

Workshop information design

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What should I remember?

Information design is the process through which you come to the core of information, to understand it fully and to explain it to others. In other words: information design is about communicating clearly. Text, visuals and numbers are the building blocks of information design. If you understand how to use these three building blocks and how to balance them, you're on your way to clear and effective information.



Information design is not a magic trick that can be learned in a single afternoon. It takes hard work, skill, practice and feedback from your audience. By investing in good information design, by training of staff, audit institutions can ensure that people will keep listening to their important messages.

How to use text

Remember these five principles that apply to the structure and contents of your text.

- Align** Align your text. Limit the number of structuring lines. Avoid centring your text, left or right alignment is better.
- Contrast** Use font size, colour and grey tones to show what's important.
- Group** Put things together that belong together. Use paragraphs and headers to create clear borders between groups.
- Quiet** Delete elements in your lay-out and text that you don't need.
- Trim** Less is more. Trim your text to the right size for your purpose and audience. Trim from the start, not just at the end.

How to use visuals

These questions can help you to determine which visuals you can use to transform your text and numbers into visuals.

Question Corresponding visual

What? / Who?	Portrait																																											
Where?	Map																																											
When?	Timeline																																											
How?	Flowchart																																											
How much?	Graphs and tables	<table border="1"> <thead> <tr> <th>Personele uitgaven</th> <th>24.758</th> <th>85%</th> </tr> </thead> <tbody> <tr> <td>Eigen Personeel</td> <td>24.231</td> <td>83,4%</td> </tr> <tr> <td>Externe inhuur</td> <td>437</td> <td>1,5%</td> </tr> <tr> <td>Postactieven</td> <td>90</td> <td>0,3%</td> </tr> <tr> <th>Materiele uitgaven</th> <th>4.293</th> <th>15%</th> </tr> <tr> <td>Uitbesteding</td> <td>152</td> <td>0,5%</td> </tr> <tr> <td>Bijdrage SSO</td> <td>409</td> <td>1,4%</td> </tr> <tr> <td>Diensten en Middelen</td> <td>1.230</td> <td>4,2%</td> </tr> <tr> <td>Vervoer/ en verblijfkosten</td> <td>45</td> <td>0,2%</td> </tr> <tr> <td>ICT</td> <td>1.303</td> <td>4,5%</td> </tr> <tr> <td>Huisvesting</td> <td>350</td> <td>1,2%</td> </tr> <tr> <td>Communicatie</td> <td>784</td> <td>2,7%</td> </tr> <tr> <td>Inbesteding opdrachten</td> <td>20</td> <td>0,1%</td> </tr> <tr> <th>Totaal</th> <th>29.051</th> <th>100%</th> </tr> </tbody> </table>	Personele uitgaven	24.758	85%	Eigen Personeel	24.231	83,4%	Externe inhuur	437	1,5%	Postactieven	90	0,3%	Materiele uitgaven	4.293	15%	Uitbesteding	152	0,5%	Bijdrage SSO	409	1,4%	Diensten en Middelen	1.230	4,2%	Vervoer/ en verblijfkosten	45	0,2%	ICT	1.303	4,5%	Huisvesting	350	1,2%	Communicatie	784	2,7%	Inbesteding opdrachten	20	0,1%	Totaal	29.051	100%
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