Methods to Enhance Climate Change Imagery for Communication

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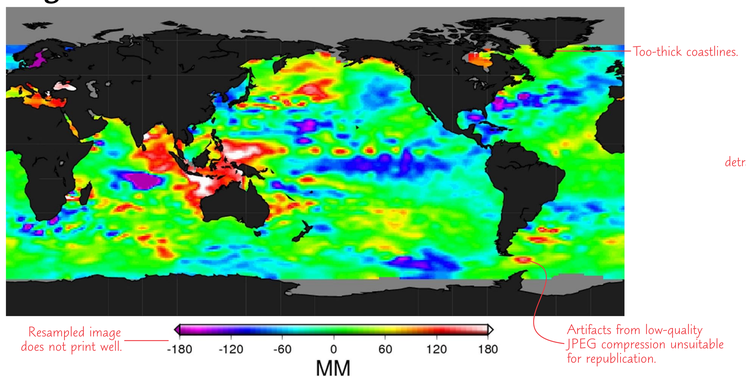
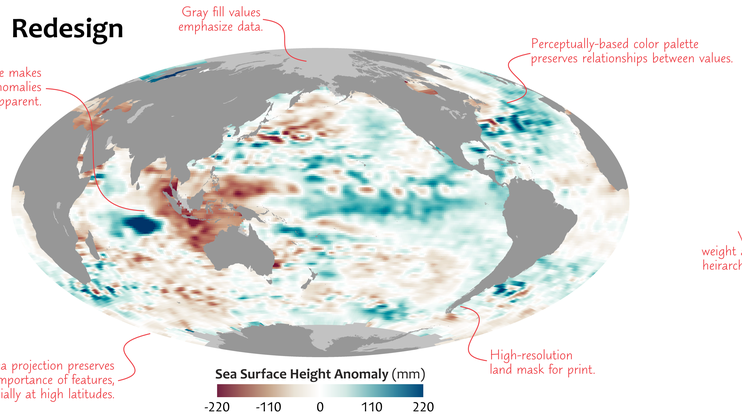
Images of measurements, model results, and physical processes can be powerful for enhancing understanding of complex scientific topics. However, many of the graphics that are used in public communication were designed for scientific peers, and not lay audiences. These graphics can often be improved by applying principles drawn from graphic design and information visualization. Redesigned graphics from a NASA press release and the IPCC Fourth Assessment Report demonstrate some of these concepts. Examples drawn from NASA's Earth Observatory web site provide additonal illustrations.

Original

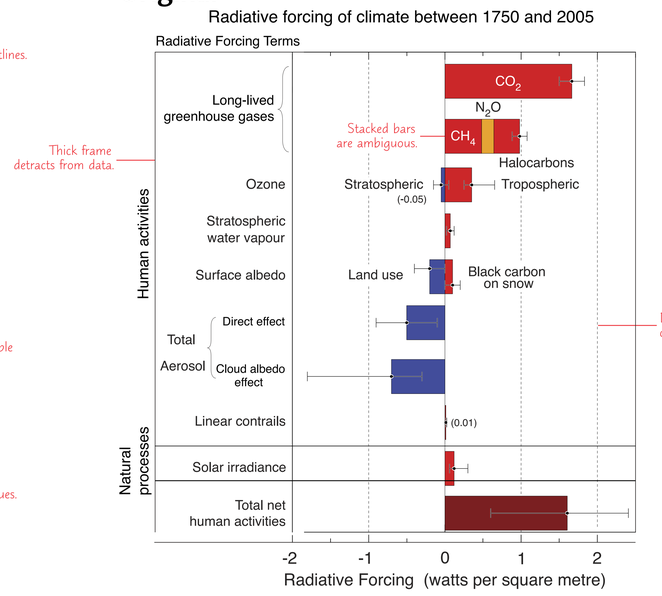


Redesign

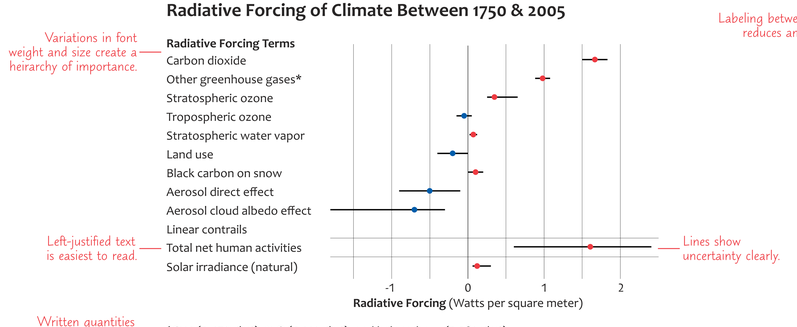


Gutro, Rob. (2011, January 13). NASA Satellites Capture a Stronger La Nina. Accessed November 28, 2011. http://www.nasa.gov/topics/earth/features/strong-la-nina.html

Original

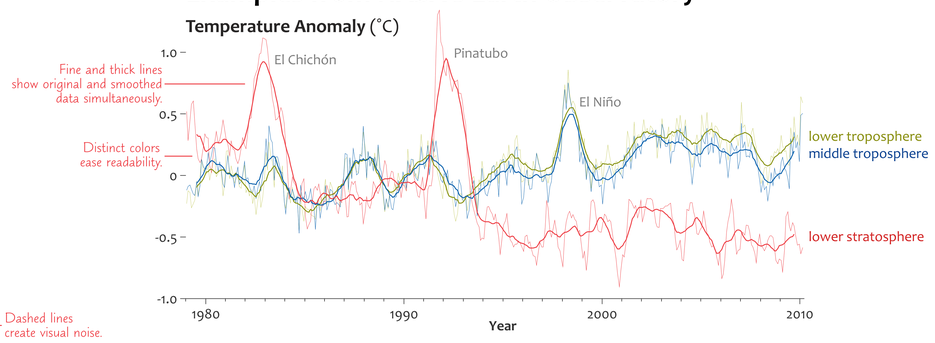


Redesign

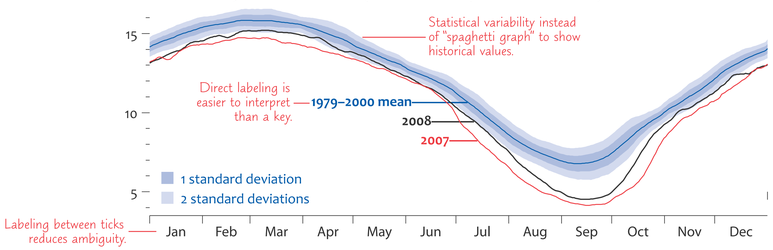


Forster, P., et al. 2007. Changes in Atmospheric Constituents and in Radiative Forcing. In: *Climate Change 2007: The Physical Science Basis. Contribution of Working Group I to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change* [Solomon, S., D. et al. (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA. 136.

Examples from NASA's Earth Observatory



Riebeek, Holli. (2010, June 3). Global Warming. Accessed November 28, 2011. http://earthobservatory.nasa.gov/Features/GlobalWarming/



Scott, Michon. (2009, April 20). Sea Ice. Accessed November 28, 2011. http://earthobservatory.nasa.gov/Features/SeaIce/

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