

Axon Incorporated



Message Driven Visual Communication

Getting Started

SOLOTM
VISUAL COMMUNICATION

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Going Solo

Reading this section will provide an understanding of the concepts behind Solo and of the elements required to produce clear, concise, visually oriented documents (proposals, progress reports, marketing plans).

Solo Rationale

Business success is measured in terms of action taken by others. Persuasive business reports are designed to move an audience to action. Effective communication of ideas and recommendations to an audience is core to business success.

Powerful computer graphics hardware and software tools are widely available, but they don't ensure that the graphics will be effective. Solo was specifically designed to help people rapidly plan and draft concise, effective reports and presentations.

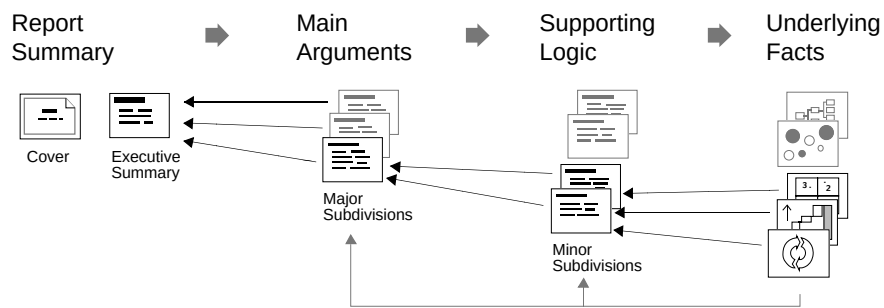
- Solo's overall framework helps develop a report or presentation which is coherent and compelling.
- The Storyboard helps organize your thoughts into a logical structure.
- The Template library makes it easy to illustrate your messages graphically.
- The consistent professional graphic format helps your audience understand each message.
- Solo's tool integration speeds production and improves quality of output.

Message Driven Visual Communications

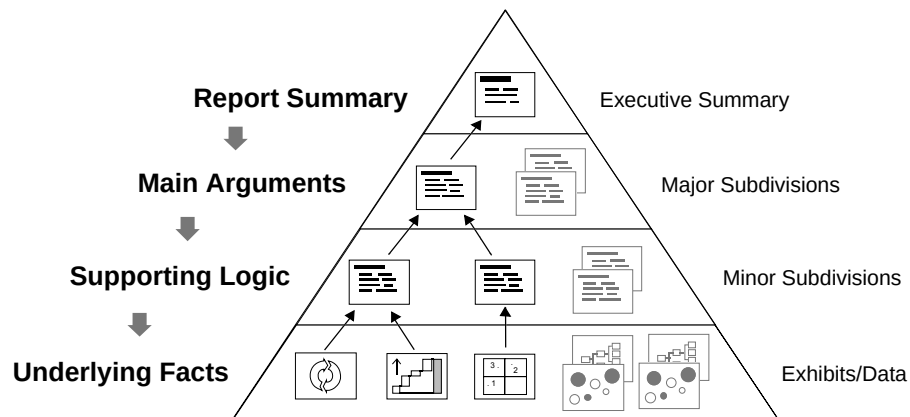
Solo's Message Driven Visual Communication approach provides a framework that helps you structure a logical, coherent report or presentation. The approach is founded on the theory that a presentation or report explains a single overriding thought, i.e., conclusion.

- All excellent reports are anchored in a logical storyline that steps the audience through the message points.
- Key messages are summarized in the executive summary, and major and minor subdivisions.
- Supporting points form a hierarchy of thoughts.

THE STRUCTURE OF A MESSAGE DRIVEN VISUAL REPORT



The hierarchy of thought is a pyramid where the detail at the base is refined at each level to provide the final result of report production: The Executive Summary. In reading a report the opposite is true: The Executive Summary is expanded at each level to tell the whole story.



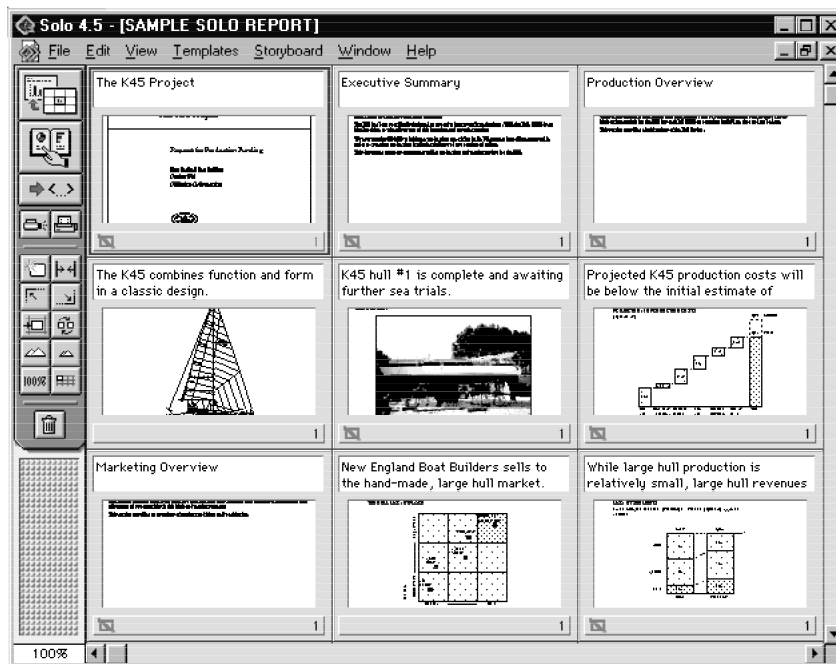
Logical Storyline

Solo's Storyboard helps you develop your logical storyline. Each Storyboard cell contains a message box used to express the single thought you want to illustrate.

Summary narrative pages will typically have titles such as "Executive Summary" or "Marketing Analysis".

Messages are expressed as a dynamic assertion vs. a descriptive statement. A typical message line presents the situation, the complication and a resolution. For example: Declining profits (the situation), due to increased labor costs (the complication) direct us toward offshore production (the resolution).

SOLO STORYBOARD



Solo's Visual Vocabulary

Once a message is determined, illustrating it graphically can add to its impact and conciseness. Solo contains a library of hundreds of professionally designed consulting-type templates to illustrate quantitative, conceptual and text messages.

This library comprises the "Visual Vocabulary" of Solo. It expands your ability to visually articulate your thinking.

Solo's template library is organized into three categories: Text (for narrative), Chart (for quantitative), and Concept (for conceptual messages). Each category has tens of Types and hundreds of Variations. A set of page layout templates and a library of clip art augment these categories.

CATEGORY	 Text	 Chart	 Concept	
TYPE	 Narrative  Covers  Contents  Bullet  Text Tables	 Pie  Bar  Column  Line  Area  Scatter  XY  Range  Mix  Cost Curve  Bubble  Build Up  Build Down  Combination	 Filters  Flow Basic  Flow Circle  Flow Extend  Flow Iterative  Flow Subdivided  Forces  Frameworks  Hierarchies  Leverage  Maps  Matrix Point  Matrix Text  Obstacles	 Organization  Overlaps  Processes  Pyramids  Pyramids i  Relationships  Segments  Time Lines  Trees  Words  Other
VARIATION	Browse this User Guide to preview the template variations			

Storyboard View

The Storyboard view lets you work on the entire report. You can enter message lines, move pages to any location in the Storyboard to sequence your thoughts, insert new pages, delete pages, place templates and scale your view.

The message box is for entering the main point of the page.

The Storyboard Command Palette provides command icons for the most common activities.

To move pages in the Storyboard click on them and use the Grabber Hand to drag them to another location...

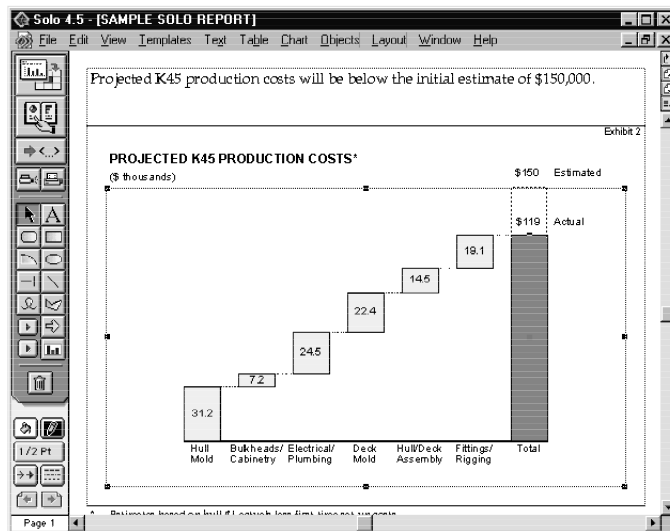
... the large arrow insertion point indicates their destination.

Switches between Storyboard and Page Editor		
Opens Template Dialog Box		
Selects Text Place holders		
Slideshow Quick Look		Print Selected Pages
Inserts new page		Remove empty pages
Select first page		Select last page
Go to current page		Sort selected pages
Enlarges view		Reduces view
Normal view		Shrink To Fit
		Deletes Selected Pages

Page Editor View

The Page Editor View lets you work on individual pages. You can scale the view from 12.5% to 800%, modify templates and add any graphic elements you require.

The Page Editor Tool Palette provides tools for the common drawing and editing activities.



Switches between Storyboard and Page Editor		Pointer		Text	
Opens Template Dialog Box		Rounded Rectangle		Rectangle	
Selects Text Placeholders		Arc		Oval	
Slideshow Quick Look		Perpendicular Lines		Angled Line	
Print Current Page		Freehand		Polygon	
		Power Tools: Arrow, Multigon, Star, Bracket			
		Frame Tools: Chart, Table and Target frames			
		Deletes Selected Objects			

Fill Color/Pattern		Border Color/Pattern	
		Line Thickness	
Arrowhead Options		Line Style	
Previous Page		Next Page	
		Page Indicator / View Scale (toggles between 100% and Shrink-to-Fit)	

Solo's 3 Step Approach

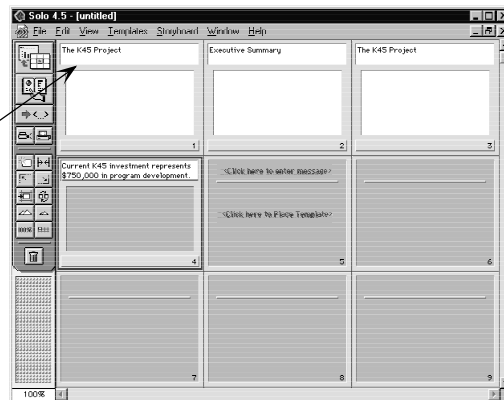
Solo is designed to help you develop a completed report that is professional, logical and coherent as quickly as possible. A three-step approach is used which helps you work out, visualize and convey your thinking. The tutorial on the following pages will instruct you in the use of Solo.

Creating a Solo Report

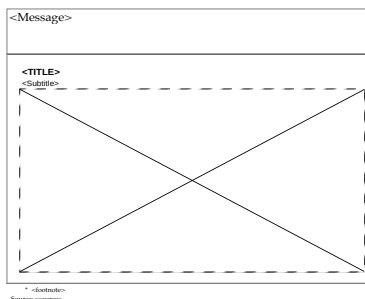


- Develop your storyline by entering messages in the message box and tabbing to the next page
- Creating a logical storyline up front focuses your thinking on the end product you want
- Use the Template Manager to select the appropriate illustration for the message
- For complex graphics, you can place more than one template on a page
- Enter the page editor and add the necessary data by filling in the blanks
- You can edit/annotate the page using the drawing, text and table tools.

Storyboard Message Box



Message text on an individual page



Tutorial

This section is a tutorial on how to construct four types of pages using Solo. It is intended to give quick, easy instructions for creating pages in a Solo document. Solo opens initially in its Storyboard view, which is where this tutorial begins. Some terminology to become familiar with:

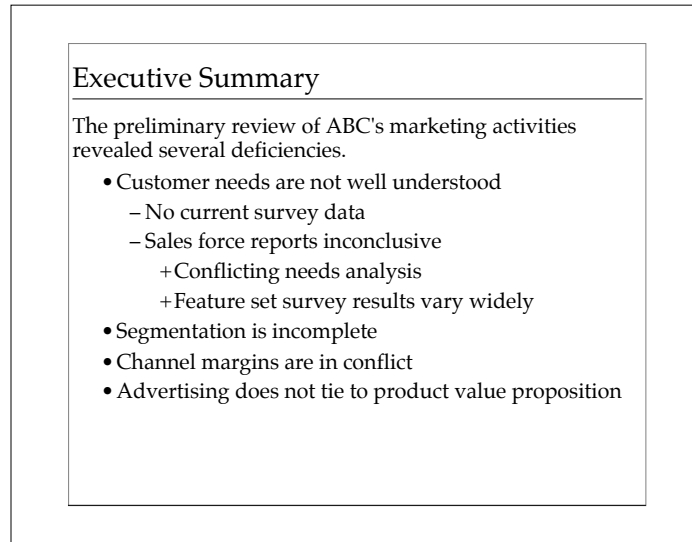
Select - means to click on an object

Text placeholder - any text surrounded by the "<" and ">" symbols

For greater detail on all Solo functionality, consult the User Manual.

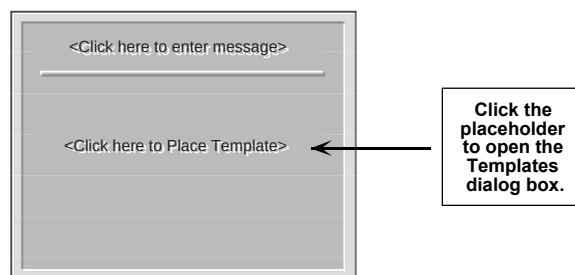
Tutorial: Creating an Executive Summary – Step-by-step

Sample Page



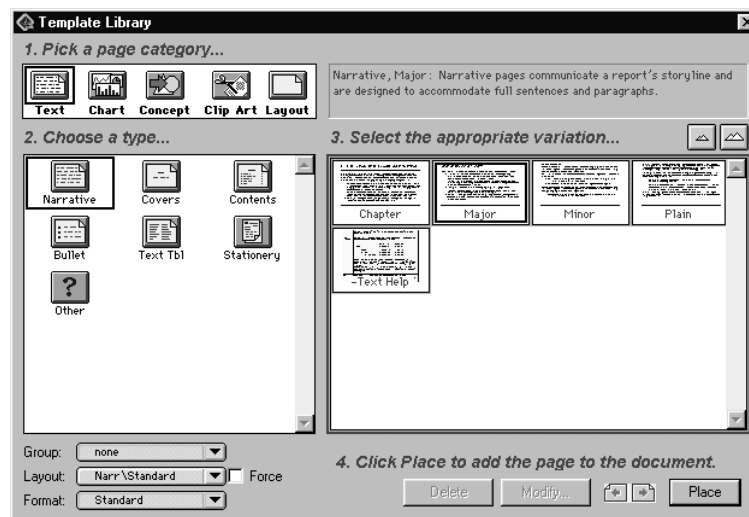
Follow the steps below to create the sample executive summary:

- 1 Click the placeholder "<Click here to Place Template>".



- This opens the **Templates** dialog box.
The **Templates** dialog box can also be opened by choosing the **Place Templates** command from the **Templates** menu.
- Templates can be placed into any empty Storyboard cell.

- 2 Click the **Text** category icon, then click the **Narrative** type icon and last the **Major** variation icon.



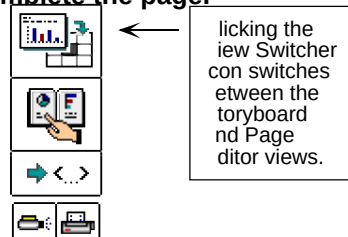
- 3 Click the **Place** button at the bottom of the dialog box to place the template in the Storyboard cell.

- After placing the template, close the dialog box by clicking it's close box.

- 4 Select the cell containing the new template.

- 5 Switch to the **Page Editor** view to complete the page.

- Choose the **Page Editor** command from the View menu,
- OR
- Click the **View Switcher** icon at the top of the Storyboard command palette.



- 6 Select the **<Major Title>** text placeholder and click on the text to edit.

- This will highlight the text. Any text you type replaces the placeholder text.
- Text placeholders can be selected by pressing and holding down the [Ctrl] (Windows) or [Cmd](Macintosh) key and pressing the Tab key.

- 7 Type "Executive Summary" into the text placeholder.

<Major Title>

<Narrative Text>

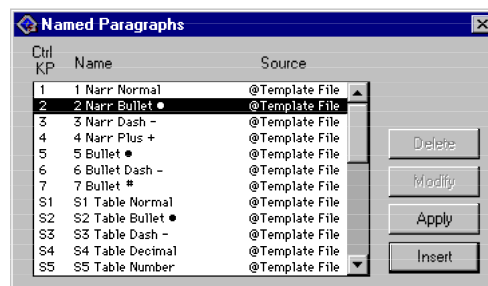
Sample Text

Executive Summary

The preliminary review of ABC's marketing activities revealed several deficiencies.

- Customer needs are not well understood

- 8 Click the "<Narrative Text>" placeholder or press [Ctrl] or [Cmd][Tab] to select it and type in the sample sentence from the example above.
- 9 To add the bullet points, place your cursor at the end of the sample sentence and choose the Apply Paragraph command from the Text menu.
 - This opens the Named Paragraphs dialog box illustrated below.
 - Click the "2 Narr Bullet •" entry.
 - Click the Insert button and type in your bullet points.



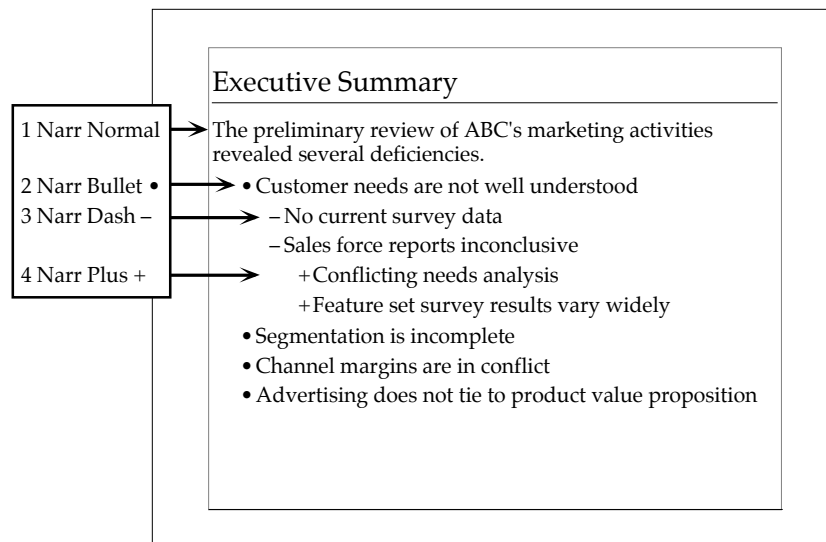
10 To add additional bullet points, dash points or plus points, place the blinking insertion point at the end of any line of text and use the Named Paragraphs dialog box to insert the type of paragraph style required.

- This is not the only method for working with Named paragraph styles. There are several alternatives available.

As your experience with Solo increases you will want to learn the many shortcuts available to speed up the process of entering text and formatting paragraphs.

Chapter 5 - Working with Text in the Solo User Manual provides information on working with the different types of text objects, Named Paragraphs and using the text formatting capabilities available in Solo.

The Named paragraphs used in this example are illustrated and labeled below.



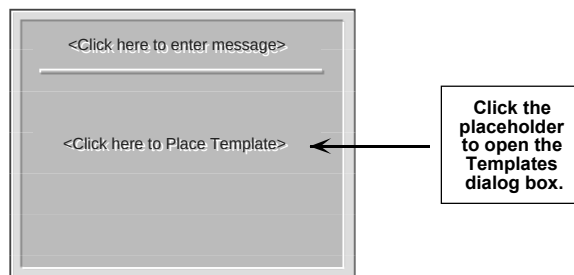
Tutorial: Creating a Table – Step-by-step

Sample Page

There are three major elements in the marketing change program that have open issues.		
EW MARKETING INITIATIVES		
	Open Issues	Responsibility
eevaluate customer eeds	Research approach Questionnaire –length –focus Review cycle	usan Smith
esegment customer rroups	Segmentation approach Fit with sales territories	ill Edwards
esign new advertising ampaign	New agency selection Redefined value proposition	afael Curtis

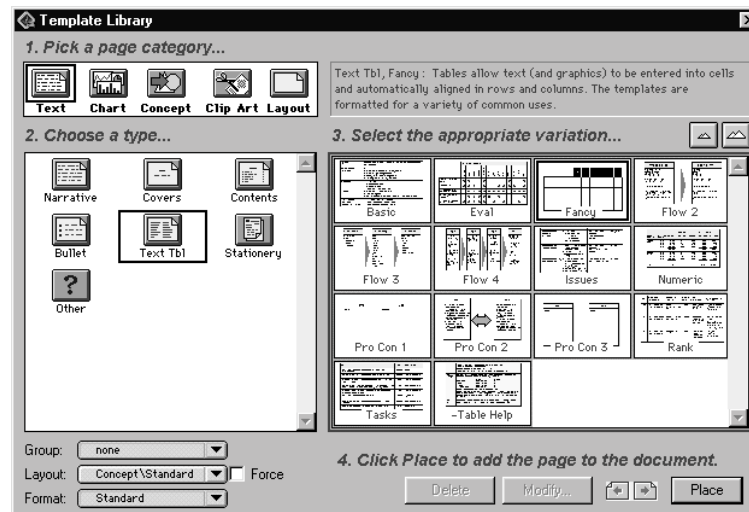
Follow the steps below to create the sample table:

- 1 Click the placeholder “<Click here to Place Template>”.



- This opens the **Templates** dialog box.
The **Templates** dialog box can also be opened by choosing the **Place Templates** command from the **Templates** menu.
- Templates can be placed into any empty Storyboard cell.

- 2 Click the **Text** category icon, then click the **Text Tbl** type icon and last the **Fancy** variation icon.



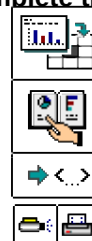
- 3 Click the **Place** button at the bottom of the dialog box to place the template in the Storyboard cell.

- After placing the template, close the dialog box by clicking its close box.

- 4 Select the cell containing the new template.

- 5 Switch to the **Page Editor** view to complete the page.

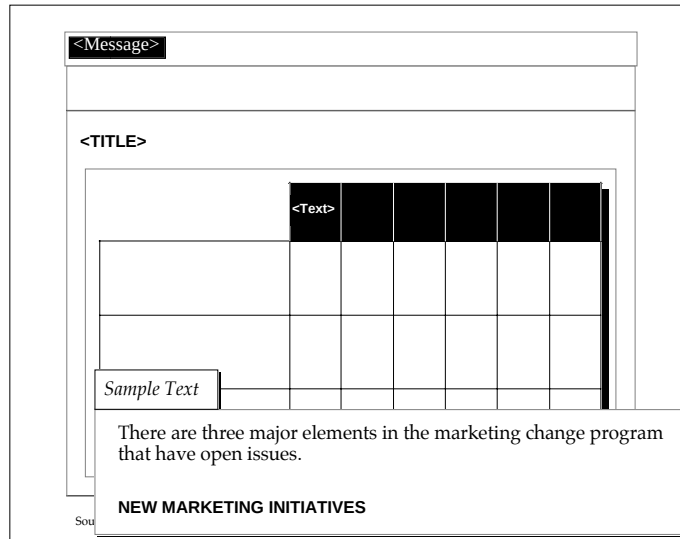
- Choose the **Page Editor** command from the View menu,
- OR
- Click the **View Switcher** icon at the top of the Storyboard command palette.



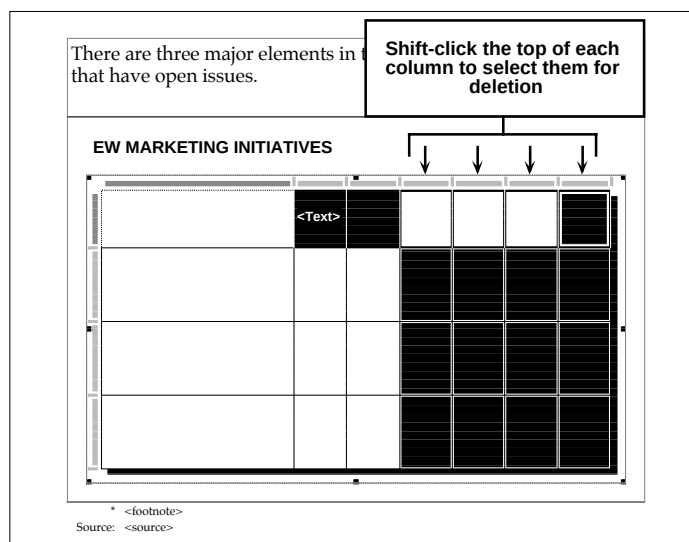
Clicking the View Switcher icon switches between the Storyboard and Page Editor views.

- 6 Select the **<Message>** text placeholder, click on the text to edit and type the sample message from the example below.

- This will highlight the text. Any text you type replaces the placeholder text.
- Text placeholders can be selected by pressing and holding down the [Ctrl] (Windows) or [Cmd] (Macintosh) key and pressing the [Tab] key.



- 7 Click the "<TITLE>" placeholder or press [Ctrl] or [Cmd][Tab] to select it and type in the sample title from the example.
- 8 The standard Fancy table template contains more columns than we require. To delete columns, select them and press either the Delete or Backspace key.
 - The table should now have three columns and four rows.

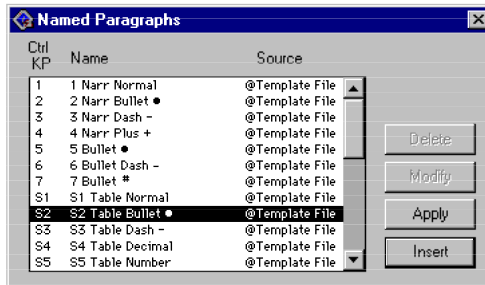


9 Press [Ctrl] or [Cmd][Tab] to the next text placeholder and type “Open Issues”. Click the next cell and type “Responsibility”.

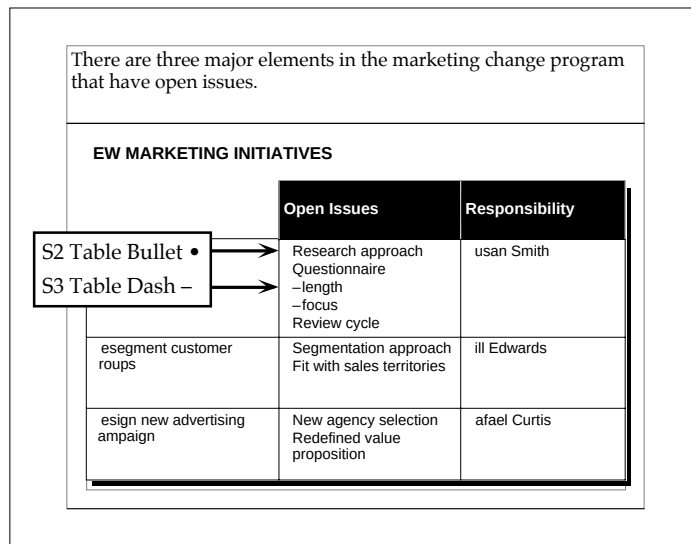
- You can continue to add text to each table cell by clicking on a cell and typing. Pressing the Tab key will also advance you to the next cell.

10 To create the bullets used in the sample, select the text in a cell and choose the Apply Paragraph command from the Text menu.

- This opens the Named Paragraphs dialog box.
- Choose “S2 Table Bullet •” entry in the list and click the Apply button.



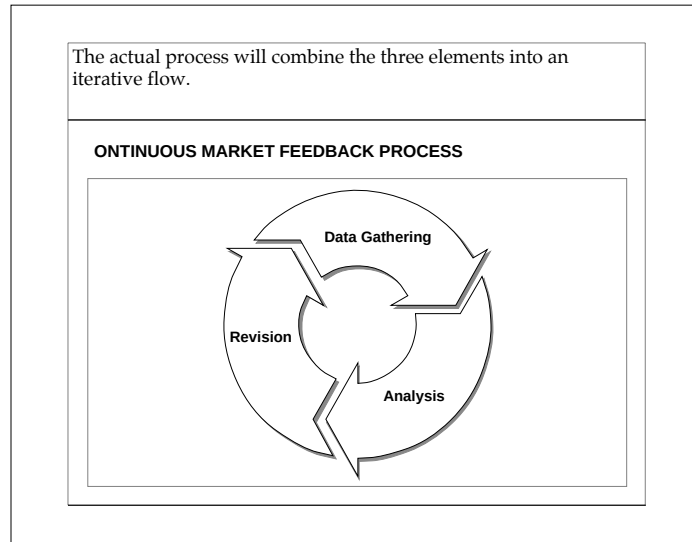
The Named paragraphs used in the example table are illustrated and labeled below.



Chapter 8 - Tables in the Solo User Manual provides information on working with the different features associated with tables.

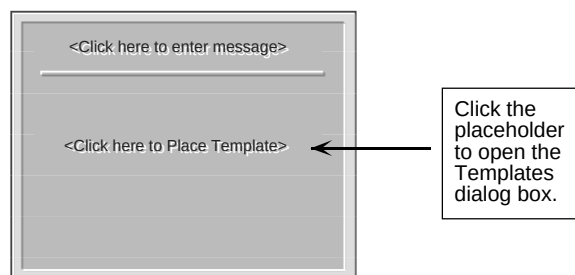
Tutorial: Creating a Concept Page – Step-by-step

Sample Page



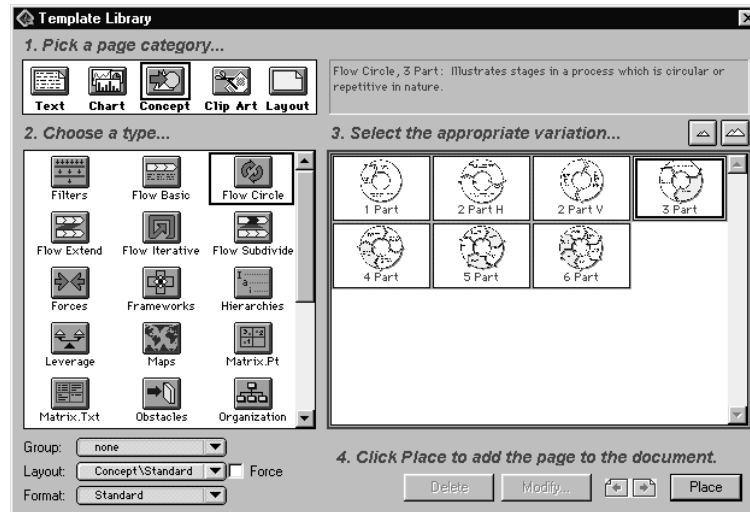
Follow the steps below to create the concept visual:

- 1 Click the placeholder "<Click here to Place Template>".



- This opens the **Templates** dialog box.
The **Templates** dialog box can also be opened by choosing the **Place Templates** command from the **Templates** menu.
- Templates can be placed into any empty Storyboard cell.

- 2 Click the **Concept** category icon, then click the **Flow Circle** type icon and last the **3 Part** variation icon.



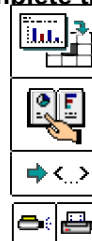
- 3 Click the **Place** button at the bottom of the dialog box to place the template in the Storyboard cell.

- After placing the template, close the dialog box by clicking its close box.

- 4 Select the cell containing the new template.

- 5 Switch to the **Page Editor** view to complete the page.

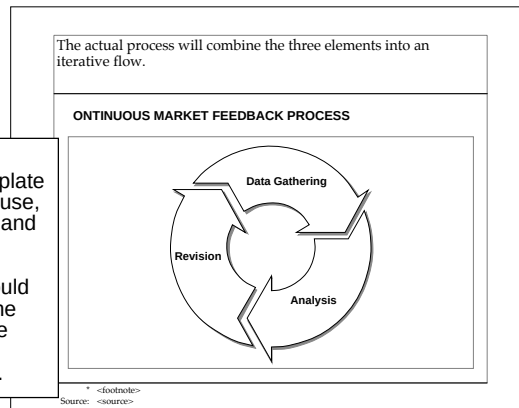
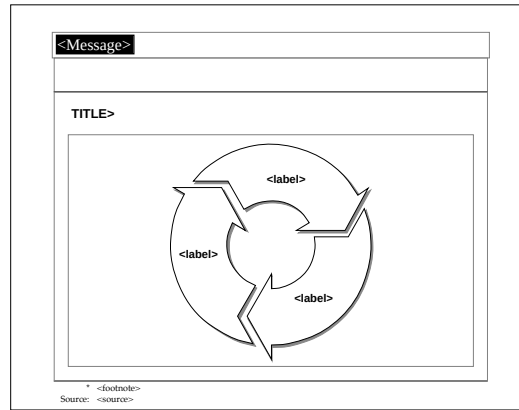
- Choose the **Page Editor** command from the View menu,
- OR
- Click the **View Switcher** icon at the top of the Storyboard command palette.



licking the View Switcher icon switches between the storyboard and Page editor views.

- 6 Select the **<Message>** text placeholder, click on the text to edit and type the sample message from the example below.

- This will highlight the text. Any text you type replaces the placeholder text.
- Text placeholders can be selected by pressing and holding down the [Ctrl] (Windows) or [Cmd] (Macintosh) key and pressing the [Tab] key.



NOTE: If there are parts of a Solo template you do not want to use, simply select them and delete.

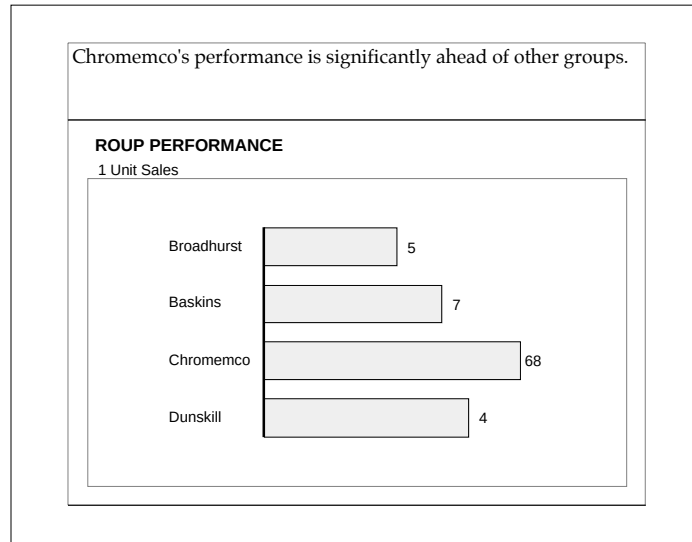
In this case you would select and delete the source and footnote information at the bottom of the page.

7 Click the "<TITLE>" placeholder or press [Ctrl] or [Cmd][Tab] to select it and type in the sample title from the example.

- Continue to click or [Ctrl] or [Cmd][Tab] to select each text placeholder and type in the sample text.
- Objects that are not used in an exhibit can be deleted by selecting them and pressing the Backspace or Delete keys.

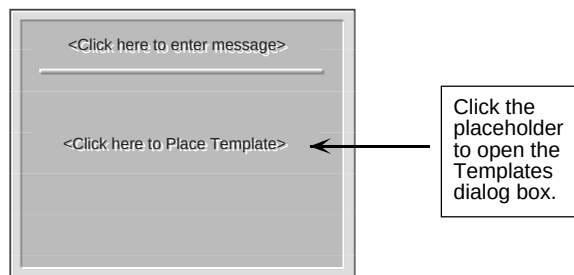
Tutorial: Creating a Data Driven Chart – Step-by-step

Sample Page



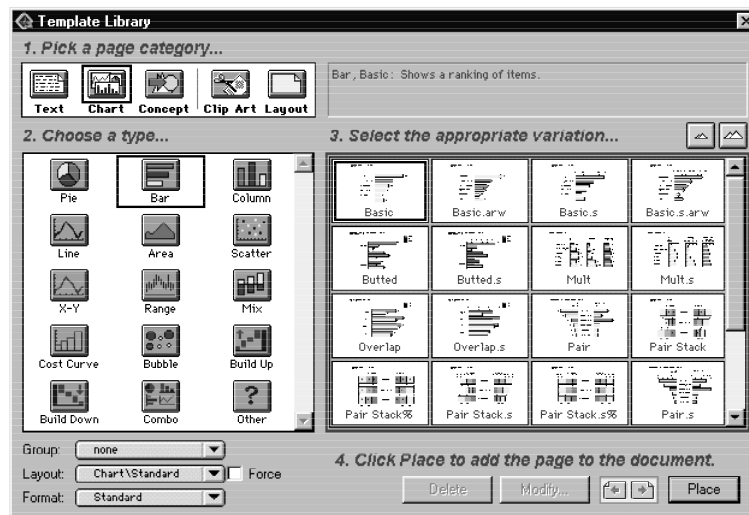
Follow the steps below to create the sample bar chart:

- 1 Click the placeholder "<Click here to Place Template>" .



- This opens the **Templates** dialog box.
The **Templates** dialog box can also be opened by choosing the **Place Templates** command from the **Templates** menu.
- Templates can be placed into any empty Storyboard cell.

- 2 Click the **Chart** category icon, then click the **Bar** type icon and last the **Basic** variation icon.



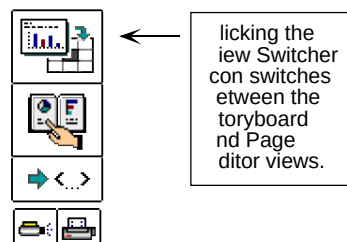
- 3 Click the **Place** button at the bottom of the dialog box to place the template in the **Storyboard** cell.

- After placing the template, close the dialog box by clicking it's close box.

- 4 Select the cell containing the new template.

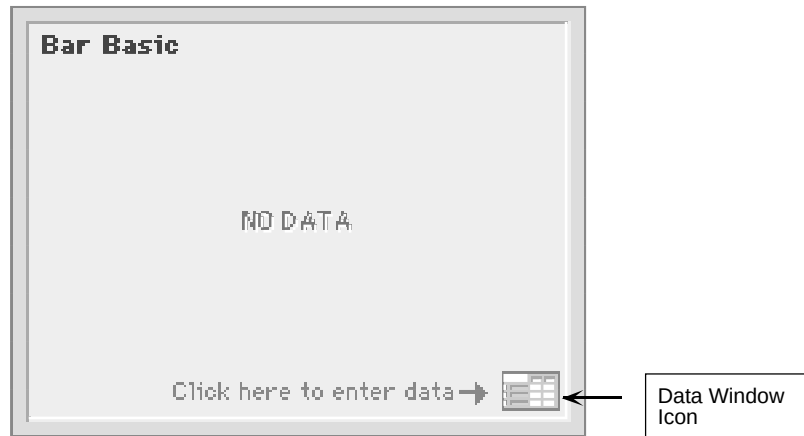
- 5 Switch to the **Page Editor** view to complete the page.

- Choose the **Page Editor** command from the View menu,
OR
- Click the **View Switcher** icon at the top of the Storyboard command palette.



6 Click on the Data Window Icon or choose the Data command from the Chart menu.

- This opens the chart's data window.



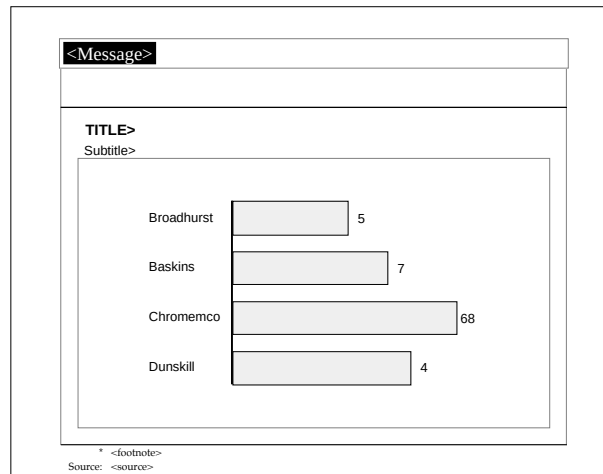
- Enter the sample data as illustrated below.
- After you have entered the data, close the window or click anywhere on the page. The chart will be automatically plotted inside it's frame and the data window is closed.

The screenshot shows a window titled "Bar Basic Data". It contains a table with the following data:

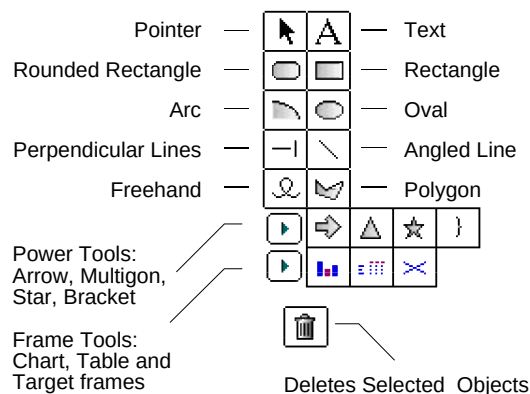
		A	B	C
1	Broadhurst	35		
2	Baskins	47		
3	Chromemco	68		
4	Dunskill	54		
5				
6				

7 Select the <Message> text placeholder, click on the text to edit and type the sample message from the example.

- This will highlight the text. Any text you type replaces the placeholder text.
- Text placeholders can be selected by pressing and holding down the [Ctrl] (Windows) or [Cmd] (Macintosh) key and pressing the [Tab] key.



8 To annotate your chart, use Solo's drawing tools to add arrows, text, etc. to highlight your message.



Chapter 7 - Charts in the Solo User Manual provides information on working with the charting features and provides illustrative charting examples.