

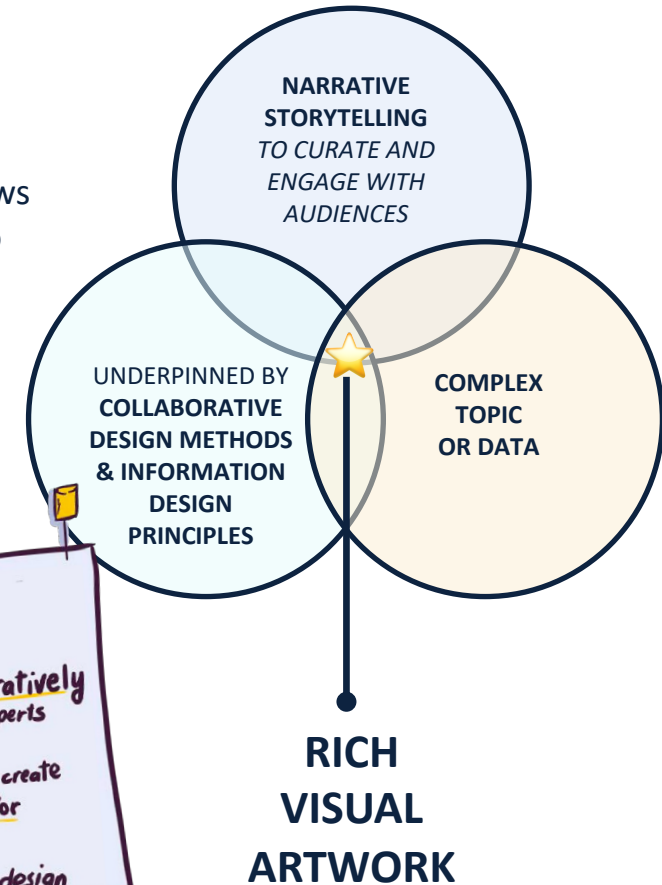
# INTRODUCING COMPLEX VISUALISATION

*A method for transforming complex topics (e.g. information, research and data) into powerful artworks to engage and influence audiences to spark action.*

*It can be applied across scales and finds a unique impact in academic research, transformational change projects, frameworks, and strategies. These projects often call for rigours evidence balanced with simple visual metaphors and messages, that showcase interconnecting concepts with curated messaging.*

## A COLLABORATIVE METHOD THAT CREATES COMPELLING NARRATIVES

The goal is to create a richly dense visual that tells a staged and simple story of the complex topic. This allows for clearer, better communication to broader audiences and cuts through the content avalanche for targeted audience members.



INFO  
LANDSCAPE

50 years into the digital age, information has never been easier to access and share, creating an overwhelming content avalanche. People experience this everyday, from social media platforms, to private institutions and across to the departments of the Australian Local, State & Federal Governments.



# WHAT IS COMPLEX VISUALISATION'S VALUE?

FELT  
NEEDS

This never-ending onslaught of content leads to fatigue and confusion within audiences while building competition with those seeking to share their expertise. Audience habits have changed drastically from the print age of deep, long focus to the digital age of short, sharp focus.



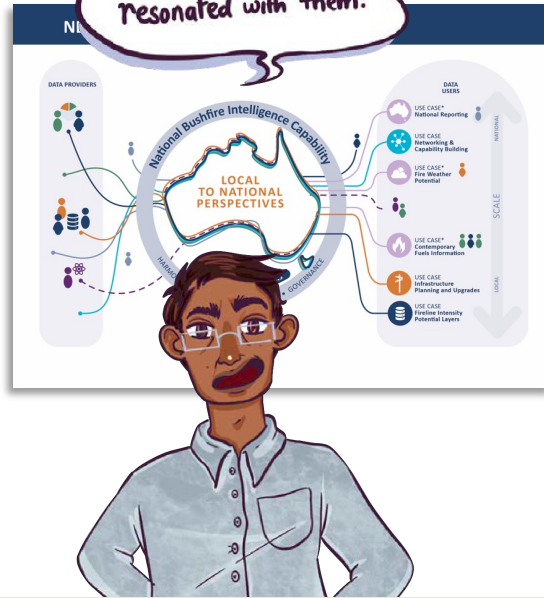
Complex visualisation delivers impact against these felt needs particularly for two critical roles found trapped under this avalanche – Expert Scientists / Advisors and Decision Makers. These two roles benefit from expert creatives who can collaborate, curate, and create within complex spaces to deliver value against their specific contexts and goals.

Through co-visualisation we created a diagram that conveys three complex concepts in one story.



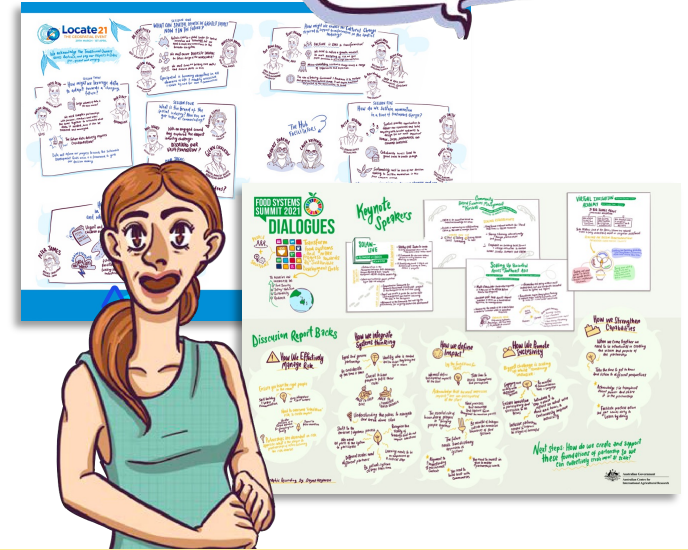
**System Conceptual Model of Resilient Pathways for Climate Change workshop template tool adapted from scientific guidance.**

By co-designing with our audiences we ensured the Guidance Materials resonated with them!



**National Bushfire Increased Capability System Visual** showcasing partners, data and future vision for clarifying & pitching of the NBIC system.

Capturing stories visually unlocked new thinking and showed people we were really listening.



**Graphic Recording** as a form of design research, workshop documentation and post-event audience engagement.



Complex visualisation is already delivering impactful artworks within projects across Australian Governments – the three case studies above were produced in partnership with Dayna Hayman Design and various Partners.

# METHOD OVERVIEW

*Drawing heavily on collaborative & design thinking methodologies, the process is flexible to adapt to the teams design.*



Co-Design



User Testing

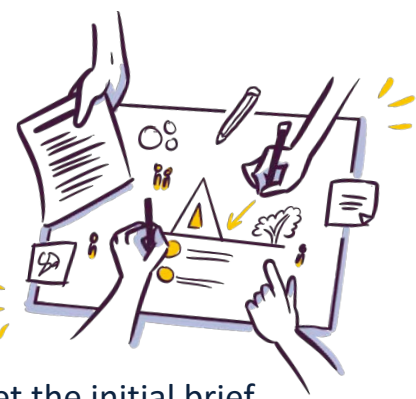


Design Dimond

EST 10 WEEK PROCESS

## STAGE 1 – CO-CREATE THE VISUAL BRIEF

- Define your Core Team, Wider Authorship Team & set the initial brief
- Desktop research (AKA reading the paper/findings etc.)
- Reverse Design Brief workshop with wider Authorship Team



## STAGE 2 – CONCEPTUAL DEVELOPMENT

- Develop 3x unique sketch concepts
- Testing sessions with Core & Authorship Teams for critique
- Progress development down from 3>2 concepts iteratively

## STAGE 3 – AUDIENCE TESTING

- Take x2 concepts to testing sessions with external audience members
- Feedback action workshop with Core & Authorship Teams
- Iterating concepts as needed

## STAGE 4 – DELIVERY

- Final artwork development and transmission

FOCUS / EFFORT ACROSS PROJECTS



# CREDITED ACADEMIC PUBLICATIONS

DHDesign Studio has executed complex visualisation for complex climate adaption sciences:

- [QRA Resilience Checklist \(2021\)](#)
- [Enabling Resilience Investment Approach \(2022\)](#)
- [MAMMA Framework \(2023 TBA\)](#)

As well as various research graphic recordings:

- [National Action Plan for Disaster Resilience Research Focus Groups \(2022\)](#)
- [From Risk to Resilience Summit \(2022\)](#)



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