

**CARDIFF NEWS PLUS**



**TV GRAPHICS**

## WHAT ARE GRAPHICS FOR?

- Graphics (GFX) can add emphasis to script
- GFX can convey information that is difficult to absorb
- GFX can be used as an alternative to a PTC
- GFX can illustrate a timeline

## IN THE REAL WORLD...

**Production/Broadcast journalists can prepare at their desktop**

**More complex graphics involve a graphics artist**

**They welcome ideas/suggestions - they *need* a script**

**GFX are often put into the presenter link - using e.g. video wall**

## GFX PRINCIPLES

**GFX should be clear and simple.**

**A new “page” for every new idea.**

**Don’t try to make them do too much.**

**What you say MUST match what’s on screen.**

**Statements need to be read in full...**

**...but you don’t need to use everything “they” send you.**

**The STRAP should be clear and simple and stay on throughout.**

**Remember to SOURCE.**

**WILL COUNCIL TAX  
INCREASE HELP  
SOCIAL CARE?**

**NO DIFFERENCE:  
30**

**SOURCE: ASSOCIATION OF DIRECTORS  
OF ADULT SOCIAL SERVICES**



This is the STRAP, or title. It should be simple, short and clear and at the top of the GFX. It should stay throughout all reveals.

## SMOKERS IN WALES

You should SOURCE all data.

Source: Welsh Government

## SMOKERS IN WALES

# 2020



# 100,000

Script:

Back in 2020 the Welsh Government says  
there were around 100,000 smokers in Wales.

Source: Welsh Government

**SMOKERS IN WALES**

**2022**



**100,000**

**Source: Welsh Government**

## SMOKERS IN WALES

2022



54% drop

46,000

Script:

By last year that number had  
fallen to 46,000 - a drop of more than 50 per cent.

Source: Welsh Government



## SMOKERS IN WALES

“Our range of policies are designed to help smokers quit the habit. These latest figures show they’re working.”

Script:

In a statement the Welsh Government said:

*“Our range of policies are designed to help smokers quit the habit. These latest figures show they’re working.”*

Source: Welsh Government



## WELSH GOVERNMENT STATEMENT

“Our range of policies are designed to help smokers quit the habit. These latest figures show they’re working.”

Script:

In a statement the Welsh Government said:

*“Our range of policies are designed to help smokers quit the habit. These latest figures show they’re working.”*

If your graphic is a statement - it's OK to make the STRAP e.g.:  
“WELSH GOVERNMENT STATEMENT” - and then no need for SOURCE.



**WELSH GOVERNMENT STATEMENT**

**“Our range of policies are designed to help smokers quit the habit. These latest figures show they’re working.”**

If your graphic is a statement - it's OK to make the STRAP e.g.:  
“WELSH GOVERNMENT STATEMENT” - and then no need for SOURCE.