

Word Art is a classic word cloud platform that creates a graphic visualization of a text or corpus (body of text) based on the frequency of terms used. Standard size visualizations produced by Word Art are free to download. High quality visualizations can be purchased. Using Word Art works best when users sign up for an account with verifiable email address. To use Word Art effectively, consider the authorship and intent of the text or texts under analysis. What kind of document or documents are they? What is their purpose? Who are their authors? Who is their audience? What is the historical context? Word clouds can convey important ideas at a glance if they are generated with an understanding of these elements. Here is how to get started with Word Art.

1. Open Google Chrome. This is the most compatible web browser.
2. Open Word Art at <https://wordart.com/>. Log in with the appropriate credentials. From the homepage, on the main menu click “My Word Art” on the upper right. On the next screen, click the red “+Create new wordart” at the left. The dashboard opens in a new tab.
3. The Word Art dashboard is divided into a workspace on the left and a visualization space on the right. Click “Import words” at the upper left of the workspace to open the dialogue box. Text can be entered by copying and pasting using keyboard shortcuts or by uploading a .CSV or Excel sheet. The dialogue box automatically selects removal of common words such as articles and prepositions and numbers. It also automatically stems or compresses similar word formats such as plurals. Once the text is loaded click the “Import Words.”
4. Once the text is loaded, click the red “Visualize” button to the upper left of the visualization space. The word cloud is dynamic and will highlight words users hover over.
5. The presentation of the word cloud can be manipulated in a number of ways. For explanation see Word Art’s FAQs at <https://wordart.com/faq>.
 - a. Words – Alter and remove words to streamline the visualization.
 - b. Shapes – Choose the shape of the word cloud.
 - c. Fonts – Choose the font.
 - d. Layouts – Choose the direction of words.
 - e. Style – Choose the colors.
6. When changes have been chosen, click the red “Visualize” button to implement them.



Figure 1: Example of the Word Art dashboard. The dataset that produced these visualizations are the presidential inaugural addresses from 1977 to 2020.