TARGETING COMMUNICATION TOOLS – CONTENT, PICTURES AND GRAPHICS – ABOUT BIODIVERSITY STRATEGIES TOWARDS STAKEHOLDERS AND POTENTIAL FINANCING ORGANIZATIONS

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About my field

0 Communication

- an «assignement to do together» > lat.
- ≠ information
- social network and the «share» button
About my field

Communication Design

- A mixed discipline between design and information-development: how media intermission communicate with and motivate people

- A system-based approach of thinking strategically in design and marketing terms, in order to establish credibility through the communication

Teatre CCCB by Hey Studio, Barcelona - ES
About my field

Visual Design?

It’s not just for artists, but for every mass-produced product made to be seen⁴…

1. Riccardo Falcinelli, Critica portatile al visual design, 2014
About your field

TARGET → bridge the gap between the research community and societal needs

STRATEGIC OBJECTIVES

1. COMMUNICATE → your concepts/projects/innovations

2. ATTRACT →
   - with: material must be novel, complex, and comprehensible
   - how: «feeling of deprivation» - start with the question

3. IMPACT →
   - on: an Evaluator, a Group, a Community, the media...
   - with: clarity, pertinence and effectiveness

2. Annie Murphy Paul, The Power Of Interest from Internazionale magazine and the author’s blog, 2013
About our field
Communication tools

1. CONTENT
Content & Concept

**CONTENT**

- Consistent Formatting
  - Paragraph & Bullets
  - Bold & Italic
  - (Underline & Brackets)
  - Titles & Subtitles
  - Upper & Lowercase
  - Font Size
  - Punctuation

**CONCEPT**

1. Metaphors
   «the scientific metaphors try to bring the unknown towards the known»

2. Symbols

3. ...
Hone your vocabulary and terminology in context and target

**Occam’s Razor**
In Latin *lex parsimoniae*, is a problem-solving principle stating that among competing hypotheses and in the absence of certainty the fewer assumptions that are made, the better. In the scientific method, is not considered an irrefutable principle; therefore, simpler theories are preferable to more complex ones because they are better testable and falsifiable.
Content & Concept design

**CONTENT**

- Essential
- Adaptable
- Well-balanced graphics and space, including white space

**CONCEPT**

1. **VISION**
   - What is the main message I would give?
   - How could I give it?

2. **Brainstorming and stressed ideas**

**CORRECT = CREDIBLE**
Communication tools

2. PICTURES
Context

0 Cherry-pick the best pictures you have for your target/concept
Quick Rules

- Resolution and type of publishing: 300 dpi for small-size printing, 150 for big-size, and 72/96 for web
- Format and type of picture:

<table>
<thead>
<tr>
<th>Type of Picture</th>
<th>JPEG</th>
<th>GIF</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>B/W</td>
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<td>✓</td>
<td>✓</td>
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<td>Animations</td>
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<td>✓</td>
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</tr>
<tr>
<td>Transparency</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Layout

Quick Rules

• Imagine or – better – visualize a grid
• Try to cut pictures of the same size, maybe only height/width, and align them to the same margin
• Put in order:
  • details → landscapes
  • chronologically
  • ...

Odd Rule

A layout will be less static if its elements are odd (3,5) not even (2,4)

The Golden Ratio: the layout follows lines dividing the paper into 2/3 and 1/3, mainly on vertical axes
Communication tools

3. Graphics
Every font has a story
Use it consistently with your messages and concepts

Quick Rules
• Serif and Sans Serif
• Important is the impression:
  Comic Sans for bad news?
  Times New Roman for novelties?

Color

**Quick Rules**

- The **last thing** to do
- The **first** if we have specific picture or product to promote
- Start from **logo**!
- Important is **balance and impression**, even if there are a lot of studies on it, including Goethe’s ones

**Online Tools and Software**

- Eyedropper in sw and online
- Colors matching, chromatic palette, patterns, textures and pictures by colors; colors generators from spectrum
- Identification code/name/number for every color is convertible into web (HEX)/graphics (RGB) sw/print (CMYK)

**Harlequin Rule**

Could you tell me the Harlequin’s dress colors?
Graphic

**Quick Rules**

- Make your graphs **understandable**: give it to your children or grandmother to read
- Take care of the **legend**: it’s the access to your work
- **Visualize** problems and data by a conceptual – and rational – map
- Why not **infographic**?

**Chartjunk Rule**

Refers to all visual elements in charts and graphs not necessary to comprehend the info represented, or that distract the viewer from it

It’s a graphic visual representations of info, data or knowledge intended to present complex info quickly and clearly
Graphics

GUTENBERG DIAGRAM
Info follow the axes of orientation of our eyes

KISS PRINCIPLE
Acronym for "Keep it simple, stupid" as a design principle noted by the U.S. Navy in ’60
Cross-cutting issue

4. INFORMATION ARCHITECTURE
What is IA?

Information architecture (IA) is the structural design of shared information environments; the art and science of organizing and labelling websites, intranets, online communities and software to support usability and findability; and an emerging community of practice focused on bringing principles of design and architecture to the digital landscape.
Three Circles of IA

I’ve found the infamous three circle diagram to be a great tool for explaining how and why we must strike a unique balance on each project between business goals and context, user needs and behavior, and content.

5. Peter Morville, from semanticstudios.com, 2004 | Picture by semanticstudios.com
When I broadened my interest from IA to UX, I found the need for a new diagram to illustrate the facets of user experience – especially to help clients understand why they must move beyond usability – and so developed the user experience honeycomb.

6. Peter Morville, from semanticstudios.com, 2004 | Picture by semanticstudios.com
IA: one problem

Information overload and paradox of choice are more a quality problem – e.g. how info is presented – than a quantity one – e.g. the amount of info.

7. Luca Rosati, from www.slideshare.net/lucarosati/architettura-informazione-scelta
IA: three solutions

1. Break up

Luca Rosati, from www.slideshare.net/lucarosati/architettura-informazione-scelta
IA: three solutions

2. Customize

**IDEA!**

**Naming** is a way to communicate a generalization

Luca Rosati, from www.slideshare.net/lucarosati/architettura-informazione-scelta
IA: three solutions

3. “Smell good”

IDEA!

Categorizing with metadata is a way to find something quickly

Luca Rosati, from www.slideshare.net/lucarosati/architettura-informazione-scelta
Your research is not useless, maybe you have to communicate it better and to share with other people. Now you have the tools to start from…

Understand the target does not mean «speak loudlier» or «dumb down»: a farmer is not a stranger nor a baby! The right question is: what is more useful for him/her? How to find a common point with him/her?
Thank you for your attention

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...and now... we can play together!!!