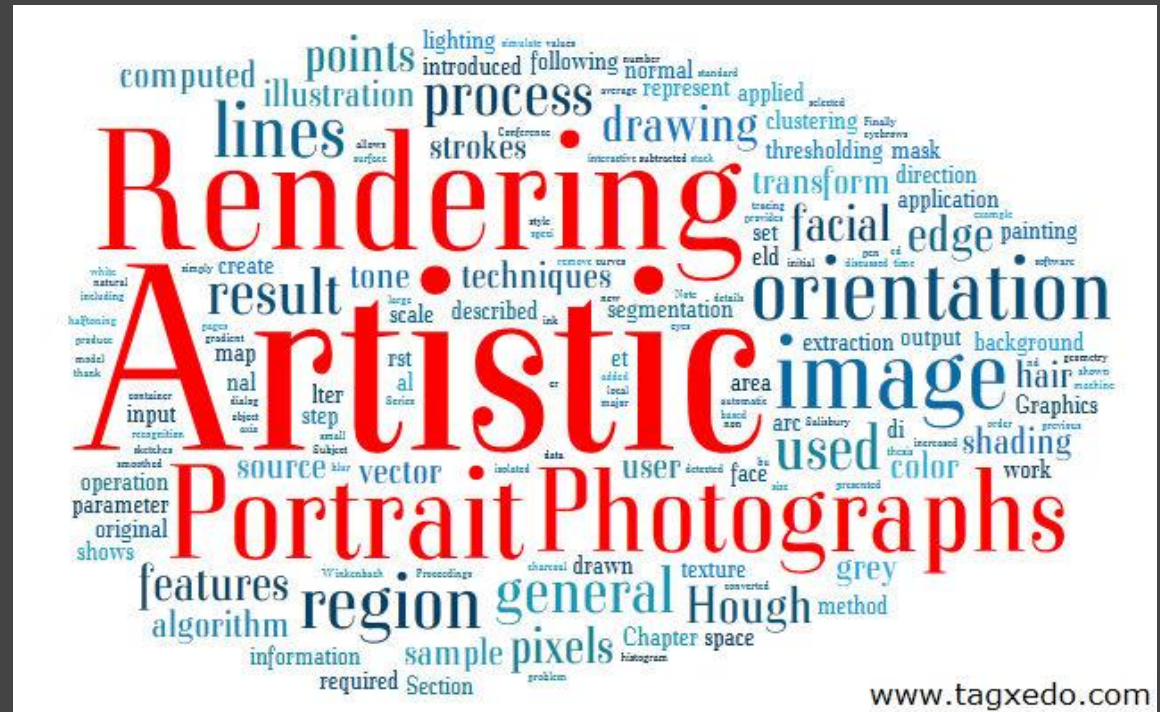
Conduct a Sentiment Analysis

- 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



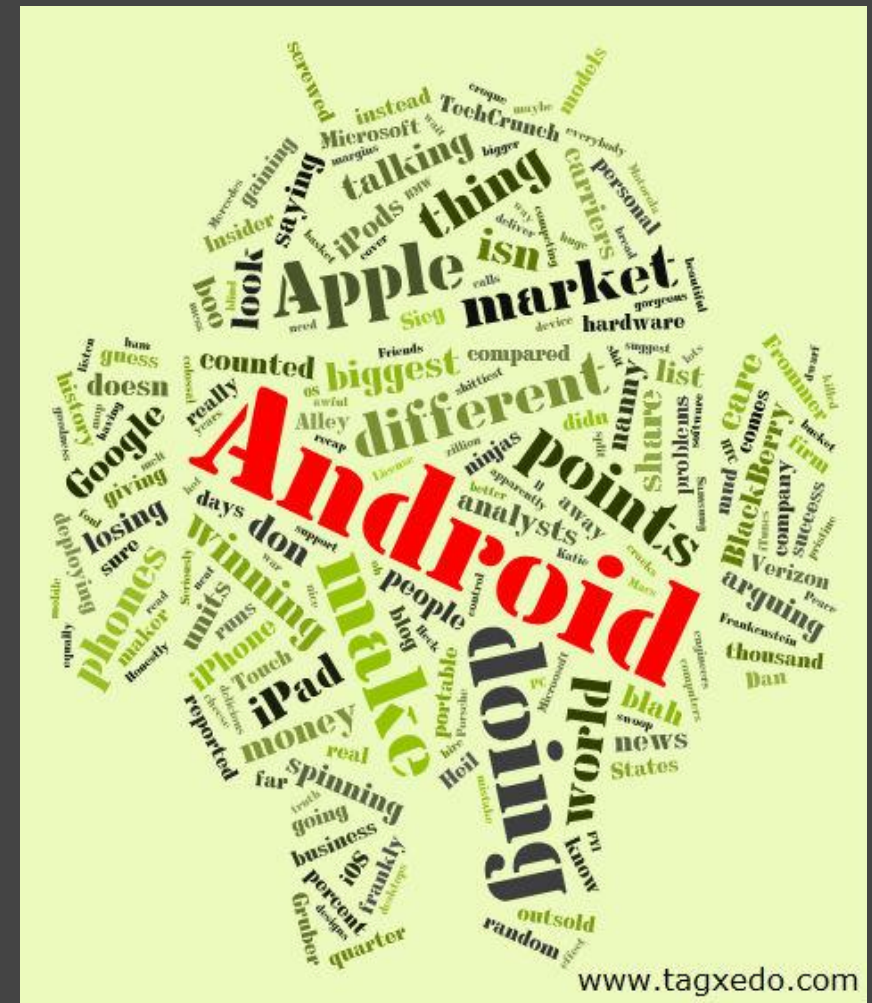
Turn Your Thesis into an Artwork

- 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



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 "reimagined"
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



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



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](#)