

Risk Literacy and Visual Infrastructure:
Improving the understanding of risk, prevention,
and supporting effective behavior on campus

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Risk literacy relies on the effectiveness of how people:

- 1** learn and adopt new information, especially about risk
- 2** change their behavior according to the information learned



Photo credit—courtesy of Chapman University

1 learning new information

How well does the community understand the risks?

Has the benefits of social distancing, wearing a mask, washing hands, staying-at-home, etc. been effectively understood and adopted to lower personal risk?

2 requires change in behavior

Do people understand what's expected of them?

Are measures required or suggested? Are measures enforced? Are there consequences? Are requirements consistent?

“Common sense” is vulnerable

Cognitive phenomenas triggered by compression



CROWD
PSYCHOLOGY
+ COLLECTIVE
BEHAVIOR



TUNNEL
VISION



TEMPORARY
COGNITIVE
PARALYSIS

Visual infrastructure supports risk literacy in two modules:

- 1** path knowledge
- 2** environmental influence

1

path knowledge

**instructional
intentional
consistent**





Photo credits—Left: stock photo. Right: David Ryan, Boston Globe



Design credit:

Jeff Brouwer, Assistant Vice President of Creative Services
and team at Strategic Marketing and Communications



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1

environmental
influence

confrontational
explicit
universal



Photo: Amanda Dombrowski (Domino Park, NY)



Photo: Jane Tyska
(Dolores Park, San Francisco)



When in buildings and on campus, the following guidelines are required:



Face coverings. Face coverings are required on campus to help keep your fellow Panthers healthy.

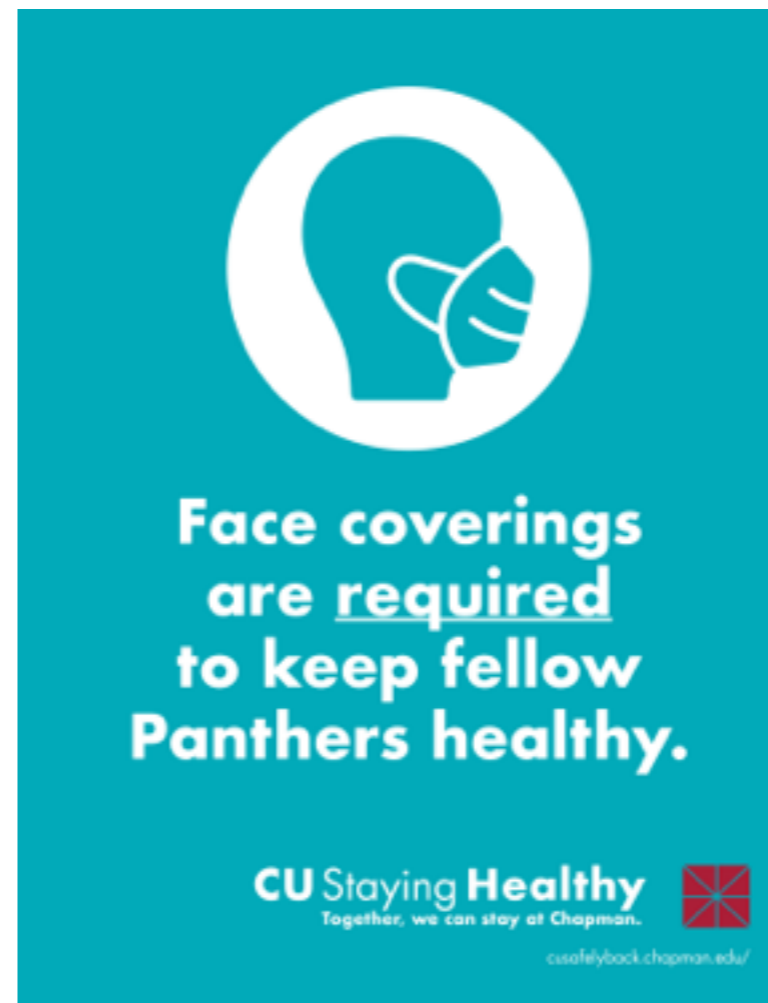
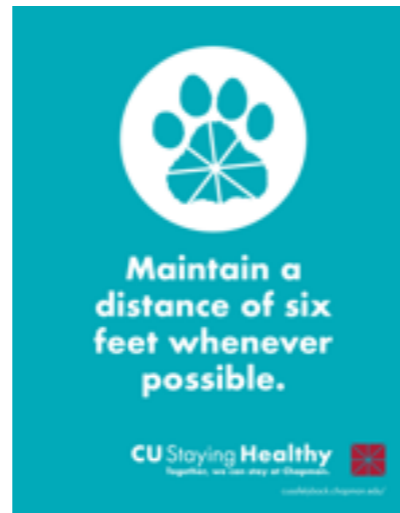


Physical distancing. Maintain a distance of six feet whenever possible.



Wash your hands. Wash your hands often with soap and water for at least 20 seconds.

For more information visit cusafelyback.chapman.edu/



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Inclusion

Taskforce worked with the Office of Disability Services,
Jason McAlexander and Accessibility Technology
Analyst, Craig Williams

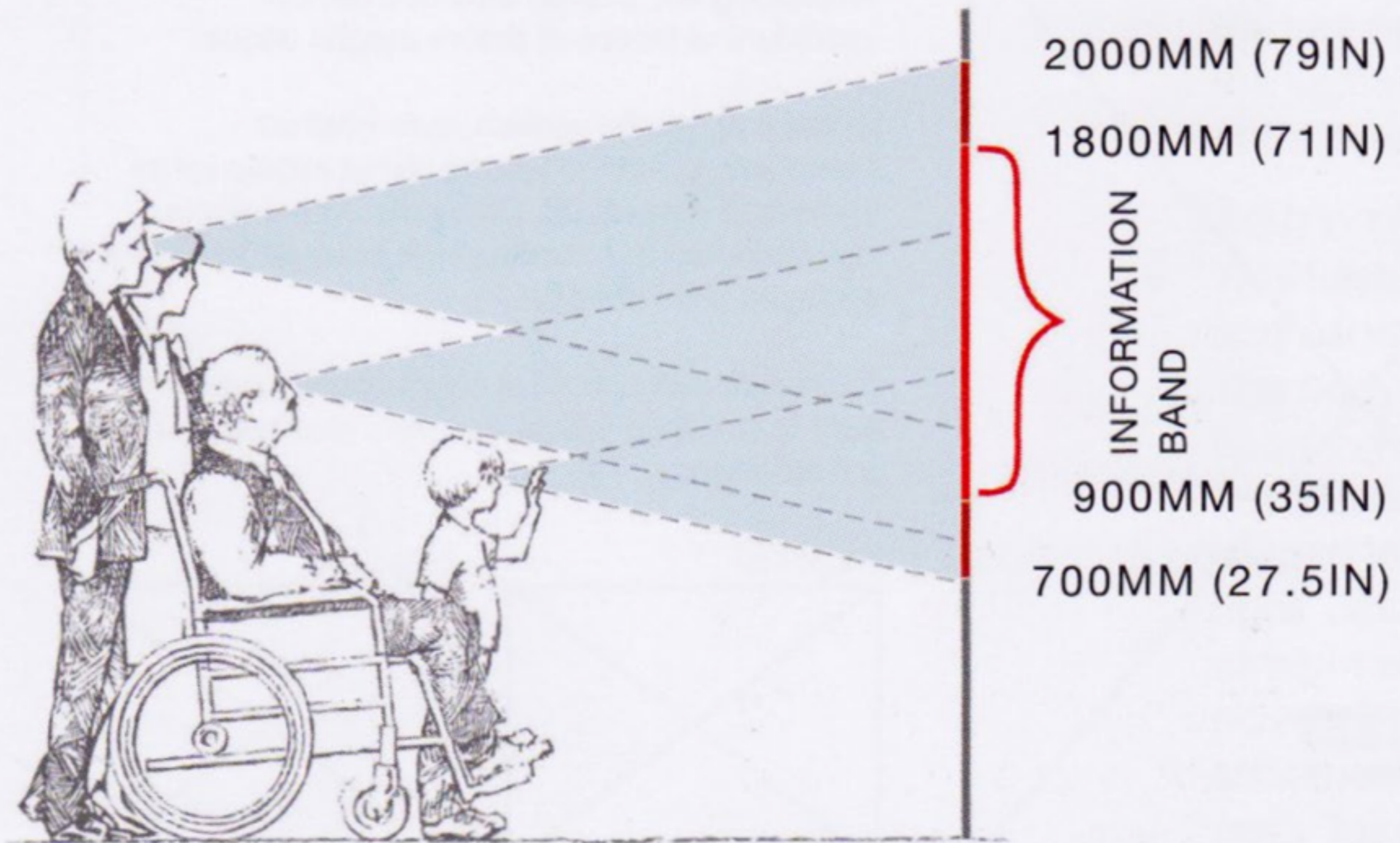
Clear masks



Bluetooth Beacon



reading conventions, reading heights



Thank You.

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