GOOD DESIGN ENABLES
BAD DESIGN DISABLES
Good design cannot improve the content that it intends to present, but it can make the content more understandable, simple, and therefore more effective.

Good design contributes to the creation of better experiences and improved comprehension of difficult-to-understand material.
EFFECTIVE STRATEGIES are memorable messages

USE SIMPLE ANALOGIES

YOUR AUDIENCE CAN UNDERSTAND
If all the water in the world were somehow inside a water cooler
the amount of fresh, drinkable water would be ONE TABLESPOON
CONTEXTUALIZE
50 lbs.
The average weight of water women carry on their heads – equivalent to average airport luggage allowance
Designers need to understand the relationship between what they produce and the meaning their product has for others.

ETHNOGRAPHY IS A TOOL FOR BETTER DESIGN

by revealing a deep understanding of people and how they make sense of their world
steps used in ETHNOGRAPHIC RESEARCH are similar to the DESIGN THINKING process

“a methodology for practical, creative resolution of problems or issues that looks for an improved future result.”

(The Sciences of the Artificial, Herbert Simon)
DESIGN THINKING PROCESS

- Define the problem
- Learn from audience
- Brainstorm ideas
  (think like a child)
- Prototype ideas
- Test ideas
- Revise and adjust
- Implement
VISUAL AIDS

help to convey a message to a diverse audience, specially when literacy skills are limited.
WATER4INDIA CASE STUDY
MEET THE AUDIENCE
Design students brainstormed pictograms to show Abheypur villagers the importance of:

SANITATION / CLEANLINESS
RESPECT
SHARING
Drawed Cultural / Religious Symbols

- Peacock, national bird of India
- White Peacocks are good luck
- India flag
- Green is the color of endangered species and blue and green are the colors of the Indian flag
- Middle ages feeling: Indian Peacock was highly prestigious and believed to be immortal

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Think like a child.

KEEP IT SIMPLE
In summer 2008, engineers without borders students took campaign prototypes to India to obtain feedback.
IMPLEMENTED IDEA

REDESIGNED CAMPAIGN

2009 AIGA (RE)DESIGN AWARDS: Water for India Campaign, 3rd place winner in the Student Social Responsibility category.
SHARE

BE CLEAN
Respect

Be Clean

Share

Use Dustbin

बांटना

सम्मान

साफ रहें।

कुड़ेदान का उपयोग करें।

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Always wash your hands:
1. Wet your hands with water and soap
2. Rub both sides of your palms and in between your fingers
3. Scrub your fingers and nails with your palms
4. Rinse your hands with water

Wash vegetables before you cut or eat.
always wash your hands after defecating.

bury feces after defecating.
AFYA KWAANZA CASE STUDY

DESIGN GLOBAL CHANGE
Collaborative work with HIV+ farming groups to:

- facilitate interdisciplinary faculty-student teams focused on co-developing solutions with farming cooperatives through project-based learning that includes an academic component and fieldwork.

- co-develop BUSINESS and MARKETING practices to facilitate adoption of amaranth for both production/supply and consumption/demand.
KENYA

KISUMU

WELLNESS

Women cooking in a traditional way in Kisumu, Kenya.
CLEAN WATER IS HEALTHY WATER
KENYA

KISUMU

WELLNESS
STRENGTH IN NUMBERS
UNITE FOR SIGHT CASE STUDY
Visual Communication Needs

- Exposure and attention: drawing objects
- Familiarity with context
- Establishing the focal point
- Indicating the intended audience and their needs
- Navigation through the environment
- Enhancing information retrieval
- Providing feedback on performance
- Facilitating social interactions
- Enhancing safety and security
- Improving accessibility for visually impaired individuals
- Supporting learning and training
- Enhancing collaboration and communication
- Promoting cultural understanding and appreciation

Diagram:

1. Eye
2. Explosion
3. Face
BEFORE: FIRST DESIGN

AFTER: REVISED DESIGN
BEFORE: FIRST DESIGN
THE PROBLEM

- Eye examination is a critical part of patient care.
- It requires a trained professional to perform.
- The patient must be comfortable and at ease.

THE AFTER: REVISED DESIGN

- Eye examination is simplified.
- The patient is more relaxed and comfortable.
- The professional can focus on the examination.

THE BENEFITS

- Patients are more likely to receive accurate eye examinations.
- Professional can provide better care.
- Improved satisfaction for the patient.

THE NEXT STEPS

- Implement the new design in clinics.
- Train professionals on the new process.
- Collect feedback from patients and professionals.

CONCLUSION

The simplified eye examination process improves patient care and satisfaction.
GRAPHIC DESIGNERS + PHYSICAL THERAPY STUDENTS COLLABORATING
RETURN TO THE CLINIC IF ANY OF THE FOLLOWING OCCUR:

1. Prosthetic breaks.

2. Pain.

3. Limb movement inside prosthesis.

4. Skin breakdown.

5. Uneven hips.

ORIGIONAL VISUAL AID

(A)  

(B)
WALKING
WITH CANE

- WALKING UP STAIRS
  1. Place cane on floor.
  2. Place cane on floor.
  3. Place cane on floor.
  4. Place cane on floor.

- WALKING DOWN STAIRS
  1. Place cane on floor.
  2. Place cane on floor.
  3. Place cane on floor.
  4. Place cane on floor.

- WALKING DOWN A CURB
  1. Step down with cane.
  2. Step down with cane.
  3. Step down with cane.
  4. Step down with cane.

- WALKING UP A CURB OR UPHILL
  1. Step up with cane.
  2. Step up with cane.
  3. Step up with cane.
  4. Step up with cane.

WALKING WITH CRUTCHES

- WALKING UP STAIRS
  1. Step up with crutches.
  2. Step up with crutches.
  3. Step up with crutches.
  4. Step up with crutches.

- WALKING DOWN STAIRS
  1. Step down with crutches.
  2. Step down with crutches.
  3. Step down with crutches.
  4. Step down with crutches.

- WALKING DOWN A CURB
  1. Step down with crutches.
  2. Step down with crutches.
  3. Step down with crutches.
  4. Step down with crutches.

- WALKING UP A CURB
  1. Step up with crutches.
  2. Step up with crutches.
  3. Step up with crutches.
  4. Step up with crutches.

- WALKING UP-HILL
  1. Step up with crutches.
  2. Step up with crutches.
  3. Step up with crutches.
  4. Step up with crutches.

- WALKING ON LEVEL GROUND OR DOWNHILL
  1. Walk forward.
  2. Walk forward.
  3. Walk forward.
  4. Walk forward.

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IMPLEMENTATION IN PERU
MARCH 2014
IMPLEMENTATION IN PERU
MARCH 2014
Designing effective strategies is about:

- Defining the problem
- Learning from audience
- Brainstorming
- Prototyping
- Testing
- Iterating
- Implementing
Thank you.

NATACHA POGGIO
Visual Communication Design
University of Hartford
natacha@designglobalchange.org

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