Ignite Presentation – Resubmitted as Poster

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Visualizing Success: Strategies for How to Effectively   
Merge Creative Design with Program Evaluation.

Informational materials such brochures and websites can convey the quality of a program or organization through their visual design before the factual content is even considered. In 2004, a study presented at the SIGCHI Conference on Human Factors in Computing Systems examined how different design and information content factors influenced trust of online health sites. The study showed that the look and feel of the website was the main driver of first impressions.1

The work of professional analysts and professional graphic designers overlaps in many ways. Both take information and deliver it back in more easily understandable formats. But while an analyst’s work involves the collection, interpretation and visualization of data focusing extensively on details, a graphic designer’s work can take a more sweeping approach giving that information color and personality. The personality of an entity, organization, or company is a core part of its brand and ultimately, its trustworthiness. Marketers and advertisers know that branding is built through the many interactions between user and organization, and one of the initial encounters a user may have is through interacting with the organization’s website or printed materials such as brochures. Users and consumers often judge these informational and marketing materials based on ease of use, but also on pleasure of use.

Through this ignite presentation, we, the presenters—one analyst and one graphic designer—would discuss the process of our collaborations. We would show the results of two projects, a website for a state-run residential recovery court and a brochure that standardized the branding of five county veterans’ treatment court programs. This successful visual work is specifically relative to marketing, advertising, and brand-building of state-run government programs through grant funding. We will talk about ways in which bringing in a professional graphic designer can be a more efficient way to accomplish a job that involves initiating a web presence, brochure, or other user targeted media. We will discuss topics such as: 1.) framing your information for your audience; 2.) balancing roles and when collaborating across disciplines; 3.) what to look for when hiring a graphic designer or other creative professional; 4.) how to budget for hiring creative professionals; and 5.) how to budget for the production of marketing and advertising collateral like print materials.

Relative to the 2020 conference theme, we will highlight shining our lighting by sharing our strategies of applying our interdisciplinary skills and knowledge in program evaluation and visual design. We hope to inform and inspire others on ways they can efficiently obtain well-curated visual design that builds trust while informing their audience.

1. Elizabeth Sillence, Pam Briggs, Lesley Fishwick, and Peter Harris. 2004. Trust and mistrust of online health sites. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI ’04). Association for Computing Machinery, New York, NY, USA, 663–670. DOI:https://doi.org/10.1145/985692.985776