

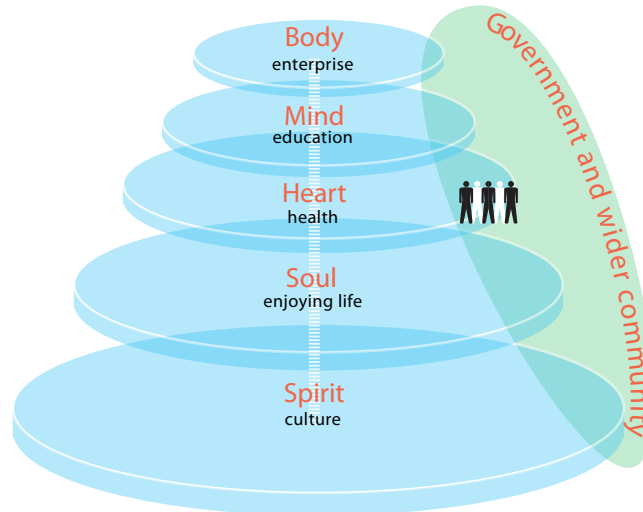


Visual Explanations

visual explanations information design



Complex ideas communicated
with clarity, precision and efficiency



FEATURES

Burdon Torzillo and their design team work to the principle 'maximum information for minimum ink' and strive to design simple and elegant explanations of complex concepts and information.

Features of our design process and visual explanations include;

- Complex and multivariate data on single expressive layouts
- Our process is flexible, responsive and evolves with the client
- Complexity simplified without being 'simplistic'
- Client and Burdon Torzillo's design team work as one
- Participatory consultative processes

CHALLENGE

To ensure stakeholders are in a position to make timely, informed and sound decisions when faced with complex information.

To clearly communicate complex qualitative or quantitative information so it is easily understood by all.

SUCCESS

Complex ideas communicated with clarity, precision and efficiency.

Innovative ideas, compelling strategies and coherent plans often come about when information is viewed in a new way.

OUTCOMES/BENEFITS

The consultative process of creating the visual explanations with the client also leads to:

- Improved client communications
- Shared understanding
- Informed decision making
- Team alignment
- Clarity and focus
- Problem solved

Visual, vis-u-al [vizh-oo-uh l] – *adjective*
perceptible by the sense of sight; visible: a visual beauty

Explanation, ex-pla-na-tion [ek-spluh-ney-shuh n] – *noun*
the act or process of explaining, to clarify, making it understandable

'Burdon Torzillo's capacity and skill with 'Visual Explanations' and 'Talking Paper' learning and development methodologies is exemplary'

Wayne Munster, Senior Training Officer, NSW Aboriginal Land Council

'Their work opens our eyes and expands our minds'

Owen Burton, Chair APY and APY Media

FIELDS OF ENDEAVOUR

Visual explanations have been designed for a broad range of clients:

- Art centres
- Business and enterprises
- Community groups
- Health services
- Housing organisations
- Joint ventures
- Land councils
- Government agencies
- Management teams
- Not for profit sector
- National Parks
- Service delivery agents
- Technical documents
- Tourism venture
- Water quality control

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