

Category: **Healthcare**

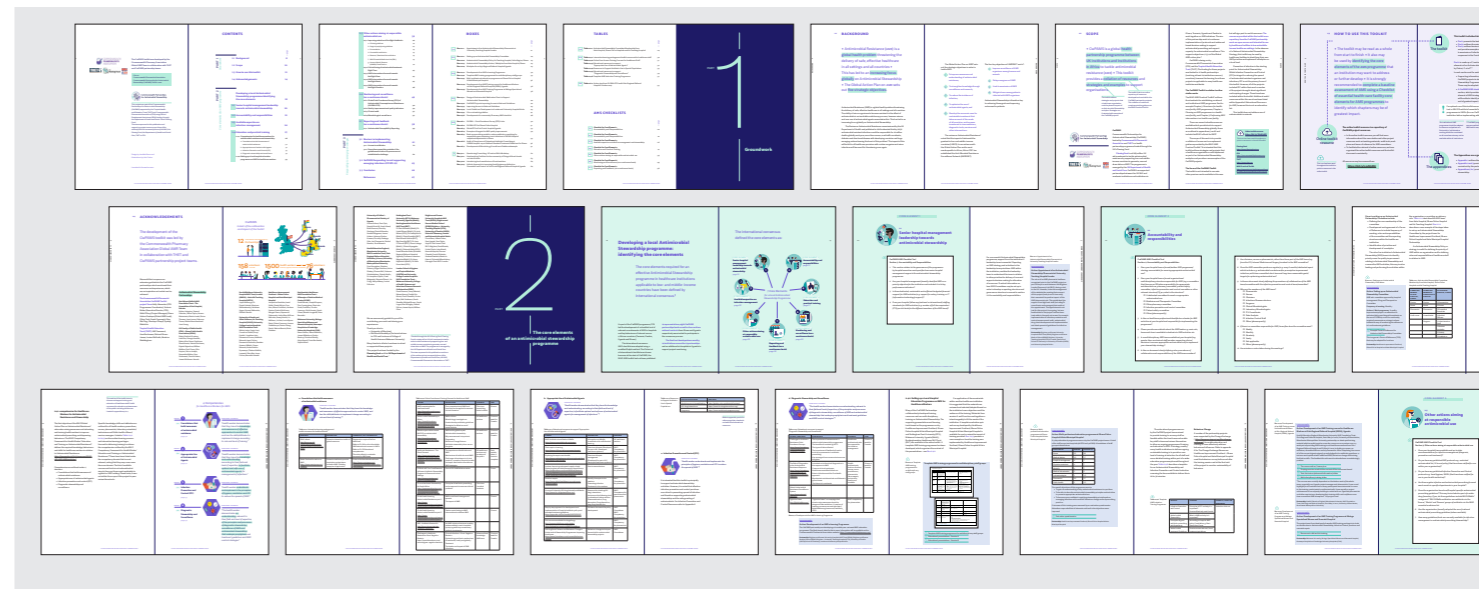
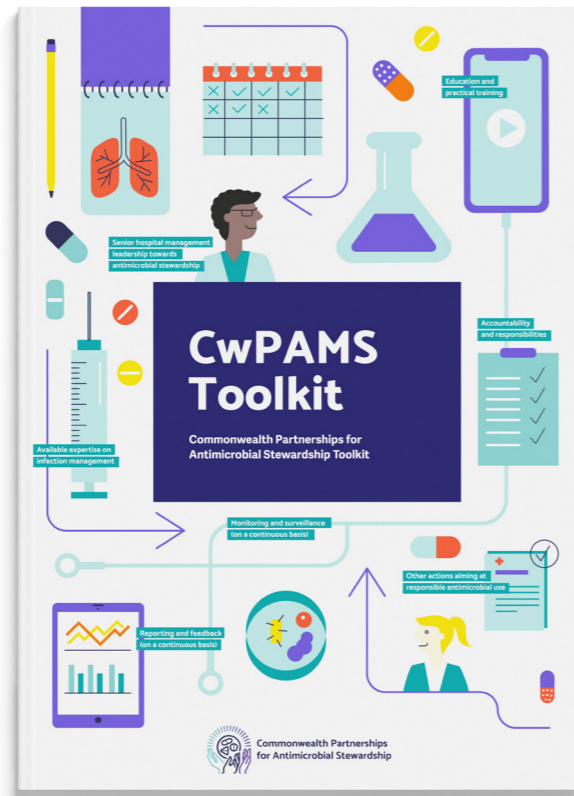
Project: **CwPAMS toolkit**
Real-word document transforming

What was the challenge?

The CwPAMS toolkit outlines strategies and projects that a healthcare organisation could implement as part of an Antimicrobial Stewardship workplan and gives case study examples of the CwPAMS projects. The client requested a report-style document. They had an idea of the genre, and were aware of the need to make the information accessible to readers, and to create a document oriented towards action.

What was the solution?

Coherence was sought at the macro level to make sure that the structure shows the relation between the topics. The idea was to use design to make the structure evident for the reader – hence easy to use.



Symbols from infographics function as visual landmarks to help find corresponding sections



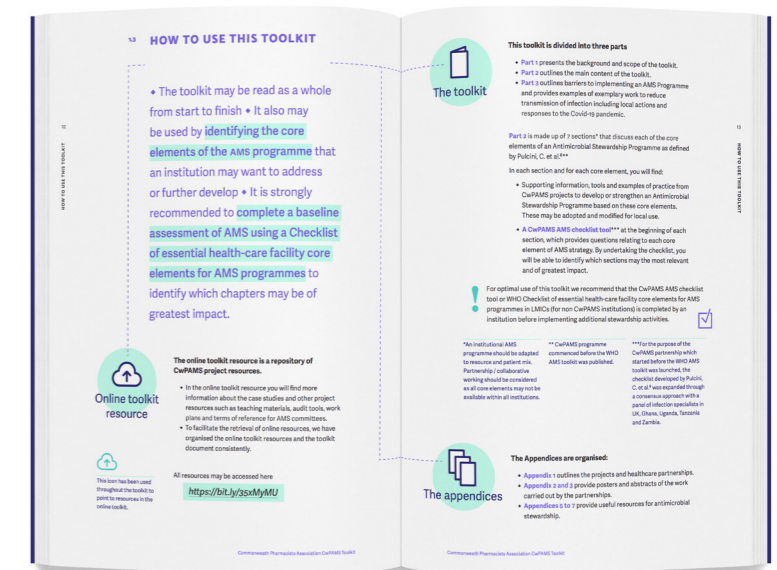
Visual summaries outline important elements of the toolkit.



What was the effect?

Under a reader-centred perspective, the document was organised and designed to follow these main organising principles:

- Reorganising of structure: creating boundaries to help navigation. We separated the document into 3 parts to organise the content: groundwork sections (part 1), core elements (part 2) and the final sections (part 3).
- Chunking: the toolkit is composed of 7 core elements. We used illustrations, colour and visible headings to make the core elements easy to find.
- Infographics to incorporate image content and create motivation to read, plus visual summaries of important elements of the toolkit.
- Symbols from infographics to function as visual landmarks to help find corresponding sections.
- Explain the internal logic of the toolkit: design-led re-writing of the section 'how to use this toolkit'



Double page spread 'How to use this toolkit'

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