# Information design

Some topics are just too complex to explain without a manageable amount of text. That is why we avail ourselves of visual language to present content in a manner that facilitates accessibility and message retention. We place facts in their proper context, illuminate complex conceptual relationships, and crunch large amounts of data for easy comprehension.

In our work, we apply perceptual psychology and proven methods from the areas of design thinking and human-centered design. We conduct research, examine our findings on the drawing board, and rigorously test our conclusions to arrive at the best solutions. This enables us to effectively communicate complex issues in an engaging manner. We adapt the unlimited possibilities of visualization to specific target groups and goals. What is the best way to reach them? Is technology the key, or is it science, entertainment, or human emotions? Will we need interactive maps, infographics, illustrations, data visualizations, or would it be best to convey the message in an explanatory video?
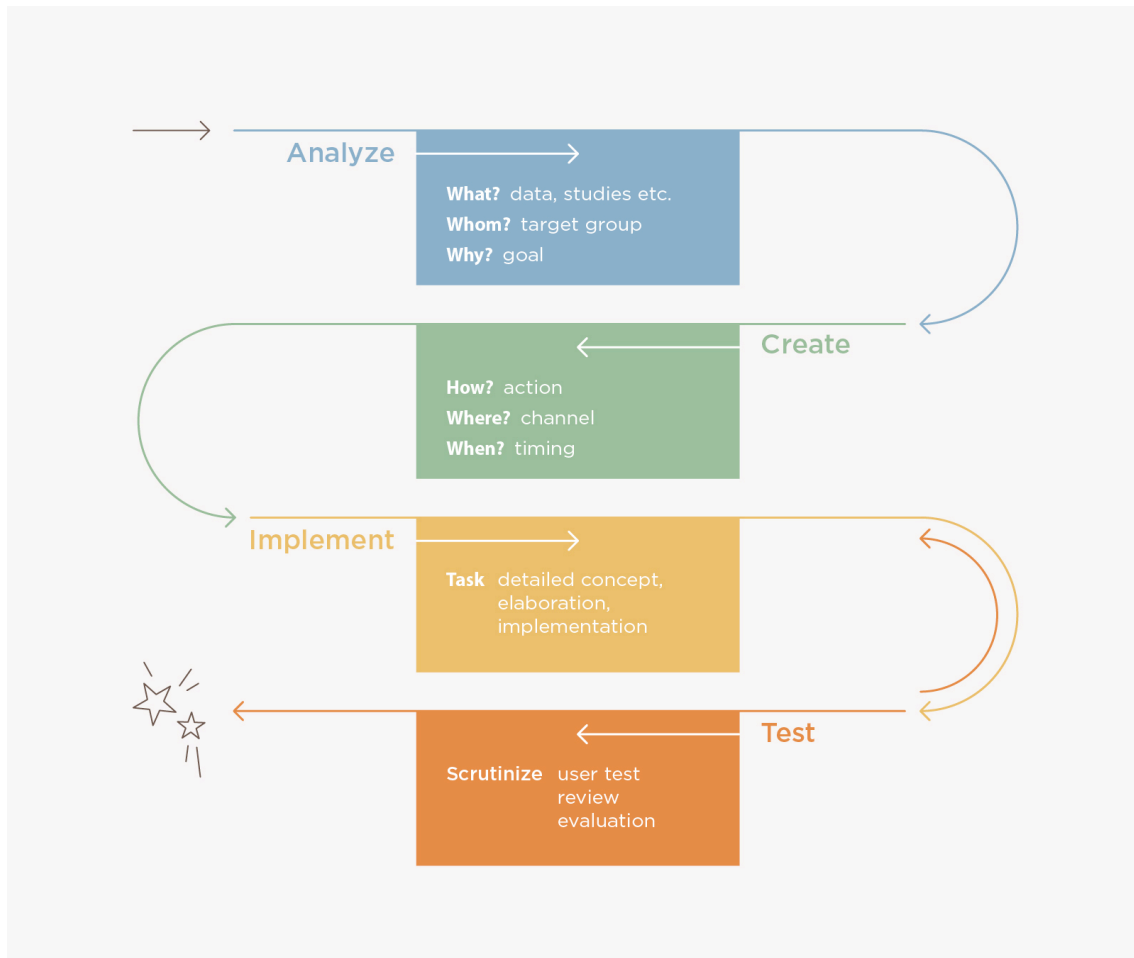
Project procedure

Interdisciplinarity diversity of topics

We place great value on the accuracy of content, and take an interdisciplinary approach to complex and hybrid topics. We can do this thanks to our expansive range of inhouse specialists. In many projects we deploy interdisciplinary teams of designers and scientists from the beginning.

Working in close consultation with our clients

To ensure a shared understanding of a project's goals, as well as an effective implementation of measures, we include our clients in the process at the earliest stage. This is often realized in the form of workshops and iterative project exchanges.

Lunchtime information sessions on data literacy

«Participation for better Data» at the U.N. Data Forum in Bern

Check of voucher copies

Workshop for the evaluation of a design concept

We offer the following services:

Visualization

— Infographics
— Data visualization
— Geographic data visualization
— Motion design / animation
— Signage systems

Information conveyance

— Websites
— Print products

- — Explanatory videos
- — Information architecture

Interactive process management

- — Moderation of workshops
- — Graphic recordings
- — Visual process management