



Graphic design and scientific research: the experience of the INGV Laboratorio Grafica e Immagini

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The Laboratorio Grafica e Immagini is the INGV reference structure for the graphic and visual communication supporting institutional and research activities. Part of the activity is focused on the production of different materials concerning the INGV Educational and Outreach projects on the main themes of Geophysics and natural hazards. The forefront results of research activity, in fact, are periodically transferred to the public through an intense and comprehensive plan of scientific dissemination. In 10 years of activity, the Laboratorio has become an essential point of reference for this production, widely known within the scientific community. Positive experiences are the result of a strict relationship between graphic design and scientific research, in particular the process concerning the collaborative work between designers and researchers. In projects such as the realization of museum exhibition or the production of illustrative brochures, generally designed for broad-spectrum public, the goal is to make easier the understanding and to support the scientific message, making concepts enjoyable and fruitful through the emotional involvement that visual image can arouse. Our graphics and editorial products through composition of signs and images by using different tools on different media (the use of colors, lettering, graphic design, visual design, web design etc.) link to create a strong identity “INGV style”, in order to make them easily recognizable in Educational and Outreach projects: in one words “branding”. For example, a project product package might include a logo or other artwork, organized text and pure design elements such as shapes and colour, which unify the piece. Colour is used not only to help the “brand” stand out from the international overview, but in our case to have a unifying outcome across all the INGV sections. We also analysed the restyling project of different materials, one of the most important features of graphic design, especially when using pre-existing product or diverse elements, including web elements.