

## GRAPHIC DESIGN Brief for INFOGRAPHIC

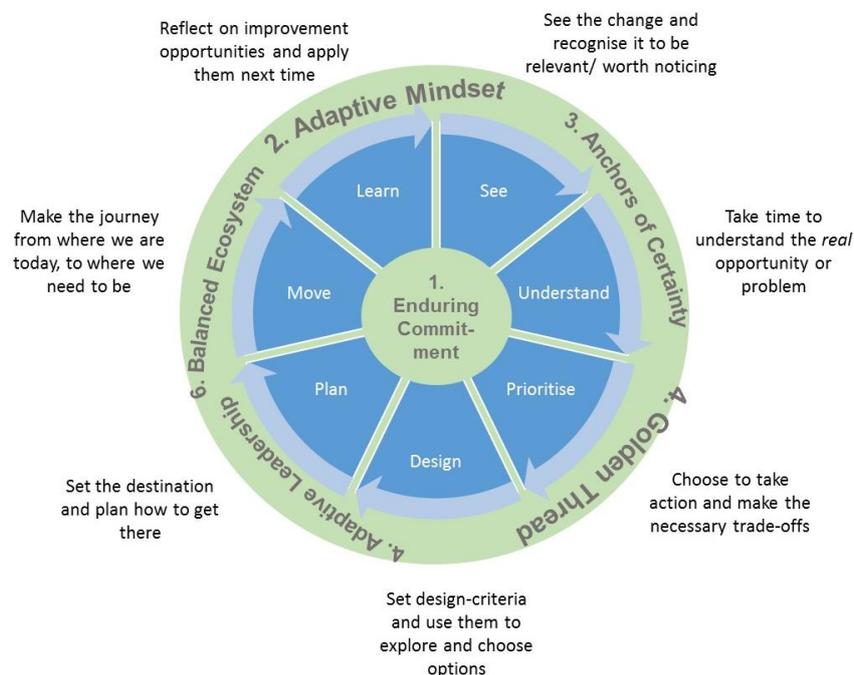
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**Background:** A clear, cycle-style infographic is the central feature of a new non-fiction book. It describes a process (involving 7 stages – SEE IT, UNDERSTAND IT, PRIORITISE IT, DESIGN IT, PLAN IT, MOVE TO IT, LEARN FROM IT) that a change needs to progress through if it is to be successful. “The Cycle” is something that an organisation goes through again and again, but with different changes each time. The idea is that the organisation gets better each time, because it learns from the time before.

In order to be able to navigate the 7-stages, an organisation needs to develop 6 capabilities. These are represented by the words in the outer ‘green’ circle of the diagram below. They are:

- Enduring Commitment (a core enabler)
- Adaptive Mindset
- Anchors of Certainty
- The Golden Thread
- Adaptive Leadership
- Balanced Ecosystem

Together, the 7-stages + 6 underlying enablers make up a single “Cycle-Framework”. It is this that needs to be graphically designed.



### Design Principles

- Needs to look simple and be easy to grasp. Clean lines, uncluttered.
- Needs to work in grey-scale, as well as colour
- The 7 -Cycle stages need to show some kind of progression from “SEE” through to “LEARN”

- The image must work on a portrait-oriented book page – 15.4cm x 23.5cm. While I have used a ‘circle’ above, this is not best for book format. This is only an illustration and should not be considered a pre-requisite format.
- The infographic does not have to include the sentences that appear outside the circle. If it can do so without becoming cluttered, that would be better.
- The 7-Cycle stages should each include a meaningful ‘icon’ that can be used as a short-cut to refer back to the specific stage.
- It would be good if the 6 ENABLERS also had icons, as long as it doesn’t make the diagram too cluttered. They can be on the inside or the outside of “the Cycle”.
- The Cycle (and its underlying 6 enablers) need to be easy to explain. Therefore, the design needs to accommodate the ability to “build” the “Cycle Framework” component by component (as in a presentation). For example, need to be able to talk about:
  - The Cycle Stages on their own (without the enablers)
  - Each Cycle stage on its own (possibly as a highlight section, with the others ‘greyed out’ or as a ‘cut-out’)
  - the 6 enabler elements (collectively & individually) on their own etc. Then, put them all together again, to create “the framework”
- The 6 Enablers/ Elements are interrelated to each other (one influences the strength of the other) – if this could somehow be shown, that would be a bonus.
- When effectively combined, the 6 enablers underpin the entire Cycle (as a ‘foundation’). As such, the strength of the enablers determines the degree of success experienced when navigating The Cycle.