

# Visual + Effective Communication for Emergency Information

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## Claudine Jaenichen

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Professor Jaenichen is an information designer specializing in the relationship between design and cognition. Her recent work in applied design research serves a precise communicative role for, or in, cognitive demanding events.

Advocating inclusivity through design is central in pursuing design research for evacuation information and projects that address public information. She prioritizes participatory design methods and the importance of benchmarking as methods to measure the success of a project and how it communicates to its intended audience. She serves on the Board of Governors for the Communication Research Institute, on the Executive Board for the International Institute of Information Design and on the Executive Board for the Design Network for Emergency Management. Both her practical design work, as well as her research work, has been included in information design, social sciences, graphic design and psychology national and international publications.