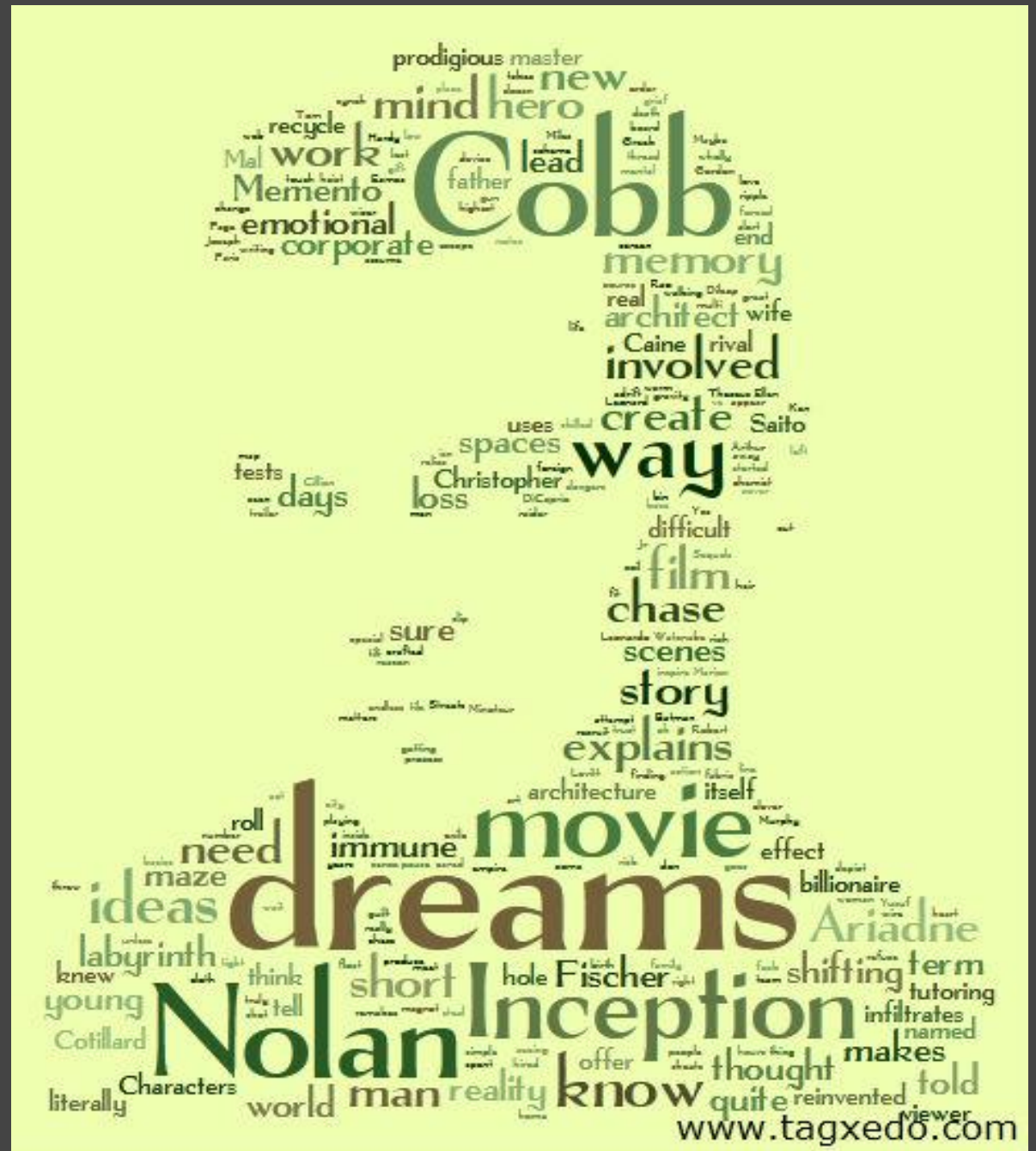






# Make a Movie Review

- Roger Ebert's Review of "Inception"













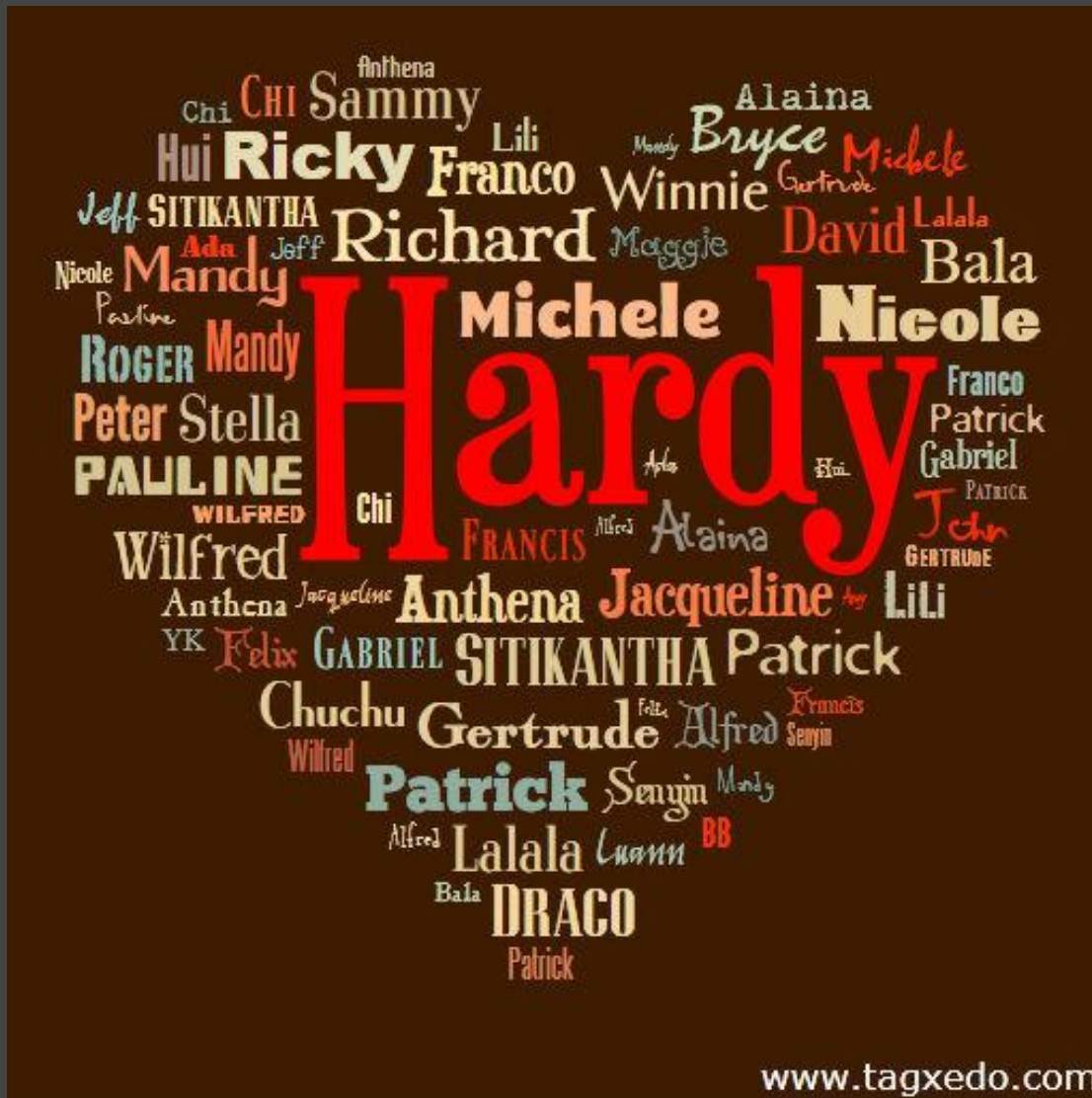






# Surround Yourself with Friends

- Turn names of your friends into a heart-shaped Tagxedo
- Facebook app [apps.facebook.com/tagxedo](https://apps.facebook.com/tagxedo)













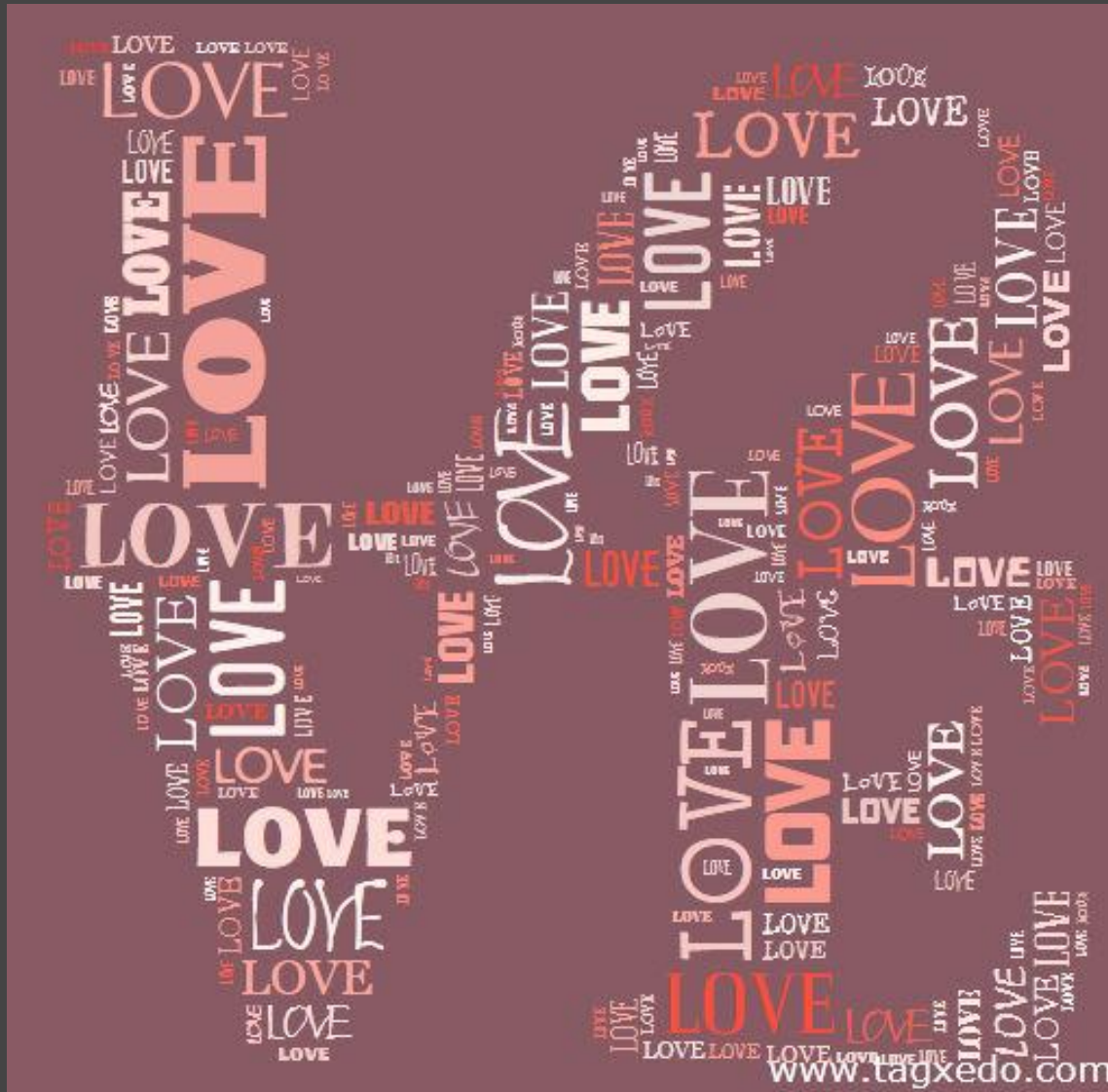






# Show Some Love

- 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



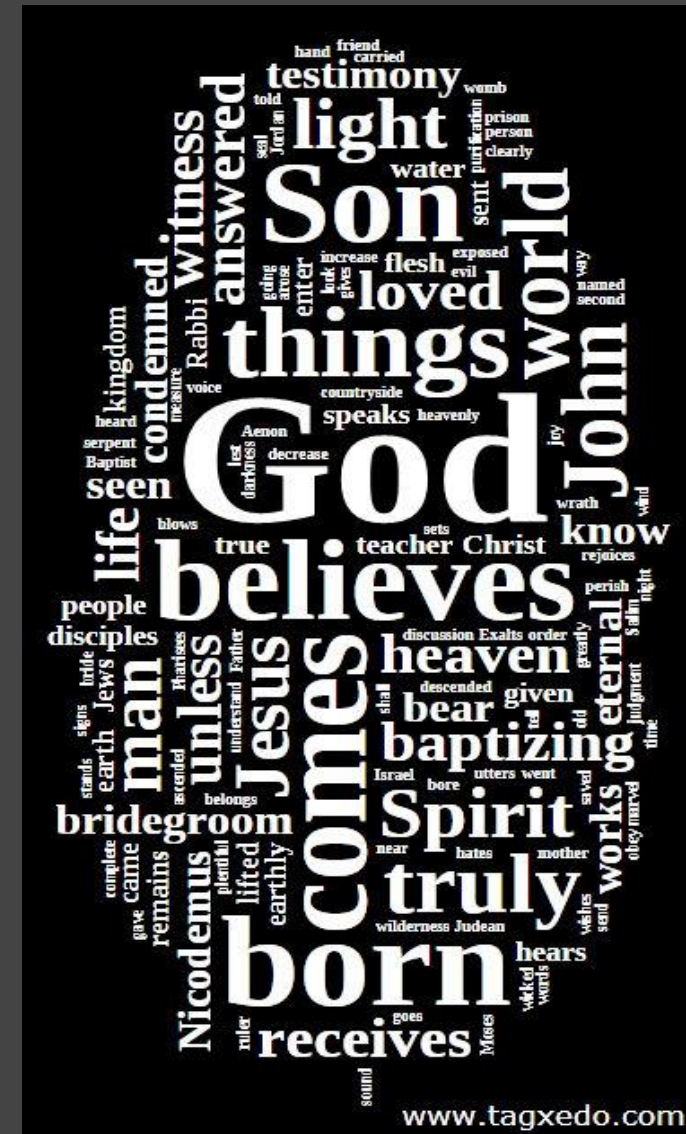
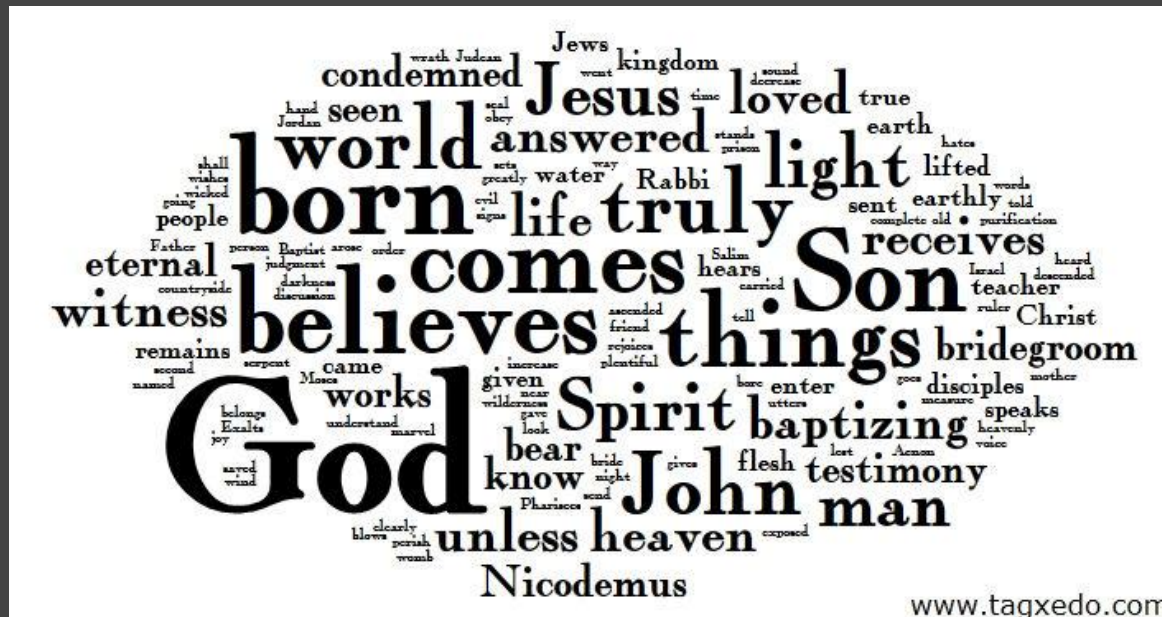
# Make a Class Tagxedo

- 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



# 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





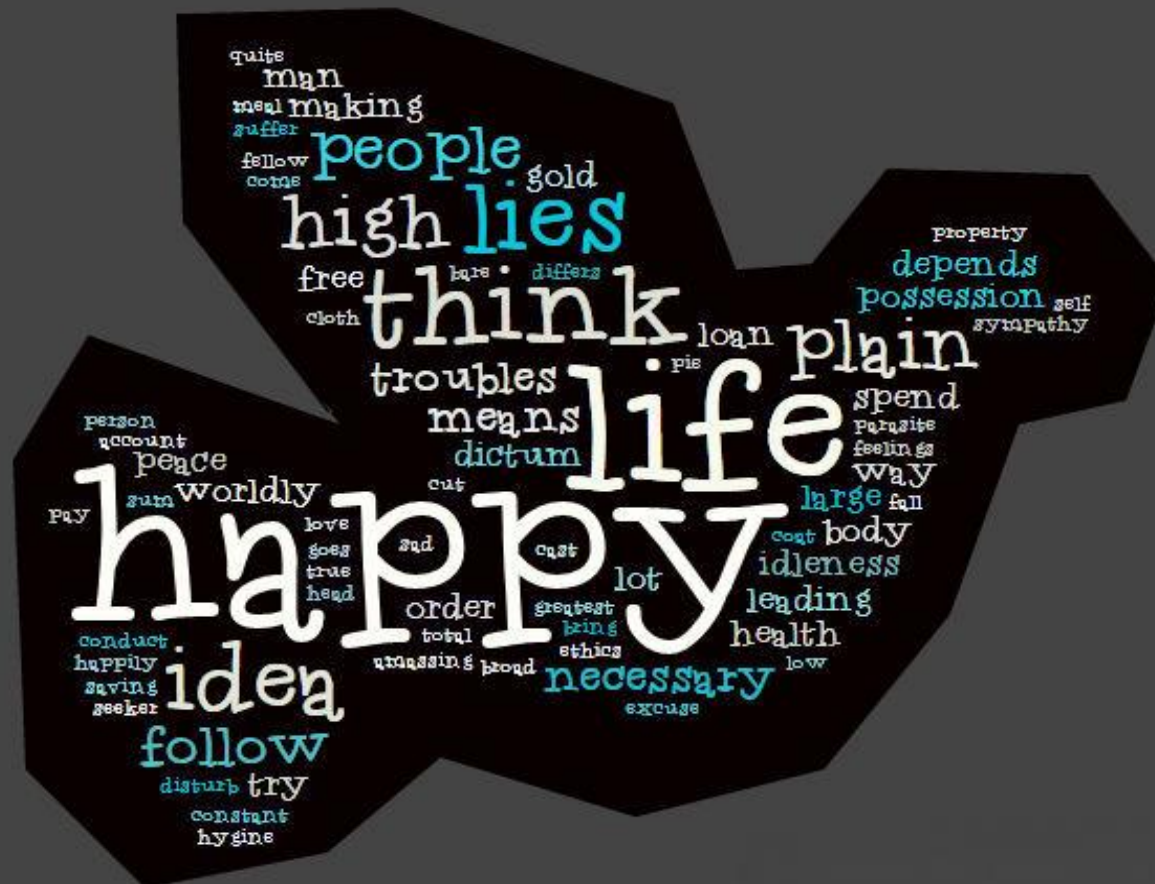






# Turn Your Own Handwriting into

- 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
  - e.g. your writing + shape + font + cutout = scrapbook art











# 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

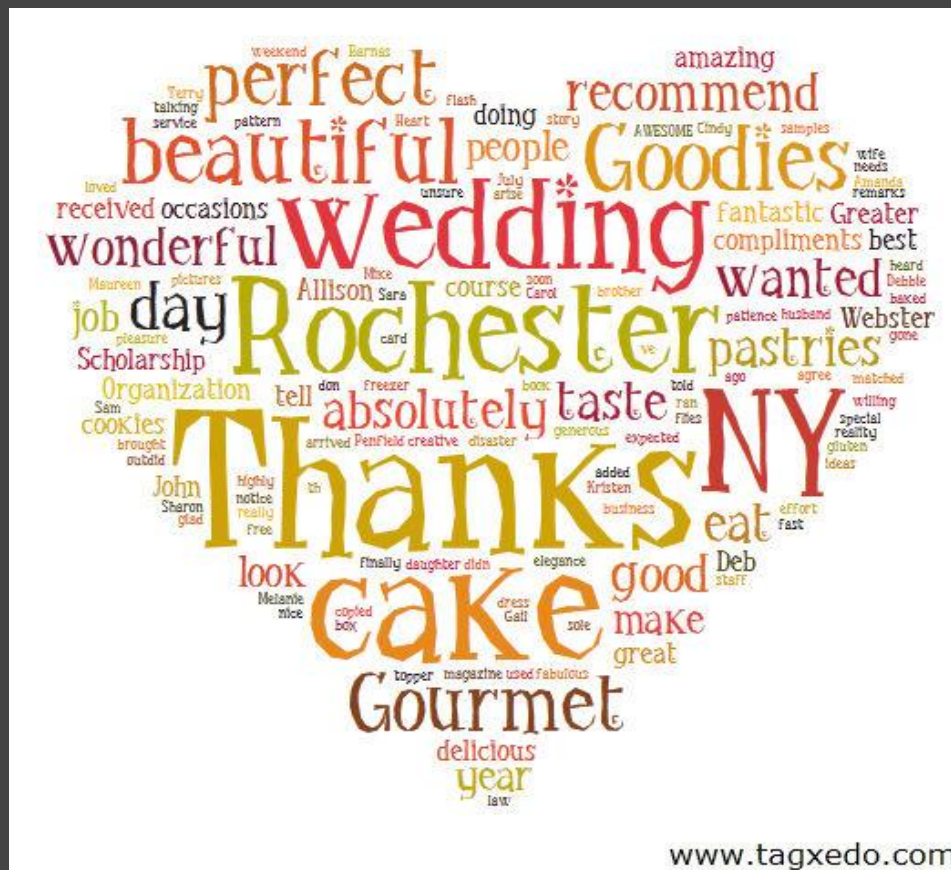






# Show Your Customer Testimony

- 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

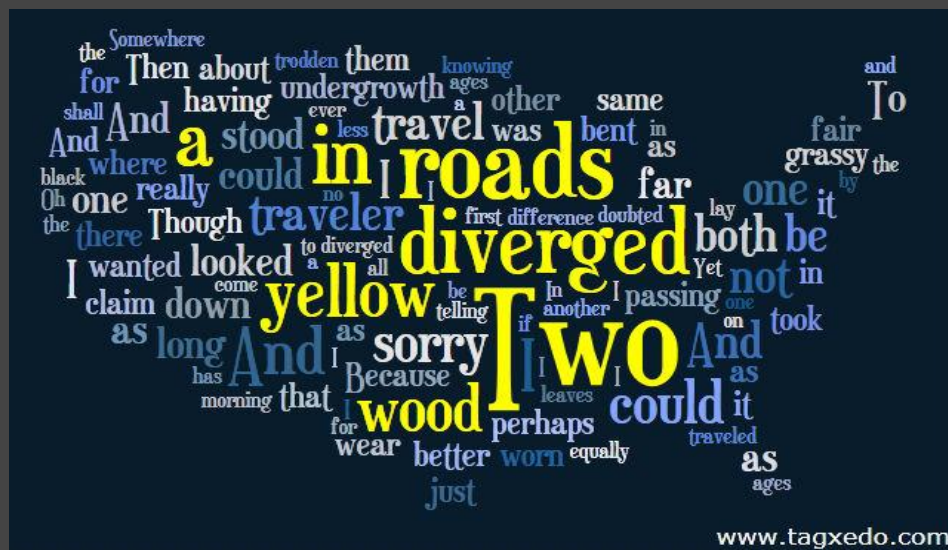
[www.tagxedo.com](http://www.tagxedo.com)

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

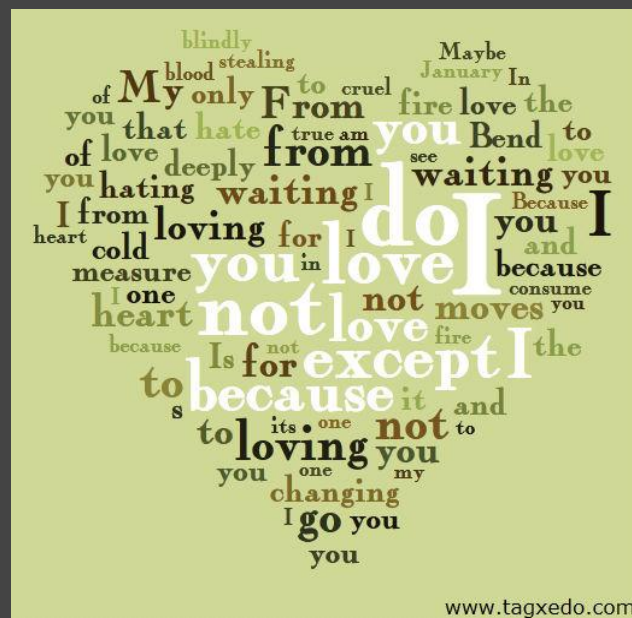
[www.tagxedo.com](http://www.tagxedo.com)

# 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



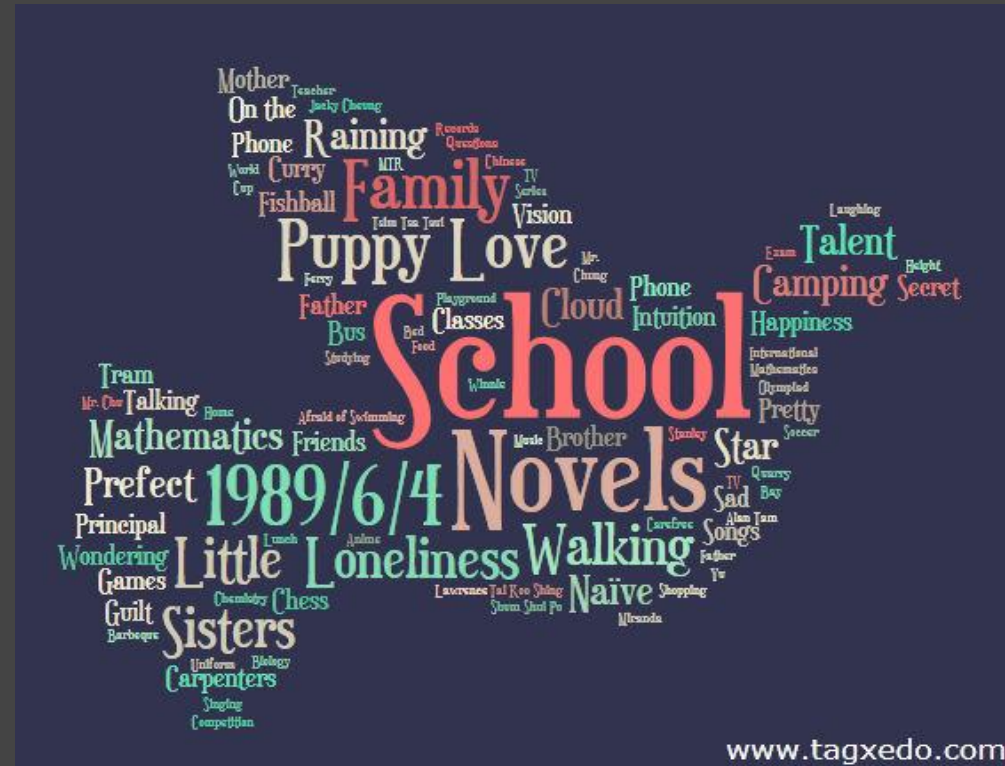
The Road Not Taken



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**



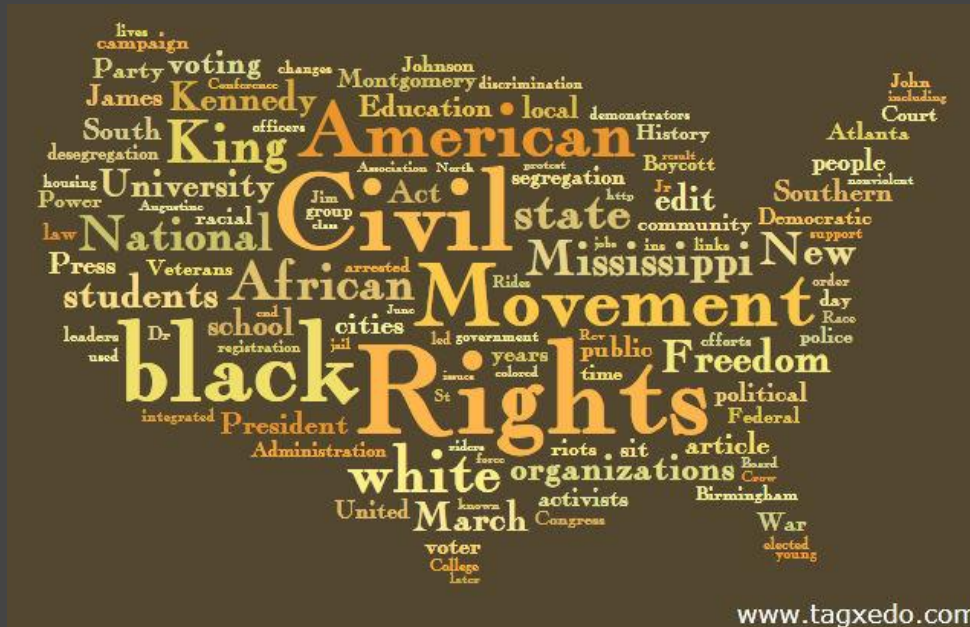
# Discover Your Personality

- 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

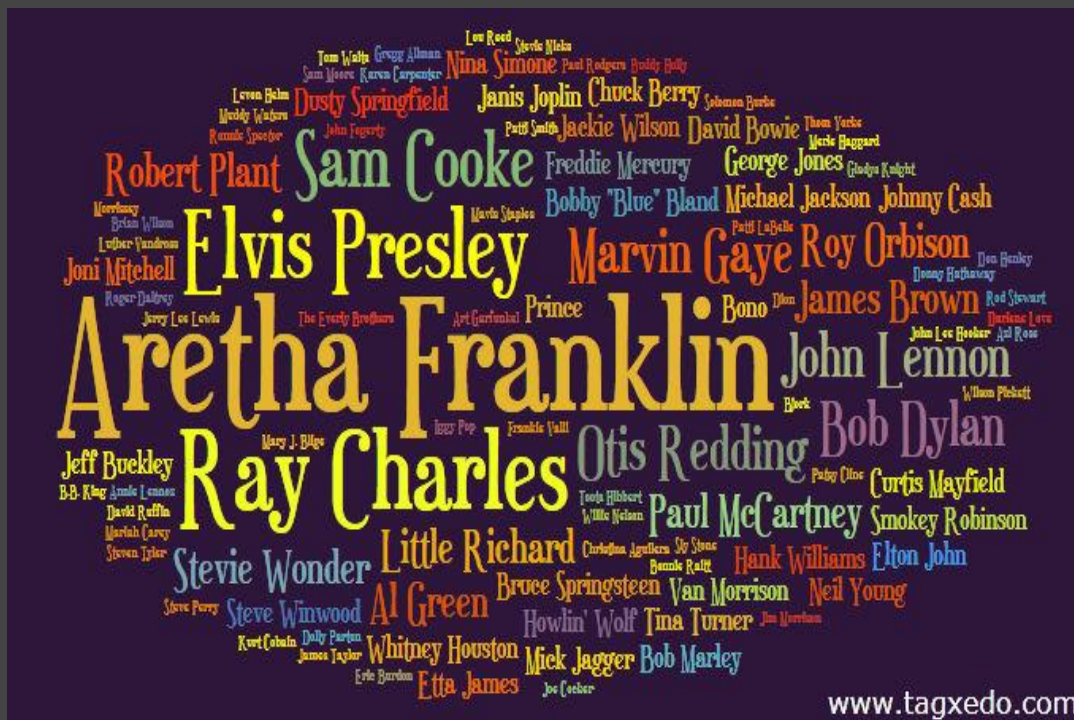






# Convert any "Top 100" to a Cloud View

- 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



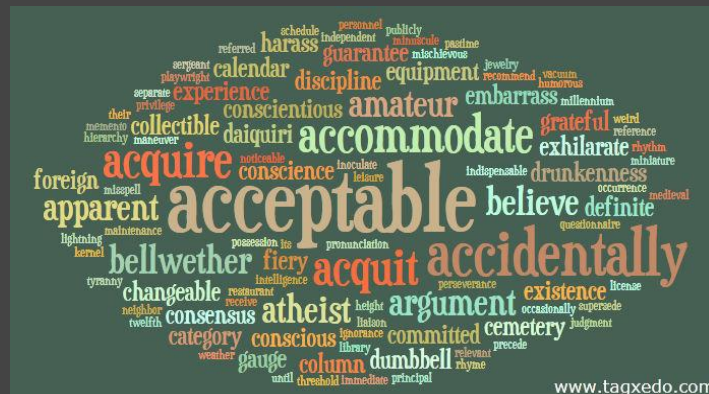
100 Top Movies of All Time

# 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



overused in marketing



often misspelled

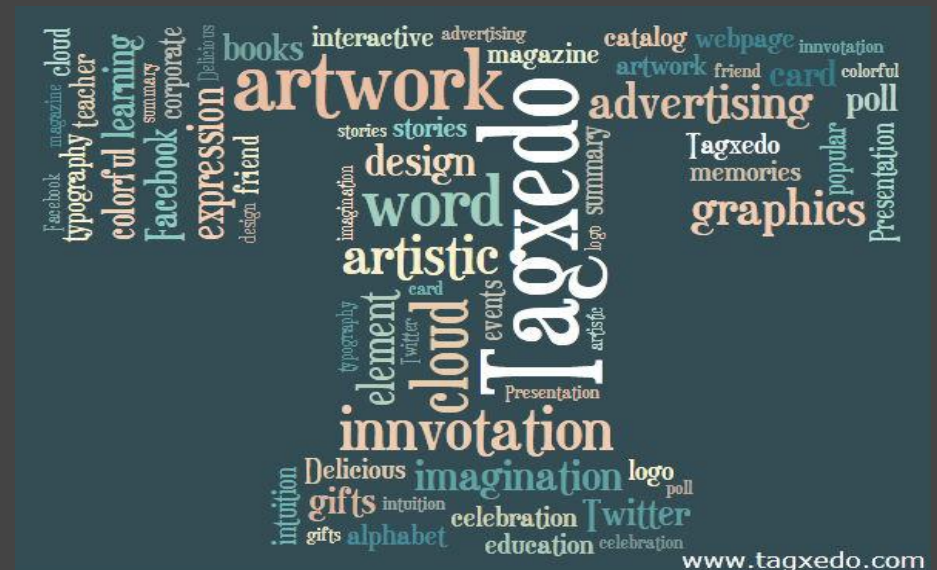
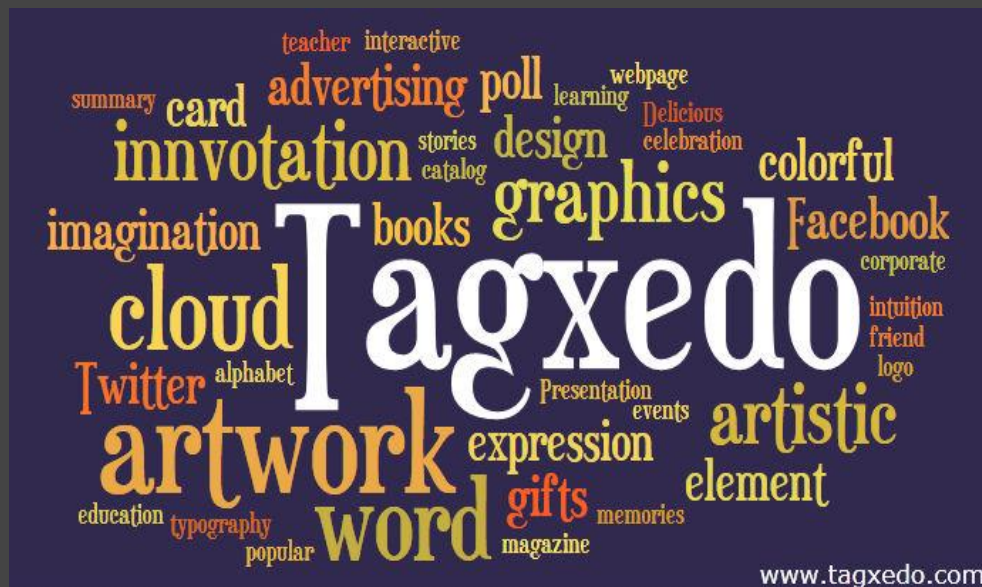


Lotto winning  
likelihood



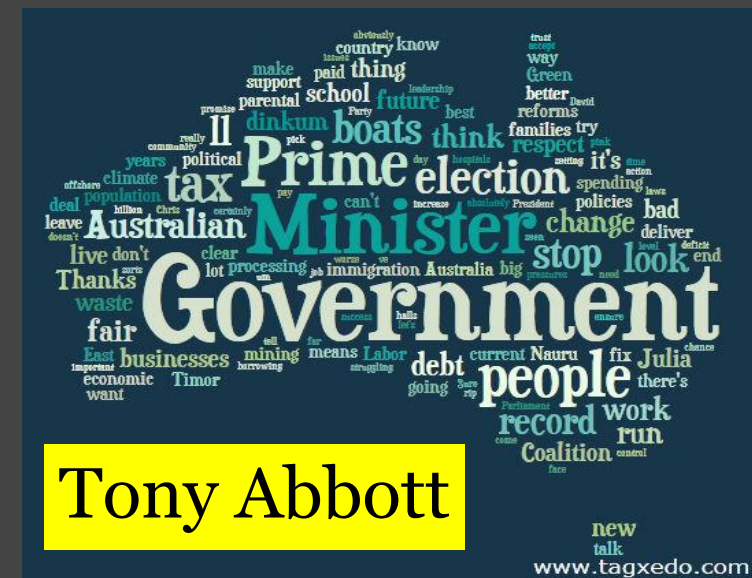
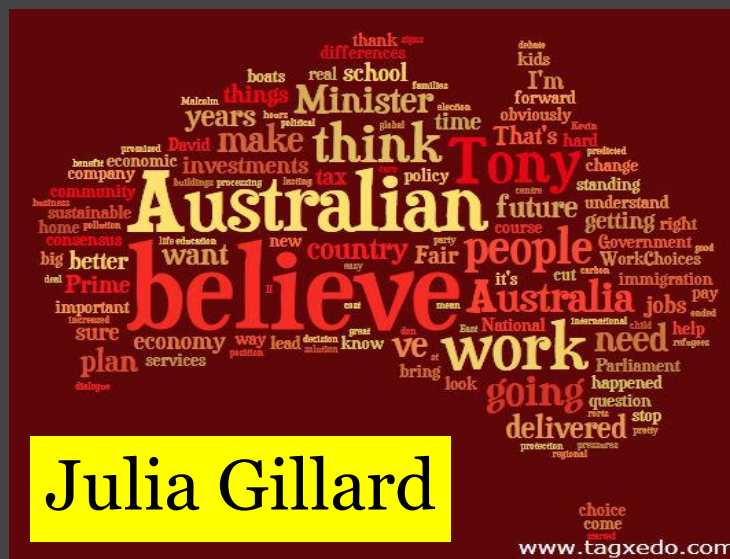
# Make a Business Card Design

- 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"





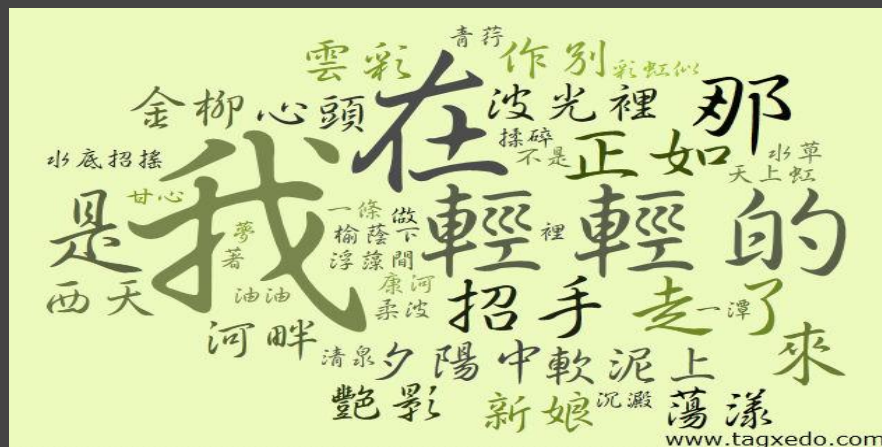
# Summarize Chapters of a Book

- 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



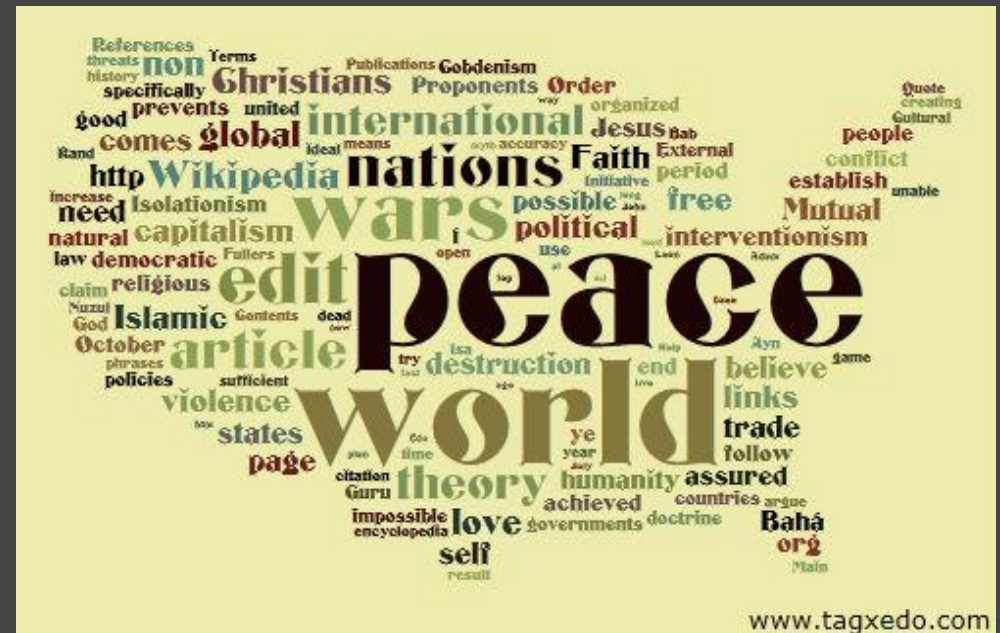
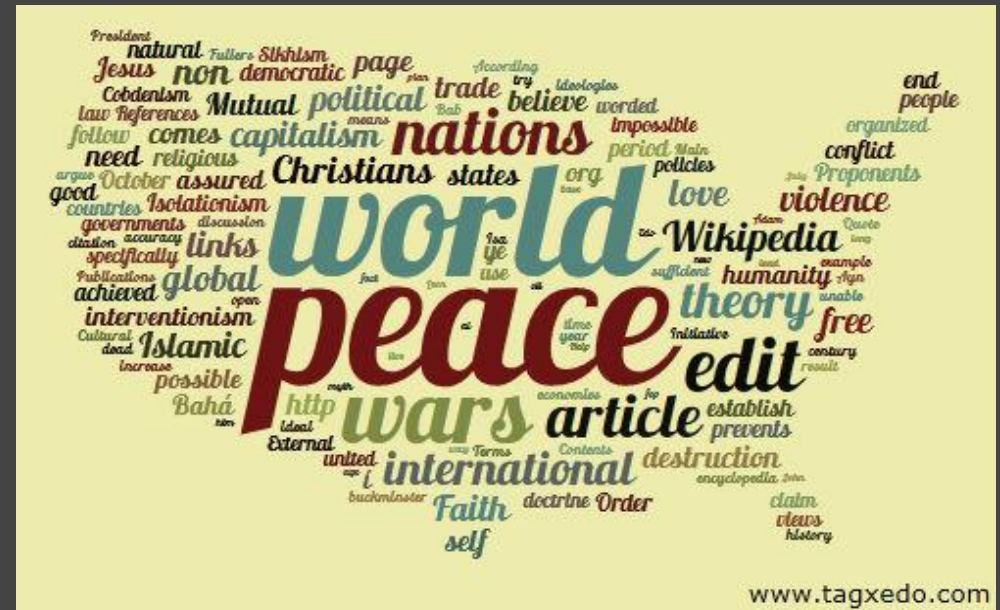
# Turn Your Name into an Artwork

- 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





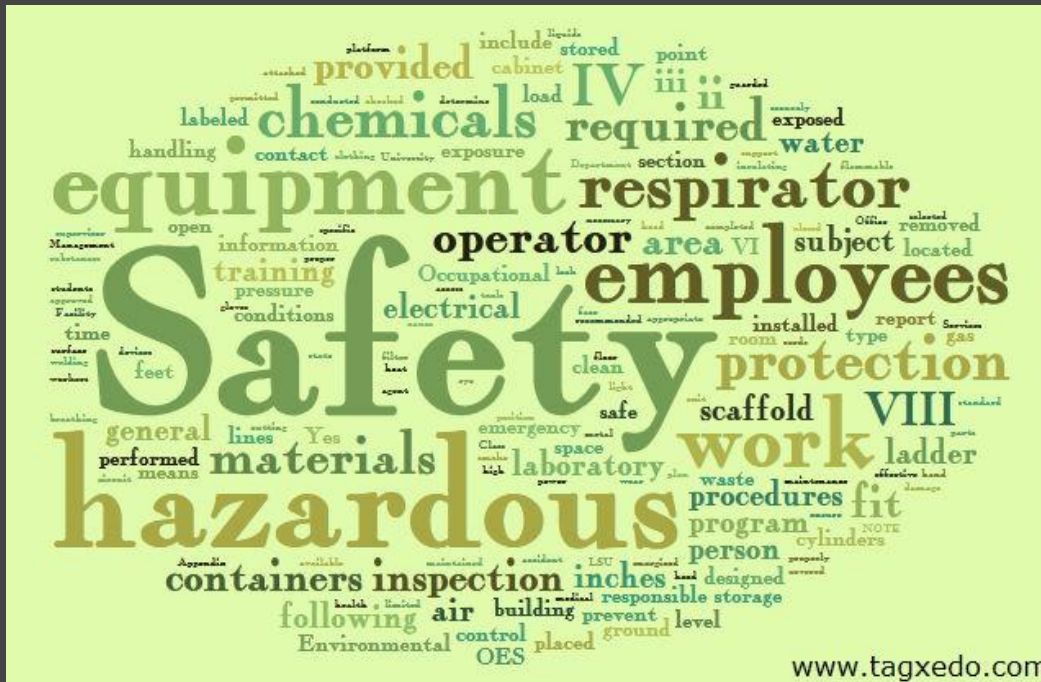
# Name a Baby

- 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)



# 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)



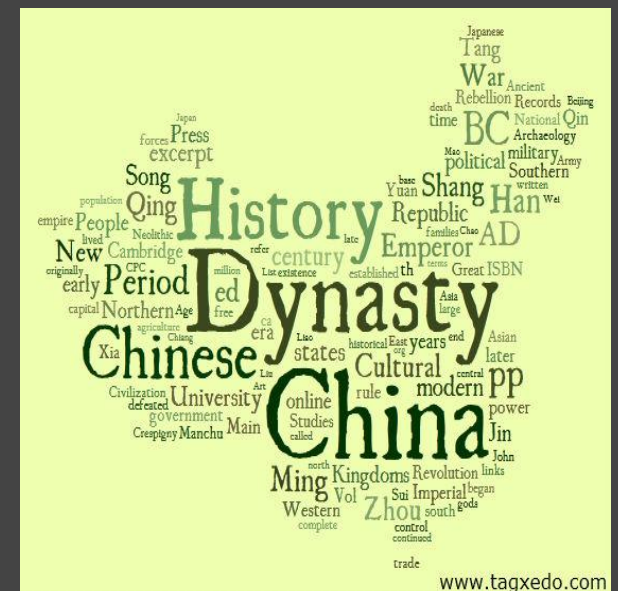
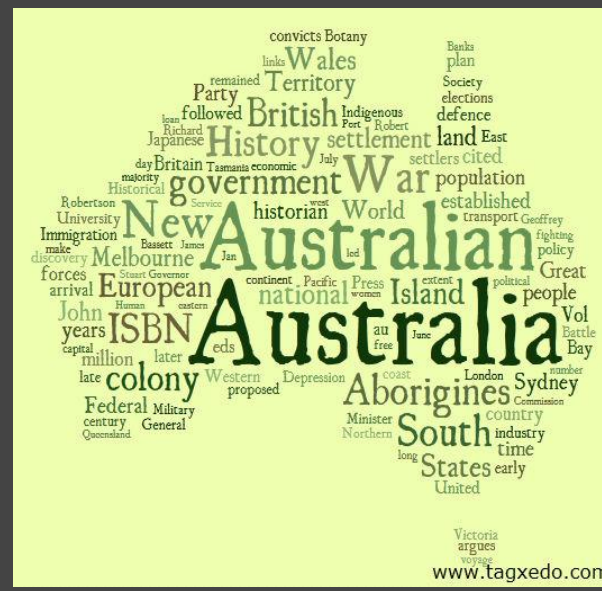
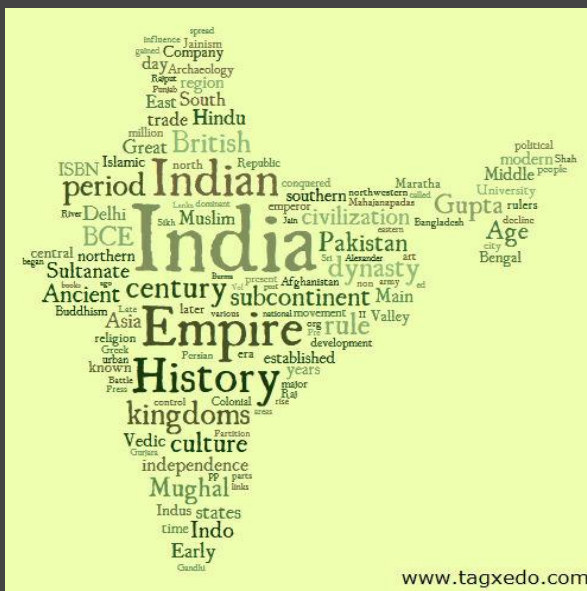
# Pick a Theme

- 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

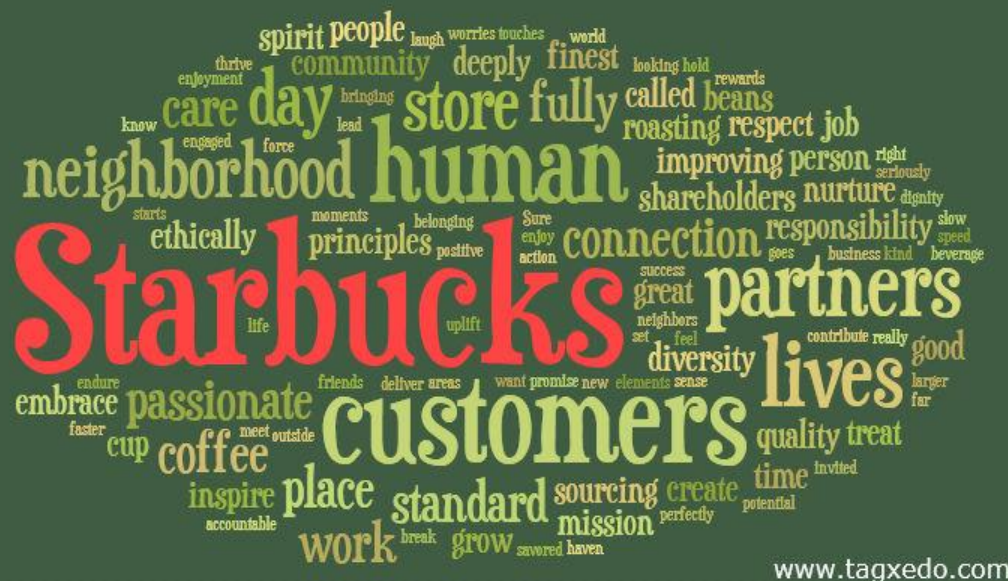




# Present Your Corporate Mission

- 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)



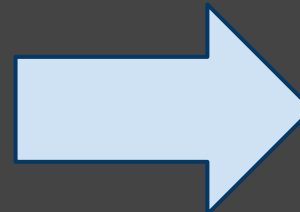
Google's Philosophy  
(the "g" Cloud)





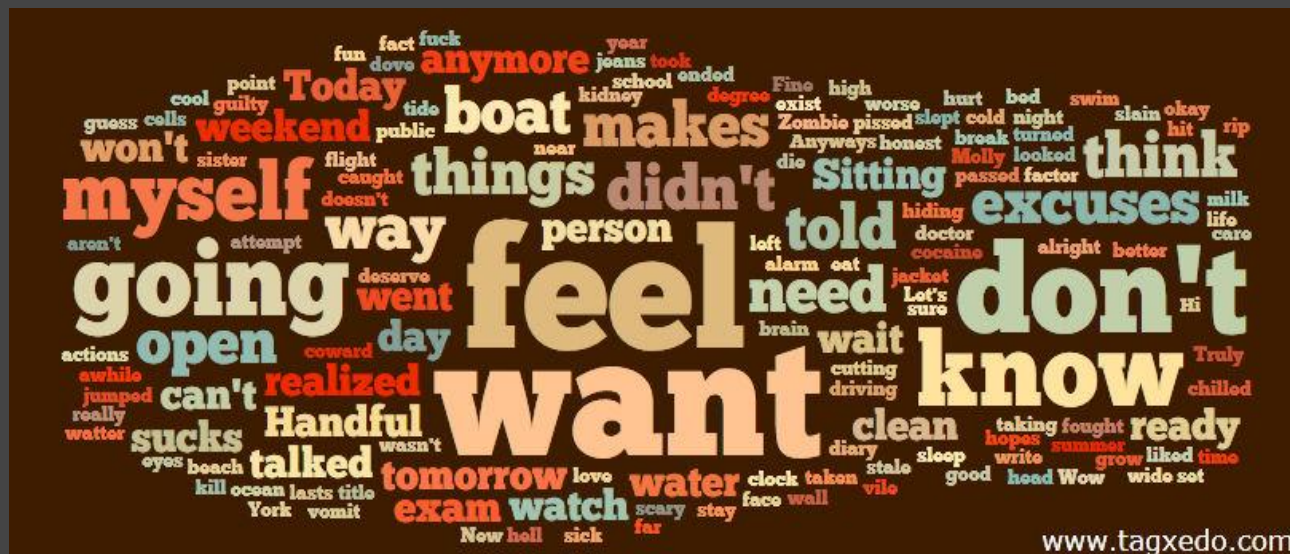
# Make a Unique Gift

- 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](mailto: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





# 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

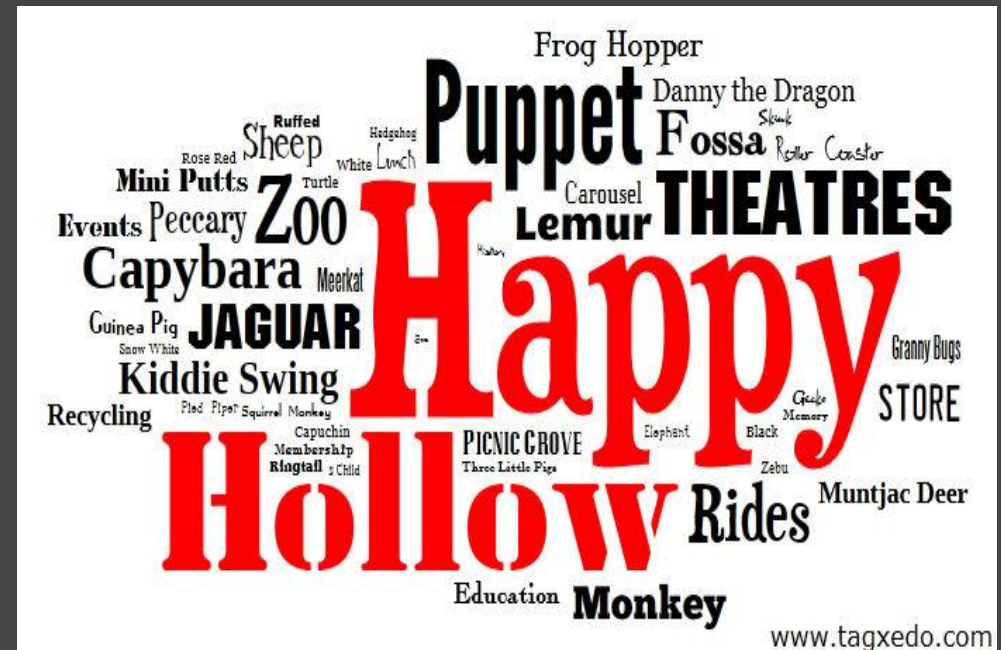






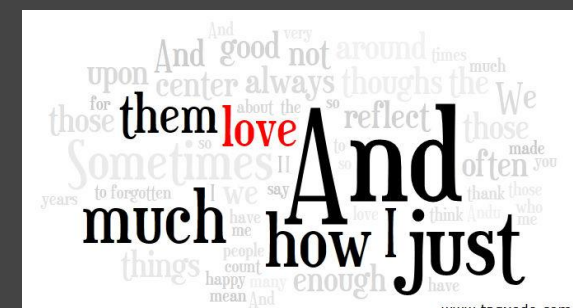
# Make an Activity Poster

- 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



www.tagxedo.com



www.tagxedo.com

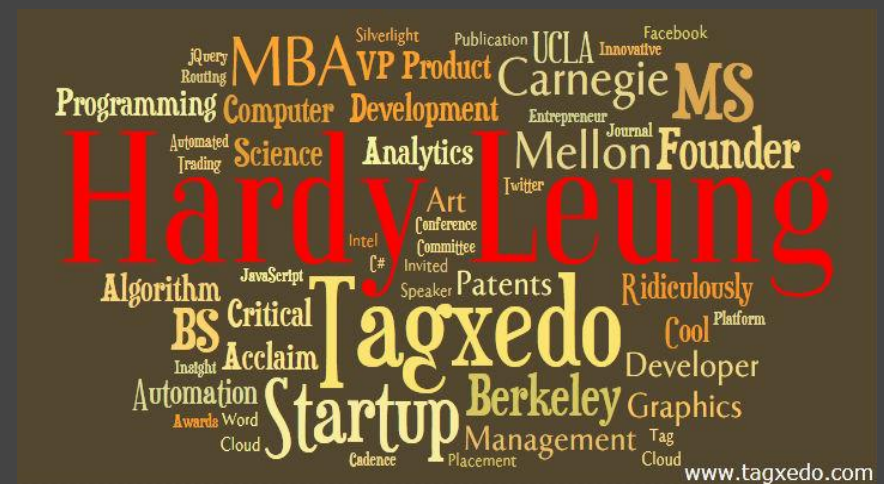
# Make a Guess-the-Quote Game

- 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



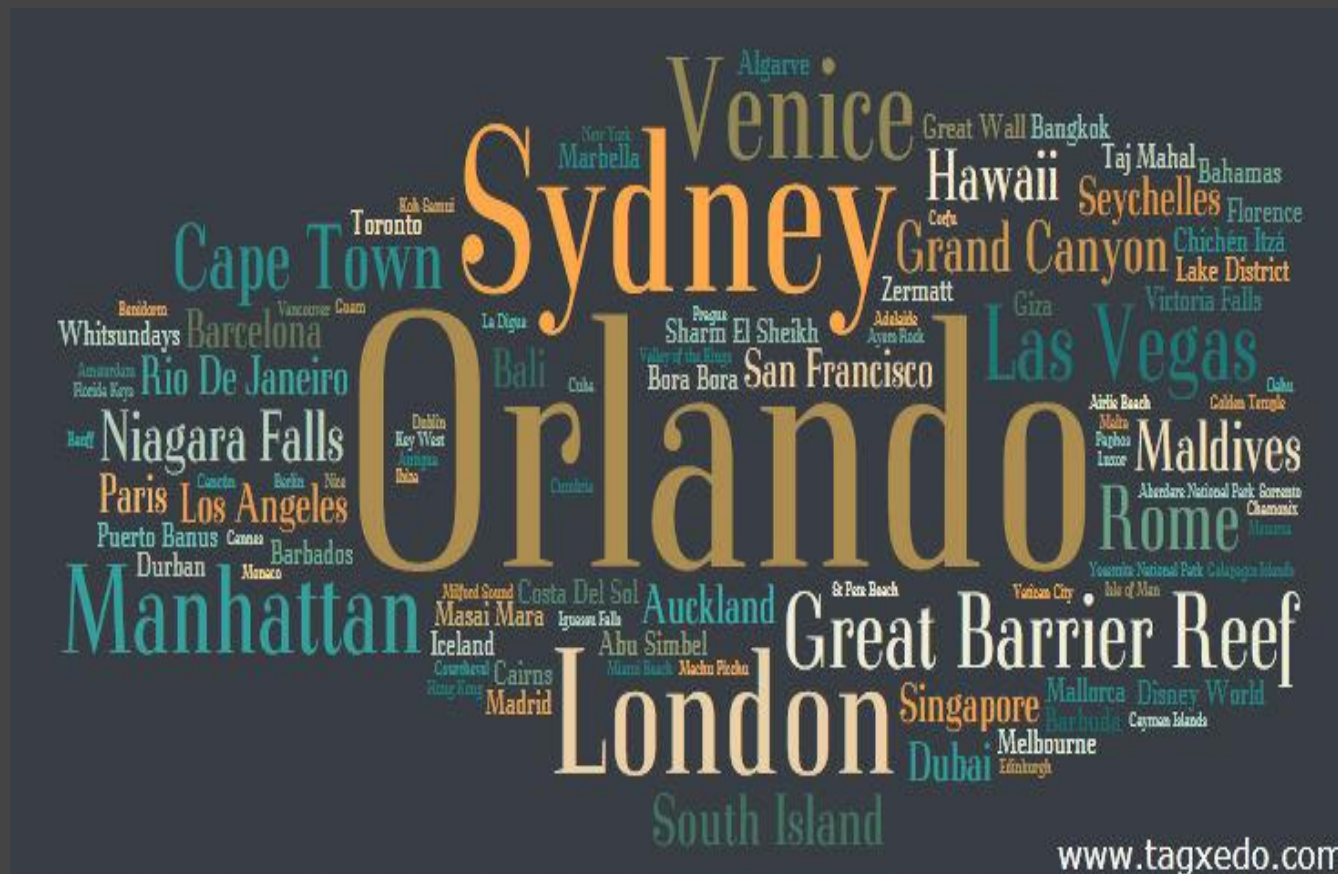




# Make a List of Favorite Cities You've

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



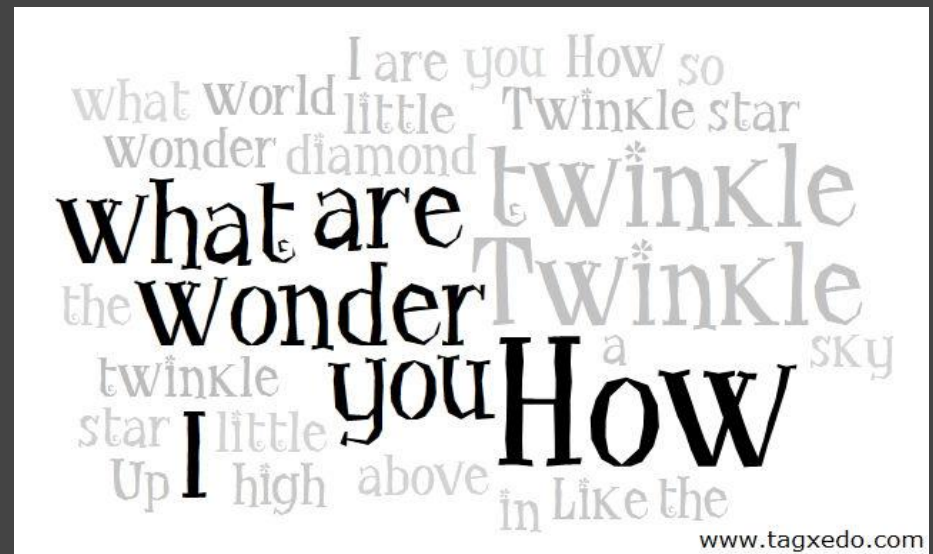
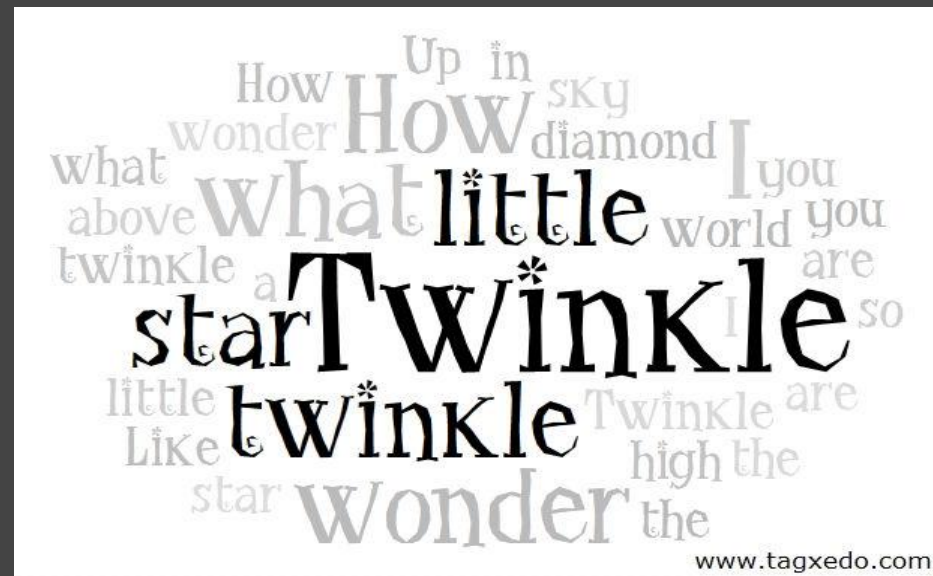
# Teach ABC

- 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



# 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?



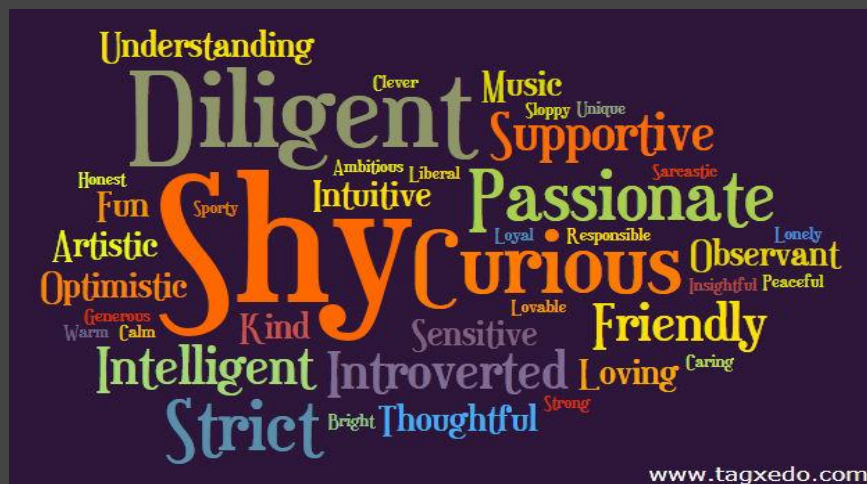
# Show Your True Color

- 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

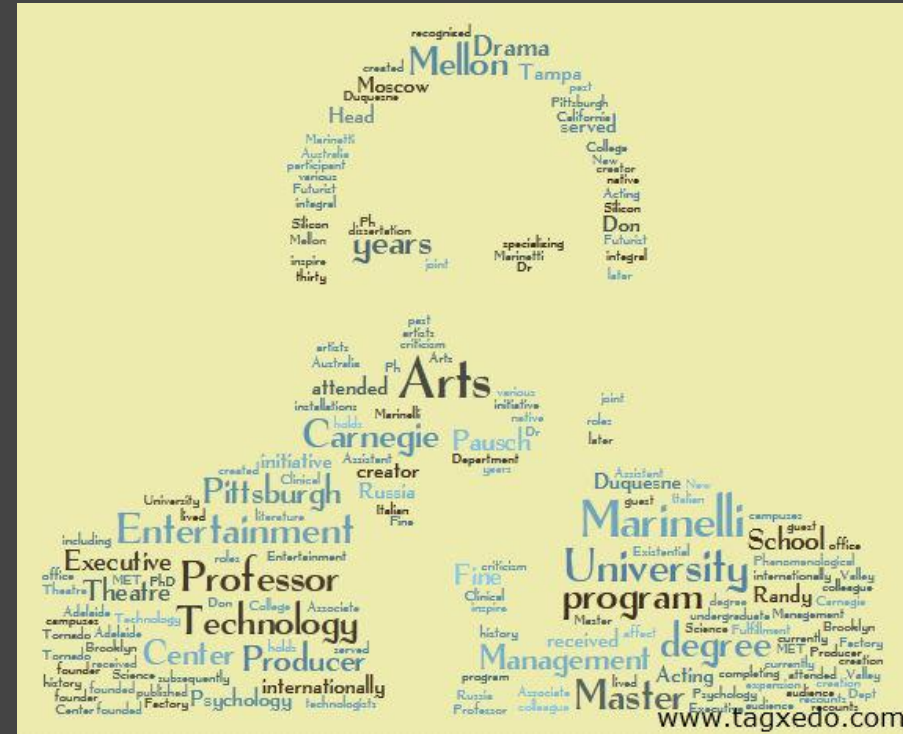
- Each student writes 5 adjectives about each of his/her classmates
- All adjectives are collected and each student choose and rank 40 adjectives that best describes himself/herself
- Make a Tagxedo of adjectives others choose to describe you
- Make a Tagxedo of adjectives you choose to describe yourself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



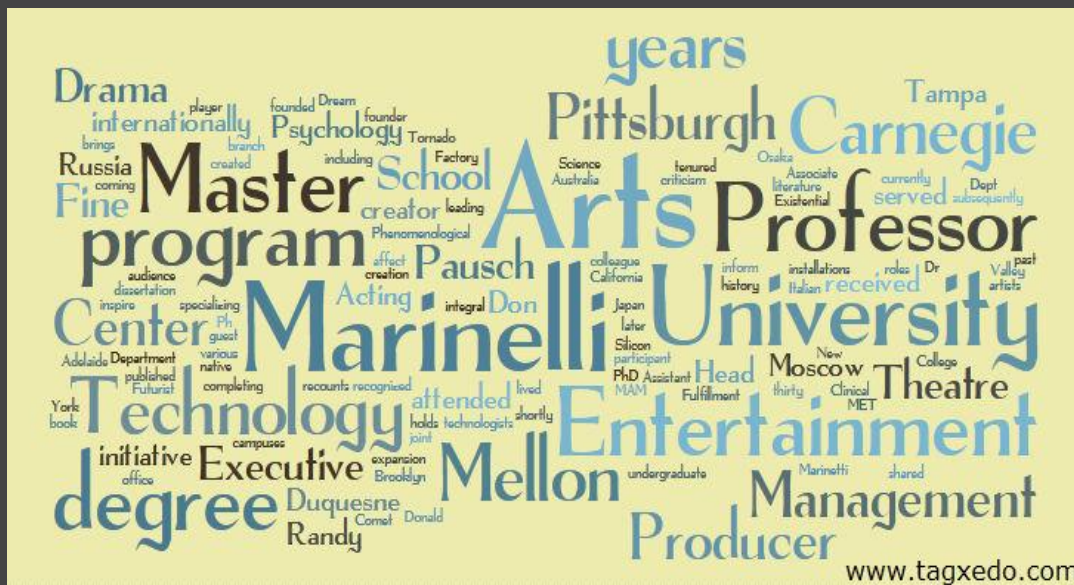


# Make a Speaker's Biography

- 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



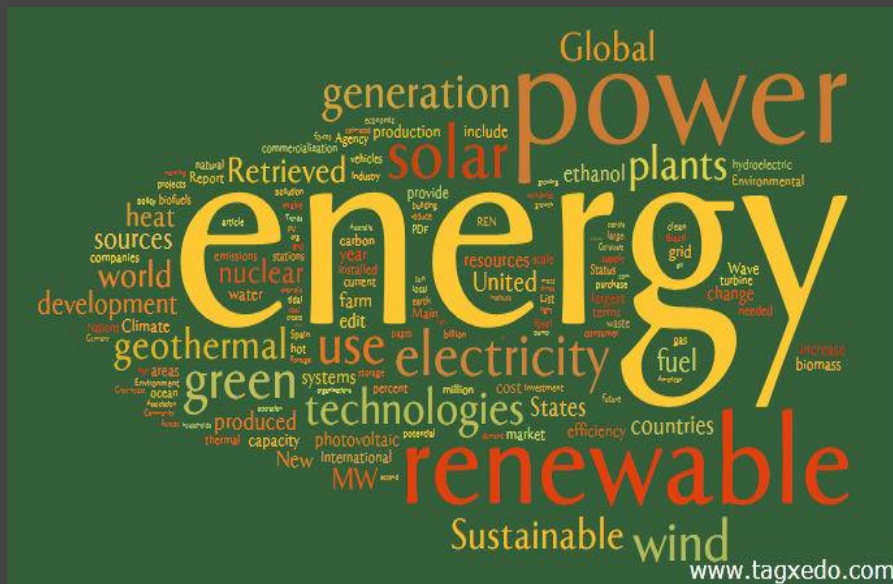
Classic  
Cloud



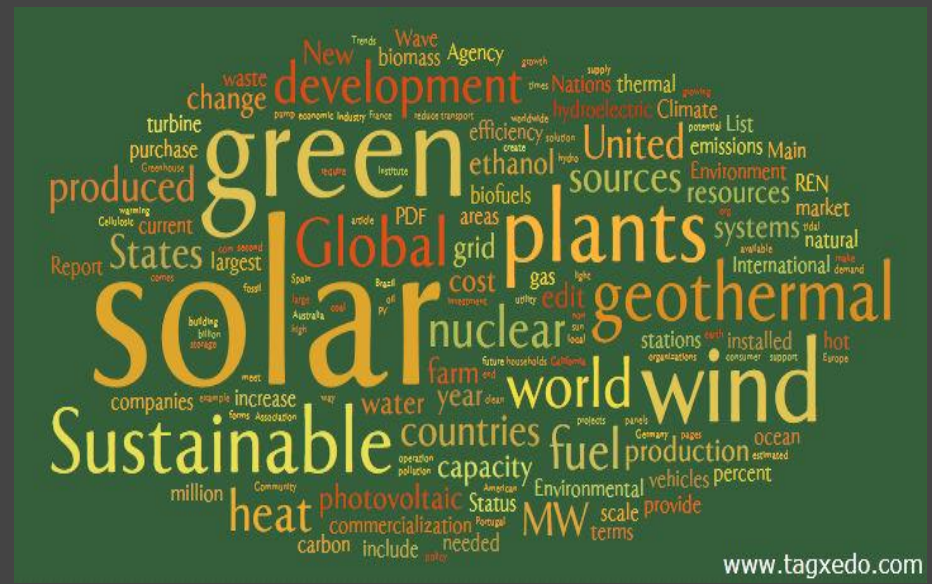


# Brainstorm a Topic

- 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)

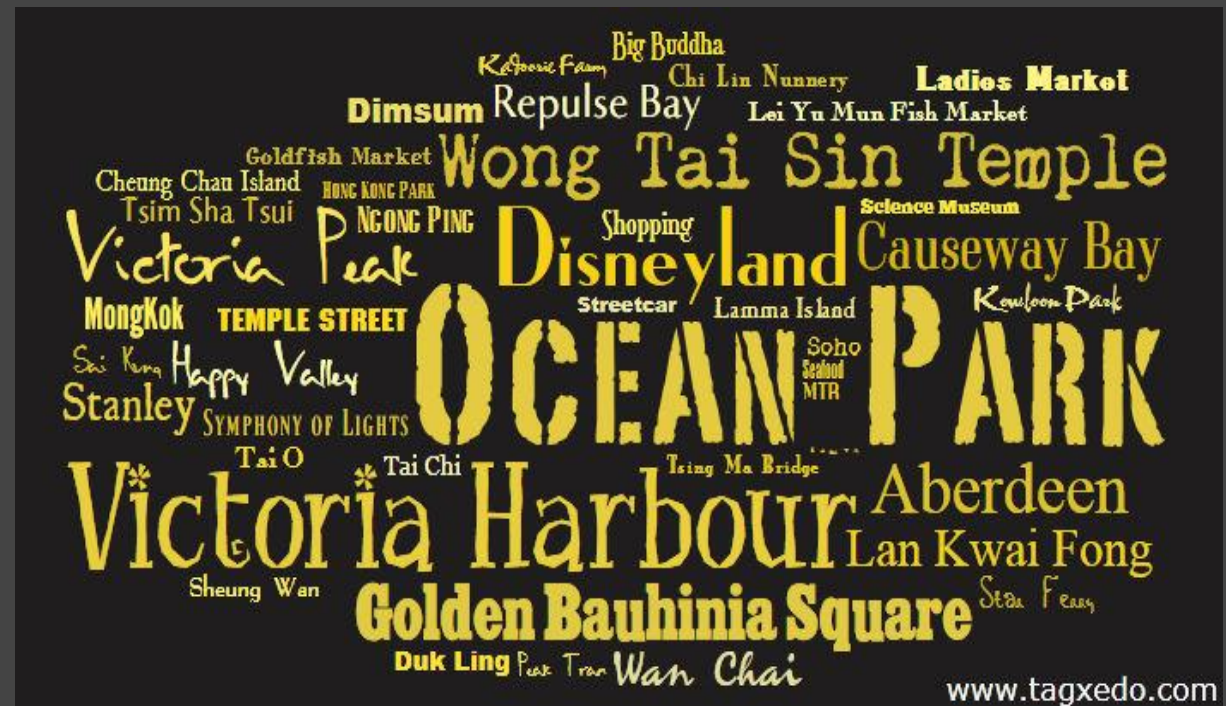


Top obvious words removed

# 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](https://www.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



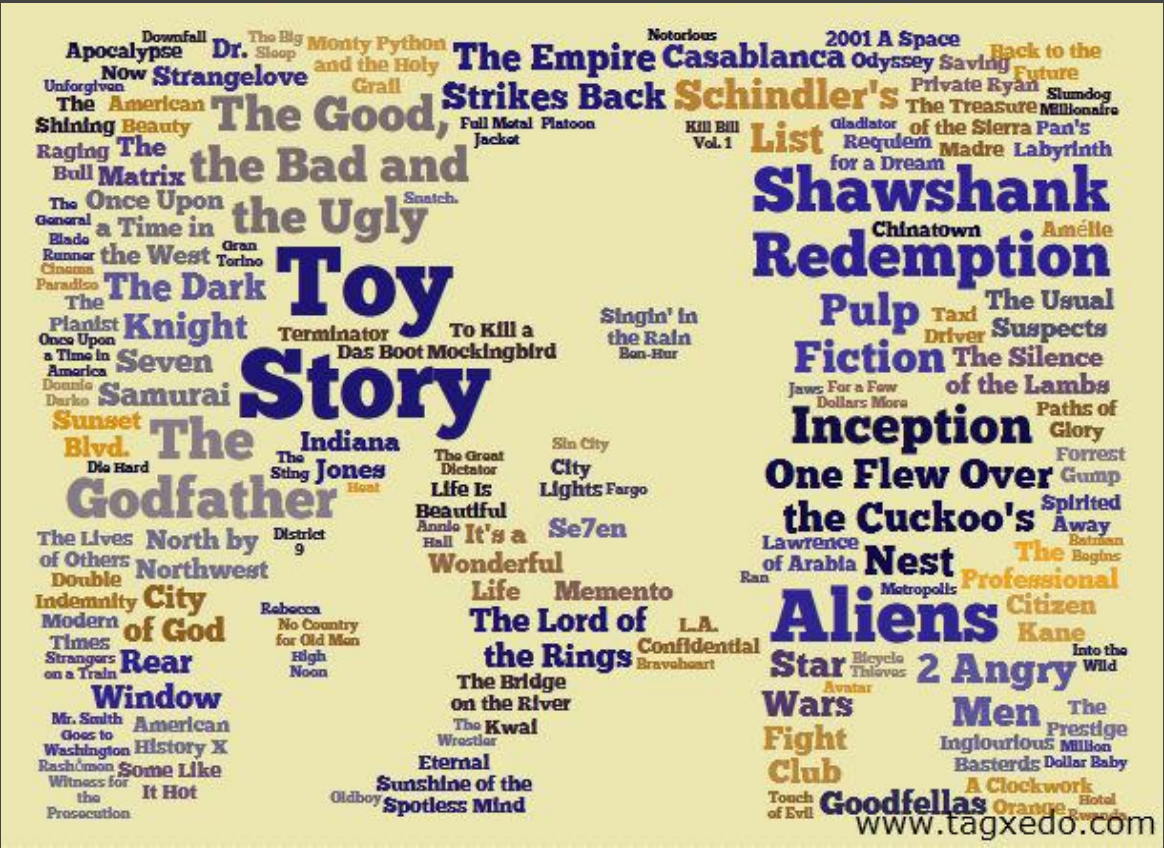
# Present Statistics Visually

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



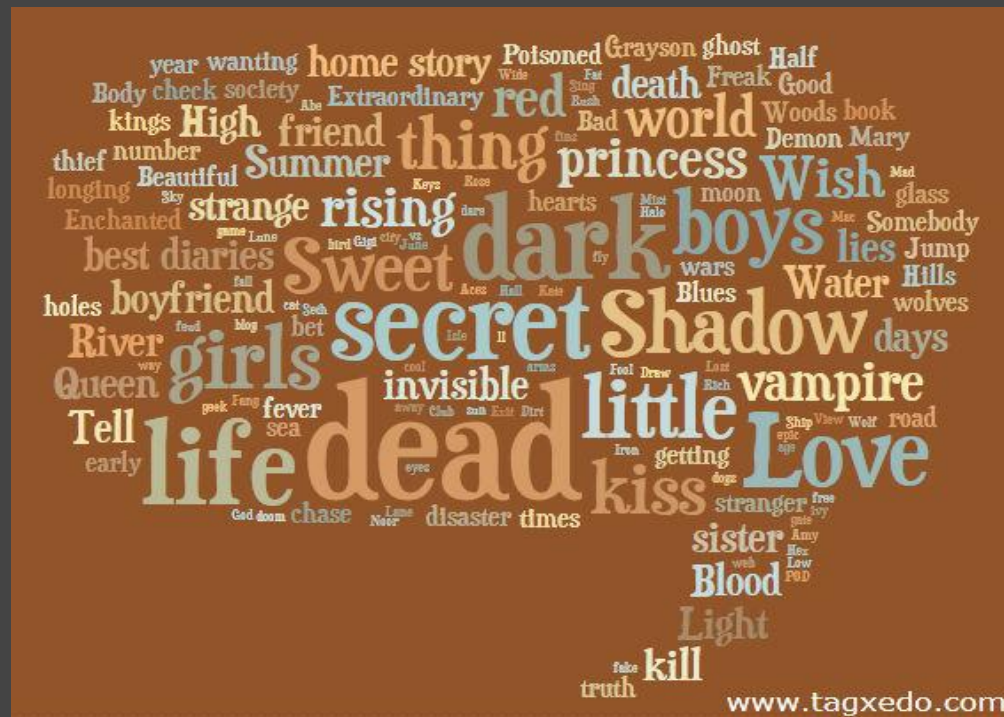
# Make a Poster of Your Favorite Movies

- 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 [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)

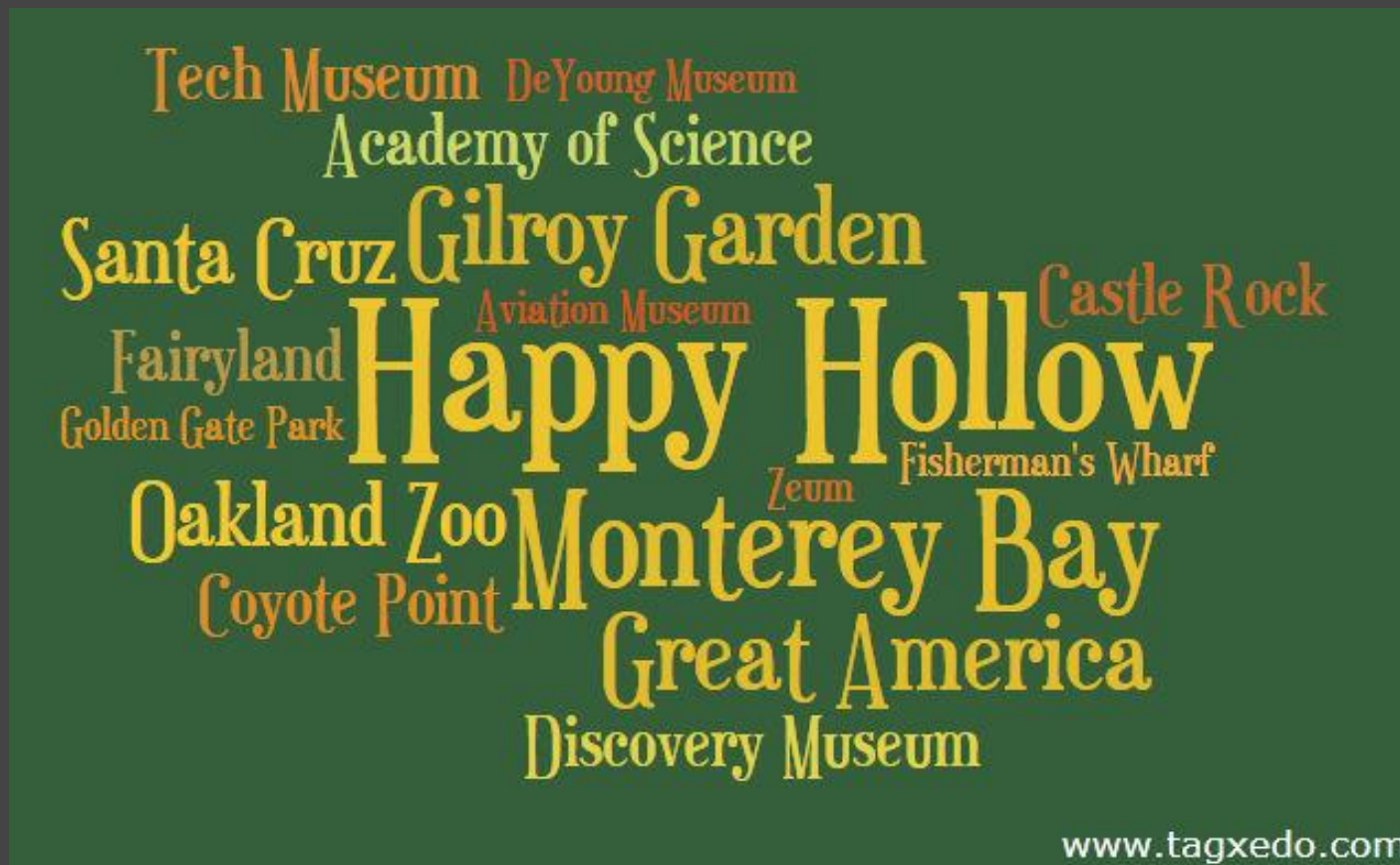






# Take a Quick Class Poll

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



# 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





# Build Your SAT Vocabulary

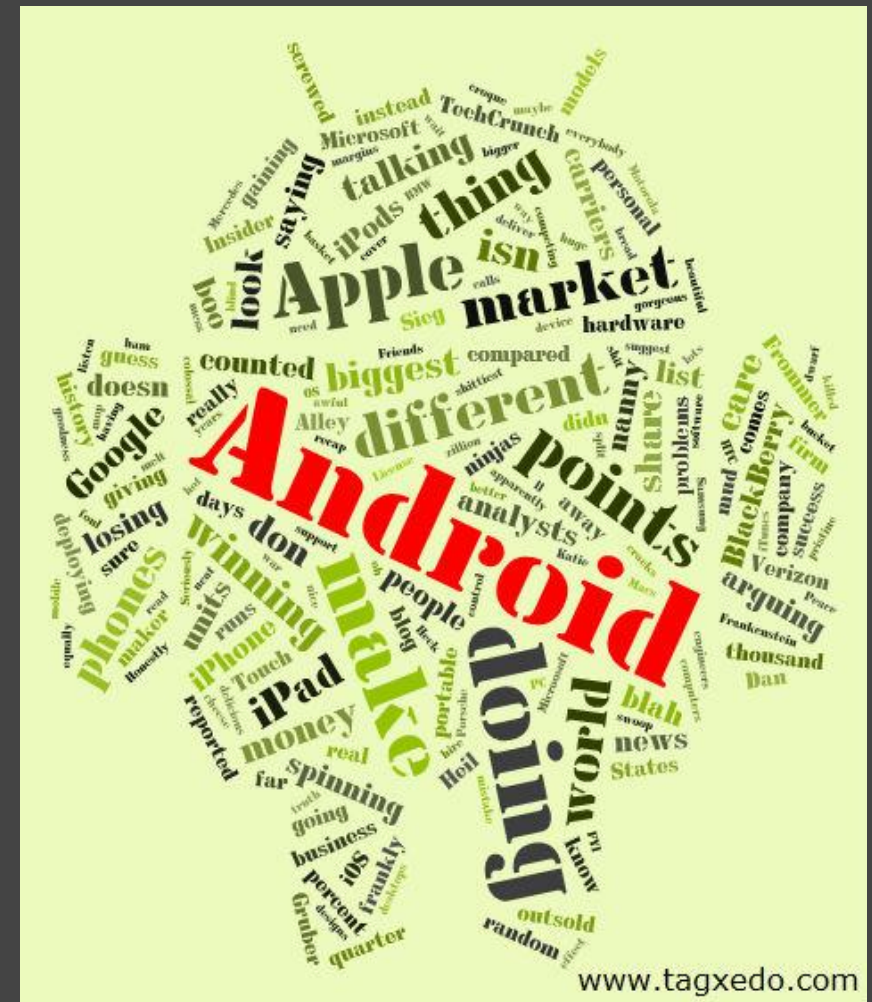
- Collect a list of essential words
  - 100, 500, 1000, 5000 words
  - Make a Tagxedo with 100 words each
    - Normalize frequency, easy-to-read font
    - Turn each Tagxedo into a flashcard
    - Review, and circle words that you don't know
    - Collect the circled words, repeat the exercise
    -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





# 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



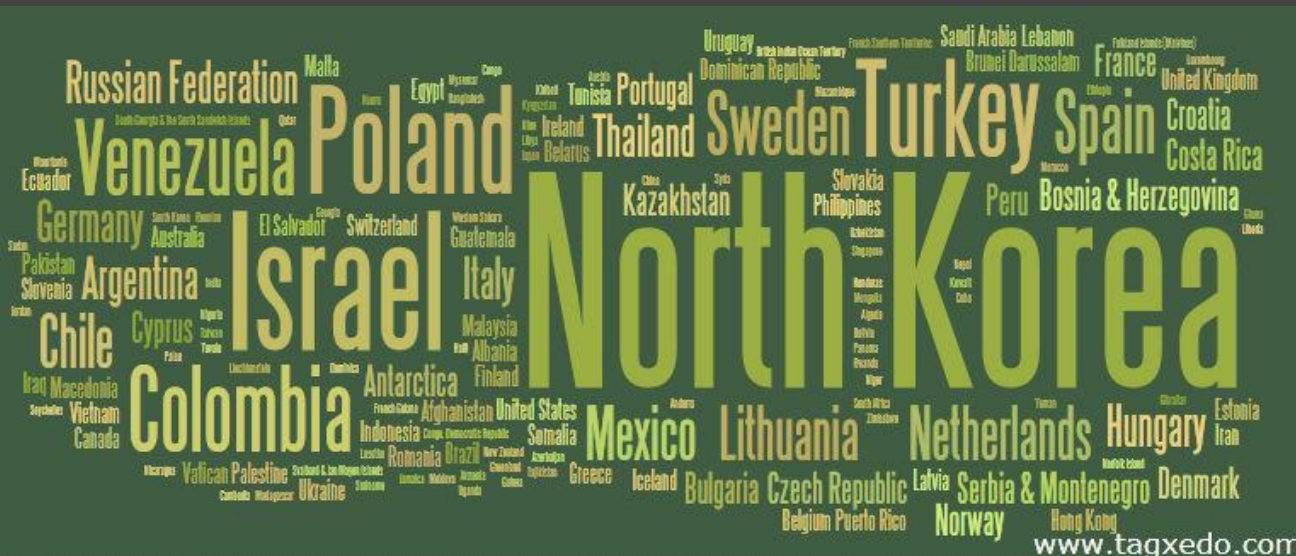


# Visualize a Poll

- Favorite artists, Athletes 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 disproportionately
  - **Normalize Frequency** may help



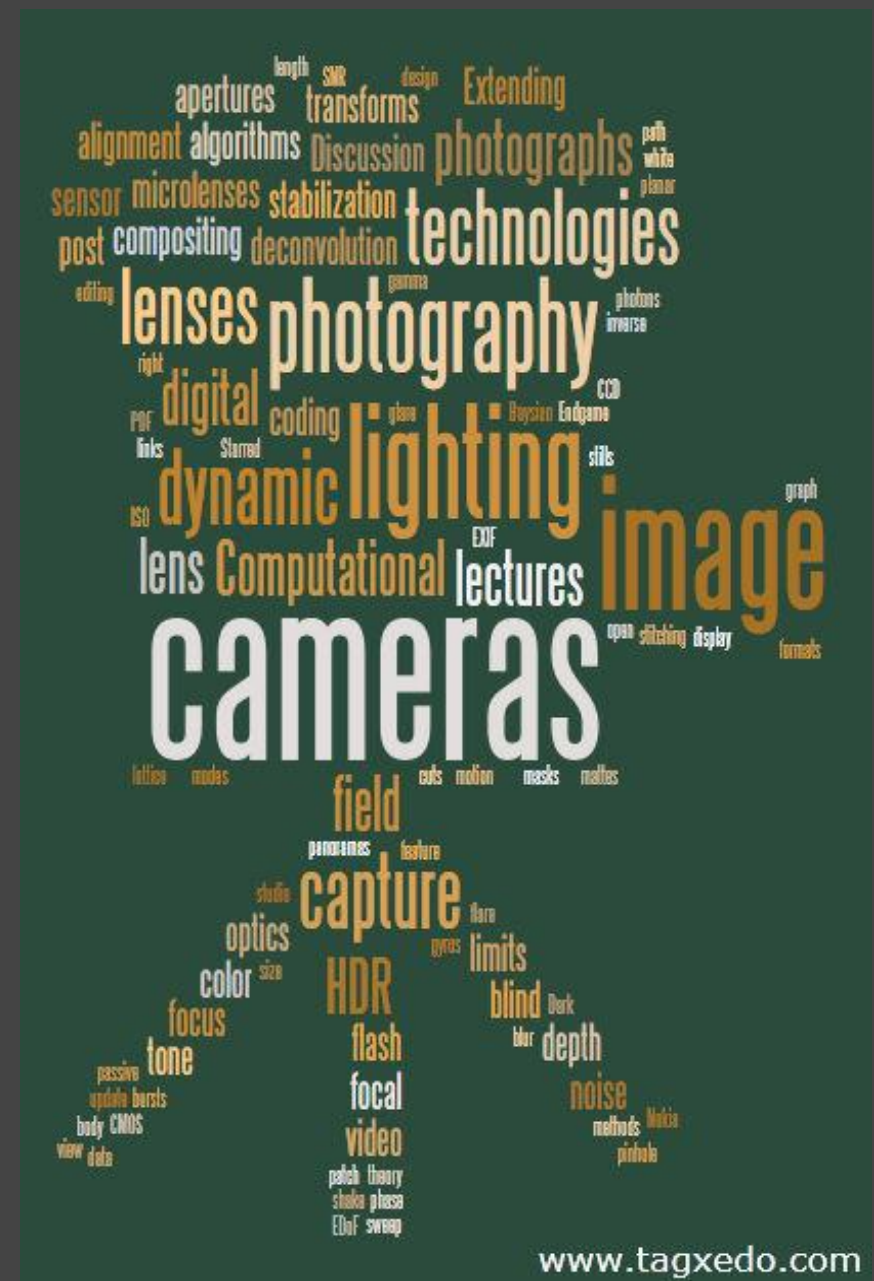
Actual  
Frequencies



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

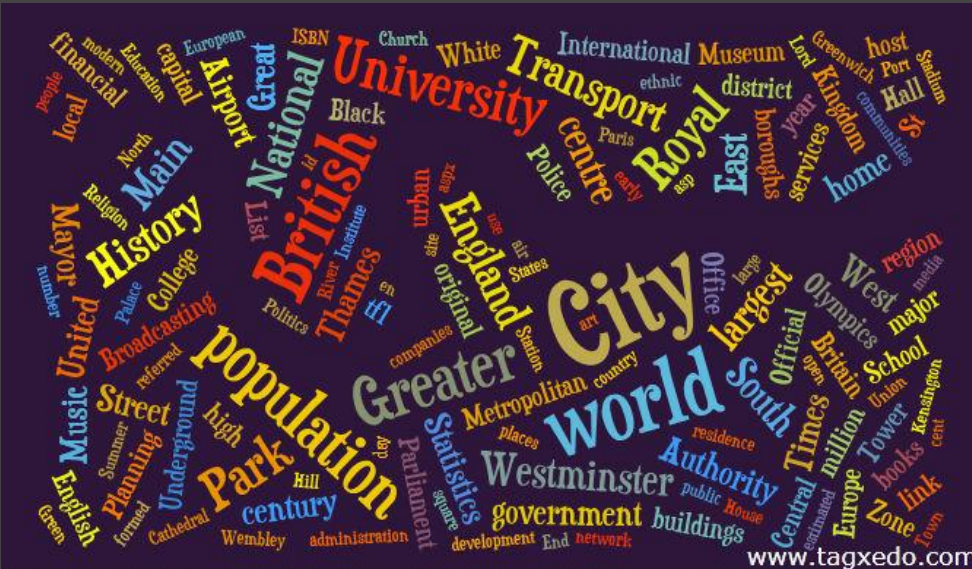


# Make a Guess, Win a Prize

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