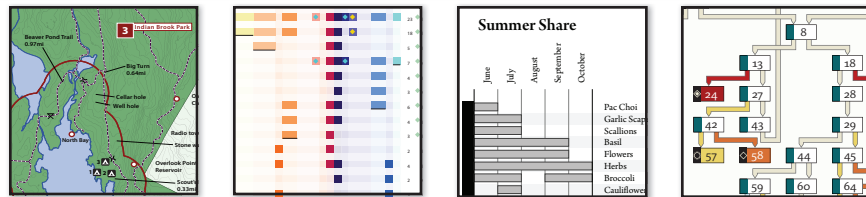


# Visual Explanation WITH Information Design

In today's environment, time is at a premium and images constantly compete for your attention. In order to make an impact, messages must somehow stand out from the clutter. They must also be delivered quickly and efficiently, and this poses a challenge. When complex ideas and a need for accuracy are involved, the difficulty increases further. These challenges can be overcome using Information Design.

Information Design builds understanding through the use of precisely crafted imagery. Examples of applied information design include: maps, charts, graphs, signage systems, diagrams, forms, data tables, ballots, timetables, and instruction manuals.

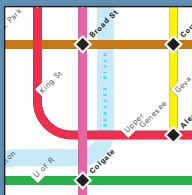
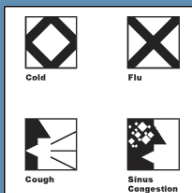
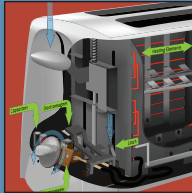
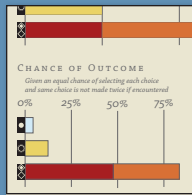


Too often, a graphic designer either overlooks or is ill-equipped to handle the varied ways in which viewers will interpret information. A traditional designer may excel at communicating the message of a brand and still fail to fully explain its value. This failure severely harms the chance of conversion. If you don't understand a product, are you going to buy it?

Well-developed Information Design not only avoids this scenario, but improves the customer experience and provides a competitive edge. Greater understanding improves decision making and avoids errors. Improving a viewer's experience leads to higher efficiency, greater trust and loyalty, and therefore improves reputation.



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Effective Information Design tells the story that lies underneath raw data. At a glance, a viewer can gain an overview of an entire system. The system can be seen within context, allowing viewers to envision how it will solve their specific problem. Relationships can be easily understood and comparisons made. Information Design reduces the complexity of intricate systems, drastically speeding the process of comprehension.

At the same time, Information Design can reveal a great amount of detail. Small items can be examined individually while easily understood as part of larger systems. Connections hidden behind unfamiliar numbers or concepts are made visible. Unfamiliar concepts become transparent. Viewers with no expertise in a subject can understand the system as a whole, while viewers with strong expertise can read into details to deepen their understanding.

At times, there is no way to communicate effectively except through Information Design. Objects may be physically inaccessible because of their location or size. Text alone may prove inadequate or excessively complicated. A well-designed diagram or chart can overcome these barriers and make the information available to the viewer.

Though we use it daily, we rarely recognize Information Design at all. When it works, it is transparent: we get the information we want and we don't think about how we got it. In contrast, poor design confounds and frustrates us, makes us feel incapable and inept. Many people have had the experience of feeling inadequate while assembling something from an instruction manual or attempting to set up electronic devices. These people are certainly smart enough to carry out these tasks, but they cannot get the information they need because of poor design. Yet, there are toys for children where the assembly instructions are not only easily understood, they are a big part of the fun.

If your project requires handling complex information or delivering a message quickly and accurately, consider working with Hazard Creative. Hazard is the only agency in the region that specializes in Information Design. With advanced training and years of experience, Hazard is capable of designing, developing and implementing high quality work in print, electronic, and interactive media. For more information, visit [hazardcreative.com](http://hazardcreative.com).



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