

Understanding & Simplicity

REDUCING COMMUNICATION NOISE

CRUST

Context

Relevance

Understanding

Simplicity

Trustworthiness

CRUST

Context

Word choices

Relevance

Sentence length

Understanding

Paragraph length

Simplicity

Punctuation

Trustworthiness

Unspoken (aka Non-verbal)

Illustrations

More . . .

Context

Relevance

Understanding

Simplicity

Trustworthiness



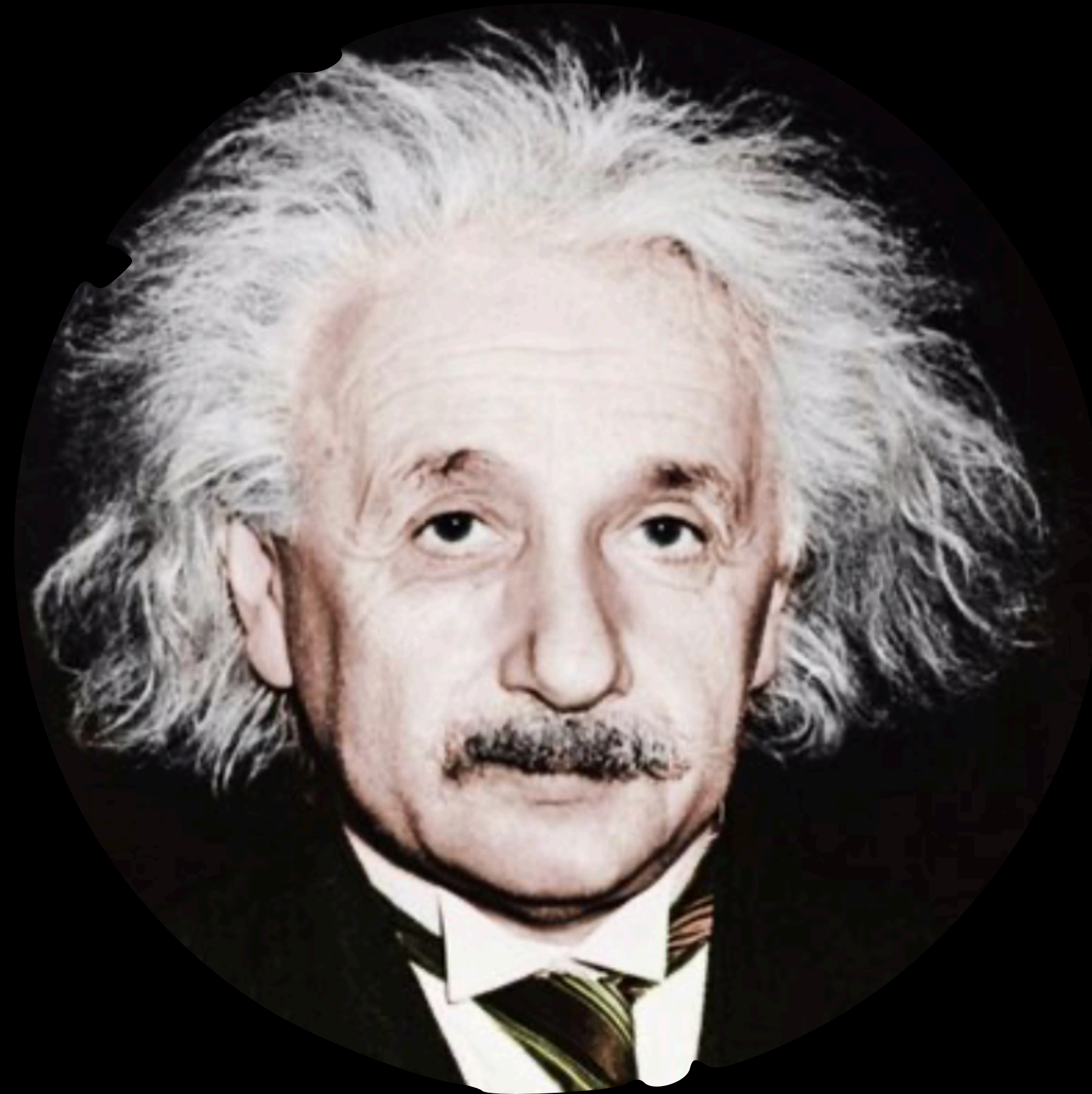
Transforming the concept into
something that's familiar in the
receiver's everyday life

- ☐ **CONTEXT** Does the receiver know the background and purpose?
- ☐ **RELEVANCE** How will the information be valuable to the receiver?
- ☐ **UNDERSTANDING** Are the word choices clear for that receiver?
- ☐ **SIMPLICITY** Can complicated ideas be transformed to make them easier to grasp?
- ☐ **TRUSTWORTHINESS** Is the information accurate, error-free, and true on the day it is sent?

THE BIG IDEA

Reduce sender noise using CRUST (context, relevance, understanding, simplicity, and trustworthiness).

*"If you can't
explain it
simply . . .*



*. . . you don't
understand it
well enough"*

Albert Einstein

**Their
understanding**

**Your
understanding**

Knowledge Gap

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

KNOWLEDGE BASE

SIMPLIFYING COMPLICATED IDEAS

COODS

Comparisons

Outcomes

Demonstrations

Stepping stones

CODS

- ☐ Are you not assuming how much the receiver already knows?
- ☐ Are you using the most basic word choices possible?
- ☐ Is the focus on big ideas, leaving out the details?
- ☐ Are you thinking more about understanding than precision?
- ☐ Are you connecting the basic ideas to ideas the audience already understands?

THE BIG IDEA

When something complicated may be difficult to understand, simplify it by transforming the concept into something else that fits the everyday life of the receiver.

REDUCING
SENDER
NOISE

CRUST

SIMPLIFYING
COMPLICATED
IDEAS

CODS

Slides

Is the ~~presentation~~

Supports the presentation

As much information ~~as possible~~

As few words as necessary

Dupliciates what speaker ~~is saying~~

Adds to what speaker is saying

Principals of visual design

Principals of visual design

Principals of visual design

- Contrast helps items stand-out from each other
- Proximity keeps relationship between items more obvious
- Alignment guides the receiver's eye so it's faster to read
- Repetition explains the purpose of an element
- Fonts support the purpose of the message
- Layout is how all the elements work together as a system
- Colour adds a distraction (either good or bad)
- White space (aka negative space) adds focus on elements
- Lines and boxes connect or separate

Principals of visual design

Contrast

Repetition

Alignment

Proximity

AFTER

THE BIG IDEA

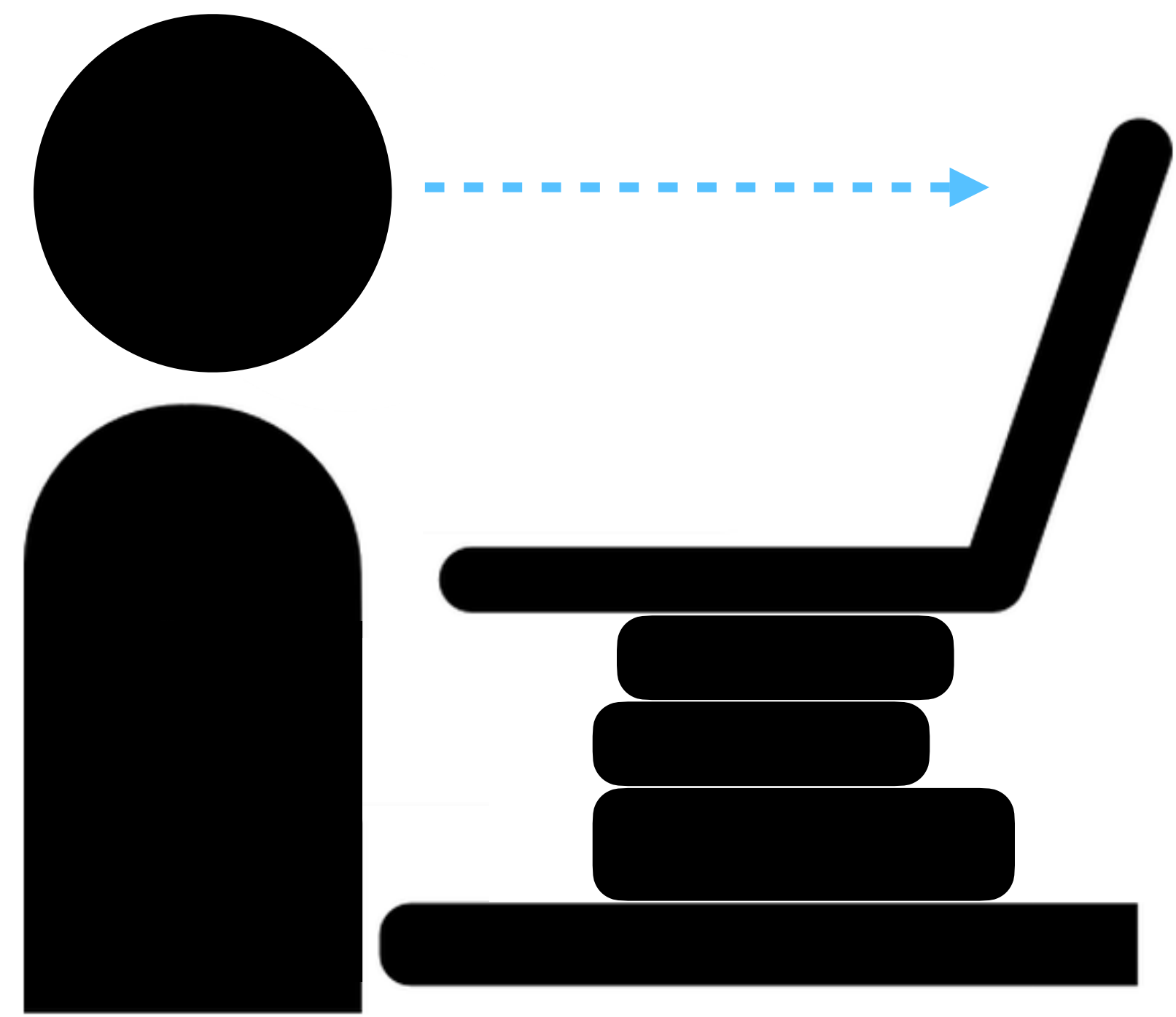
Use slides to support - not duplicate - what you're saying.

Appearing online



- 1 - Having more light in front of you than behind
- 2 - Making sure your face is fully visible
- 3 - Avoiding potential distractions in the picture

4 - Raise the camera to be at your eye level



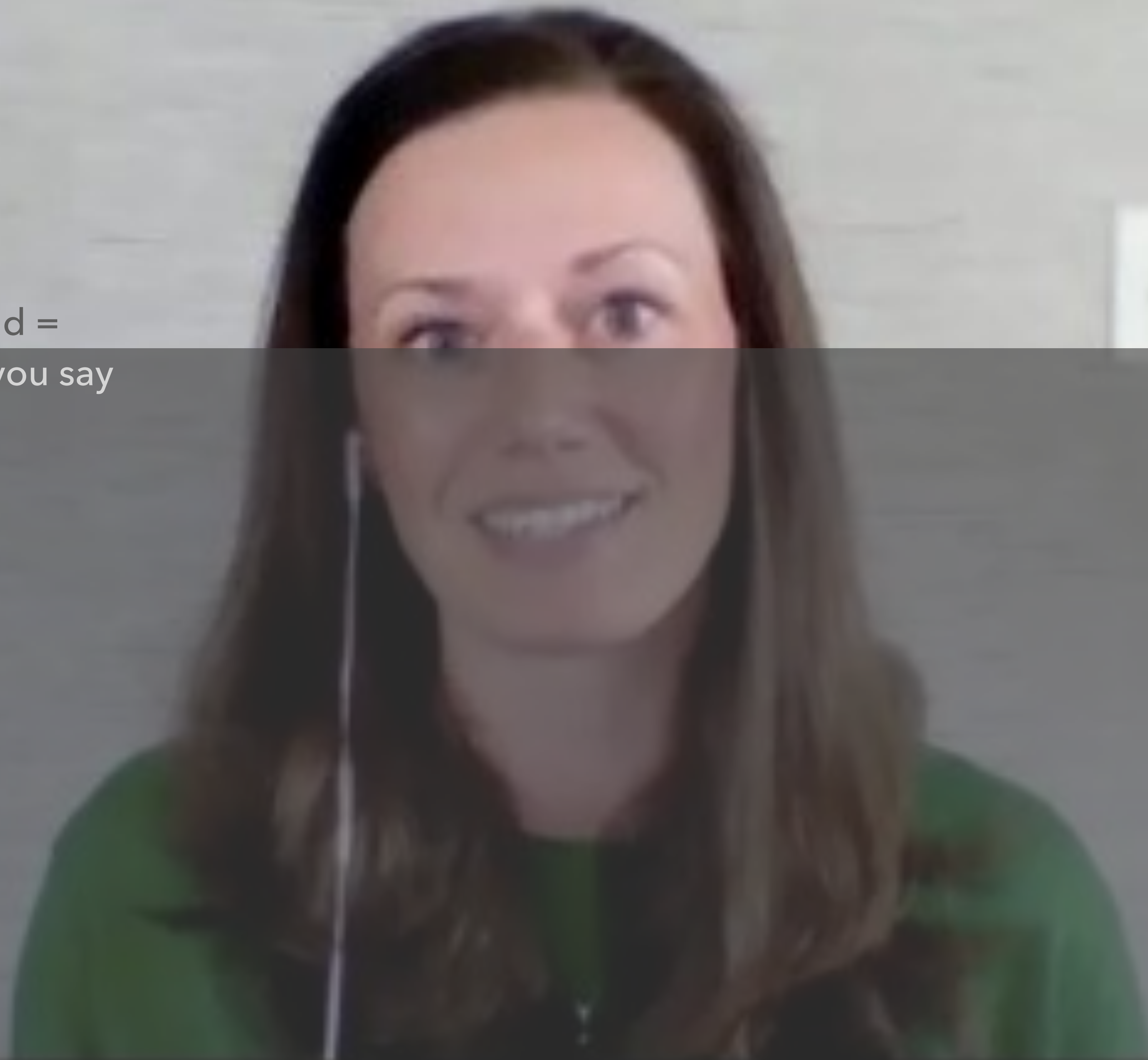
5 - Avoid too much space above your head



Less space over your head =
more authority for what you say



Less space over your head =
more authority for what you say



THE BIG IDEA

Think of the whole picture - how every element has an impact on understanding.

Reference

“Albert Einstein quotes,” *BrainyQuote*, [online] Available at https://www.brainyquote.com/quotes/albert_einstein_383803 [Accessed: August 29, 2020]

L. Lefever, “Simplification,” in *The Art Of Explanation: Making Your Ideas, Products, and Services Easier to Understand*. Hoboken, NJ: John Wiley & Sons, 2013, pp. 103-112

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