

# Communication in Design

Communication design begins with verbal language.

# Design in Communication

Effective design is about managing visual elements and communication objectives.

# Form follows function

This principle is associated with modern architecture and industrial design.

The shape of an object should be based on its intended function or purpose.

Communication venues rely on concepts that are written or spoken.

Communication objectives, limitations, and logistics can influence design decisions.

Communication artists must translate verbal language into visual communication.

# Research

“To thoroughly investigate (Evans & Thomas, p. 189)”

... intellectual inquiry or examination, experiments aimed at the discovery and interpretations of facts.

Research can be deliberate and methodical or intuitive and unsystematic.

Intuition relies on personal experience which can be limited.

If it's beyond our experience and knowledge, research comes in handy.

# Verbal message

Verbal messages drive the decision-making process that ultimately determines graphic content and the form it needs to take.

# Visual elements

Translating verbal concepts into visual form is a matter of testing ideas.

There are many ways to interpret the concept: literal, symbolic, abstract...

# The reader is the author

Meaning is determined in large part by social aspects  
(race, gender, class etc).

Meaning is created at the moment a text is read, not  
when it is written.

Source: Visual communication from theory to  
practice. Jonathan Baldwin/Lucienne Roberts, p. 38.  
Thames and Hudson.

# Psychological foundations

To communicate with an audience, you need to know:

how people behave,  
how they think,  
how they feel and  
how they interact with one another.

# Behavior

Refers to the actions or reactions.

Behavioral outcomes, or what is determined to be a desired response, are a key aspect in design communication that intends to persuade the viewer.

What usually are the ads seen during daytime slots?

# Thinking

Cognition is another word for thinking.

Mental processes include reasoning, acting, and processing of information.

Design solicits a cognitive response.



# Feeling

An emotional expression that produces psychological change.

Can you name them some of the expressions?

How about feelings through sensations of touch, visual perception, olfactory perception, auditory and taste.

Graphic designers are mostly interested in visual perception.

What do visual artists use to communicate a mood or sense of feeling to their audience?

# Levels of intellectual maturity

Dualism – good or bad.

multiplicity – diversity in thinking. There is no single right solution to a problem.

Relativism – knowledge is relative, a matter of context and situation.

Commitment - knowledge is from experience, interactivity and from reflective thinking.

Source: William G. Perry Jr., *Forms of Intellectual and Ethical Development in the College Years: A Scheme* (New York: Holt, Rinehart and Winston, 1968). As quoted in Evans and Thomas, p. 197.

# Branches of communication design

Persuasive design

Information design

Directional design

Enhansive design

# Persuasive design

*“Support the arts”*

*“Buy this brand”*

*“Be a subscriber”*

- *Advertising*
- *Promotional*
- *Social advocacy*

JUL

Massachusetts

Massachusetts

06

R  
T 1707

Preserve the Trust



# Information design

*Presents ideas and concepts with the intent to educate the audience.*

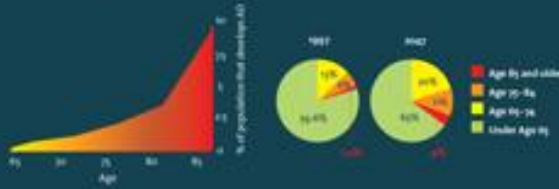
*Textbook design,  
Web site design  
Exhibit design  
Annual reports,  
Chart, diagrams.*

# Alzheimer's Disease

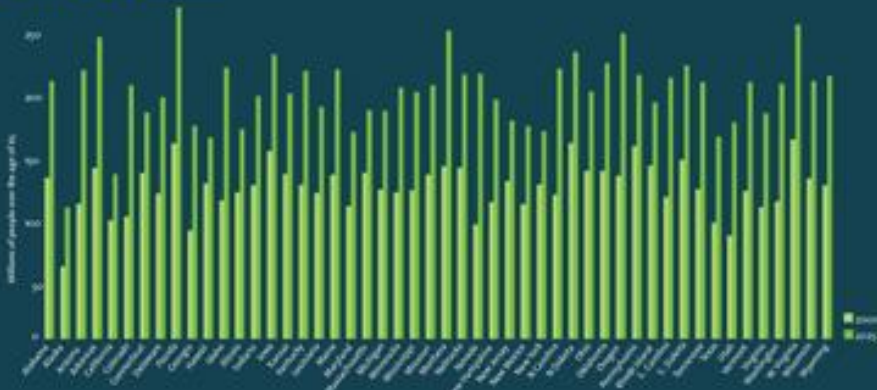
## The Increasing Burden

Alzheimer's is the third most costly disease in the US after Cancer and Heart Disease at \$100 billion per year. Most of this money comes directly out of pocket from the family and caregivers.

According to U.S. Census data, the size of the older population (65 and older) will double over the next 25 years, growing to 70 million by 2030 when the youngest of the baby boomers will be more than 65 years old. Because age is a known risk factor for Alzheimer's, the US could realize a 30% increase in its prevalence with an estimated 77 million people affected.



### Our aging population

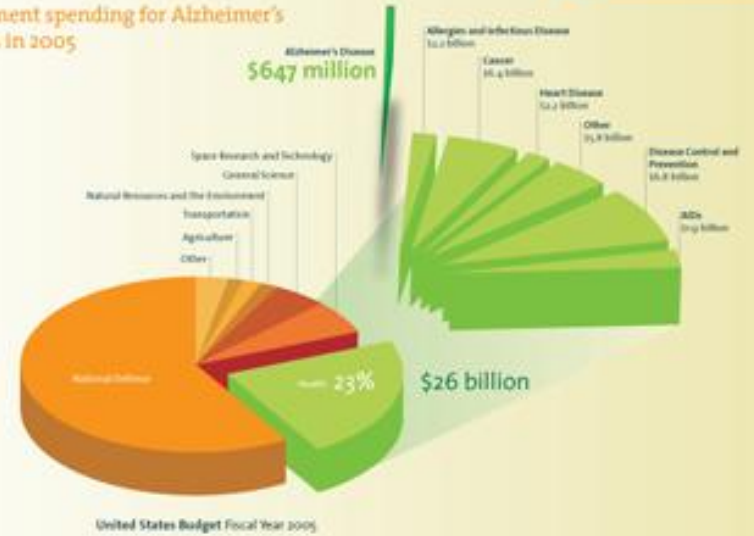


### Growth of Alzheimer's disease by 2025 (cases per 1,000 people)



An estimated 2.6 million Americans have Alzheimer's disease. The number of Americans with Alzheimer's has more than doubled since 1980.

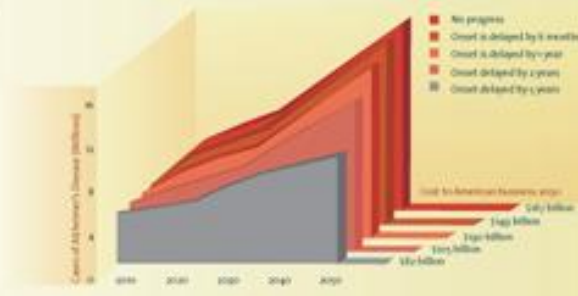
### Government spending for Alzheimer's research in 2005



### The importance of Alzheimer's research: delaying the onset

Alzheimer's disease costs American business \$40 billion a year (FBI's figures). \$14.6 billion is the health care and \$25.4 billion is lost productivity related to caregivers of individuals with Alzheimer's, including both productivity, absenteeism and worker replacement. If researchers were to discover a treatment that could delay onset by 5 years on average, the number of cases of Alzheimer's would be reduced by 50% by 2025.

Business costs for workers who are caregivers: **\$20.52 billion**  
 Business costs of healthcare and health care research: **\$14.64 billion**  
 Total business costs: **\$35.16 billion**



Information design deliver information that is graphically organized.

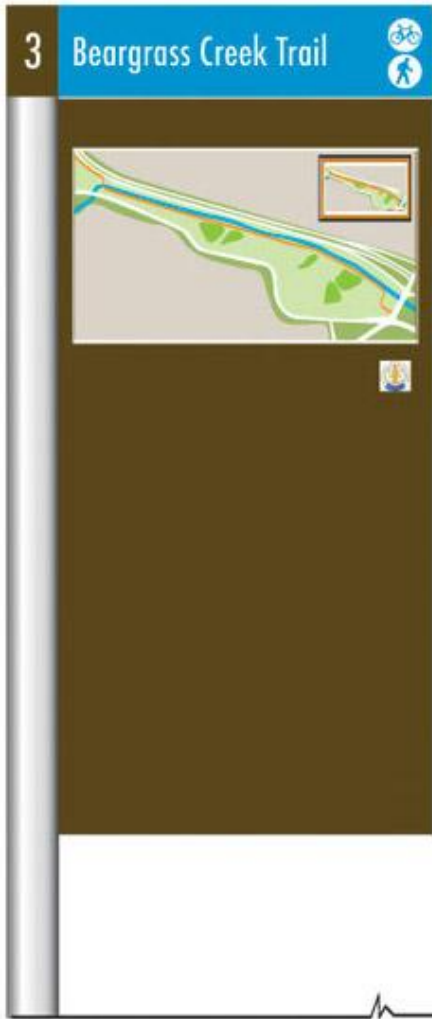
Source: <http://christinakoehn.com/wordpress/wp-content/uploads/2007/05/spread3.png>

# Directional design

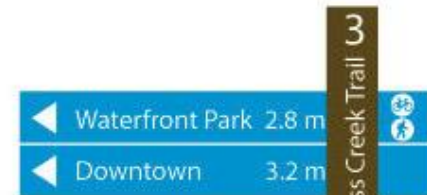
*Helps people to find their way through architectural, virtual or environmental spaces*

*Theme parks, malls, public spaces, Internet navigation, transportation systems where typographic and pictographic design are combined to speak to broad audiences.*





Trail Head Sign with regional trail map.  
Each location would indicate specific highlights or features in that particular area.



Directional design uses pictographic and verbal languages for way-finding.

# Enhansive design

*Embellishes the look of a design venue. It also adds a measure of entertainment value because it enhances by presenting a more visually interesting and compelling design.*

廁所主題餐廳  
**MODERN  
TOILET**



A toilet-themed restaurant in Taipei, Taiwan, ROC.



<http://yeinjee.com/asianpop/toilet-themed-restaurants-in-taiwan/>



# Visual intelligence

Visual learning requires an ability to think visually.

Visually oriented tend to learn more through observation and perception (Ibid, 204).

Visual thinking is a problem-solving activity: mental and physical manipulation of an idea.

Other words: To translate invisible concepts into tangible forms.

# Figurative representation

Anything can be verbally represented: places, bodies, ideas, devices, things.

# Pictorial description

Anything can be visually described: places, bodies, ideas, devices, things.

# A designer's role in communication design

To give form to invisible concepts by facilitating the flow of information through an organization of structure.

To make sense of things by creating an order to a message.

To make economic, ecological, social and cultural improvements to our surroundings.

To structure aesthetics by making a positive impression by changing our perceptions on practical, emotional and intuitive levels.

[www.design21sdn.com](http://www.design21sdn.com)

# Design as process

To design is to plan.

Break a design problem into manageable tasks.

Problem-solving relies on invention  
(Ibid, p. 203). I.e., the introduction of  
newness by combining existing  
things.

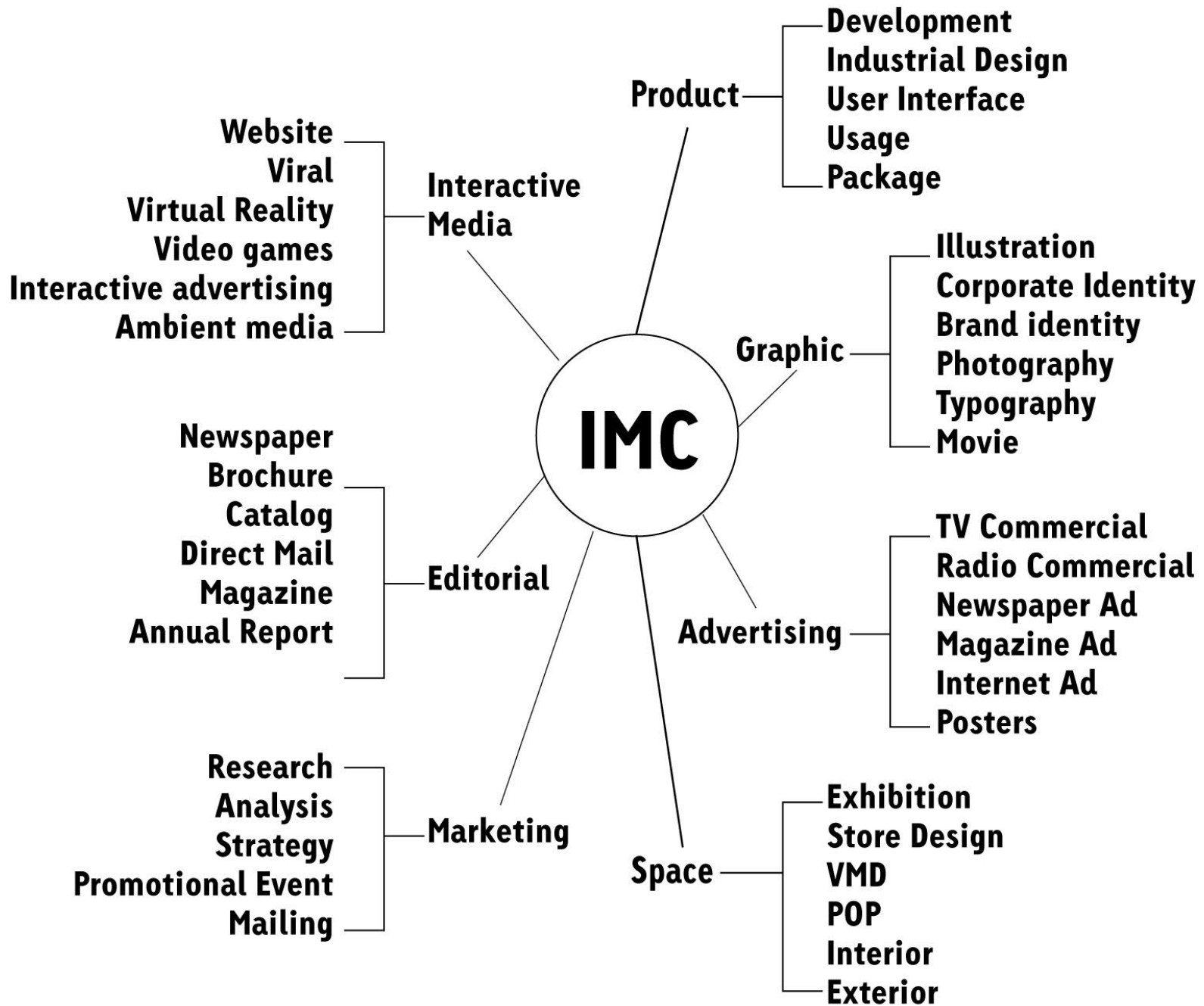
3 skills to overcome:

Rationalization (critical skills)

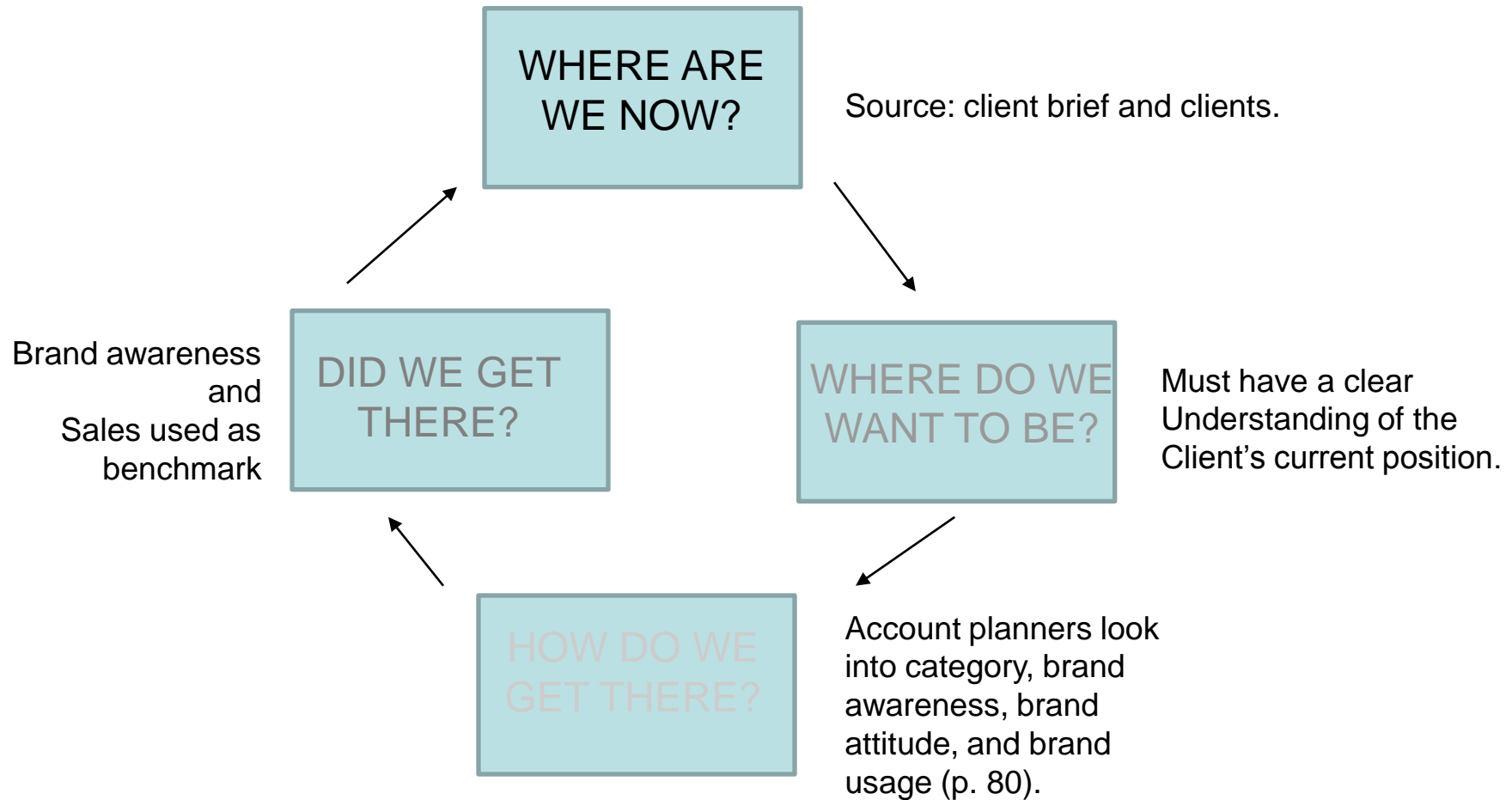
Visualization (creative skills)

Execution (practical skills)





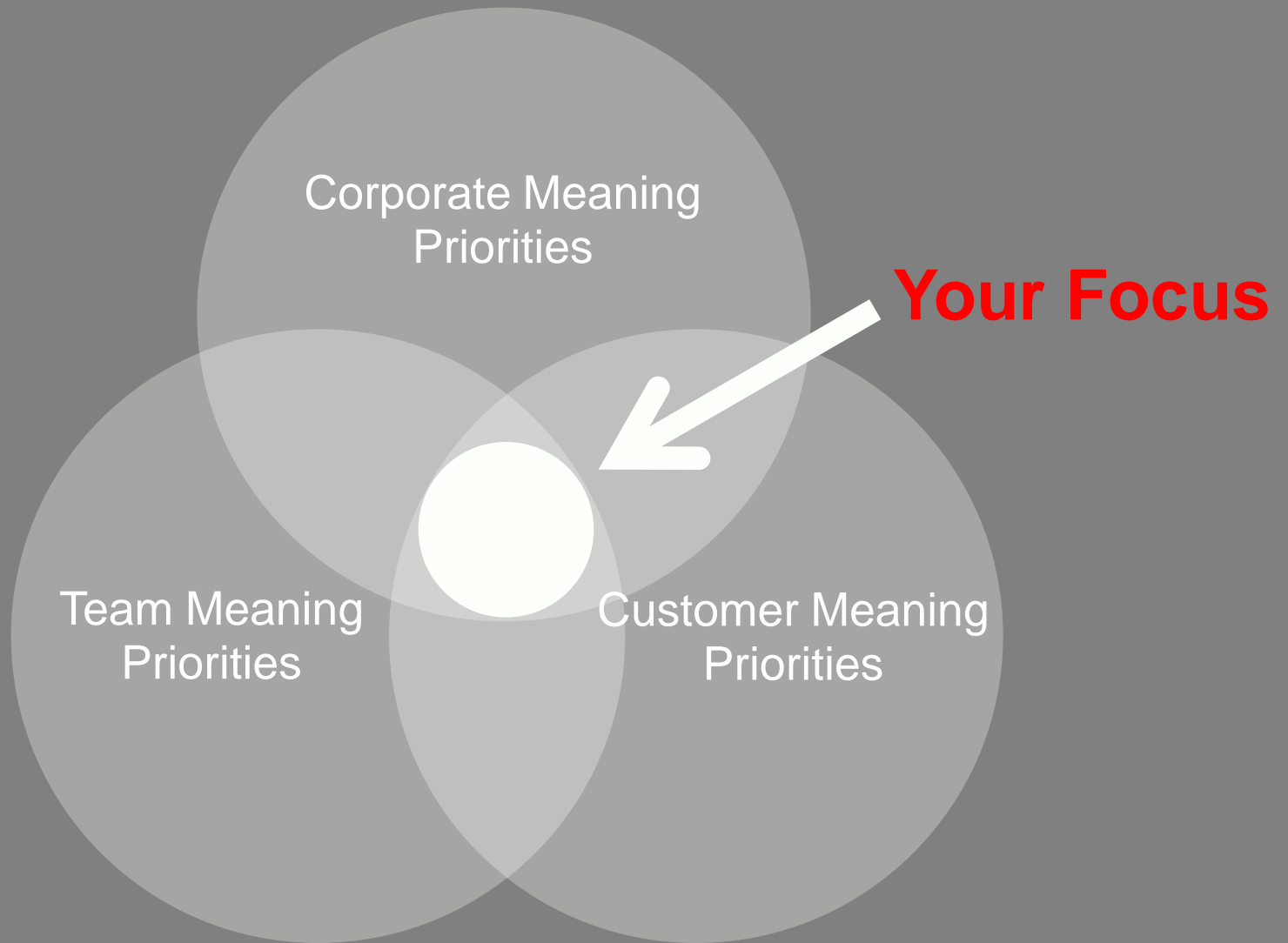
# The campaign planning cycle



Design is the process of **evoking**  
meaning

How does this relate to business & strategy?

# Strategic Design:



# Ambient media

- A niche between advertising and promotional stunts, ambient media involves relatively little expenditure.
- It's named so because it becomes part of the environment.
- It's fresh, unusual, innovative and quirky.

Advertising Agency: [Saatchi & Saatchi, New Zealand](#)

Executive Creative Director: Mike O'Sullivan

Creative Group Heads: Rob Beamish, Hilary Badger

Copywriter: Dave Mygind

Art Director: Debs Gerrard

Photography: Mat Baker



- The message is hard to avoid.
- Location is important.



Shopping Curitiba's Sale  
Advertising Agency:  
OpusMúltipla, Curitiba, Brazil  
Creative Director: Renato  
Cavalher  
Art Director: Cintya Reese  
Copywriter: Diego Pianaro  
Released: August 2007



www.catcprc.org.cn



创意说明：

吸烟等于自杀。为了让烟民对此有更直观的认识，将海报上香烟周围真的点燃，烧去吸烟人的脸皮，把“自杀”的结果视觉化，并将海报张贴在香烟店的门口，和街头的公共宣传区，强调吸烟的危害。

Smoking is suicide. For giving smokers a more direct understanding, the ad actually burns the area around the cigarette in the poster and burns out the smoker's face, which visualizes the "suicide". This poster will be posted on the doors of cigarette stores and public billboards for emphasizing the dangerous of smoking.





**THE BRIEF**

As part of HPB's anti-smoking campaign in 2007, guerilla stunts needed to be executed to raise ground level awareness, publicity and hype.

**THE IDEA**

Hooked up to actual hospital equipment, and with a doctor and nurses attending, a real-life "victim" of smoking-related cancer was brought face-to-face with the public in the heart of Singapore's business and shopping districts.



# FONDS GESUNDES ÖSTERREICH

## „LOLLY“

### CHALLENGE

Children in Austria are taking up smoking at an increasingly young age. The Fund for a Healthy Austria (Fonds Gesundes Österreich (FGO)) sought ways of halting this trend.

### IDEA & DIALOGUE

Outright prohibition simply encourages children to pursue the forbidden fruits all the more vigorously, so that any approach that is limited to wagging an admonitory finger and hanging up posters in schools is futile.

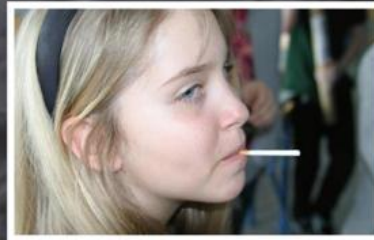
We thus used children themselves as advertising „billboards“ for their own negative campaign and distributed our lollies at school canteens throughout Vienna. The children accepted the free lollies and were happy to be seen with them in public. And because there's nothing more shocking than the sight of ten-year-old children smoking on the streets, this enabled the campaign to „go live“. Any child seen „smoking“ in public was now challenged by a parent or other committed adult and received a lecture on the subject. The campaign had thus achieved its goal. Adults or parents were able to access the website address given on the lolly to find information on the correct way to address the problem.

### RESULTS

The organization's website, fgoe.org, registered a 15-fold increase in hits for the campaign period. Hundreds of calls from shocked and disturbed parents were fielded. Enthusiastic acclaim was received for the unusual form of communication. In some schools the teaching staff independently organized lectures on the problems of smoking.



PLEASE  
ALSO WATCH THE  
DOCUMENTARY FILM!



Deaths from car accidents: 370\*

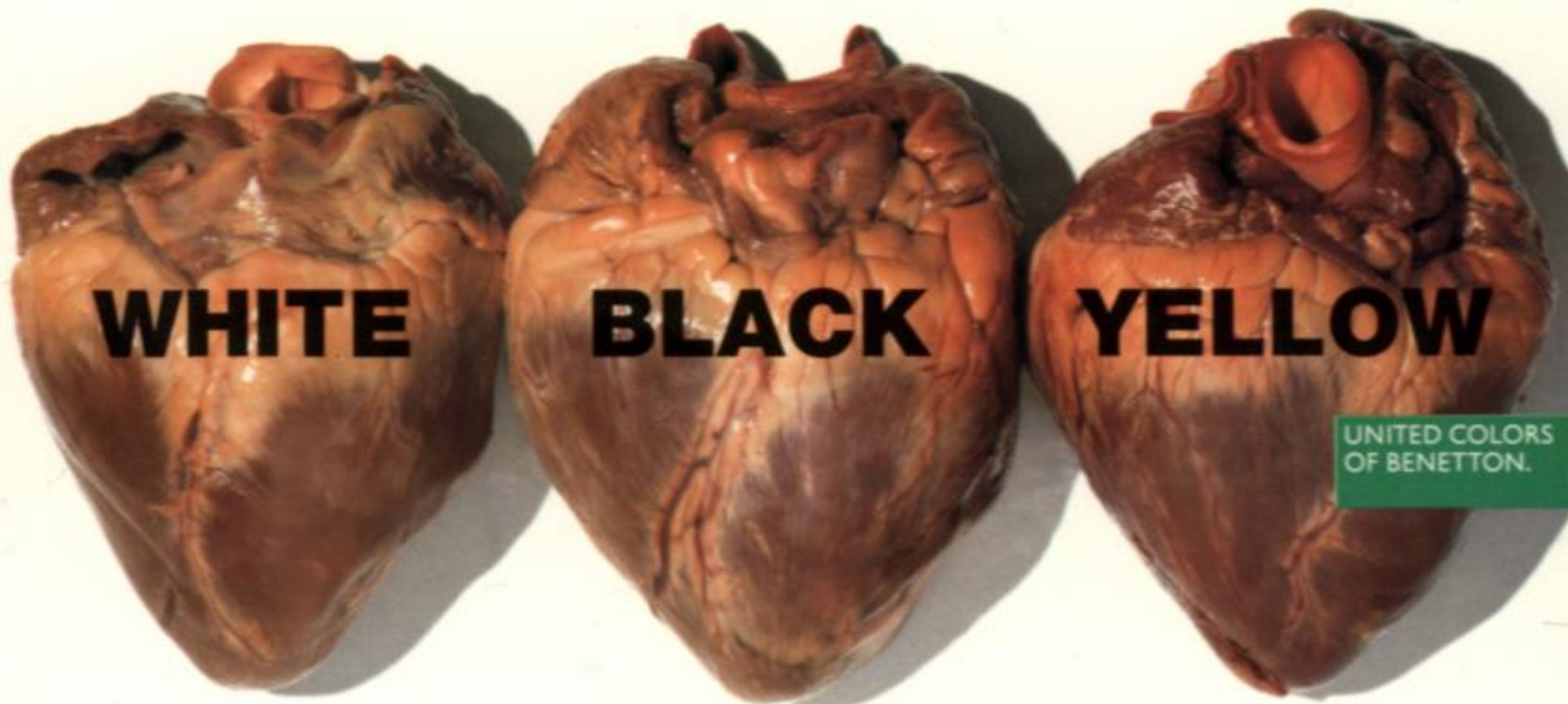
Deaths from smoking-related causes: 6,027\*

Quit now before it kills you.

\* Deaths annual in British Columbia. Reported by the British Columbia Minister of Health, Vital Statistics Agency, 2004.

THE LUNG ASSOCIATION  
British Columbia

quitnow.ca



**WHITE**

**BLACK**

**YELLOW**

UNITED COLORS  
OF BENETTON.

Ocean levels are rising

<http://www.youtube.com/watch?v=tRVJRIPa2dE&mode=related&search=>

Video link:



**SHE DOESN'T WANT  
YOUR SYMPATHY.  
BUT HER  
OPPONENTS MIGHT.**

  
Canadian Paralympic Committee | Comité paralympique canadien  
paralympic.ca

Advertising Agency: BBDO  
Toronto, Canada  
Creative Directors: Peter Ignazi,  
Carlos Moreno  
Art Director: Julie Nikolic  
Copywriter: Greg Buri  
Photographer: Chris Woods  
Published: February 2010

Source:  
[http://adsoftheworld.com/media/  
print/2010\\_vancouver\\_paralympic\\_games\\_stephanie\\_dixon\\_swimming](http://adsoftheworld.com/media/print/2010_vancouver_paralympic_games_stephanie_dixon_swimming)

Video link:

[http://adsoftheworld.com/media/  
tv/2010\\_vancouver\\_paralympic\\_games\\_stephanie\\_dixon\\_swimming](http://adsoftheworld.com/media/tv/2010_vancouver_paralympic_games_stephanie_dixon_swimming)

# Strategy – must be nurtured visually and structurally.

- Marketing – From website to news release to sales promotions and product and service marketing.
- Positioning – What is to capitalize on? What is the focus? What are the underlying philosophy and attitude for the brand/service/product?
- Sustainability – Designs must be sustainable through changing media, communication modes, and lifestyles.
- Frequency – the more exposure, the more repetition, the better.



# Strategy – must be nurtured visually and structurally.

- Consistency – Everything must look and feel the same to achieve a desired brand experience and perception.
- Visual unity is a logical integration of form that allows the audience to perceive the form, attribute meaning to it, and derive the intended communication.

# Guerrilla advertising

To promote the new season of "The Apprentice" to white-collar workers — the main target of the program — the agency obtained staff lists from numerous companies and sent out bogus termination letters that were personalized and hand delivered.

Agency: [Ogilvy & Mather](#),  
Malaysia  
Creative Director: Daniel Comar  
Art director: Mag's Lim  
Copywriter: Daniel Loo  
Photographer: Alan Dang

28<sup>th</sup> July 2005

Miss Candy Lim Mei Li  
HSBC Bank Malaysia Berhad  
2, Lebu Ampang,  
50100 Kuala Lumpur  
Malaysia

Dear Candy,

## You're fired!



D. Trump  
Mother of all bosses

PS: Watch The Apprentice, every Thursday, 11pm on 8TV.

PRIVATE & CONFIDENTIAL