

## A Picture Really IS Worth A Thousand Words: The Value of Information Design

**Information design** uses visual means to provide clarity. Information design is where graphic design and instructional design meet—to raise the role of visuals from providing “wow” moments to delivering “aha” moments, engaging the learner and heightening the learning experience.

The presenter will walk the audience through a brief history and description of information design, discuss engaging examples of current examples of information design, then illustrate how attendees how they can apply information design to their work to communicate more dynamically.

The experience will open the eyes of attendees and provide them insight on how to take their learning programs to the next level.

Examples of Information Design:

[Little Red Riding Hood in Information Design](#)

[A Visual Guide to where your Federal tax dollars go](#)

[The Geneology of Pop & Rock Music](#)



**Presenter:** Craig Dockery, Creative Director, TIER1 Solutions

Craig has more than ten years experience in marketing, consulting and graphic design. He has created strategic, training and design solutions for AOL Time Warner, Comcast, World Bank, Sprint, Dell Computer, Macy's, Kroger, Luxottica, Wendy's, Department of Homeland Security, the U.S. Army, the U.S. Air Force and many other clients of all sizes and industries.

Craig has contributed to successful client efforts in many roles, from consulting on concept development to managing design teams to spearheading design and development phases. As principal consultant, Craig's responsibilities include consulting for visual strategies, concept development, management of creative team and process/workflow development within that team, coordinating internal marketing initiatives, assisting with internal process development, and assisting with conversion of project assets to re-usable asset templates. <http://www.tier1performance.com/>