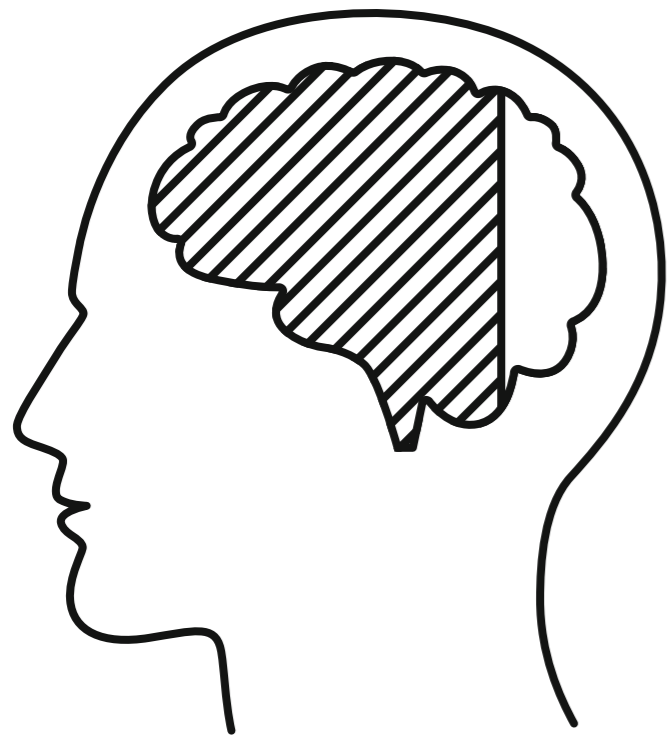


# Communication Design

## A Tool for Empowerment

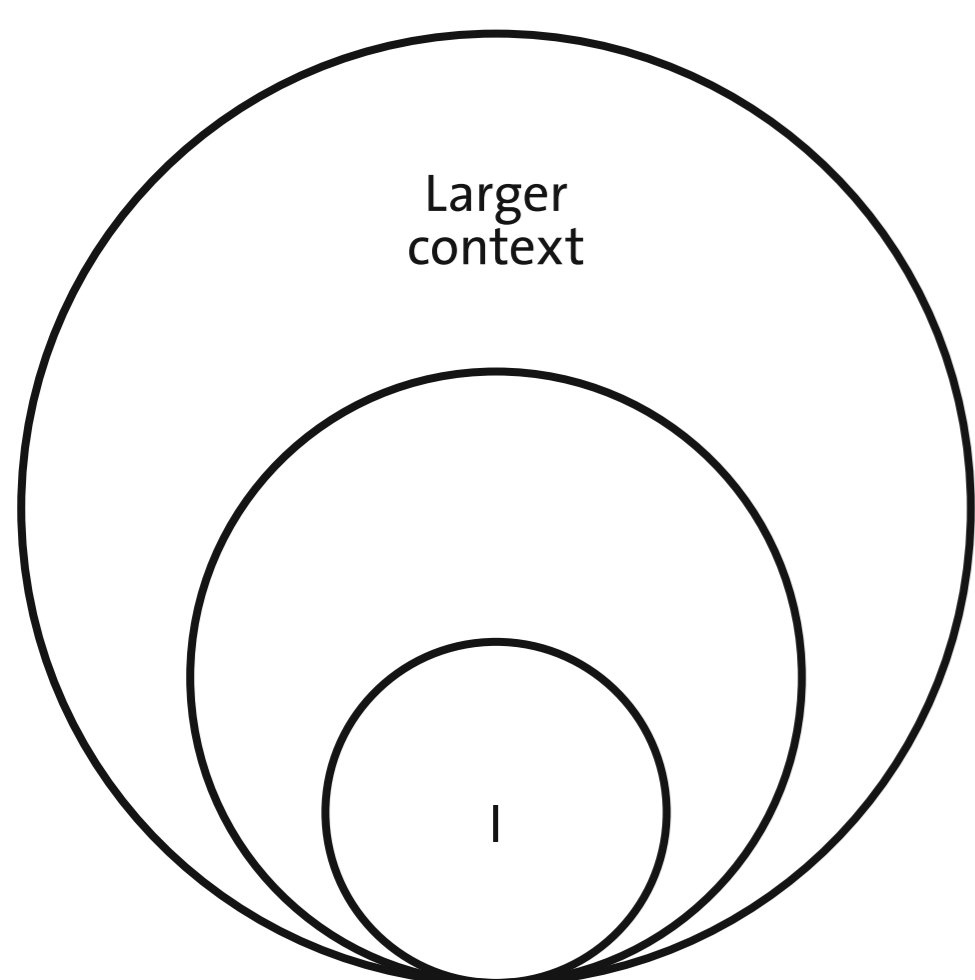
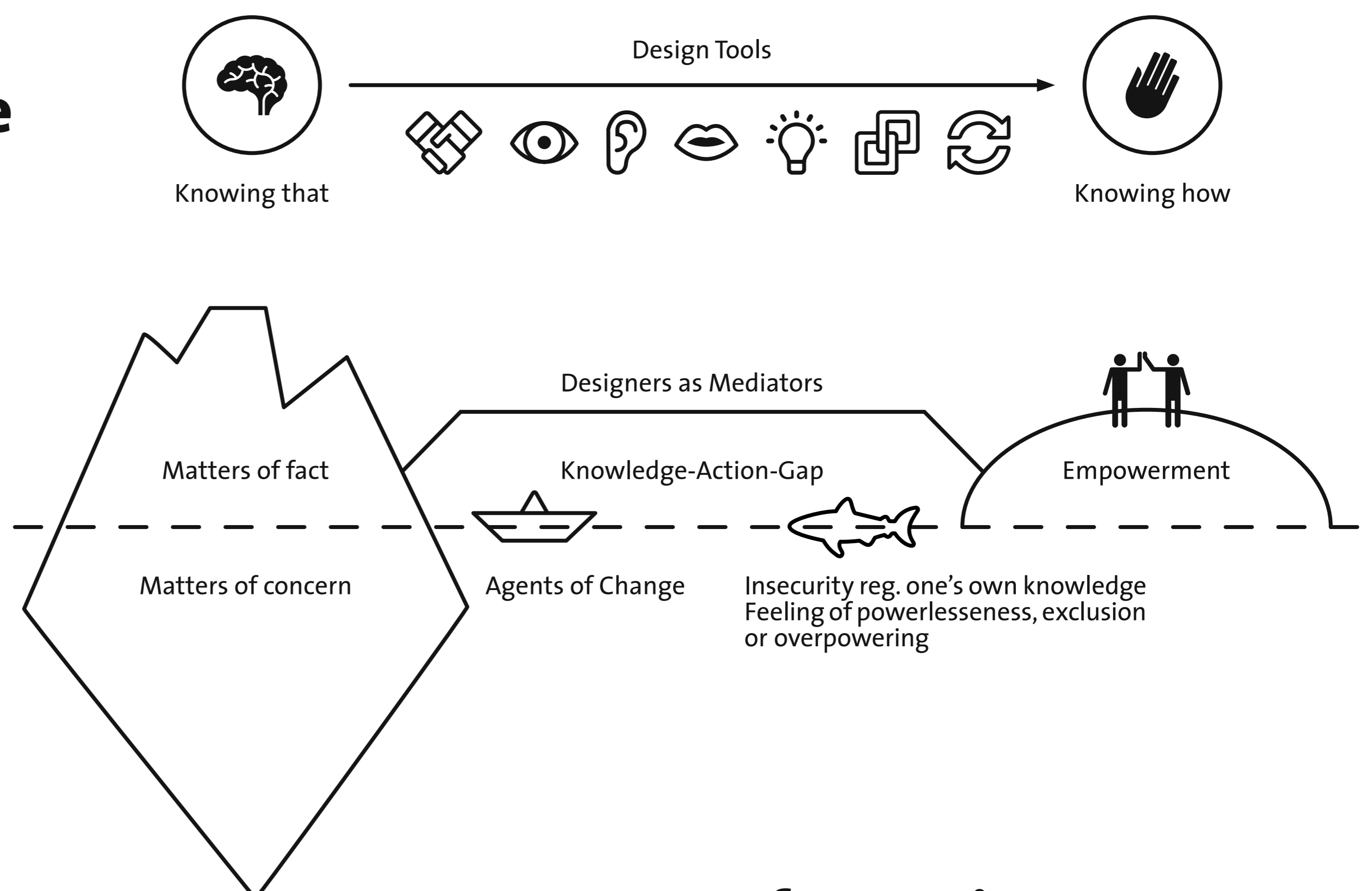
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80% of human behaviour is led by unconscious emotions. As people are matching and linking newly acquired knowledge with already existing experiences, individual attitudes, interests and educational backgrounds play an important role in the perception of the addressed topic. Consequently, pure information brokering isn't able to change behaviour without communication that is appropriate and practically valuable to the audience.

### Operational Knowledge

The access to operational knowledge is a precondition of empowerment and self-efficacy. Clear and low-threshold informational transfer contributes to the humanization of socially relevant knowledge, capacity building, resilience and an increase of the desirability of solutions.



“Think of the *Queen Elizabeth* – the whole ship goes by and then comes the rudder. And there's a tiny thing at the edge of the rudder called a trim tab. It's a miniature rudder. Just moving the little trim tab builds a low pressure that pulls the rudder around. Takes almost no effort at all. So I said that the little individual can be a trim tab.”

Richard Buckminster Fuller

### Transformation processes

By giving thoughts and ideas a shape, designing can be seen as a translation process, that creates visual shortcuts to make complex issues tangible and negotiable.

