



Sabina von Kessel

Transcultural Design Consultancy International

# World without Words

Design of a Communication Strategy to  
Promote Positive Change  
For Unorganized Workers in Karnataka,  
India



Sabina von Kessel

Transcultural Design Consultancy International

Communication is a problem-posing dialogue  
between equals engaging in praxis,  
not merely information dissemination.

Strategic Communication-For behaviour and social change in South Asia, United Nations Childrens Fund



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World without Words

Field Research

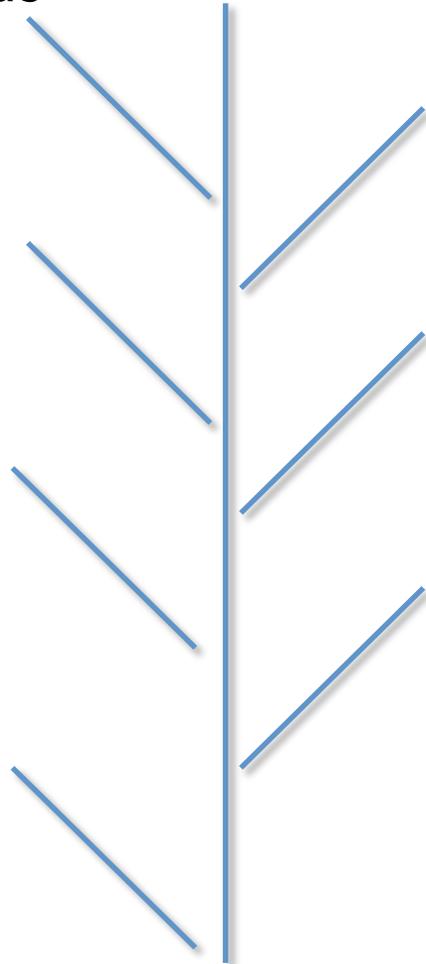
Visual Language  
RSBY-CWWB

Film

The Process of Sensemaking

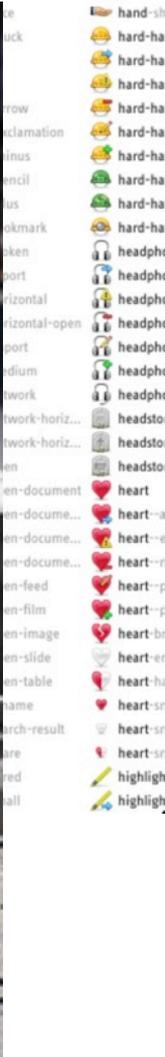
Strategic Communication-  
Branding

Process

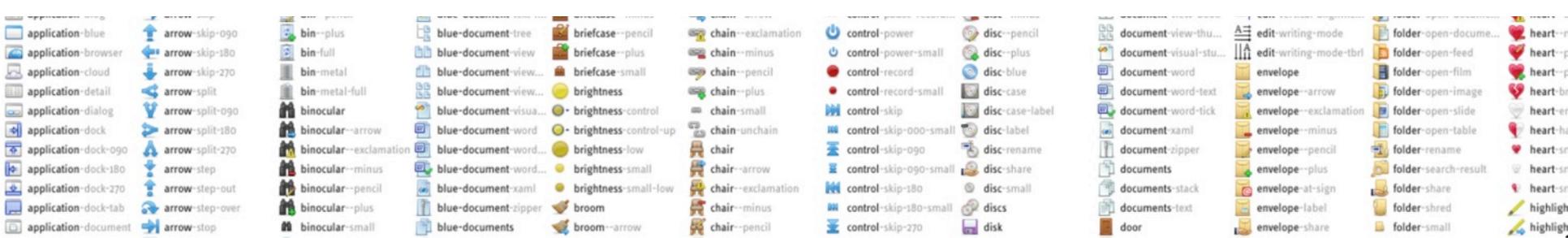


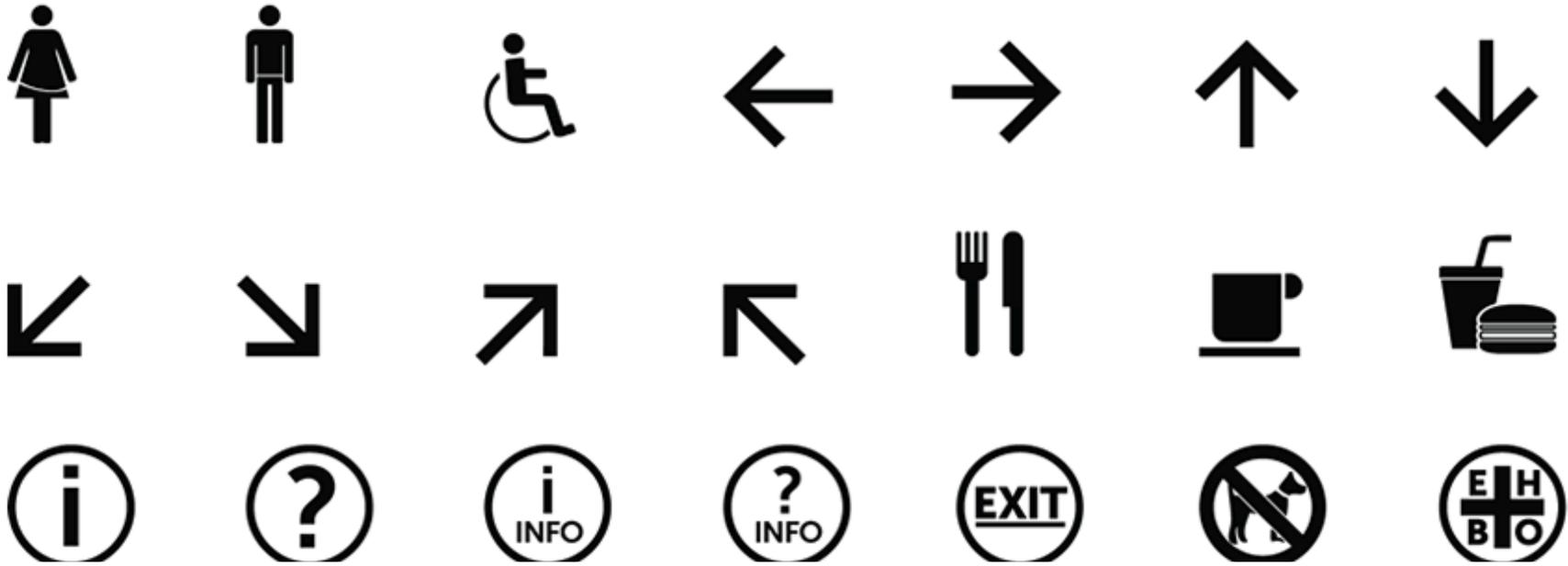


# World without words



abacus	arrow-curve-180-left	battery-plug	blue-document-office	border-top-bottom	card	computer-pencil	database	document-page	edit-ousted-rtl	flashlight-minus	hand
acorn	arrow-curve-270	bauble	blue-document-offic...	border-top-bottom-d...	card-arrow	computer-plus	database-arrow	document-page-last	edit-outline	flashlight-pencil	hand-fir
address-book	arrow-curve-270-left	beaker	blue-document-outlo...	border-top-bottom-L...	card-exclamation	computer-cloud	database-exclamation	document-page-next	edit-overline	flashlight-plus	hand-ho
address-book-arrow	arrow-in	beaker-arrow	blue-document-page...	border-up	card-minus	computer-network	database-minus	document-page-prev...	edit-padding	flashlight-shine	hand-ily
address-book-excla...	arrow-in-out	beaker-exclamation	blue-document-page...	border-vertical	card-pencil	computer-off	database-pencil	document-pdf	edit-padding-left	flask	hand-pi
address-book-minus	arrow-join	beaker-minus	blue-document-page...	border-vertical-all	card-plus	construction	database-plus	document-pdf-text	edit-padding-right	flask-arrow	hand-po
address-book-pencil	arrow-join-090	beaker-pencil	blue-document-page...	border-weight	card-address	contrast	database-cloud	document-photoshop	edit-padding-top	flask-exclamation	hand-po
address-book-plus	arrow-join-180	beaker-plus	blue-document-page...	border	card-export	contrast-control	database-delete	document-photoshop...	edit-percent	flask-minus	hand-po
address-book-blue	arrow-join-270	beaker-empty	blue-document-pdf-t...	box-arrow	card-import	contrast-control-up	database-export	document-php	edit-pilcrow	flask-pencil	hand-po
address-book-open	arrow-merge	bean	blue-document-pdf-t...	box-exclamation	card-medium	contrast-low	database-import	document-powerpoint	edit-quotation	flask-plus	hand
alarm-clock	arrow-merge-000-left	bean-arrow	blue-document-phot...	box-minus	card-small	contrast-small	database-insert	document-rename	edit-replace	flask-empty	hand
alarm-clock-arrow	arrow-merge-090	bean-exclamation	blue-document-phot...	box-pencil	cards	contrast-small-low	database-medium	document-resize	edit-rotate	flower	hand-sh
alarm-clock-exclam...	arrow-merge-090-left	bean-minus	blue-document-ph...	box-plus	cards-address	control	database-network	document-resize-act...	edit-rule	flower-face	hand-sh
alarm-clock-minus	arrow-merge-180	bean-pencil	blue-document-pow...	box-document	cards-bind	control-000-small	database-property	document-search-res...	edit-scale	flower-pluck	hard-ha
alarm-clock-pencil	arrow-merge-180-left	bean-plus	blue-document-rena...	box-label	cards-bind-address	control-090	database-share	document-share	AI edit-scale-vertical	foaf	hard-ha
alarm-clock-plus	arrow-merge-270	bean-green	blue-document-resiz...	box-medium	cards-stack	control-090-small	database-small	document-shred	edit-shade	folder	hard-ha
alarm-clock-blue	arrow-merge-270-left	bean-small	blue-document-sear...	box-resize	cassette	control-180	database-sql	document-small	edit-shadow	folder-arrow	hard-ha
alarm-clock-select	arrow-move	bean-small-green	blue-document-share	box-resize-actual	cassette-arrow	control-180-small	databases	document-small-list	edit-signature	folder-exclamation	hard-ha
alarm-clock-select-re...	arrow-out	beans	blue-document-shred	box-search-result	cassette-exclamation	control-270	databases-relation	document-smiley	A+ edit-size	folder-minus	hard-ha
anchor	arrow-repeat	beer	blue-document-shred	box-share	cassette-minus	control-270-small	desktop	document-smiley-sad	A- edit-size-down	folder-pencil	hard-ha
android	arrow-repeat-once	bell	blue-document-smal...	box-small	cassette-pencil	control-cursor	desktop-empty	document-snippet	A- edit-size-up	folder-plus	hard-ha
animal	arrow-resize	bell-arrow	blue-document-smil...	box-zipper	cassette-plus	control-double	desktop-image	document-stamp	AA edit-small-caps	folder-bookmark	hard-ha
animal-dog	arrow-resize-045	bell-exclamation	blue-document-smil...	brain	cassette-label	control-double-000...	desktop-network	document-stand	edit-space	folder-broken	headph
animal-monkey	arrow-resize-090	bell-minus	blue-document-snip...	brain-arrow	cassette-small	control-double-090...	desktop-share	document-stick-note	edit-strike	folder-export	headph
animal-monkey-sulky	arrow-resize-135	bell-pencil	blue-document-stamp	brain-exclamation	category	control-double-090...	diamond	document-sub	edit-strike-double	folder-horizontal	headph
animal-penguin	arrow-return	bell-plus	blue-document-stand	brain-minus	category-group	control-double-180...	direction	document-table	edit-stroke-double	folder-horizontal-open	headph
application	arrow-return-000-left	bell-small	blue-document-stan...	brain-pencil	category-group-select	control-double-180-s...	direction-arrow	document-tag	AA edit-style	folder-import	headph
application-arrow	arrow-return-090	billboard	blue-document-stan...	brain-plus	category-item-select	control-double-180-s...	direction-exclamation	document-tag	A+ edit-superscript	folder-medium	headph
application-exclama...	arrow-return-090-left	billboard-empty	blue-document-sub	brain-empty	category-item	control-double-270...	direction-minus	document-task	A- edit-superscript	folder-network	headph
application-minus	arrow-return-180	billboard-red	blue-document-table	bread	category-select	control-double-270-s...	direction-pencil	document-template	Ω edit-symbol	folder-network-horiz...	headsto
application-pencil	arrow-return-180-left	bin	blue-document-tag	breaks	categories	control-eject	direction-plus	document-text	U edit-underline	folder-network-horiz...	headsto
application-plus	arrow-return-270	bin-arrow	blue-document-task	briefcase	caution-board	control-eject-small	disc	document-text-image	U edit-underline-double	folder-open	headsto
application-ab	arrow-return-270-left	bin-exclamation	blue-document-temp...	briefcase-arrow	caution-board-prohi...	control-pause	disc-arrow	document-tree	U+ edit-uppercase	folder-open-document	heart
application-block	arrow-retweet	bin-minus	blue-document-text	briefcase-exclamation	certificate	control-pause-small	disc-exclamation	document-view	≡ edit-vertical-alignme...	folder-open-docume...	heart-a
application-blog	arrow-skip	bin-pencil	blue-document-text-i...	briefcase-minus	chain	control-pause-record	disc-minus	document-view-book	≡ edit-vertical-alignme...	folder-open-docume...	heart-e
application-blue	arrow-skip-090	bin-plus	blue-document-tree	briefcase-pencil	chain-arrow	control-pause-record...	disc-pencil	document-view-thu...	A+ edit-writing-mode	folder-open-docume...	heart-r
application-browser	arrow-skip-180	bin-full	blue-document-view	briefcase-plus	chain-exclamation	control-power	disc-plus	document-visual-stu...	≡≡ edit-writing-mode-tbri	folder-open-feed	heart-p
application-cloud	arrow-skip-270	bin-metal	blue-document-view...	briefcase-small	chain-minus	control-power-small	disc-plus	document-word	envelope	folder-open-film	heart-p
application-detail	arrow-split	bin-metal-full	blue-document-view...	brightness	chain-pencil	control-record	disc-blue	document-word-text	envelope-arrow	folder-open-image	heart-br
application-dialog	arrow-split-090	binocular	blue-document-visu...	brightness-control	chain-plus	control-record-small	disc-case	document-word-text	envelope-exclamation	folder-open-image	heart-br
application-dialog	arrow-split-180	binocular-arrow	blue-document-visu...	brightness-control-up	chain-small	control-skip	disc-case-label	document-word-tick	envelope-minus	folder-open-slide	heart-e
application-dock-090	arrow-split-270	binocular-exclamation	blue-document-word...	brightness-low	chain-unchain	control-skip-000-small	disc-label	document-xaml	envelope-plus	folder-open-table	heart
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application-dock-270	arrow-step-out	binocular-plus	blue-document-word...	brightness-small-low	chair-arrow	control-skip-090-small	disc-share	documents	envelope-plus	folder-search-result	heart-sr
application-dock-tab	arrow-step-over	binocular-small	blue-document-xaml	broom	chair-exclamation	control-skip-180	disc-small	documents-stack	envelope-at-sign	folder-share	heart-sr
application-document	arrow-stop		blue-document-zipper	broom-arrow	chair-minus	control-skip-180-small	discs	documents-text	envelope-label	folder-shred	highlight
			blue-documents		chair-pencil	control-skip-270	disk		envelope-share	folder-small	highlight





*The trend of all mass media is towards the visual- from the fairly recent replacement of the cash register in fast food chains and cafeterias with computers with icons as keys, to the proliferation of computer games.*

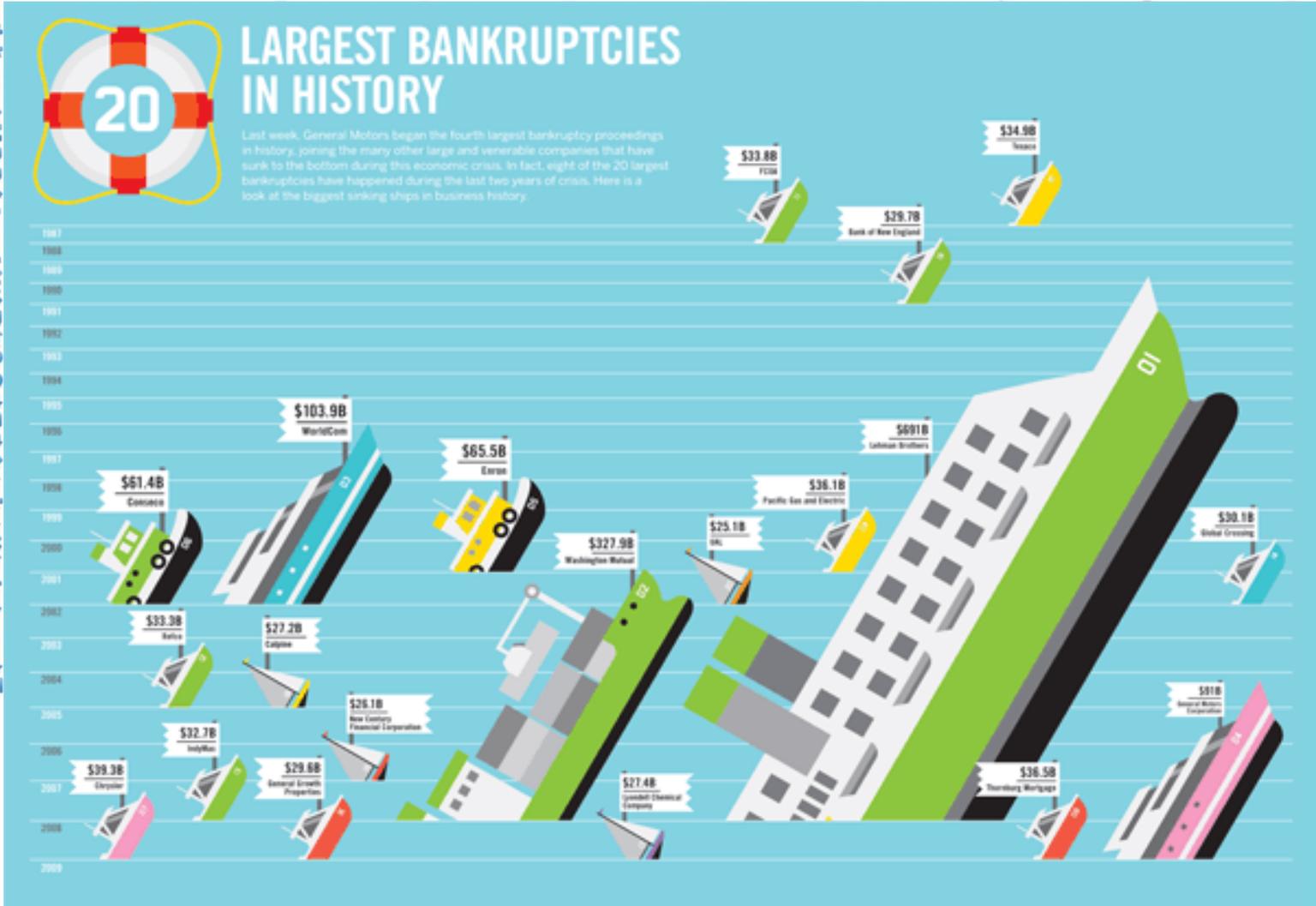
Seward Barry, A.M. Visual Intelligence – Perception, Image, and Manipulation in Visual Communication, New York: State University of New York Press, 1997



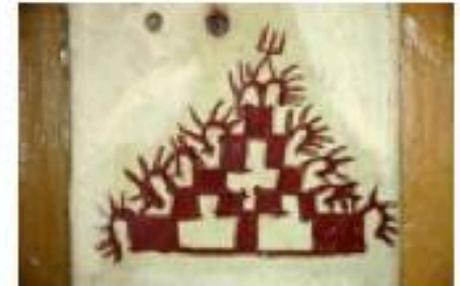
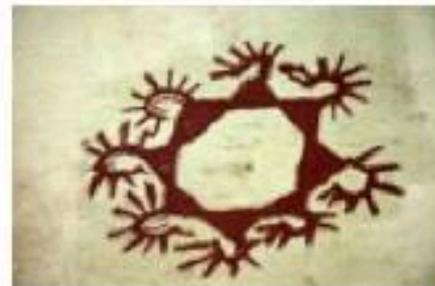
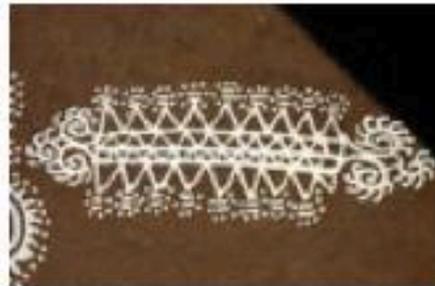
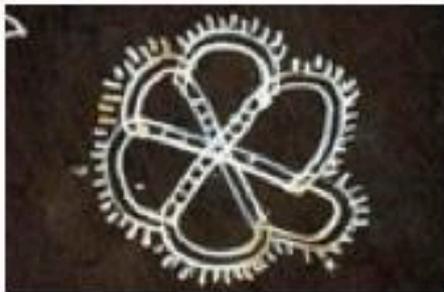
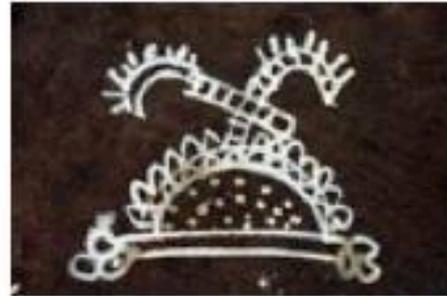
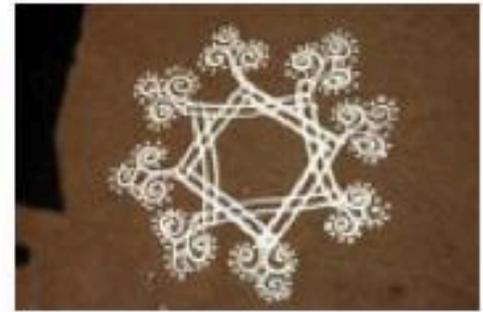
## The process of sensemaking



# The process of sensemaking



The process of sensemaking



## The process of sensemaking



## The process of sensemaking



## The process of sensemaking



We are in the world, we are able to perceive

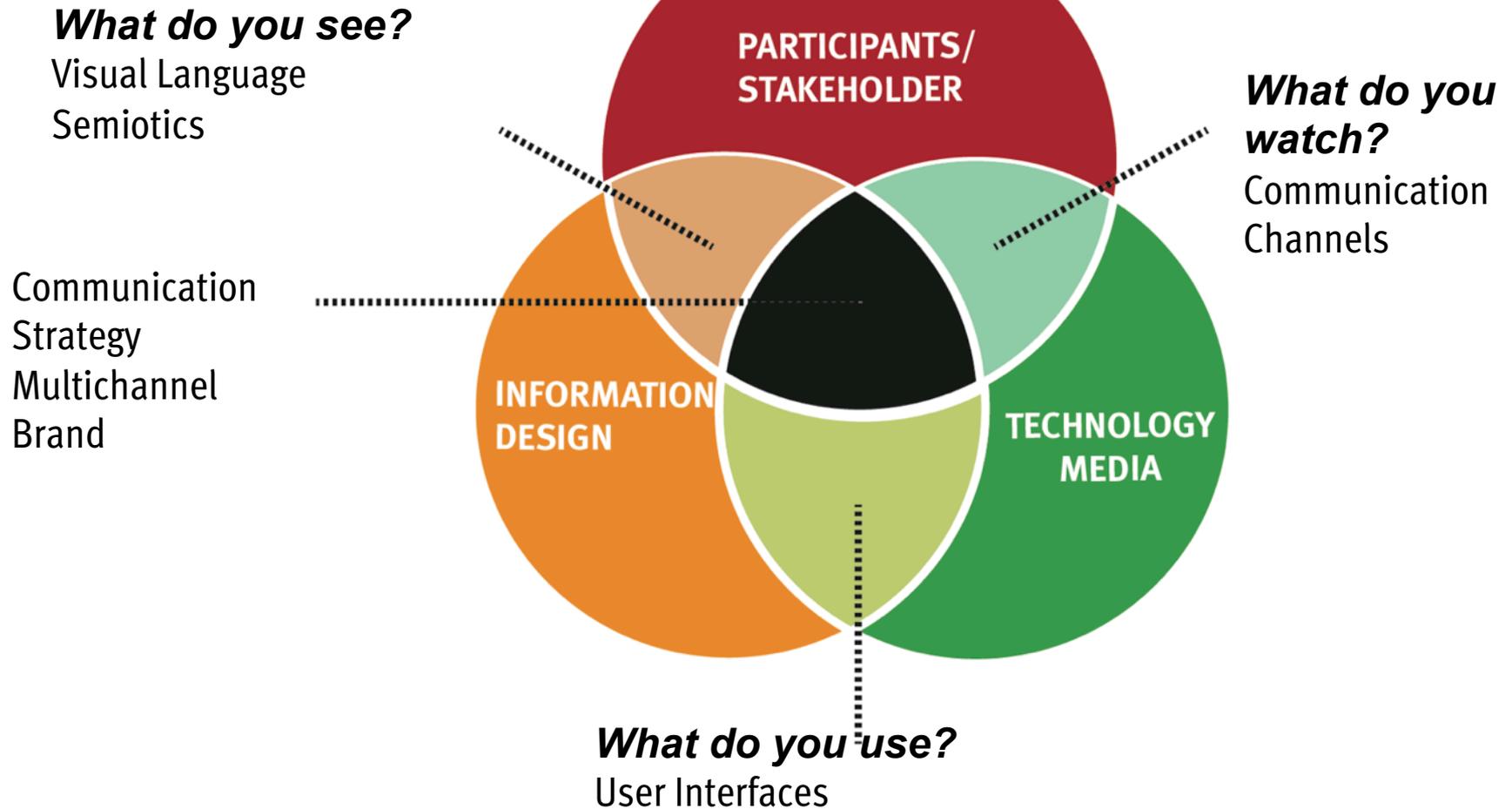
## The process of sensemaking



Good communication design addresses knowledge, attitudes and practices through identifying, analysing and segmenting audiences and participant groups.

It involves research of the perception of the participants we seek to reach and their perception of a sign system.

## Field Research

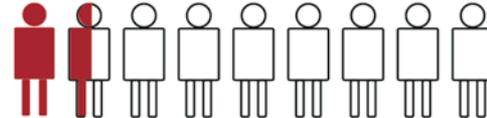


**90** Interviews\*

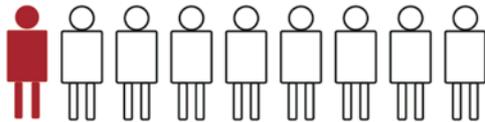
**61** Unorganized Workers



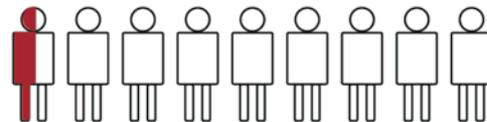
**15** Community Facilitators



**11** Panchayat Members

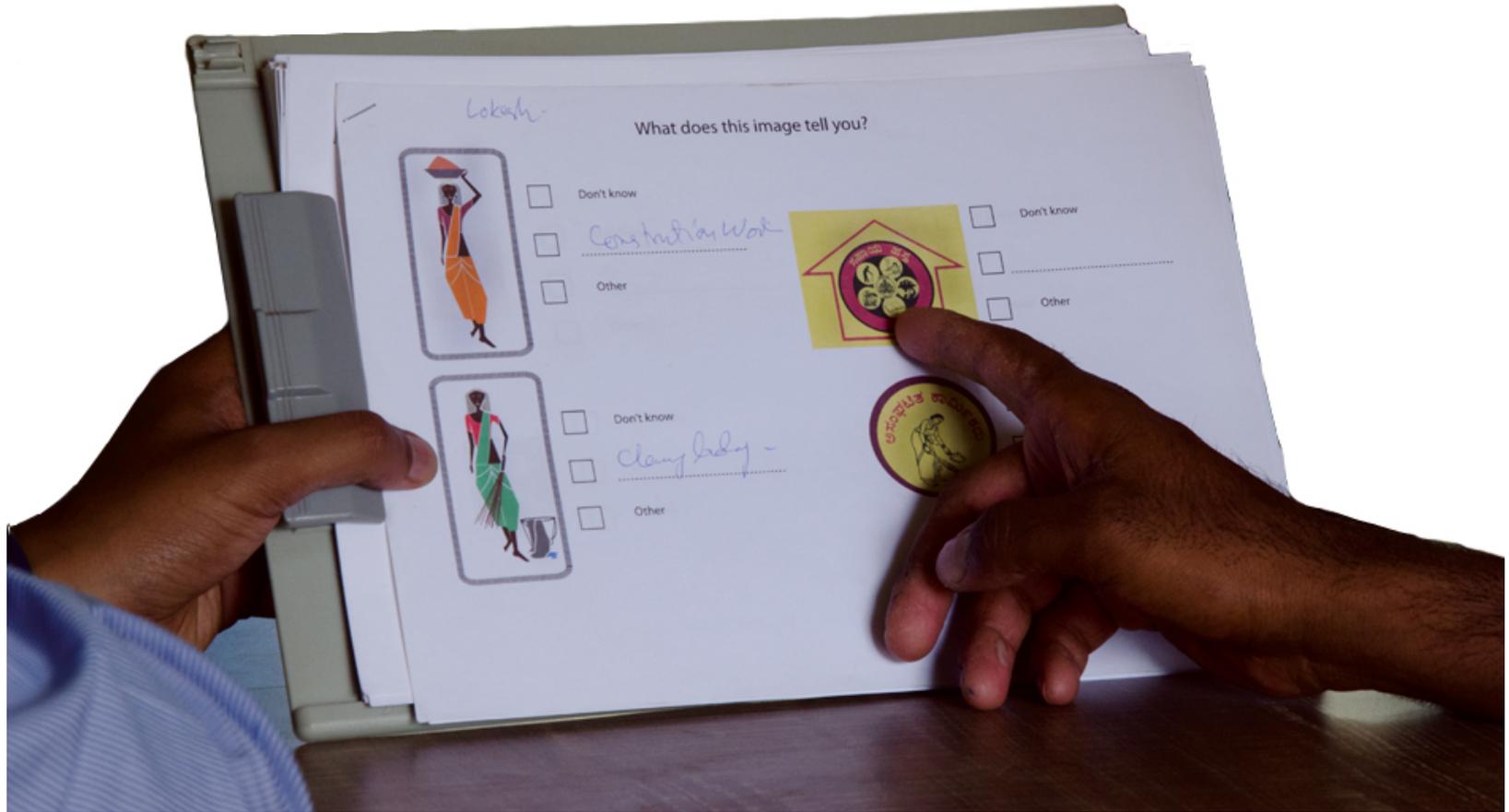


**3** PDO's Panchayat Development Officers



\*with 40 female, 52 male participants

# Field Research: What do you see?



## Field Research: What do you see?



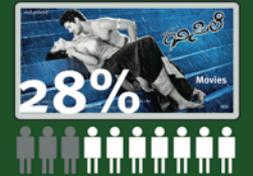
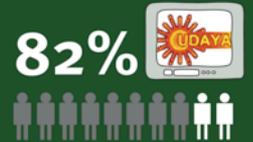
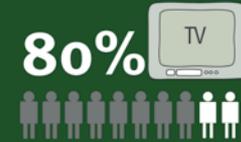
## Field Research: What do you see?



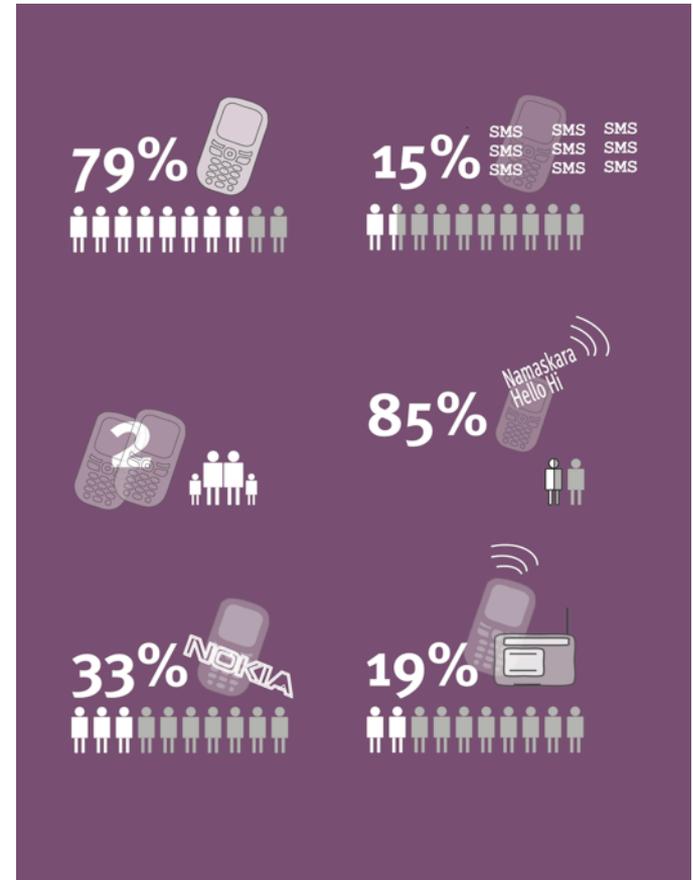
Field Research: What do you see?



# Field Research



# Field Research



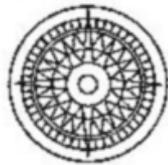
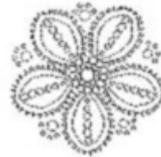
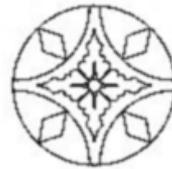
# Field Research



Strategic Communication:  
Visual Identity

# lo·go

*/ 'lōgō /*



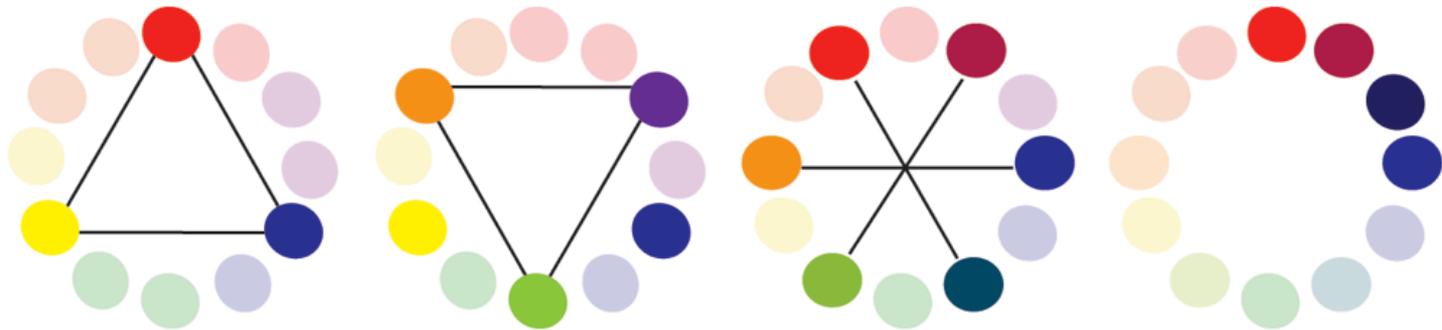
## The process of sensemaking



Strategic Communication:  
Visual Identity

lo·go  
/'lōgō/

OPPOSITE AND ANALOGOUS COLORS COMBINED

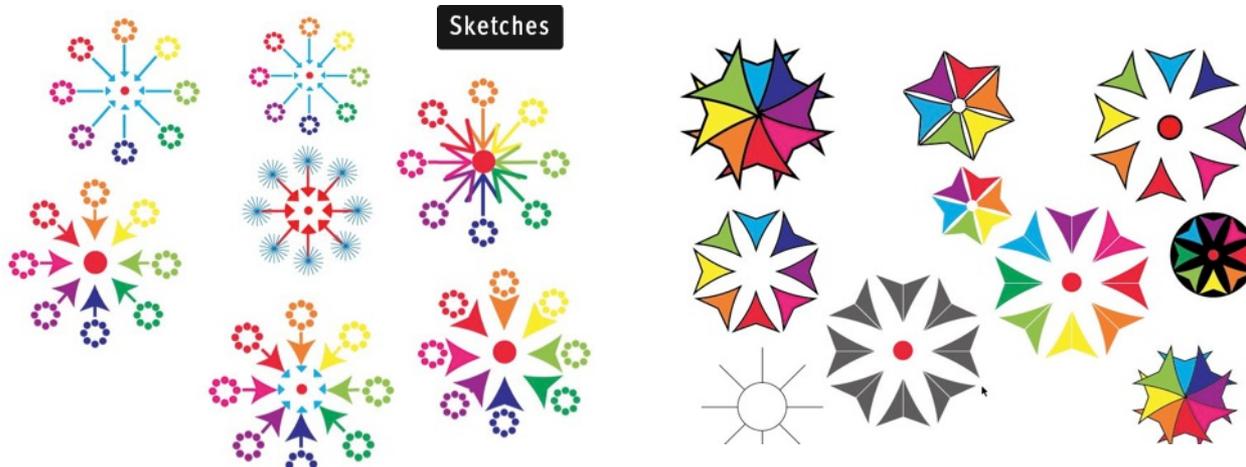


Strategic Communication:  
Visual Identity

# lo·go /'lōgō/

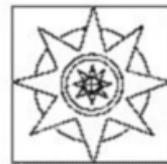
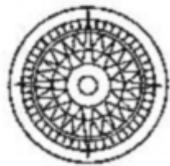
A logo is easy to recognize, an 'eyecatcher'  
Scalable to any size without losing its quality

Works in color and in black and white  
In printmedia, films and digital media, on billboards, walls, on T-shirts, badges etc.



Strategic Communication:  
Visual Identity

lo·go  
/'lōgō/



Strategic Communication:  
Visual Identity

lo·go  
/'lōgō/

**WORKING LIFE IS HARD.  
MAKE IT SAFE!**

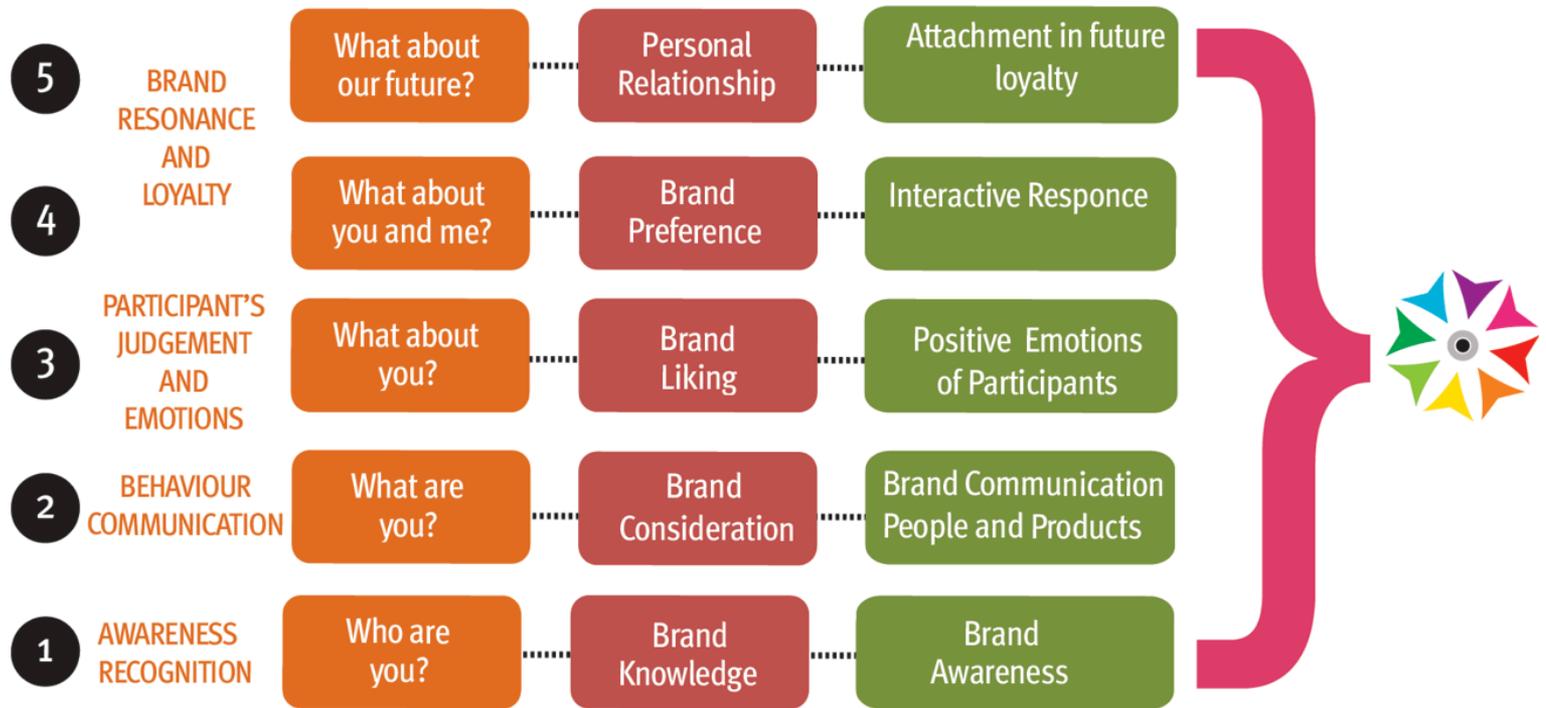
ಶ್ರಮಿಕ ಜೀವನವನ್ನು.

**ಸುರಕ್ಷಿತಗೊಳಿಸಿ!**

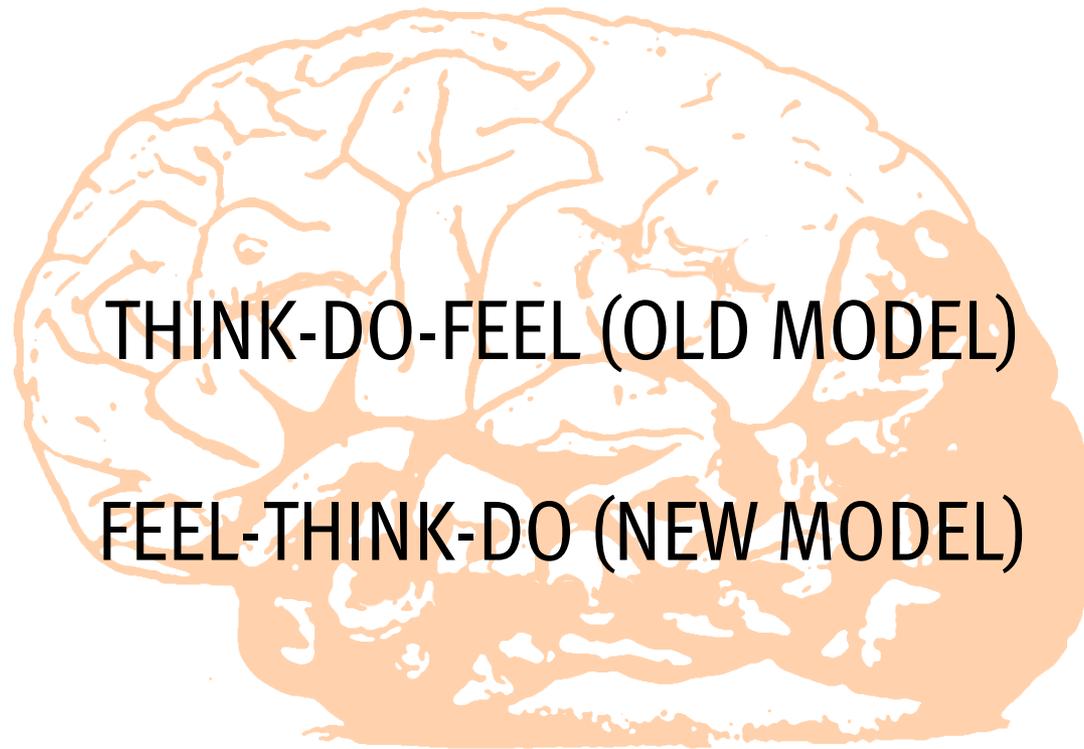


# Creating a brand

## BRAND EQUITY MODEL



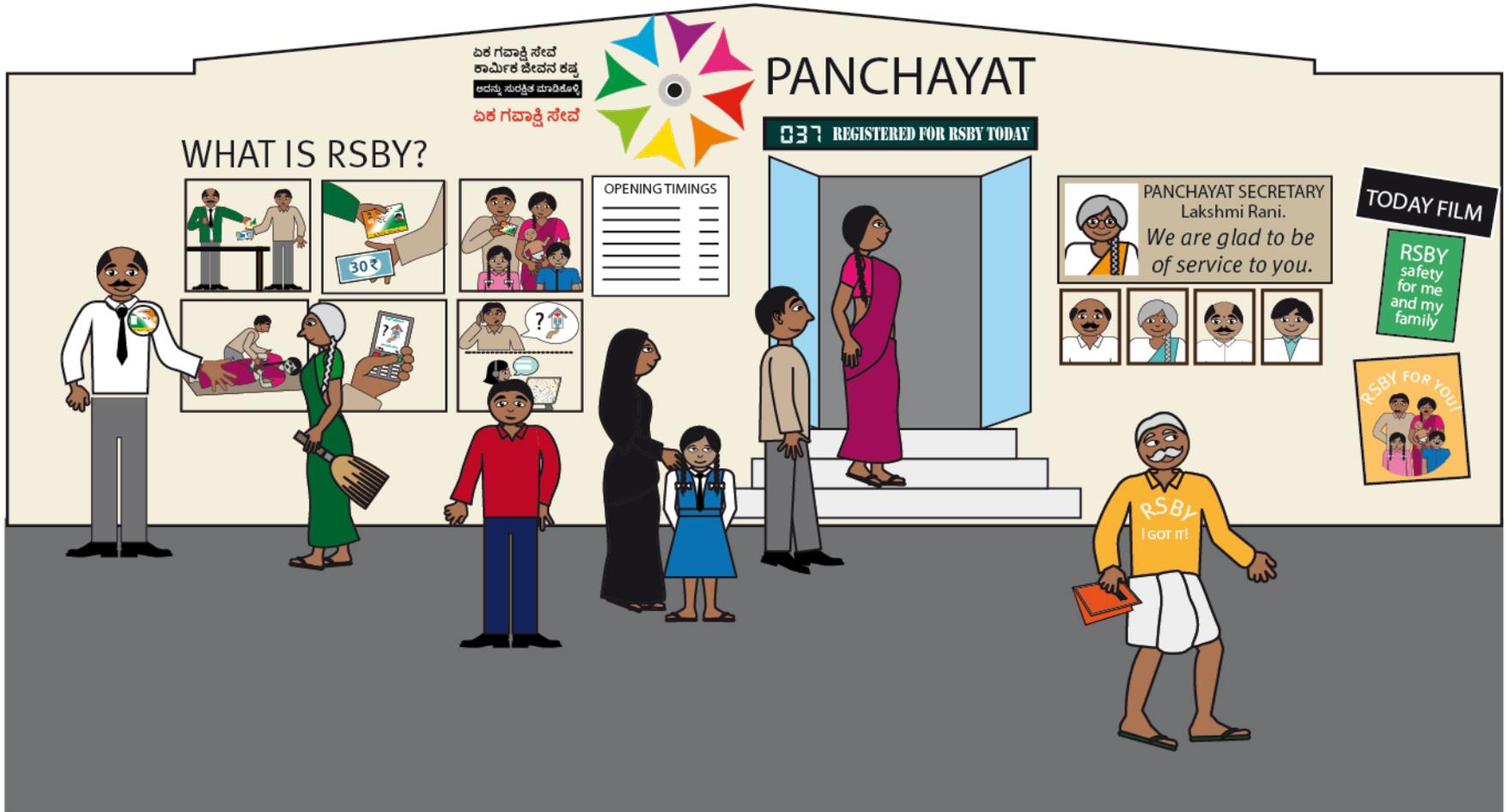
## Creating a brand- The reward



# Reward



# Community Mobilization



# Strategic Communication

## Communication and PR-Plan

	Ads in Newspapers	Billboards Hoardings	Painted Walls	Poster Printmedia	Filmclips	Education TV-Soaps	Entertainment RadioShows	Street-Theater	Tablet, GPS Internet, EE	Cellphone	Auto-Lorry	Bus	Exhibition	Social Media	Website	Merchandise Products
	Serie of Ads in Kannada and English in the Relevant Papers	In strategic locations: Train, Bus Stations, Roads, Villages, Cities	Buildings in villages and along main roads	Poster inside Panchayats, WFCs, and outside in villages	Filmclips for Social Media, Tablets, Exhibition in Colleges	TV Serials, Actors as Brand Ambassadors	Local Radioshows	Fun and information, music, short plays	Internet enabl. Tablets with GPS, Software, EE and Information material	Provide Information call Callcenters, Marketing, Smartphones	Autolorry with Paint, Posters, Merchandise	Bus with Facilities, Exhibition, Sign-up	Exhibition inside Bus, Autolorry, Panchayats,	Facebook, Twitter etc	Website Promotion and Information, Timetable for Bus	T-shirts, bags, hoodies, pens stickers, soaps shampoos,
<b>1</b> UOWs	✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓			✓✓
<b>2</b> CFs, FWs, PANCHAYAT	✓✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓			✓✓
<b>3</b> GOV, DECISION	✓✓✓	✓✓✓	✓✓	✓	✓	✓✓						✓✓✓		✓✓✓	✓✓✓	
<b>4</b> MEDIA, PUBLIC, STD	✓✓✓	✓✓✓	✓✓	✓	✓✓✓	✓✓				✓✓✓		✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>

RELEVANZ TO INFLUENCE PARTICIPANTS/STAKEHOLDER

- High relevance
- Medium relevance
- Low relevance

# Community Mobilization



Strategic Communication:  
Branding

# Community Mobilization



# Creating a brand- Information and Storytelling

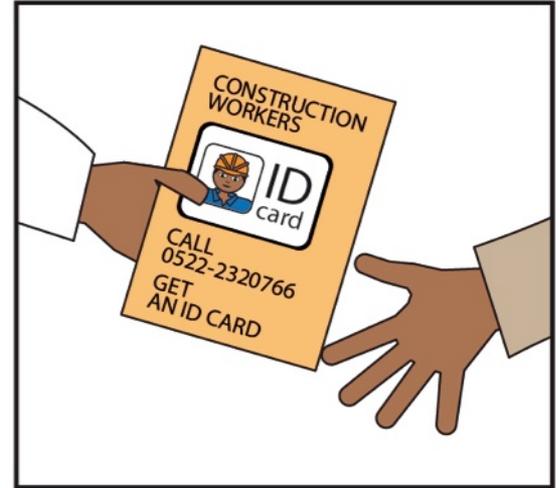


# Strategic Communication: Branding



# Visual Language Construction Worker Welfare Board

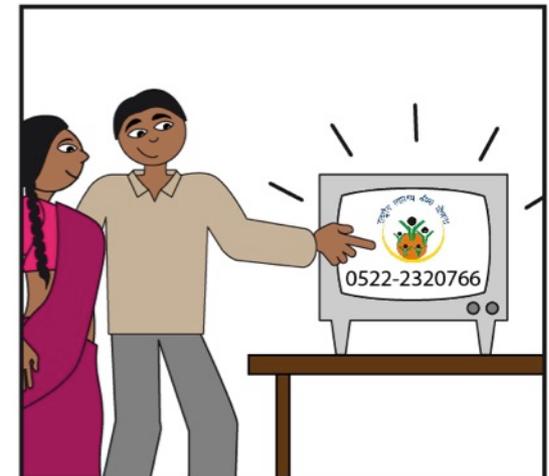
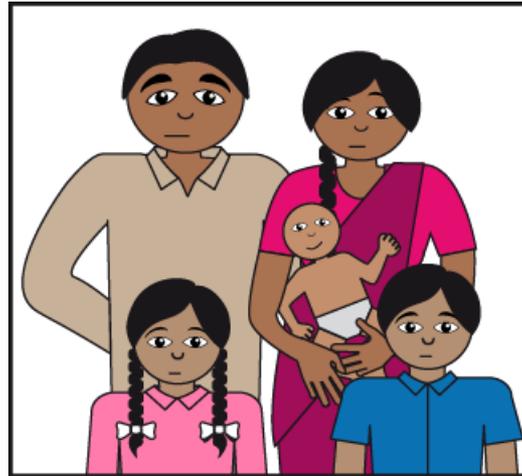
## MIXED MEDIA APPROACH



Visual Language  
RSBY-Healthcare accessible to all

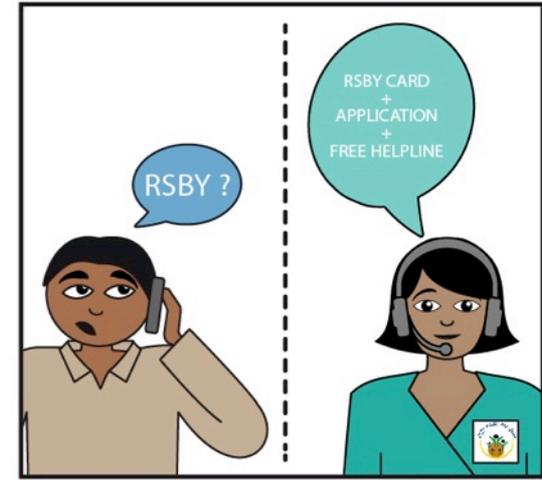
Mixed Media Approach

I can't  
read or  
write



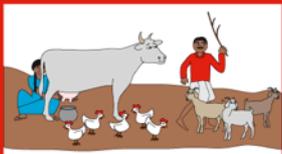
Visual Language  
RSBY-Healthcare accessible to all

Mixed Media Approach





Fishermen



Labourers involved in Animal rearing



Labourers involved in Agriculture



Vendors



Home based Weavers



Small Artists



Sericulture Workers



Blacksmiths



Workers involved in Stone crushing



Tailors



Home based Beedi & Agarbatti Workers



Domestic Workers



Washermen



Barber



Cleaners



Cotton ginning and processing Workers



Labourers involved in Horticulture



Goldsmiths



Printing press workers



Butchers



Hotel workers



Sculptors/Craftsmen



Potters



Cobblers



Workers involved in Office cleaning on Contract Basis



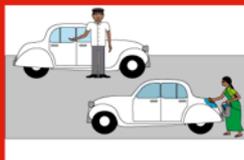
Workers working in all Types of Mills



Security Guards/Watchmen working on Contract Basis



Street Vendors



Workers involved in Coir Work



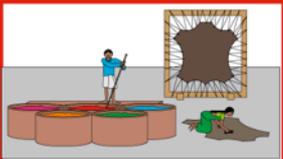
Rag Pickers



Mid-Day Meal Labourers & Assistants



Cart pullers/Tanga Wallahs, Rickshaw Wallahs



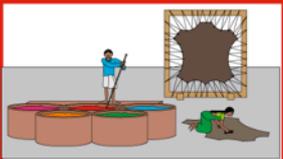
Workers working in Tanneries



Head Load Workers



Railway licensed Porters & Vendors



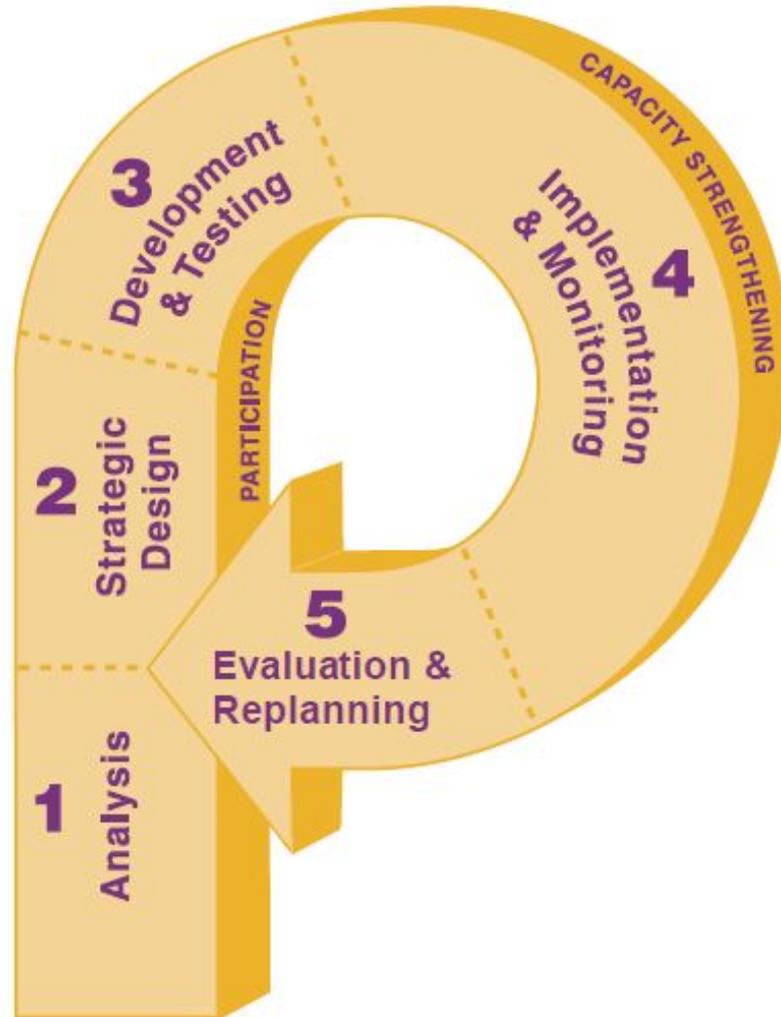
Sanitary Workers

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# P-Process





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# THANK YOU

