

This week you will be doing research on projects that have already been done on the topics you've selected. This is an individual submission.

Each person has to search for 3 different projects that showcase the kind of work they want to achieve for the final project. The aim is not to copy these projects but to create a standard for yourself to guide you during the process of making your own project. Make sure the examples you select are not just based on the aesthetic preferences but also the the process through which the data visualization is created.

For each of these examples do the following:

- **Find out about the designer of the project**
- **Write about the reason you choose the project (aesthetics, formatting, processes etc.)**
- **Explain how this project relates to your work**
- **Explain the things you will modify or add for your own project**

Submit the screenshot of the visualization (with a link) and approx. 250 word explanation on the above points in a PDF

Make sure to save the links for these projects for next class. At the end of the class you will be given time to discuss the projects with your group members, to decide on one.

Comparison of News Corporations

<http://assets.pewresearch.org/wp-content/uploads/sites/13/2016/06/30143308/state-of-the-news-media-report-2016-final.pdf>

The designer of this project is the PEW Research Center, in Washington D.C. They are a non-for-profit organization that focuses on fact based information in regards to social issues, public opinion, and demographic trends shaping the United States and the world. I chose this project partially for some of the formatting, as it is like a designed report, but also because of the content. This is the most similar to the project we plan on creating. It has interesting graphics, however it does not narrow down the news corporations as we plan on doing. In addition, this document has more writing than we are planning. While it will be a report or business plan, we would also like it to function as an infographic because it is more interesting to look at and read.

State of the News Media 2016

BY Amy Mitchell and Jesse Holcomb

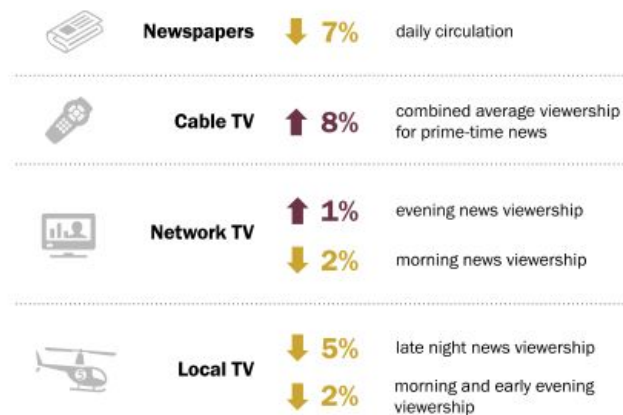
Eight years after the Great Recession sent the U.S. newspaper industry into a tailspin, the pressures facing America's newsrooms have intensified to nothing less than a reorganization of the industry itself, one that impacts the experiences of even those news consumers unaware of the tectonic shifts taking place.

In 2015, the [newspaper sector](#) had perhaps the worst year since the recession and its immediate aftermath. Average weekday newspaper circulation, print and digital combined, fell another 7% in 2015, the greatest decline

since 2010. While digital circulation crept up slightly (2% for weekday), it accounts for only 22% of total circulation. And any digital subscription gains or traffic increases have still not translated into game-changing revenue solutions. In 2015, total advertising revenue among publicly traded companies declined nearly 8%, including losses not just in print, but digital as well.

The industry supports nearly 33,000 full-time newsroom employees. Indeed, newspapers employ 32% of daily reporters stationed in Washington, D.C. to cover issues and events tied to Congress, as well as 38% of the reporters who cover statehouse legislatures. Still, smaller budgets have continued to lead to smaller newsrooms: The latest newspaper newsroom employment figures (from 2014) show 10% declines, greater than in any year since 2009, leaving a workforce that is 20,000 positions smaller than 20 years prior. And the cuts keep coming: Already in 2016, at least 400 cuts, buyouts or layoffs have been announced. Ownership trends show [further signs of devaluation](#) as three newspaper companies – E.W. Scripps, Journal Communications and Gannett

Key annual audience trends 2015 vs. 2014



Sources: Pew Research Center analysis of Nielsen Media Research, used under license; Pew Research Center analysis of Alliance for Audited Media data. "State of the News Media 2016"

PEW RESEARCH CENTER

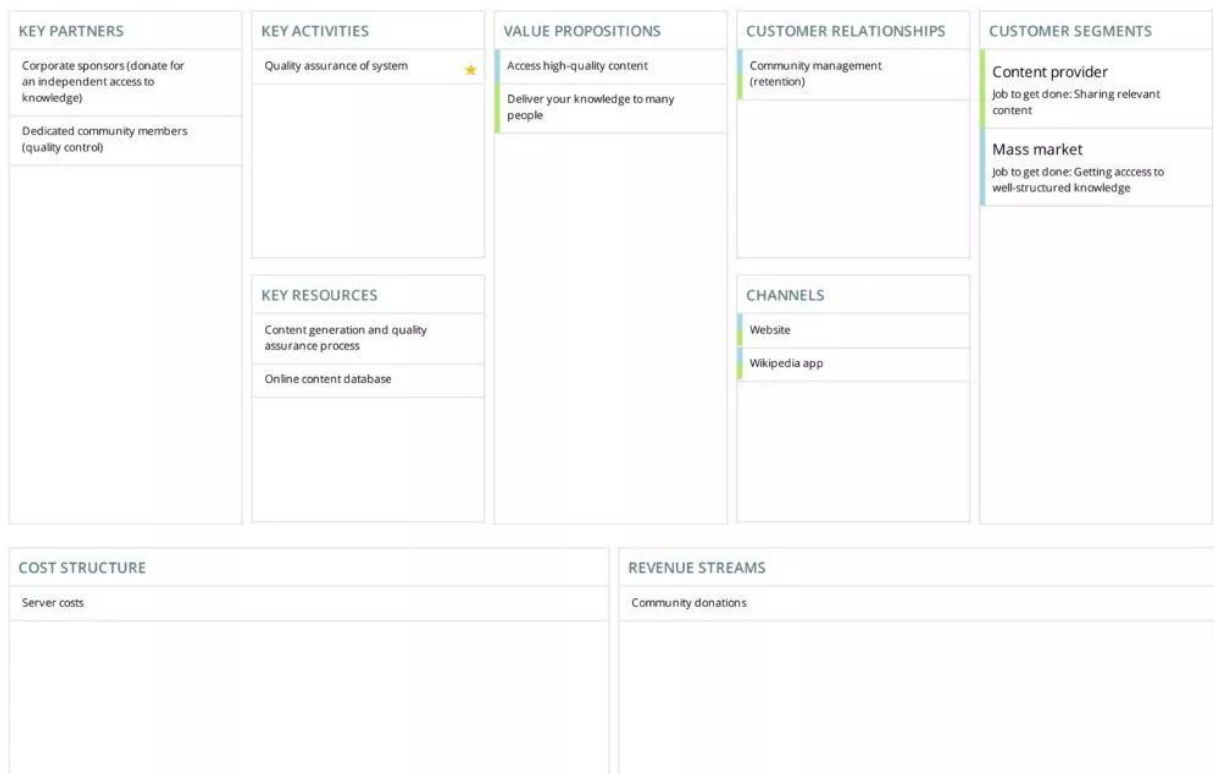
Model

<https://www.whataventure.com/blog/10-inspiring-business-models/>

The designer of this project is a international innovation consulting firm who are a team of innovation experts that focuses on a combination of corporate power with startup agility. They cultivate new ideas and technologies to enable innovators to see their ideas come to life. I chose this project for the graphic, as it is very clear to show different parts of the company. This model is important to show business aspects and can be easy to compare the two news corporations. In addition, this document does not have as much content as we are planning. It seems more of an overview, which we would definitely include. We would also like our graphics to include graphs, comparisons, content marketing, etc. I explored a model instead of looking at more traditional infographics because we have created infographics before and know what they entail. A business model is more on the business end of the spectrum and for a different purpose. However, we plan on combining an infographic/model, comparison, report/understanding of a business plan for our project.

Business Model: Wikipedia

★ Important element



Generated with the WhatAdventure Innovation Platform.

 Build your own business model online: www.whataventure.com

Business Plan

https://www.rowan.edu/home/sites/default/files/Rohrer%20College%20of%20Business/restaurant_sample_business-plan.pdf

The designer of this project is a website that provides example business plans to entrepreneurs. The business plans are extremely comprehensive, however it is basically all text and not designed to be visually appealing. I chose this project because the content shows how a business works and to understand the focus of our project, news corporations, it is important to have the background of a plan. While it will be a report or business plan, we would also like it to function as an infographic because it is more interesting to look at and read.

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