

# MEMORANDUM

**TO:** PROFESSOR KAREN THOMPSON  
**FROM:** WESLEY FIELD  
**SUBJECT:** DEVELOPING PROSE  
**DATE:** 30 NOVEMBER 2012

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Here is the information you requested about my design strategies for my info graphic on “How to Identify the Four Native Cutthroat Trout (*Oncorhynchus clarki*) Subspecies of Idaho. I will discuss in this memo my audience, story of the info graphic, background, pictures and text and how I used Microsoft Word to develop this info graphic.

## **Audience**

The audience for this info graphic is anyone fishing waters containing cutthroat trout (*Oncorhynchus clarki*) in the state of Idaho. With all four subspecies of cutthroat trout looking very similar it is important for anglers to identify key visual differences between the subspecies. This is especially true in areas where subspecies overlap and one subspecies may be closed to retention. My audience will benefit from this info graphic by being able to distinguish the four subspecies of cutthroat trout and by doing so be able to avoid costly tickets by not retaining fish that are closed to harvesting.

## **Story of Info Graphic**

The story this info graphic is telling, is how to visually key out the different subspecies of cutthroat trout in Idaho. As a fisheries major it is important to be able to identify various species of fish. Cutthroat trout can be challenging to identify since they all have very similar characteristics. With the use of this info graphic anglers as well as fishery technicians and biologist can benefit by using the different visual attributes to identify each subspecies.

## **Background**

The background for this info graphic is light blue to represent water. Since fish live in water I decided to incorporate this aspect into this info graphic. The blue I choose to use is one that gives a neutral feeling. Since this is not an issue that is controversial I did not see a need to use a color that would promote anger or excitement. However, it is a color that will attract someone’s attention as they walk by.

## **Pictures and Text**

I avoided the use of drawings to show the various features of a particular subspecies because they do not always accurately depict what an individual of a species looks like. Instead I used photographs of each of the four subspecies. The photographs I used were taken of individuals that were not displaying visual spawning characteristics. It was important to use pictures not taken during the spawning period because they more accurately represent what an angler will see when they catch one of these fish. However, if an angler were to catch one of these fish displaying spawning characteristics the only differences would be more vivid colors and potentially a cape (hooked nose). I also placed a person fly-fishing in the lower left corner to eliminate open space. I feel that the use of this picture also helps relate to my targeted audience since they are also anglers.

The text I used is Andalus for the names of the cutthroat trout and Arial Narrow for the description of each subspecies. Using the two different fonts added a nice contrast between the headings and body. I also underlined the headings to help differentiated it from the body. I choose to add the text next to the picture for easier readability. Also by putting the text next to the pictures, I feel more people will be inclined to stop and read how to identify each cutthroat trout.

## **Use of Microsoft Word**

I used Microsoft Word 2007 to develop this info graphic. To line up the pictures I used the picture-formatting toolbar and used the position drop down menu. After I chose the general location in the paper to place a picture I either moved it up or down to evenly space the four pictures. I used the bullet feature to help organize each description for a particular cutthroat trout. In order to get my bulleted points to line up I adjusted the hanging indent to align the first line with the second line of text. I also used the clip art feature to find a picture of someone fishing to help eliminate open space in the bottom left corner.