

IMPACT OF ▶ GRAPHIC DESIGN IN PUBLIC SERVICE SCHOLARSHIP

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“Good design is where engagement increases, collaboration strengthens, and change begins.”

BACKGROUND/PURPOSE

Both impactful and invaluable, graphic design is an underutilized communication asset for public service scholarship. Well-designed published information has a strong impact on viewers by providing a unique, effective means to communicate. Design is powerful in the field of public health. It increases engagement, strengthens collaborative relations, and can even save lives.

METHODS

The collaboration between design and public health is an uncommon partnership but is growing in popularity. Our research team at Mississippi Tobacco Data (MTD) quickly realized that our audience, who often includes policymakers and stakeholders, needs access to our information in clear, concise, readily accessible forms. For over a decade, our team has fine-tuned our approach to utilizing graphic design as a communication asset for our research.

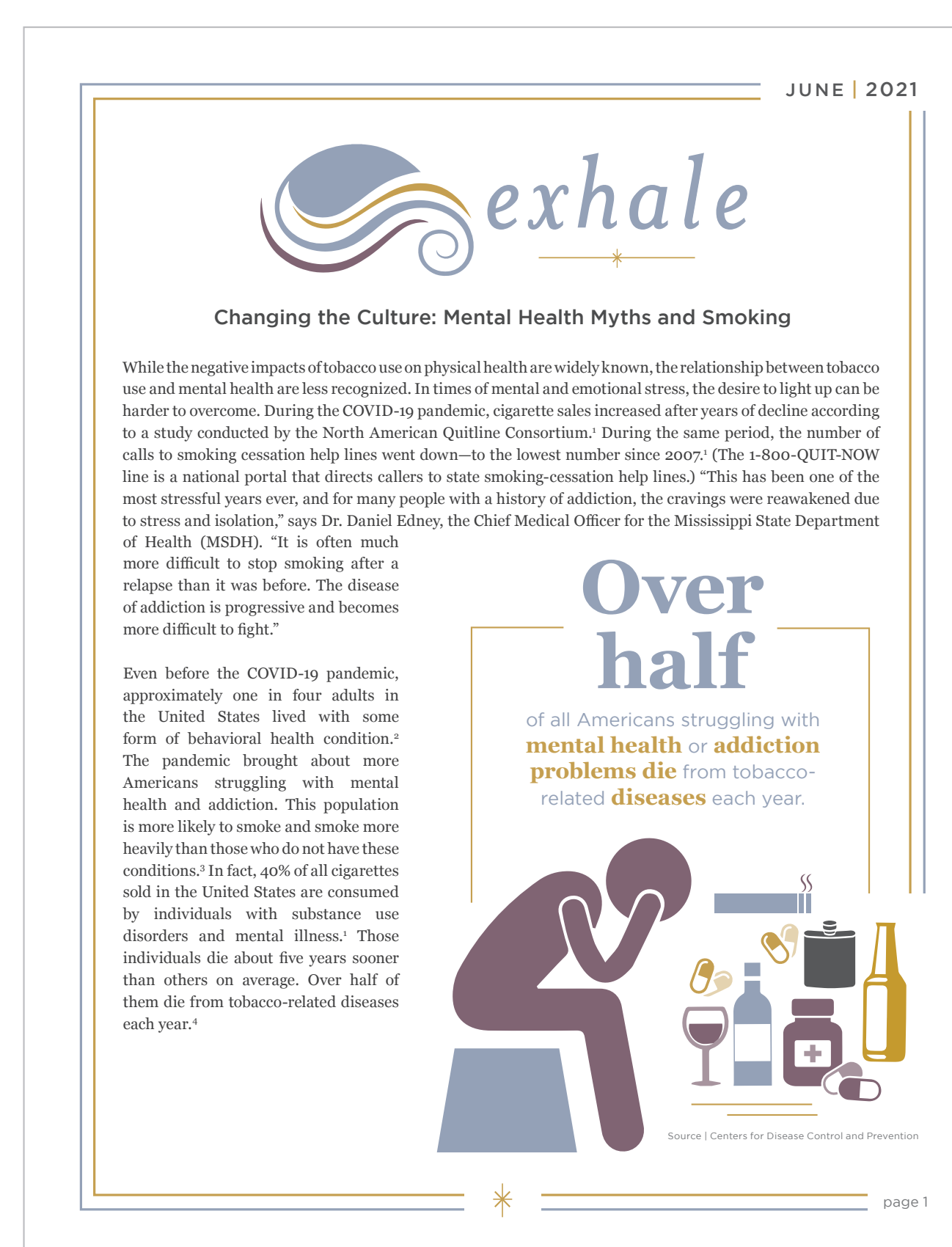
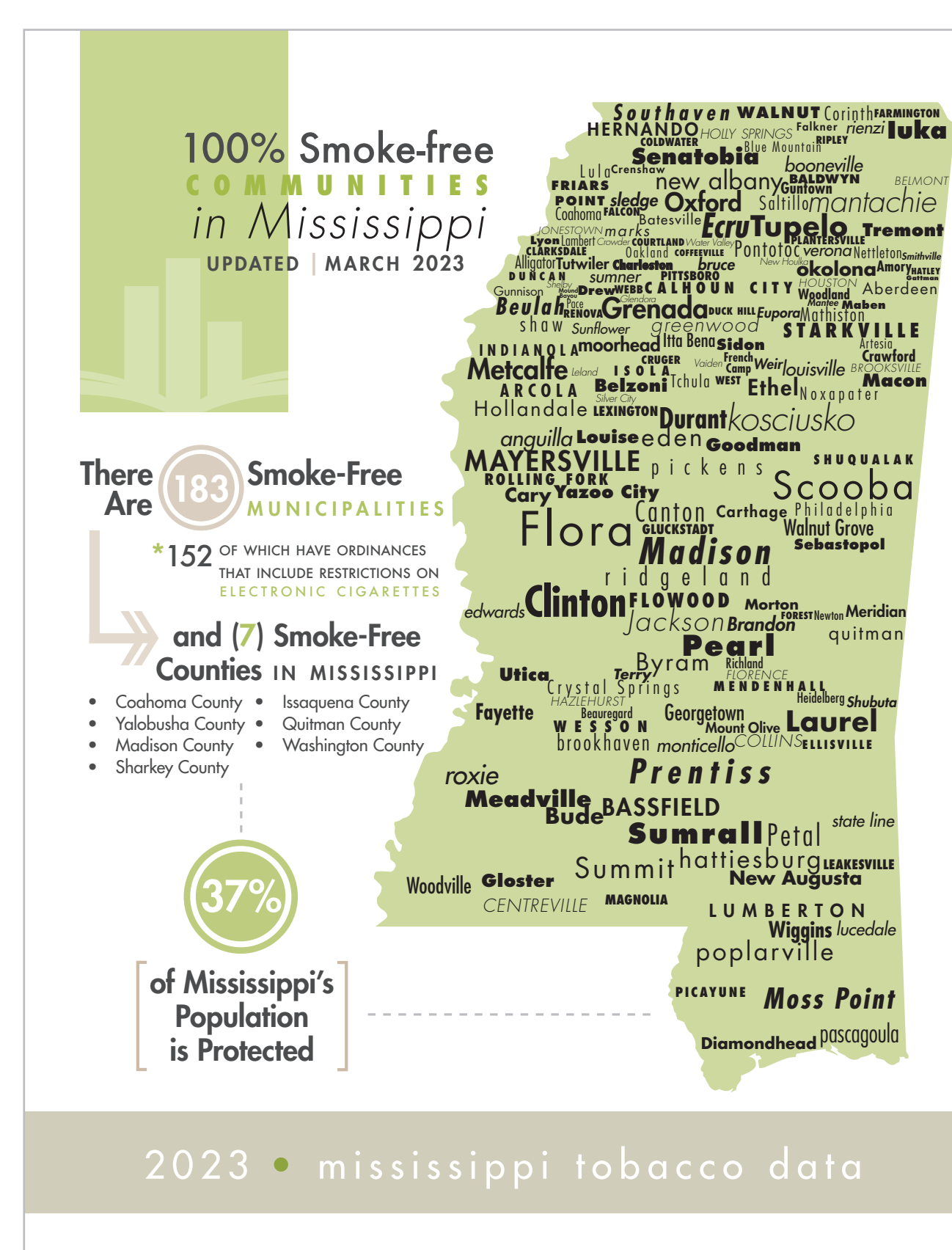
RESULTS

MTD has produced numerous well-designed publications and maintained a website to house it all. Skilled designers possess the abilities to translate a standard document into a work of art by highlighting critical information and providing a visual roadmap for the viewer. The outcome of this uncommon collaboration is effective communication of critical information in the hands of decision-makers.

IMPLICATIONS FOR PUBLIC HEALTH

Graphic design is an underutilized asset in public health and its implementation can lead to increased awareness of public health data and policy. Design bridges the communication gap between organizations, healthcare professionals, researchers, and the public by translating complex concepts into more easily digestible content.

The impact of well-designed published information continues to be an invaluable communication asset for public service scholarship. Good design is where engagement increases, collaboration strengthens, and change begins.



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