 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_

Try [Thinglink](http://www.thinglink.com/learn)

**What is Thinglink?** [www.thinglink.com](http://www.thinglink.com) “makes your image interactive”

Similar to a [Glog](http://www.glogster.com/), (a digital poster) but based on making a single image come alive!

(with music / video / critically chosen info. links of your choice)

You create *links = tags = touches*

a) To explain the meaning of the image

b) To reflect / interpret what the image means to you

***Link-outs***– Link to external sites + take the reader away from your image (increases click-aways)

***Link-ins*** –Comments only which keep the reader on your image and engaged with it

(keeps clicks on the main image page)

**How can I use Thinglink?**

To critique: Photos - Historical, Scientific, Nature; Poetry, Artwork, Advertisements

(for Media Awareness, Bus. Ed)

* "Link ins" could address the elements of the piece as well as the personal response.

**HOW TO’S**

**1. Choose an image** (don't forget to add a *link-in* to cite it!)

**2. Add relevant links = tag** with web content (to explain the image).

> *Link-out* to a video / music clip, definition, google map (limit these “*link-outs”* )

> Emphasize the “*link-ins*” – your personal response /critique

One of the links can be a critique the image (in your own words)

**3. Share your interactive image** with your class / the world wide web.

**WHERE DO I START?**

**#1 – PLAN AHEAD**

* What is *the best* image that represents my project? (or your teacher will give you an image)
* What type of links do I want to make?
* Video \*
* Music
* Dictionary /definition
* Google Map
* Statistics
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* Note: more than one video link will drastically slow down your presentation – Use only 1 video link

* How many links? (Use a **max of 5 links** = touches)
* Limit ***link-outs***
* Emphasize ***link-ins***
* Where should the links go within the photo?
* Did you find THE BEST POSSIBLE video/music clips? Are they less than 2-3 min.?

#2 – **MAKE IT STAND OUT**

Ask yourself, how can I make my Thinglink compelling, unique or clever?

* Use my own photos?
* Upload my own video clip?
* Find a compelling quote that reflects the image?

**#3 – LESS IS MORE**

* Don’t crowd the image with too many links (tags)
* Be strategic when choosing links and where you place them.

**5 Tips for Tagging Images with ThingLink**

From: **http://www.thinglink.com/help/Tips%20for%20Tagging**

Thinglink image tags make photos interactive, adding value for readers and enhancing their viewing experience. Here are five suggestions for tagging your images.

**1. Make Tags Engaging**[**#**](http://www.thinglink.com/help/Tips%20for%20Tagging#section-Tips+for+Tagging-1.MakeTagsEngaging)

Think about what triggers a clic. and what might be interesting from the user's perspective. Add tags to objects (people, places and things) that engage readers with fun, interesting links.

**2. Tell a Story**[**#**](http://www.thinglink.com/help/Tips%20for%20Tagging#section-Tips+for+Tagging-2.TellAStory)

Use tags that tell a story of the image. Uncover the hidden and explain the non-obvious. Use links to navigate readers from inside the image to interesting informational details and links that will make your readers come back for more.

**3. Place Tags Tastefully**[**#**](http://www.thinglink.com/help/Tips%20for%20Tagging#section-Tips+for+Tagging-3.PlaceTagsTastefully)

Remember that anything placed directly on top of a face or object may disrupt the viewing experience. So if you tag a person, you might want to avoid tagging the face. Place your tags tastefully.

**4. More Than One, Less Than Twenty**[**#**](http://www.thinglink.com/help/Tips%20for%20Tagging#section-Tips+for+Tagging-4.MoreThanOneLessThanTwenty)

How many tags should you use? In-image tags make photos interactive. Add 3 to 5 tags to each image to make it interesting and fun. On the other hand, twenty tags may create clutter. The rule of thumb is: if an image is not clearly visible with a tag on it, don’t tag it at all.

**5. Direct Links**[**#**](http://www.thinglink.com/help/Tips%20for%20Tagging#section-Tips+for+Tagging-5.DirectLinks)

Make it easy for your readers to enjoy your photos by sharing accurate links. If you tag a lamp or sofa, try linking directly to the object (e.g. URL for an Amazon item vs. the Amazon website itself). Take a look at some creative ideas on how to use ThingLink by visiting our [Gallery](http://www.thinglink.com/gallery)!

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