

25+ Low-cost, No-cost Tech Tools for
Data Visualization & Reporting

FREE!

(mostly)

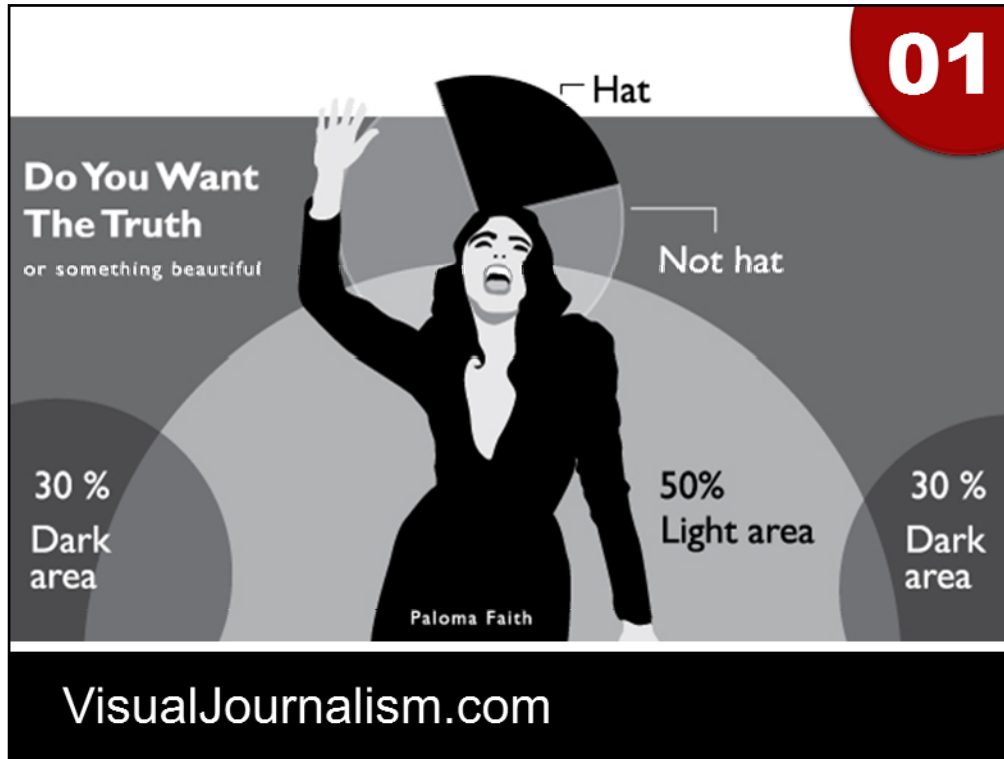
Susan Kistler



I'm Susan Kistler and most of you likely know me as the Executive Director of AEA. I also have an incorporated consulting business, iMeasureMedia. For this session, I need to be clear that I am wearing my iMeasureMedia hat and speaking in my role as a consultant – AEA does not endorse specific products or services, but I do.

Hat Icons by Rob Sanders – Licensed for non-commercial use

Available at <http://www.iconarchive.com/show/hat-icons-by-rob-sanders.html>



Tool: VisualJournalism Blog

URL: <http://visualjournalism.com/>

Use: Great background reading and examples for data visualization [and source of Hat/Not hat graphic]

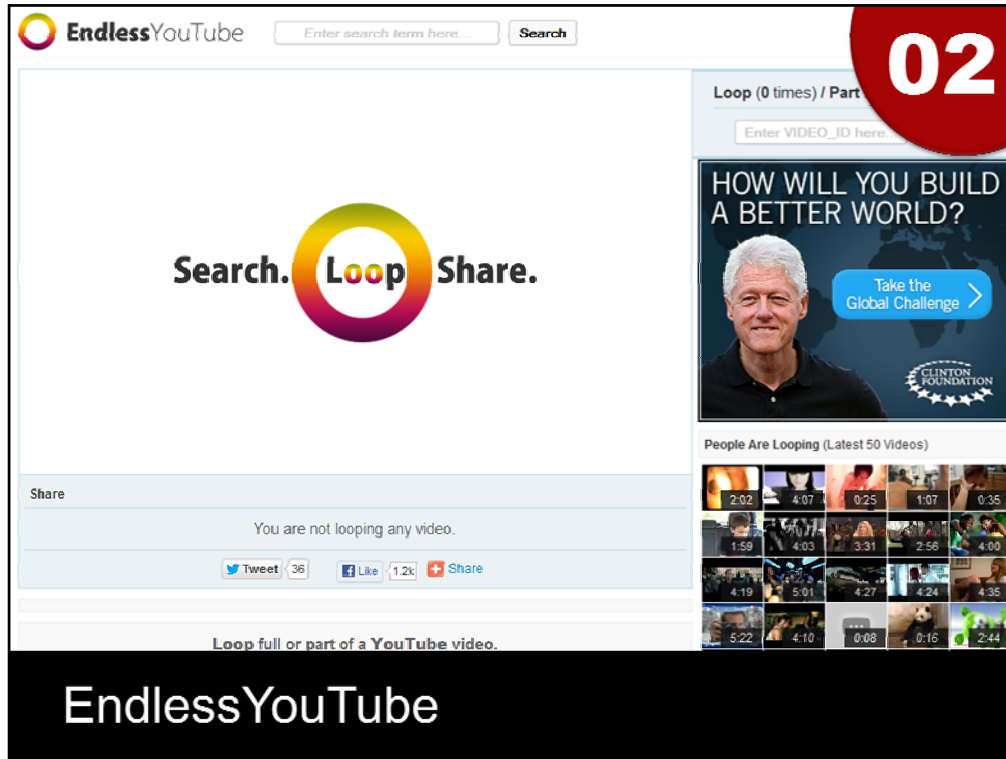
Cost: \$0

Paloma Faith Graphic: Developed by Gert K Nielsen, used with permission via facebook message September 20, 2010 – Original post <http://visualjournalism.com/do-you-want-the-truth-or-something-beautiful/2010/03/11/#> [graphic based on minute 2:06 in video]

Paloma Faith Do You Want the Truth or Something Beautiful official video on YouTube
<http://www.youtube.com/watch?v=steC-8NSVlw>

Paloma Faith Do You Want the Truth or Something Beautiful VEVO video on YouTube
<http://www.youtube.com/watch?v=wjWcF1QJx1Y>
[this version is much clearer for full screen viewing and broadcasting – but includes overlay ads]

Paloma Faith Do You Want the Truth or Something Beautiful looping version based on VEVO video <http://www.endlessvideo.com/watch?v=wjWcF1QJx1Y> (loop 0:54 to 1:04 for key line)



Tool: EndlessYouTube

URL: <http://www.endlessvideo.com/>

Use: Loop all or part of a YouTube Video – Great for setting the stage or background music

Cost: \$0 but ad supported

Paloma Faith Do You Want the Truth or Something Beautiful looping version based on VEVO video <http://www.endlessvideo.com/watch?v=wjWcF1QJx1Y> (loop 0:54 to 1:04 for key line)

 **says-it.com**

More Image Makers Frequently Asked Questions Links Contact

03

Official Seal Maker

Welcome to the Official Seal Maker. Enter some text, choose a border and an emblem, pick your colors, and click the 'Go' button. An Official Seal will be generated for you. Collect 'em, trade 'em, put 'em on your website, or e-mail 'em to your friends. (Need a motto? Try Wikipedia's [list of Latin phrases](#) or the [Latin Motto Generator](#).)

Choose your style:

Original

Circular Oval Vesica Convex Pentagon



Official Seal Maker

[Note that as of October 25, 2012 this site is generating an error – I have written to the author to see if all is well and if it will be coming back up, but be forewarned!]

Tool: Official Seal Maker

URL: <http://www.says-it.com/seal/>

Use: Create Seals for Reports & Presentations

Cost: \$0



Official Seal Maker example

04

wallwisher

We give you a blank page (a wall).
You put anything you want on it, anywhere.
Simple, yet powerful!

Build a wall

What can you DO with Wallwisher?

Make Noticeboards
Post messages on a wall, just like you would on a real notice board. Have followers subscribe to the wall RSS feed to get the messages delivered to

Teach
Perhaps the easiest site for children to use. Pose questions, get their answers, and give them feedback - all on the same

Bookmark Favorite Sites
Put your favorite links on one page. If the links have videos, slideshows, documents, view them on

Discuss
Mac or PC? iPhone or Android? Discuss it all in a group. Use the moderation feature to keep the nasty

Wall Wisher

Tool: Wall Wisher

URL: <http://wallwisher.com/>

Use: Create a comment wall

Cost: \$0

My aea365 post on Wall Wisher <http://aea365.org/blog/?p=7188> [go ahead and try out the wall there!]

TinEye Labs [Home](#) [FAQ](#) [Feedback](#)

Multicolor Search powered by MulticolorEngine

We extracted the colors from 10 million Creative Commons images on Flickr. Search this collection by color. Addictive and very likely the best color search engine in the world*!



Step 1:
Select up to 5 colours



Step 2:
Slide dividers to adjust colour composition



Amazing Multicolor Search Engine

Tool: The Amazing Multicolor Search Engine

URL: <http://labs.tineye.com/multicolr>

Use: Search Flickr by color

Cost: \$0

My aea365 post on it <http://aea365.org/blog/?p=7175>

ColorZilla
Advanced Colorful Goodies

06

ColorZilla for Firefox and Chrome
Advanced Eyedropper, ColorPicker, Color Analyzer and other colorful goodies for your Firefox and Chrome.

Ultimate Gradient Generator
A powerful online Photoshop-like CSS gradient editor, image to CSS converter and much more

© 2004-2012 iosart labs llc | contact | terms of use | privacy policy

Color Zilla

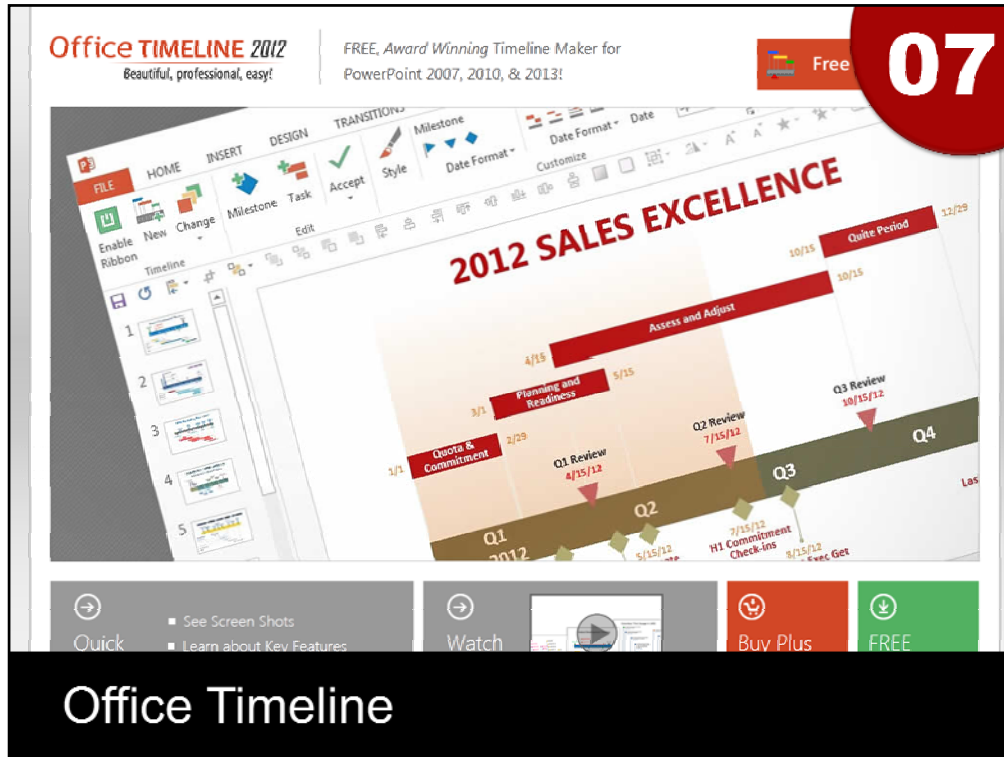
Tool: Color Zilla – Color picking extension for Firefox and Chrome

URL: <http://www.colorzilla.com/>

Use: Select colors via eyedropper directly from any page on the web

Cost: \$0

Great for use in concert with Multicolor Search Engine and Tagxedo to customize look and feel to align with the branding of your evaluand



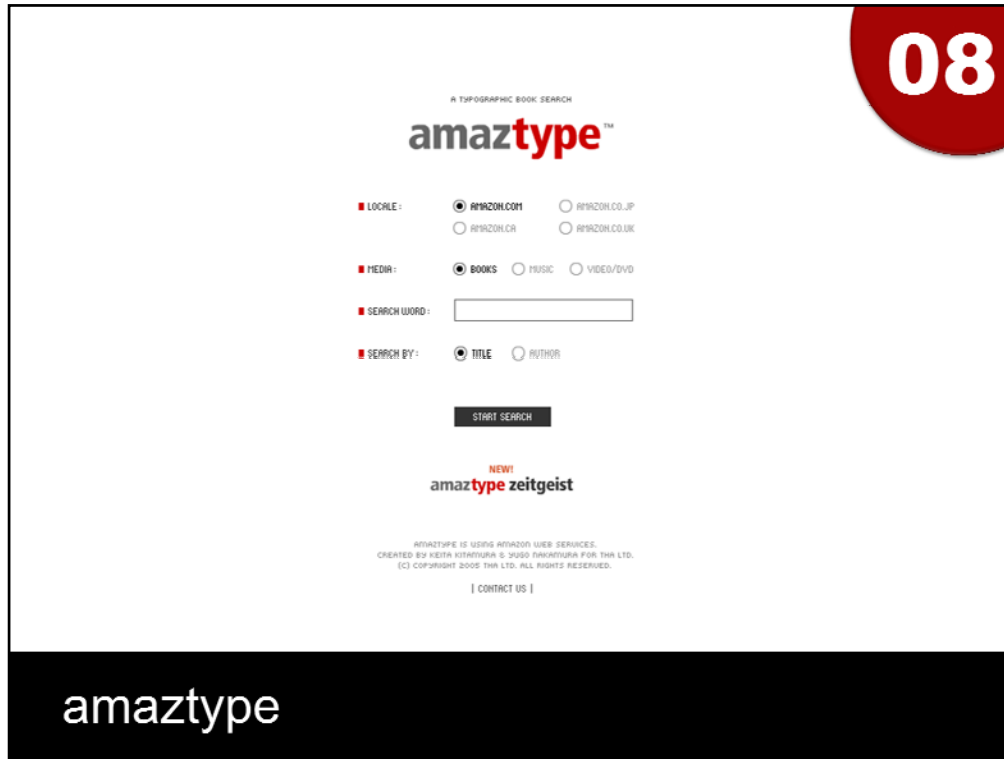
Tool: Office Timeline Extension for PowerPoint

URL: <http://www.officetimeline.com/>

Use: Create Timelines for Data Visualization and Reporting

Cost: \$0

Naomi Walsh's aea365 post on Office Timeline <http://aea365.org/blog/?p=5152>



Tool: amaztype

URL: <http://amaztype.tha.jp/>

Use: Create Word Headlines From Amazon Book Search

Cost: \$0

Use with only 3-4 letters ideally

Use asterisks at end of search term to increase both size of font and breadth of search – instead of “evaluation” try “eval*”

The longer you wait, the more filled in or clear your letters will be

Use snagit to capture picture when ready



Clipped with SnagIt

Originally had EVAL* as the amaztype search – clipped only the relevant four letters and left the asterisk

TechSmith U.S. English

Store Products Support Community Search Tech

09

Free Trial

Snagit®

Show me the Mac Version

Home Products Snagit

Snagit

- Features
- What's New
- How It's Used
- Accessories
- System Requirements
- Version History
- Upgrade
- Free Trial
- Buy Now
- Camtasia
- Camtasia Relay

The Ultimate Screen Capture Tool

Snagit gives you all the tools you need to create eye-catching images and videos for easy sharing. Customize Snagit to meet your specific needs or the needs of your entire organization.

Overview Video

Snagit on Windows Latest Software Version: 11.1 See What's New Upgrade

Snagit on Mac Latest Software Version: 2.1 See What's New Upgrade

FEATURES View Windows Features View Mac Features

Snagit (NOT FREE)

Tool: Snagit

URL: <http://www.techsmith.com/snagit.html>

Use: Clip and Annotate

Cost: \$49

I can't work well without Snagit – there are LOTS of screen grabbing tools out there, but in terms of ease of use and breadth of options for annotating and formatting the item grabbed, I haven't found anything that compares. In terms of making professional looking reports, whether in a word processor, slidedeck, or online, and integrating pieces from multiple sources so that they have a common look and feel, Snagit has paid for itself multiple times in my work.

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e

Intentional Data Visualization & Reporting

Home About Services Upcoming Events **Blog**

Bonus Post: Online Data Visualization and Reporting Classes

Posted on October 17, 2012 by Stephanie Evergreen — No Comments ↓

I'm taking my normal in-person speaking engagements online and you can come. I'll be presenting one 90-minute class per month and repeating this entire series every 4 months. You'll even get a sneak peek of examples from my forthcoming book (don't tell Sage). Here is the lineup: Reporting to be Remembered December 14, 11am-12:30pm ET Designing research and evaluation dissemination is about more than making things look pretty. Ultimately, we report and present to teach our audience, to get our content firmly planted in their knowledge base, to help them act. We will begin by talking about the cognitive science ...

[Read more >](#)

Subscribe

Give me your email (I'll protect it, promise) and I'll give you the latest posts direct to your inbox.

Intentional Data Viz & Reporting Blog

Tool:

URL: <http://www.evergreenevaluation.com/blog/>

Use: Great Reading and guidance for data visualization and reporting

Cost: \$0



SnagIt Torn Edges example

Great Evaluation Blogs [examples given here to show Snagit clipping]

See a more comprehensive list of evaluation blogs on the AEA website here

<http://www.eval.org/Resources/Blogs.asp>

Evaluation is an Everyday Activity with Molly Engle

<http://blogs.oregonstate.edu/programevaluation/>

Genuine Evaluation with Patricia Rogers and Jane Davidson <http://genuineevaluation.com/>

On Top of the Box Evaluation with Karen Anderson

<http://ontopoftheboxeval.wordpress.com/>

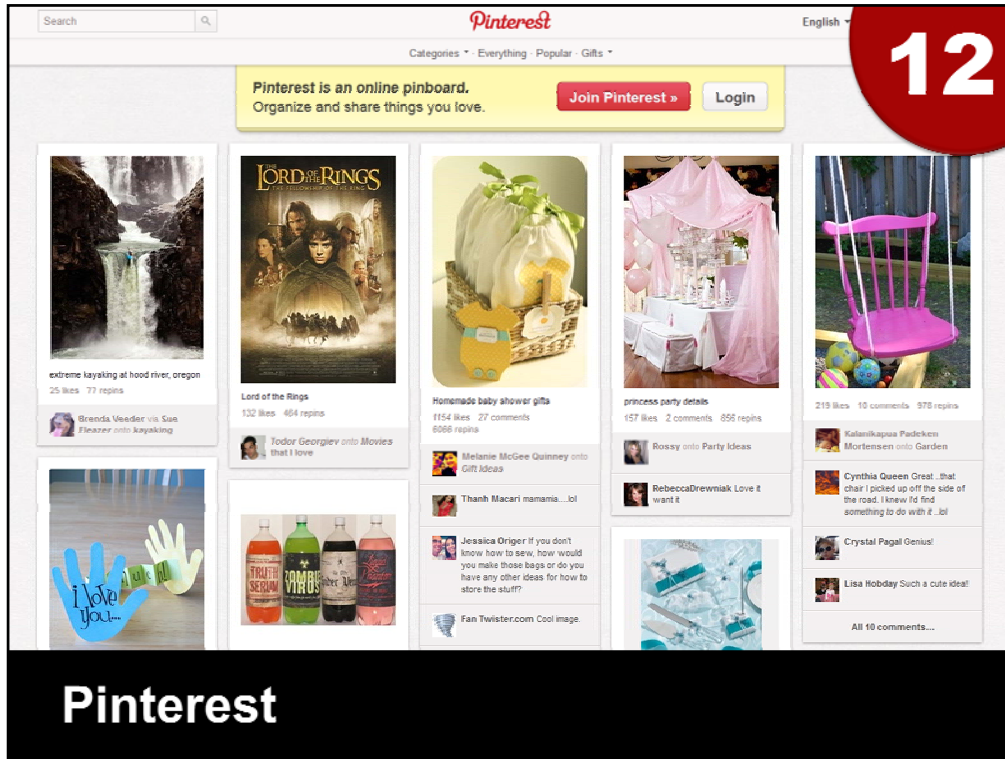
The screenshot shows the Poll Everywhere website interface. At the top, there is a navigation bar with the logo and links for Pricing, Take a Tour, Help & FAQ, and My Polls. A large red circle with the number '11' is in the top right corner. The main heading is 'Instant Audience Feedback'. Below this, there are several navigation options: 'Try voting on a multiple choice poll', 'Text a free text poll', 'Watch the demo video', and 'How does Poll Everywhere work?'. A prominent green button says 'Create your first poll' with the subtext 'Takes 30 seconds. No signup required.' To the right, a poll titled 'What's Your Favorite Animal?' is displayed. It includes a text input field for 'Text your CHOICE to 22333' and a 'Change region' link. Below the input is a bar chart showing the results: LION at approximately 25%, TURTLE at approximately 45%, and GRANDPA at approximately 30%. The y-axis represents percentages from 0% to 50%. Below the poll, there are two sections: 'What is Poll Everywhere?' and 'Who uses Poll Everywhere?'. The first section states it's the best way to create stylish real-time experiences for events using mobile devices. The second section lists users like Presenters, ad agencies, K-12 teachers, colleges, faith-based organizations, non-profits, and more. At the bottom, there is a footer with the Poll Everywhere logo.

Tool: Poll Everywhere

URL: <http://www.polleverywhere.com/>

Use: Poll in Real Time

Cost: \$0 (for 40 respondents) and up

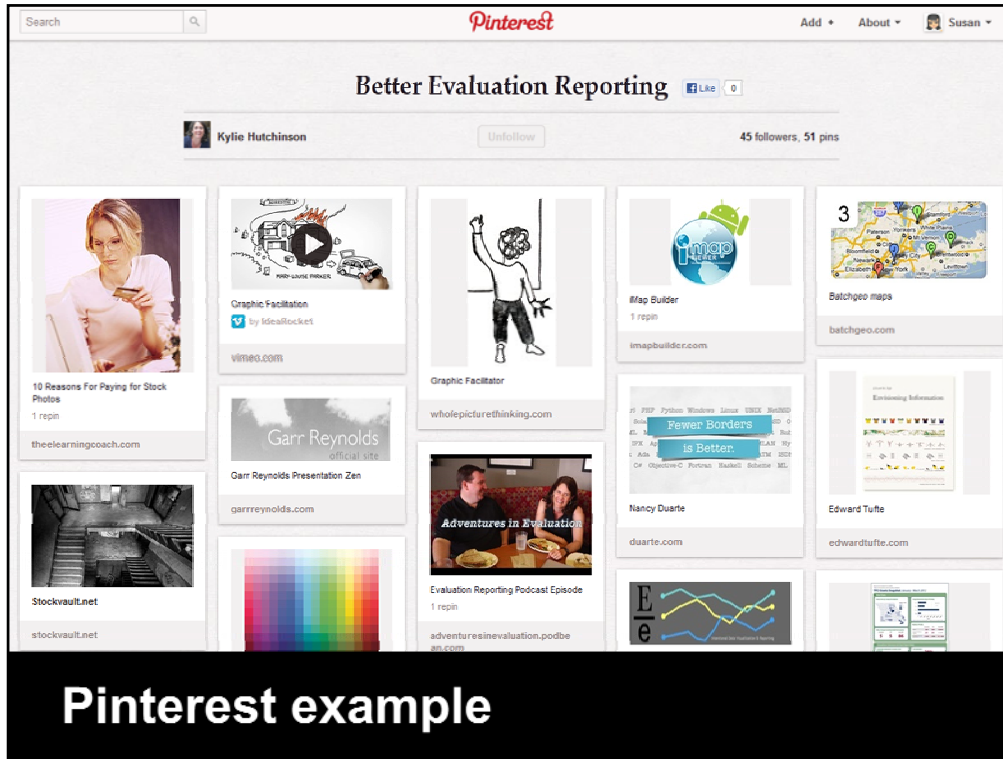


Tool: Pinterest

URL: <http://pinterest.com/>

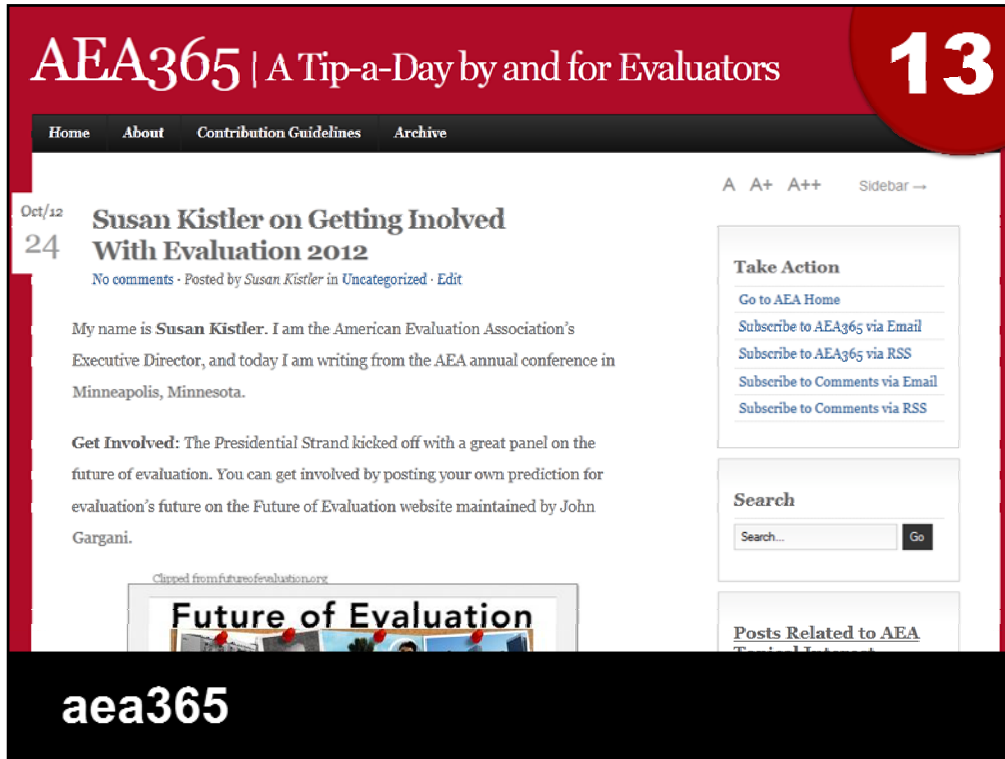
Use: Visual Social Bookmarking

Cost: \$0



Pinterest example

Pinterest Page, updated regularly, better evaluation reporting from AEA Member Kylie Hutchinson <http://pinterest.com/evaluationmaven/better-evaluation-reporting/>

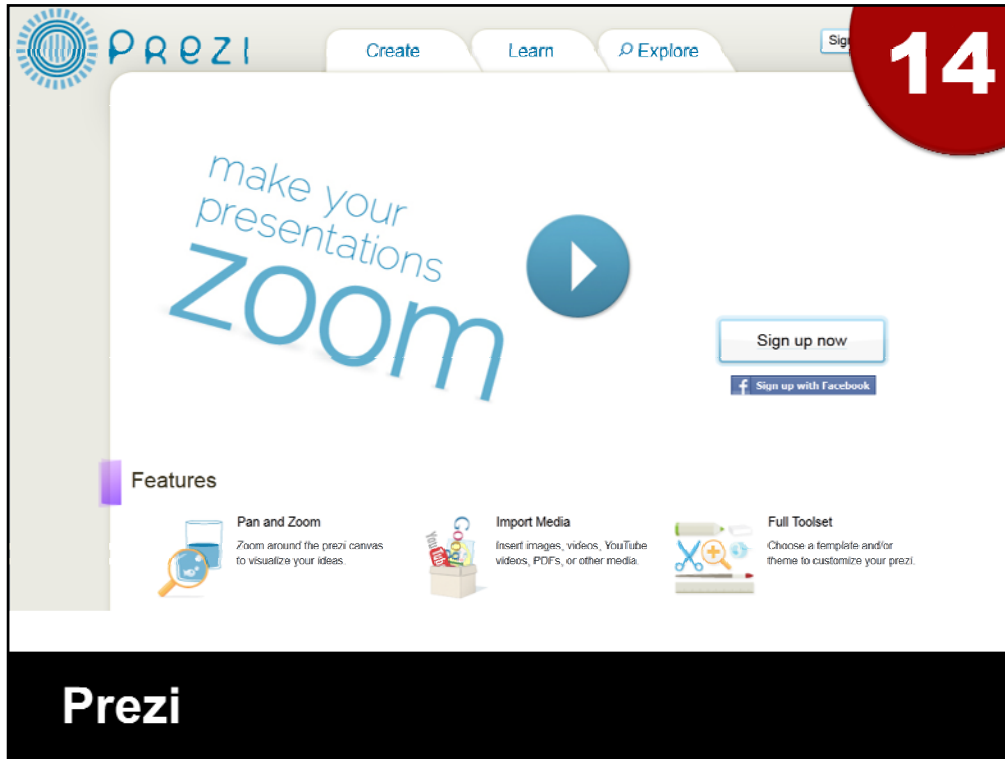


Tool:

URL: <http://aea365.org/blog/>

Use: Great Reading and guidance for tech tools as well as peer-to-peer sharing about all aspects of evaluation

Cost: \$0



Tool: Prezi

URL: <http://prezi.com/>

Use: Alternative to PowerPoint

Cost: \$0

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Tagxedo


Home | Create | Shop | Like

Welcome to Tagxedo, word cloud with styles





Tagxedo turns words -- famous speeches, news articles, slogans and themes, even your love letters -- into a visually stunning word cloud. Words are individually sized appropriately to highlight the frequencies of occurrence within the body of text.

[Create](#) [Shop](#) [Learn](#) [Gallery](#)

The following are a few examples to show the versatility of Tagxedo, especially how tightly the words hug the shapes. Feel free to click the pictures and play with them in Tagxedo. If you like these word clouds, you must also check out the [Tagxedo Facebook page](#) which has many more candies for your eyes, and read about the [101 Ways to Use Tagxedo](#). Now...


 Tagxedo on Facebook
 Like 24,792

Follow







Start Now, or make a Tagxedo out of your blogs, tweets, or tags...


(1) URL e.g. www.cnn.com	(2) Twitter ID e.g. BarackObama	(3) Del.icio.us ID e.g. John.Smith
(4) News e.g. World Cup	(5) Search e.g. Yellowstone	(6) RSS (Lookup) e.g. techcrunch.com

Shape: Classic Apple Dove Heart Star
 Orientation: Any H V H/V
 Font: Theme:

Examples from the [Shop](#)



Examples from the [Tagxedo Facebook page](#)



Tagxedo

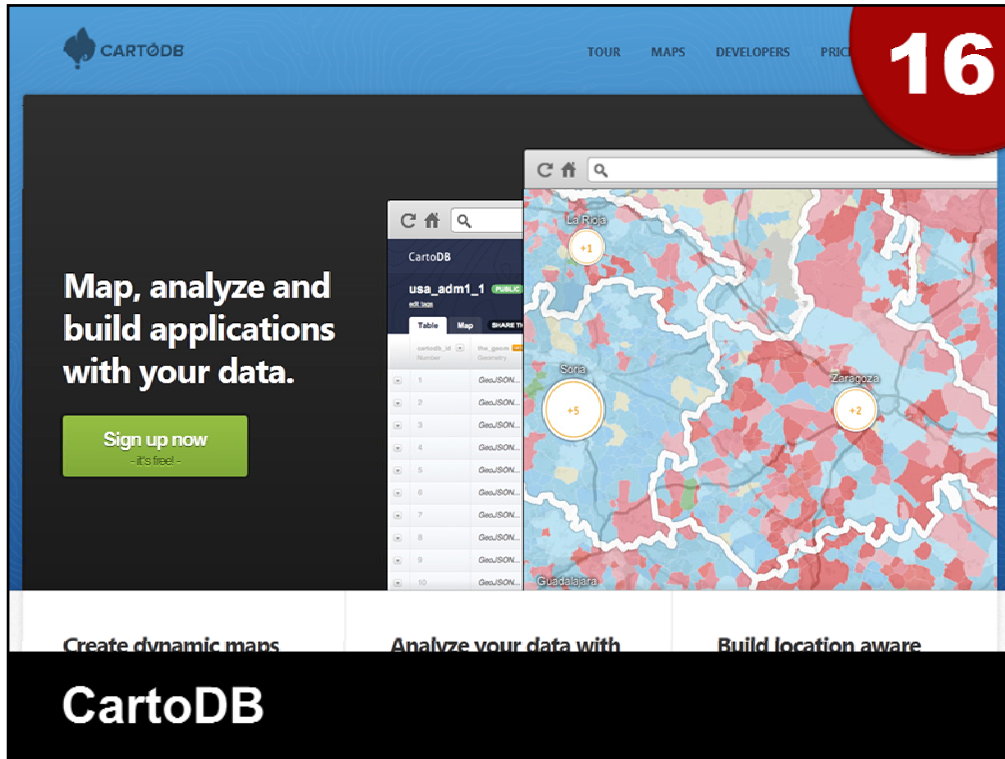
Tool: Tagxedo

URL: <http://www.tagxedo.com/>

Use: Create Word Clouds

Cost: \$0

See example excel spreadsheet, also in AEA eLibrary, for cleaning example



Tool: CartoDB

URL: <http://cartodb.com/>

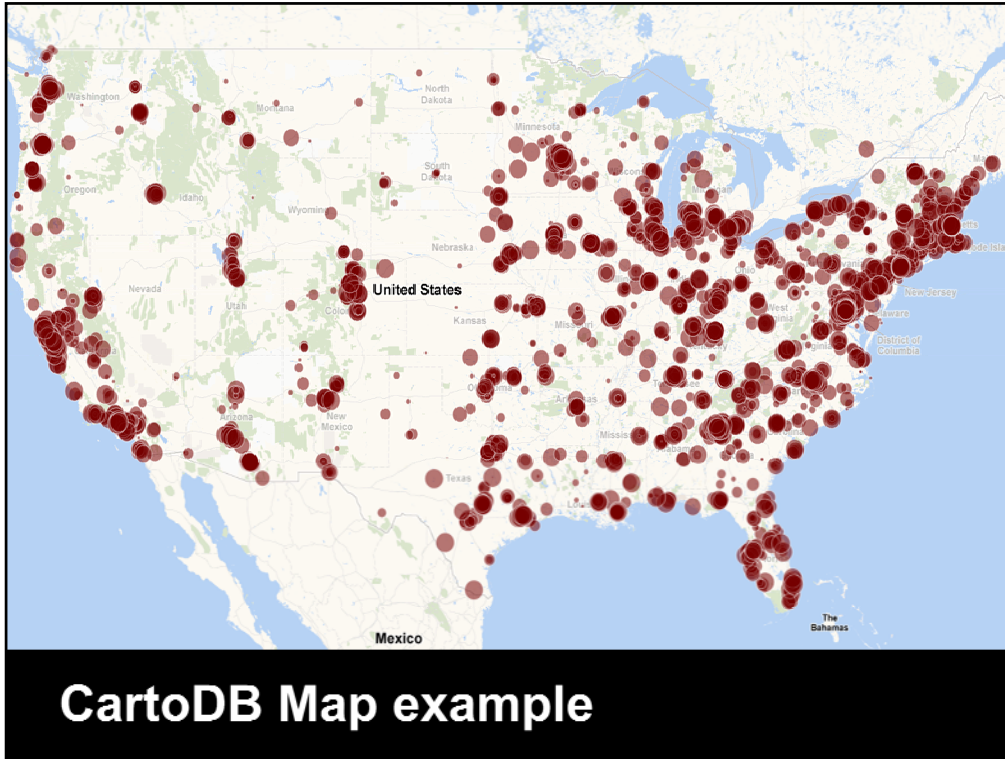
Use: Generate Longitude and Latitude from addresses or postal codes – exportable to multiple mapping programs or create maps within the program itself

Cost: \$0

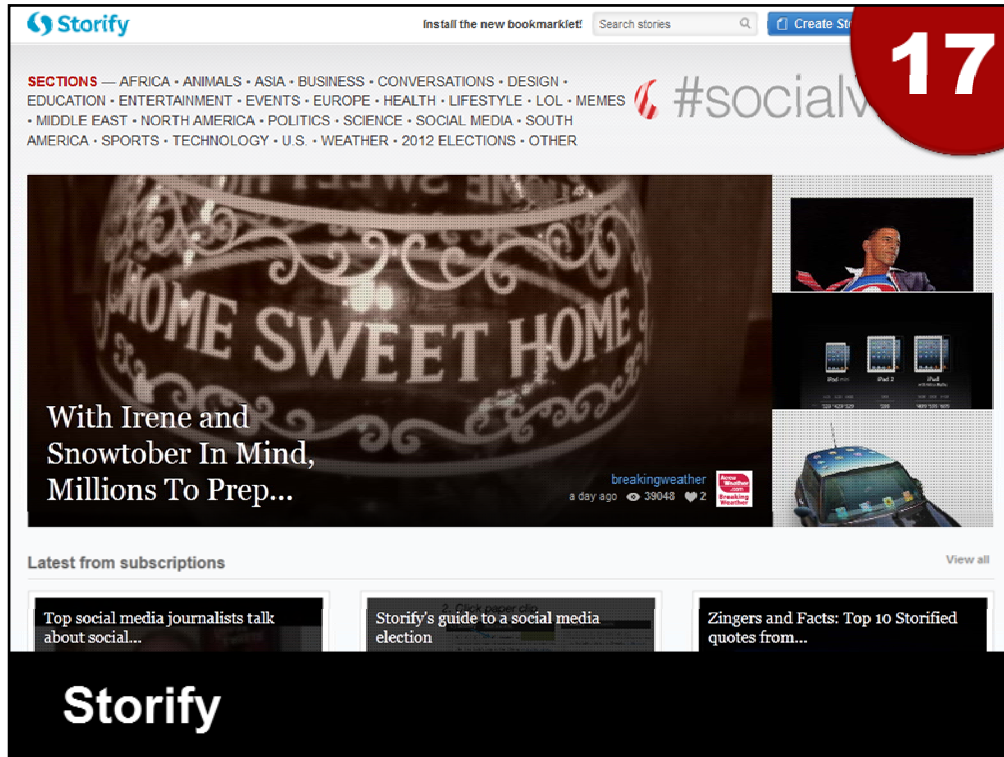
Warning: Dataset must be made public

Possible replacement for batchgeo which has changed its structure

Can be used for large scale lat/long generation



AEA membership in the domestic US based on postal code 10/26/12, bubble map generated using CartoDB



Tool: Storify

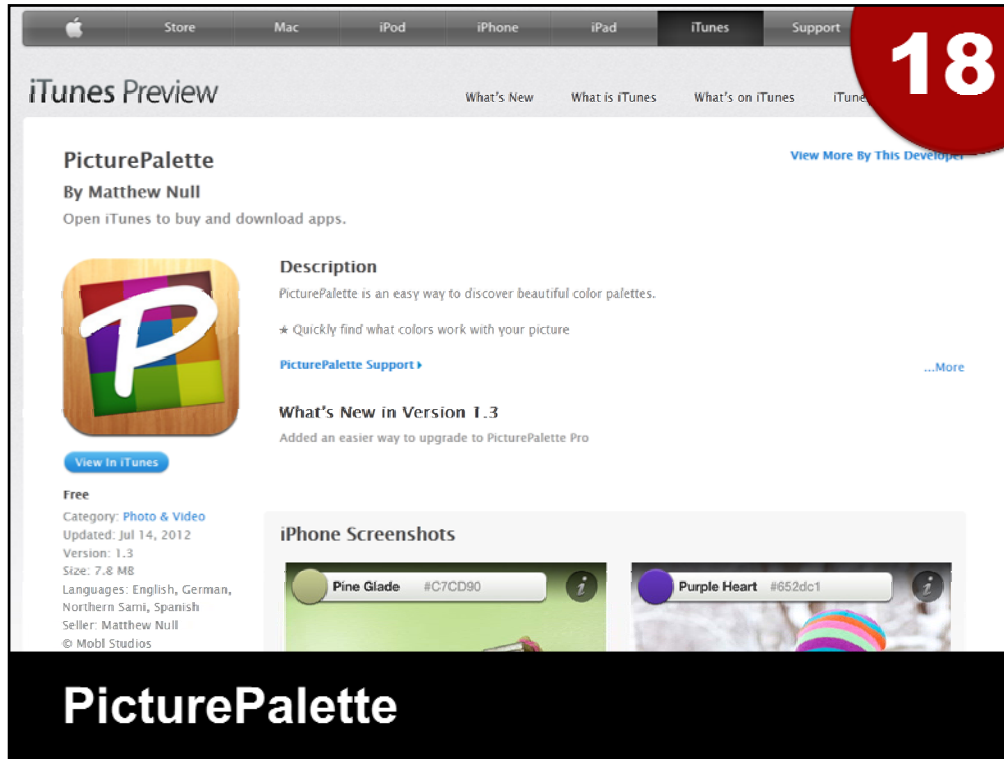
URL: <http://storify.com/>

Use: Curate content from social media

Cost: \$0

My aea365 post using storify to curate Twitter content from Evaluation 2012

<http://aea365.org/blog/?p=7441>



More on Choosing Colors

Tool: PicturePalette – Compatible with iPhone, iPod touch, and iPad. Requires iOS 5.0 or later.

URL: <https://itunes.apple.com/us/app/picturepalette/id527095741?mt=8>

Use: Create color palettes from a single color in a photo taken via iDevice

Cost: \$0

(note – one downside is that it is working from only a single color within a picture)


Stephanie Evergreen's post on her blog about PicturePalette

<http://www.evergreenevaluation.com/city-branding-chicago/>

DeGraeve.com contact

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Color Palette Generator



#115555	#009988
#22aa77	#00ff99
#eeffee	#ffffff
#c0c0aa	#eeffdd
#aa7755	#dd9955
dull	vibrant

URL of image:

Make color schemes. Enter the URL of an image to get a color palette that matches the image. This is useful for coming up with a website color scheme that matches a stock photo a client wants to work with. If you like this color palette generator, you might like [ColorHunter.com](#)

\$2.95 Domain Name Special
 From The Original Domain Registrar. Hurry, \$2.95 Domain Offer Ends Soon
[www.NetworkSolutions.com](#) [AdChoices](#) >

Hey Developers: Would you be interested in an **API** to get colors within an image? What would you be willing to pay for such a service? [Drop me a line.](#)

All Tools
Reference
Really Old Fun and Games
© 1999 - 2011 DeGraeve.com

Biorhythms
 Business Card Generator
 Color Palette Generator
 Color Picker

Ajax Example
 ASCII Table
 Current Stamp Price
 Jedi Robe Pattern

Hangman
 Horoscope
 Magic 8 Ball
 Mastermind

Color Palette Generator

Still More on Choosing Colors

Tool: Color Palette Generator

URL: <http://www.degraeve.com/color-palette/index.php>

Use: Create color palettes from the range of colors in an online photo

Cost: \$0

Right click on any photo online and select “Copy Link Location” then past the URL of the image into this site to create a pair of color palettes from the colors in the picture (note that it will compress the picture when shown as in this example – but you aren’t using the picture, just its colors)

Lovely Charts
By **This is Lovely! SPRL**
Open iTunes to buy and download apps.

Description
Create beautiful diagrams (flowcharts, sitemaps, org, charts, etc.) in minutes. Using simple and natural gestures, you can literally draw diagrams as naturally as if you were sketching on paper. Check it in action here: <http://vimeo.com/lovelycharts/ipad>

What's New in Version 1.3.3
Support for the new iPad's Retina Display

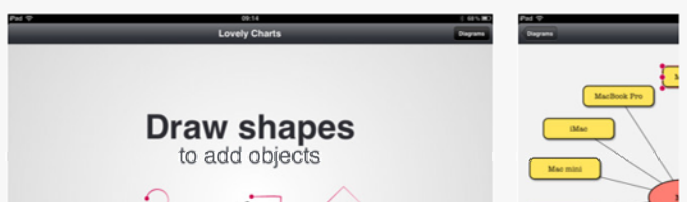

View In iTunes

\$4.99
Category: Productivity
Updated: May 03, 2012
Version: 1.3.3
Size: 3.8 MB
Language: English
Seller: This is Lovely! SPRL
© 2011-2012 This is Lovely! SPRL
Rated 4+

Requirements: Compatible with iPad. Requires iOS 5.0 or later.

iPad Screenshots

Draw shapes to add objects



Lovely Charts (NOT FREE)

Tool: Lovely Charts

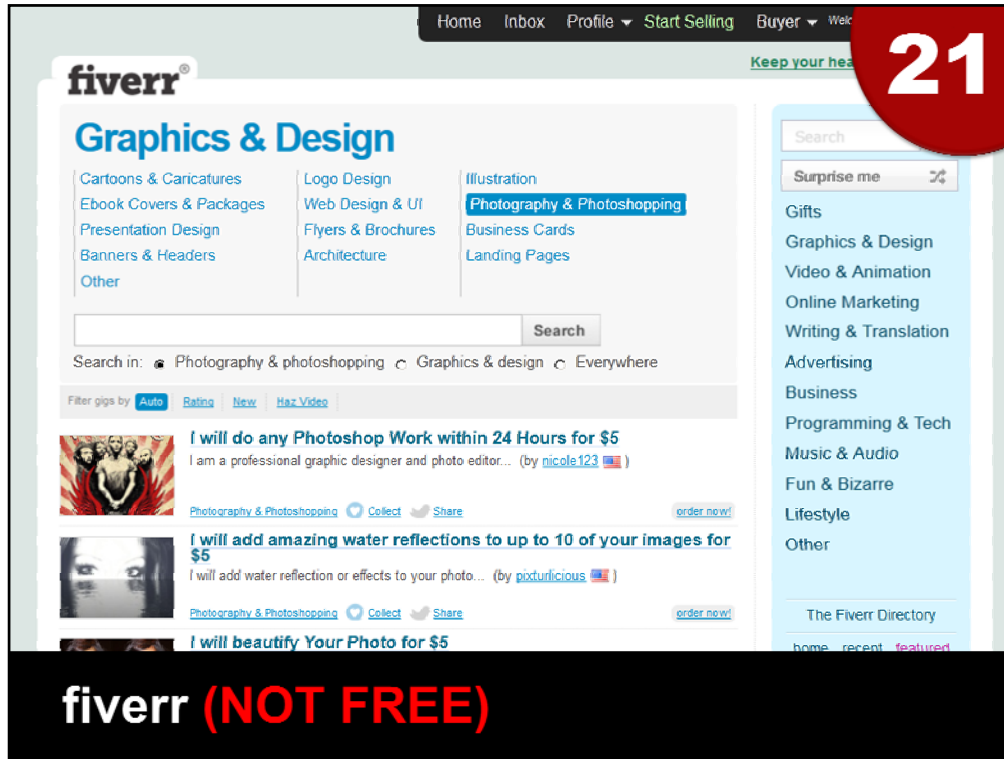
URL: <https://itunes.apple.com/app/lovely-charts/id485253769?ls=1&mt=8>

Use: Create Logic Models (and other models and diagrams) on the iPad

Cost: \$4.99

The folks at BetterEvaluation recommend this iPad ap for drawing program logic models
http://betterevaluation.org/resource/tool/lovely_charts_tool

Better Evaluation is an international collaboration to improve evaluation practice and theory and their site is packed with resources on many aspects of evaluation – see <http://betterevaluation.org/>



Tool: fiverr

URL: <http://fiverr.com/>

Use: Hire people to do projects for \$5

Cost: \$5

People post jobs to fiverr that they are willing to do for \$5. Most of them are garbage, but there are a surprising number that are a great deal and can help with reporting. For instance, I've used them to convert a logo from a jpg to vector art (thus making the logo scalable and clean when integrating into a report), for creating an intro to a video (this cost \$10 because I wanted it in HD, but was worth every penny), and for fixing the sound on a recording. These might be a good option for a business card design, photoshopping a picture, or doing a bit of background research.

Hints:

Look carefully at feedback and examples – when you view the profile for a job, look at the number of positive reviews and the work samples

- Consider only contracting with those who have multiple positive reviews, but also realize for \$5 maybe it's worth the risk for something interesting
- Not everything is \$5 – they start at \$5, but can be more depending on complexity, changes, etc. and some have options that you can select when purchasing (such as the HD upgrade for the video intro for an extra \$5 that I purchased)
- Many of the bidders are international – be sure to give EXACT text for any project as errors in your text are unlikely to be caught and you will likely be charged for changes

PIXTON

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22

**The World's Best Way to
MAKE COMICS**

Create real comic layouts.

Edit the shape and position
of each comic panel.

□ □ □ □ □ □ □ □

PIXTON FOR FUN **EXPLORE NOW**

- Discover authors — 1 million & growing
- Share and remix comics with friends

PIXTON FOR SCHOOLS **MORE INFO**

- Private & secure space
- Grading & assessment tools

PIXTON FOR BUSINESS **MORE INFO**

- Add character to your message
- Create comics privately & securely

Pixton

Tool: Pixton

URL: <http://www.pixton.com/>

Use: Create your own comics (multiple formats)

Cost: \$0

I like this comic maker because of its customizability – you can import your own pictures as well as use those that are pre-made.

Another option in this category would be toonlet <http://toonlet.com/> which is recommended by BetterEvaluation

<http://betterevaluation.org/resources/tools/cartoon/toonlet>

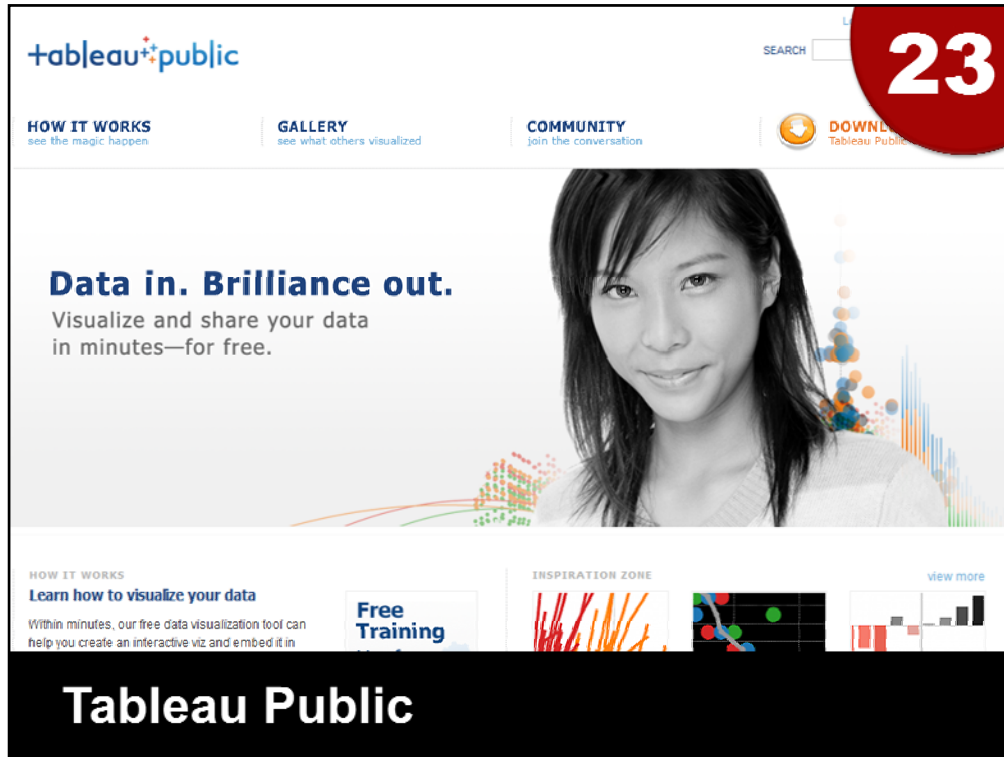
And, a third option would be wittycomics <http://www.wittycomics.com/> which Kylie Hutchinson has used to create a number of comics, such as this one on Evaluator Values

<http://www.wittycomics.com/comic/70132>

Finally, on a side note, Chris Lysy cartoons about evaluation at FreshSpectrum

<http://freshspectrum.com/> - he has talent regarding illustrating that I do not.

FreshSpectrum is good for a laugh, for a conversation starter, and for inspiration.



From the Pantheon!

Tool: Tableau Public

URL: <http://www.tableausoftware.com/public/>

Use: Suite of data visualization tools

Cost: \$0

Downside – to use Tableau Public your data set must be made public – regular Tableau is approximately \$1000/seat but with discounts available to education and nonprofits

Tableau Public is difficult to cover in a rapid fire session, it takes a bit of time to demonstrate even a few of its tools – it would be a bit like covering SPSS in 5 minutes.

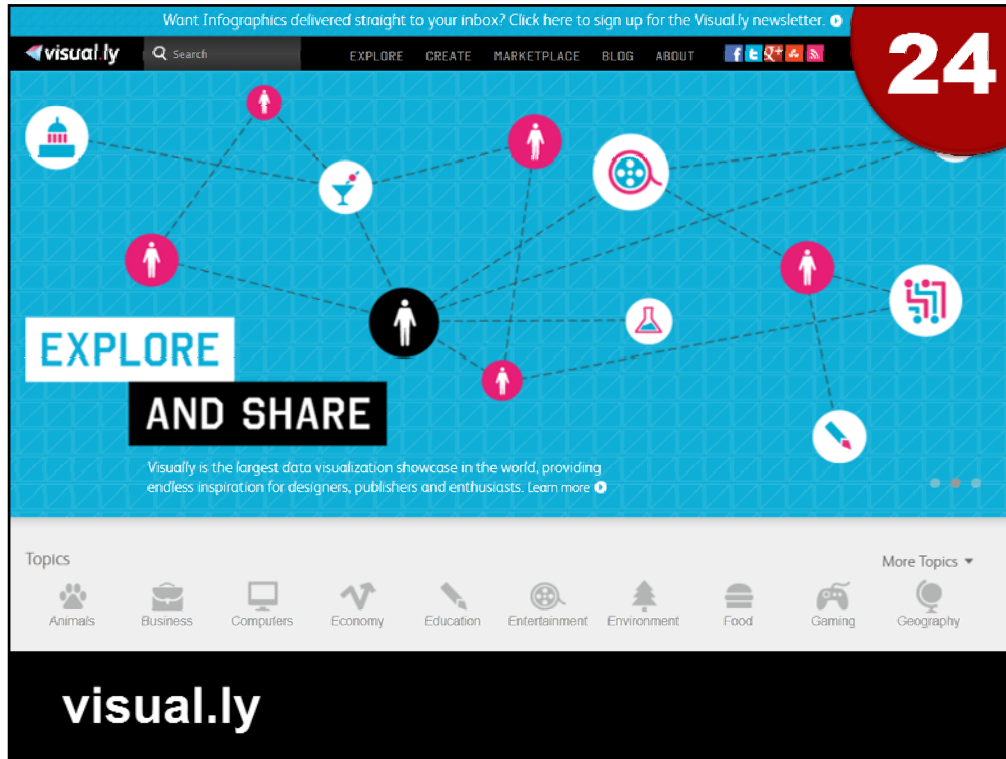
However, Tableau has a range of great online tutorials

<http://www.tableausoftware.com/public/training#currentTraining> and AEA has offered Tableau training via eStudy in the past. Because the best Tableau data visualizations are interactive, it is best to take a look at their example galleries at <http://www.tableausoftware.com/public/gallery>

A number of people have written about Tableau on aea364

<http://aea365.org/blog/?s=tableau&submit=Go>

One of my favorite downtime podcasts is filmspotting (see <http://filmspotting.net/>) – they offer erudite evaluations (ok reviews) of films old and new. Each week they offer a top five list on some film-related topic, ranging from ‘top 5 cinema spies’ to ‘top 5 Woody Allen scenes.’ They also have a pantheon (see <http://filmspotting.net/top-5/pantheon.html>) – a set of movies ineligible for their top five lists because they are so beloved by the hosts that the films would re-appear over and over. Such is Tableau for me, definitely in my pantheon –



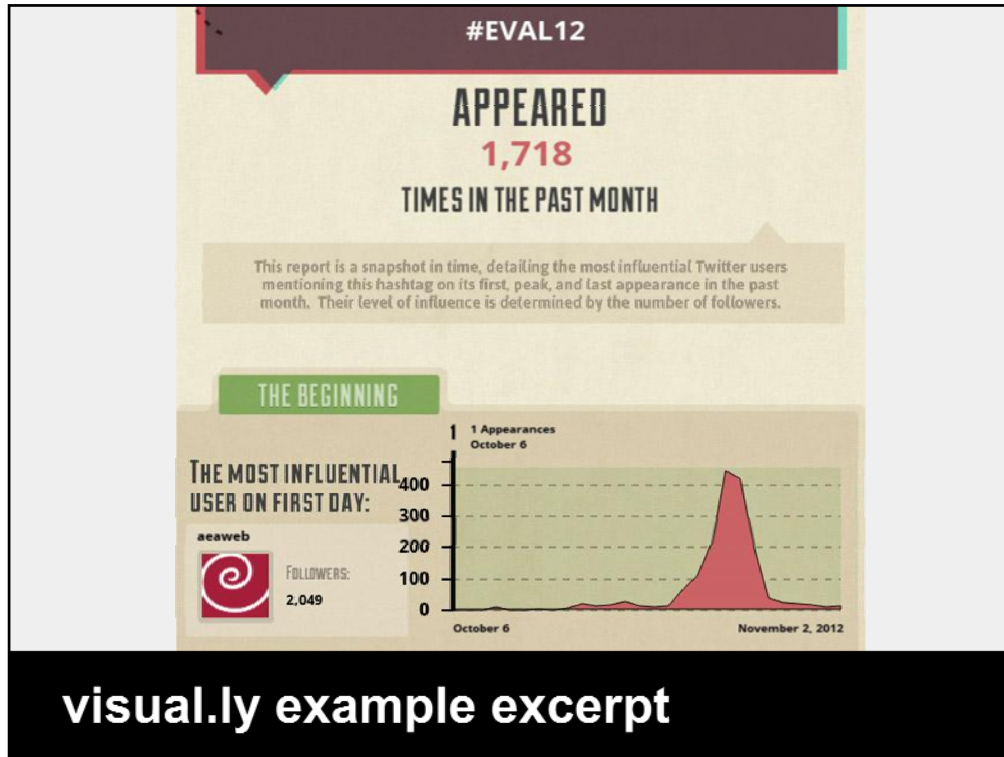
Tool: visual.ly

URL: <http://visual.ly/>

Use: Create a very limited number of near-instant infographics based on social media metrics and explore a wide range of data visualizations and infographics for inspiration – also includes a marketplace in beta release where you can find a designer for an infographics project

Cost: \$0

Recommended by Yelizaveta Ruzer at Evaluation 2012



Excerpt from visual.ly example showing use of the #eval12 hashtag on Twitter during Evaluation 2012. See the full infographic here ow.ly/eZzFa

Visual.ly currently has seven default infographics that you can make in a matter of two minutes or fewer – over half are sponsored by corporate brands such as Amstel Light, but the Twitter hashtag example, the twitter showdown (comparing two twitter users example), and facebook insights example are all relatively generic and sponsored by visual.ly itself. Major downsides include that you cannot delve deeper into the data within visual.ly (although other applications let you do so), so it is indeed a snapshot and you have to accept what is given.



Tool: Microsoft Photosynth

URL: <http://photosynth.net/default.aspx>

Use: Stitch together photos into a panorama (multiple stitched together photos from a single spot that can create a 360 look) or a synth (multiple photos of a single item taken from different vantage points)

Cost: \$0

Recommended by Wendy Tackett at Evaluation 2012

Synth ap available for iphone

<https://itunes.apple.com/us/app/photosynth/id430065256?mt=8> (only creates panoramas, not synths)

Free desktop downloads as well for my sophisticated stitching together of panoramas and synths

Worth looking at the examples on the site to get the full feel for the possibilities



Tool: GIMP

URL: <http://www.gimp.org/>

Use: Opensource photo editing, image development, and image type conversion tool

Cost: \$0

Recommended by Elizabeth Oyer at Evaluation 2012

The screenshot displays the amCharts website interface. At the top, there are navigation tabs for 'JavaScript charts', 'Flex charts', 'WPF & Silverlight charts', and 'Flash maps'. A large red circle with the number '27' is overlaid on the top right. Below the navigation, there are links for 'Home', 'Products', 'Download', 'Buy', 'FAQ', 'Documentation', and 'Support'. The main content area features a 'JavaScript charts' section with a description: 'It's a set of JavaScript/HTML5 charts for most of your needs. Our package includes serial (column, bar, line, area, step line, smoothed line, candlestick and ohlc graphs), pie/donut, radar/polar and xy/scatter/bubble charts.' This section includes four chart examples: a line chart titled 'Visitors' countries', a pie chart, a bar chart titled 'amCharts' downloads', and a bubble chart titled 'Bubble & Scatter chart'. To the right, there is a 'Blog' section with several article links and a 'Clients' section listing companies like Microsoft, Cisco, NASA, Motorola, SAS, Reuters, and Compaq.

Tool: amCharts

URL: <http://www.amcharts.com/>

Use: Chart library in Java (as well as others in Adobe Flex, Silverlight, and Flash) – customizable examples ready to embed in your applications

Cost: \$0

Recommended by Chad Praul at Evaluation 2012

New PDFill PDF Editor 9.0
Free PDF & Image Writer, Free PDF Tools

Free Technical Support and Free Upgrade!

PDFill PDF Editor
Buy Editor at \$19.99
Free PDF Writer
Free PDF Tools
Free Image Writer
Download
Information
Example
Support
FAQs
About us
Awards & Reviews

Insert, Fill, Edit, Delete and Submit PDF Form Fields;

Type, Draw, Comment, Sign and Scan PDF Documents;

Open, View, Edit and Save PDF files without Adobe Acrobat!

We have gotten some of the best awards for our software. Check them out:
 ★★★★★ [CNET Editor Review](#)
 ★★★★★ [Tucows.com](#)
 ★★★★★ [SnapFiles.com](#)
 ★★★★★ [TopShareware.com](#)
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