In order to design leaflet better, we have browsed relevant competitive products and leaflets from several countries. In our leaflet, we use the popular Google illustrations style because we think that it is suitable for the government to use for the public. This style of illustration is mostly composed of curves, which helps readers feel more comfortable and make it easier for readers to accept the content while reading this leaflet. The colors used in the leaflet are consistent with the main colors of the Scottish government.

The main reason why we use the form of data comics is that even though we have redesigned the leaflet, it is still very difficult for the public to get interested in this service. What’s worse, the proportion of participation in the past few years is decreasing. In this case, we want to try new form of leaflet to increase public participation in this service. Our comic includes most of the content from the leaflet to convey the similar message that the government wants to convey to the public.

This comic tells the story of an ordinary Scottish receiving a letter about SCJS. And we design a cartoon character named Mr. Letter to help people understand how the Scottish Crime and Justice Service works and explain visualizations to let the readers know that what information can they learn from this service. The comic contains facts and insights form the data. Speaking in more details, we use a cartoon slide to show the decline in crime rate, which could give readers a deep impression of the crime rate. And we describe the group of people who are more likely to experience crimes with cartoon characters. Also, we use exaggerated and humorous comics to make the story more engaging. Thus, readers could understand the data results from this interesting comic and understand the details of the service and the importance of participation from the story.