

## **Information design to enhance disaster preparedness; an analysis of global communication examples**

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Despite existing outreach and education initiatives many people fail to take basic disaster preparedness measures. This gives rise to the questions of (1) how can people be better motivated to prepare for natural hazards and (2) can well-designed communications play a role in understanding and retention of information and the resultant actions before, during and after a crisis situation?

In response to the queries raised above, this research presents an analysis of communication examples that focus on increasing disaster preparedness, where possible those issued in response to increased volcanic activity. Content analysis and a range of design-based factors including Gestalt principles, typography, colour, and semiotics are used to assess the subject material covered, as well as format and media, of communications. Examples will draw on communications originating from the scientific community as well as those from governments and other relevant stakeholders. By using examples from around the globe and in relation to various hazards variations between geographic regions and hazards can be assessed.

Using these data and applying methods of information design, this work will identify and develop communication criteria that can be implemented in scientific and design practices to enhance the applicability, effectiveness and efficiency of communication of crucial information to a globally interconnected public.