Assessment and Best Practices: Visual Infrastructures of COVID-19 Messaging

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The process of decision-making in crisis

DENIAL

DELIBERATE

DECIDE
Cognitive phenomenas triggered by compression

- CROWD PSYCHOLOGY + COLLECTIVE BEHAVIOR
- TUNNEL VISION
- TEMPORARY COGNITIVE PARALYSIS
Current crisis communication model

**Few** people with specialized training or previous experience will bring into another experience.

**Most** people have not been in an emergency situation and will be confronted by a disorienting environment, vulnerable to cognitive triggers, and having to collect and learn new information at the time of impact.
**Effective crisis communication model**

**Deliver** information that is delivered repetitively and consistency.

**Brand** the message and get it in their hands BEFORE an emergency happens.
Macro vs. Micro campaigning

**drop-down messaging**

- conceptual terms
  - social distancing
  - use of metaphors
  - safer-at-home
  - lockdown
  - shelter-in-place

**Who’s left out?**
- young adults
- low-vision standards
- access/resources
- nursing home residents
- multilingual
- assistive technology

**risks**
- distribution
- specificity
- misinformation/misunderstandings
CDC is aggressively responding to the global outbreak of COVID-19 and community spread in the U.S.

### Travel
- Conducts outreach to travelers
- Issues travel notices

### Laboratory and diagnostics
- Develops diagnostic tests
- Confirms all positive test results submitted by states

### Schools
- Provides guidance for schools including school closures and online education options

### Businesses
- Provides business guidance including recommendations for sick leave policies and continuity of operations

### Community members
- Shares information on symptoms and prevention
- Provides information on home care
- Encourages social distancing

### Healthcare professionals
- Develops guidance for healthcare professionals
- Conducts clinical outreach and education

### Healthcare systems
- Develops preparedness checklists for health systems
- Provides guidance for PPE supply planning, healthcare system screening, and infection control
- Leverages existing telehealth tools to redirect persons to the right level of care

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### Health departments
- Assesses state and local readiness to implement community mitigation measures
- Links public health agencies and healthcare systems
**Length of components** — the amount visual variables (type size, font, color, lines, etc.) used in each layer of information

**GRAPHIC DENSITY + ANGULAR LEGIBILITY**

**Levels of components** is the amount of visual information that needs to be processed
Visual infrastructure is the presentation strategy

Infographics
diagrams/charts
visual metaphors
documents
data visualizations
animations
forms

Poster on the outside of a hospital in India
Maximum Visibility

Visual grammar and “rules of legibility” on 5 continents
Thank You.
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