Monday, October 25, 2010

Getting Your Message Through in a Sea of Information

How can we communicate information in an attractive and compelling way? How can we present complex data in a way that is easy to understand? How can we increase the impact of campaigns and projects most effectively?

The answer is information design! By illustrating information visually we can better target our constituencies and persuasively present facts and ideas in a clear and convincing way. It sounds great, you may say, but actually, what is information design? Information design is all about using pictures, symbols, colors and words to communicate ideas, messages and information. The Tactical Technology Collective sums it up as "Information design brings form and structure to information. Information design is about making data clear, compelling and convincing". Unfortunately, information design is a topic that so far has received little attention in Georgia, and the available literature is minimal. Over the past month, CRRC has taken several steps to start changing this. First, CRRC made the booklet Visualizing Information for Advocacy: An Introduction to Information Design, produced by Tactical Technology Collective and sponsored by the Open Society Institute, available in Georgian. Besides examples of good designs, the booklet gives resources of free online tools that can help groups or individuals with limited budgets develop their information design skills.

On October 12, 2010, CRRC organized a presentation on information design with participants from universities and local as well as international NGOs. The presentation focused on the different ways we can use information design and how to start exploring the benefits of using information design in our everyday work.

CRRC has also created the Google Group called Information Design. The purpose of this group is to exchange good--and not so good--examples of information design, and to discuss and ask questions about information design in general.

To get a hard copy of the booklet Visualizing Information for Advocacy: An Introduction to Information Design (Georgian or English) and to sign up for the Google Group, send an e-mail to therese.svensson+design@crrccenters.org.