

Academic activities

Karel van der Waarde

- a. Publications **1**
- b. Presentations **5**
- c. Lectures **11**
- d. PhD examinations **12**
- e. Educational organization **13**
- f. Editorial Boards/ Reviewer/ Judge/ Committee **13**

a. Publications

1

- 2018**
- ‘Professional reflection and visual arguments for patients: Is graphic design really a critical practice?’ pp 350 - 368 (Chapter 22). in: Myra Thiessen & Chris Brisbin (Eds.): *The Routledge Companion to Criticality in Art, Architecture, and Design*. Taylor & Francis/Routledge. [Book chapter]
 - ‘Plain Language Standards.’ *Clarity*. (Accepted for publication). [Article]
 - ‘Research and Design Watch: A personal opinion.’ *Information Design Journal*. (Accepted for publication). [Article]
- 2017**
- [Co-author: dr Laura J Sahm] ‘A prescription for clarity.’ *Clarity*. 2017. (accepted for publication). [Article]
 - ‘Packaging for people: Patient centered design.’ *Pharmaceutical Manufacturing and Packing Sourcer (PMPS)*. May 2017. pp 62 - 64. [Article]
 - ‘Visual information about medicines for older patients.’ pp 336 - 354 (Chapter 18) in Emmanuel Tseklevs, Rachel Cooper (Eds.): *Design for healthcare*. Abingdon: Routledge. [Book chapter]
- 2016**
- ‘The design of information on Ibuprofen. A minor headache?’, *Information Design Journal*. 22(3). pp 281-297. [article]
 - ‘De typografische vormgeving van informatie over medicijnen: een diagnose in historisch perspectief.’, *TMG - Tijdschrift voor Mediageschiedenis / Journal for Media History*. Themanummer ‘Typografie in mediahistorisch perspectief’. Jack Post & Ewan Lentjes (eds.) [weblink] [article]
 - ‘Medical information design and its legislation.’, pp 715-730 (chapter 49) in: Alison Black, Paul Luna, Ole Lund, Sue Walker (Eds.) *Information Design: research and practice*. Abingdon: Routledge. [Book chapter]
 - ‘Designing Information about Medicine: The role of visual design.’, in: Cerne Oven, P. & Pozar, C. (Eds.) 2016. *Engelhardt, Waller, Frascara, Van der Waarde, Garrett, Schriver on Information Design*. Ljubljana: The museum of Architecture and Design. [weblink] [Book chapter]
- 2015**
- ‘Expanding or more focused? Addressing some fundamental issues in information design.’, *Information Design Journal*. 21(3), pp 186-188. [Editorial introduction.]
 - [Co-author: dr Laura J Sahm] ‘Communicating clearly about medicines.’, *Irish Hospital Pharmacy News*. November 2015, pp 17-19. [article]

- ‘**Thoughts on Information Design.**’, *Information Design Journal*. 21(2), pp 181-183. [Book review]
 - [Co-author: dr Stephen Newman] ‘**Donald Schön’s bibliography.**’, Available from: <http://graphicdesign-research.com/Schon/bibliography.html> [Website]
 - ‘**The EU Falsified Medicines Directive: what does pharma need patients to know?**’, *Pharmafocus*. May 2015. pp 24-25. [Magazine article]
 - ‘**Are medicine packs really unfriendly?**’, in: *HCPC Europe: Patient friendly pharmaceutical pack design. White paper*. pp 18-20. [Report]
 - [Co-author: prof dr Carla Spinillo] ‘**The Development of Visual Information about Medicines in Europe.**’, Chapter 12 in: Jorge Frascara (ed.) *Information Design as Principled Action. Making Information Accessible, Relevant, Understandable, and Usable*. Champaign (IL): Common Ground Publishing. pp 185-189. [Book chapter]
- 2014**
- ‘**Thoughts on Information Design.**’, *Information Design Journal*. 21(2), p 181-183. [Book review]
 - ‘**Information about medicines for patients in Europe: to impede or to empower.**’, in: Aaron Marcus (ed.) *Design, User Experience, and Usability (DUXU). Proceedings part III. Lecture notes in Computer Science 8519*. Third International Conference DUXU 2014, Heraklion (Greece), June 22-27, 2014. pp 132 -140. [Proceedings]
 - ‘**Graphic design: focus on nine professional reflections.**’, Design Research Society DRS conference, Umeå, Sweden. [Proceedings]
 - ‘**Some Unrelated points? A European’s Perspective on US Design Education?**’, Publication for the AIGA educators website. [Magazine article]
 - ‘**Information Design Conference 2014: Information Design Matters.**’, *Information Design Journal*, 21(1), pp 87-88. [Conference review]
- 2013**
- [Co-author: prof dr Carla Spinillo] ‘**Pictorial instructions in package leaflets of Brazil and the European Union: Are they for patients?**’, in: Luciane Maria Fadel, Carla Galvao Spinillo, Monica Moura & Ricardo Triska (eds.) *Selected readings of the ‘5th Information Design International conference Research in Practice*’, Florianopolis (Brazil). pp 125-135. [Proceedings]
 - [Co-authors: Elina Rusko & Raija-Liisa Heiniö] ‘**Challenges to Read and Understand Information on Pharmaceutical Packages.**’, *18th IAPRI World Packaging Conference 2012* (18-21 June 2012, California Polytechnic State University), pp 79-85. [Proceedings]
 - ‘**Generic illustrations of a wooden press.**’, *Bibliologia*. 2012 (7), pp 195-201. [Article]
 - ‘**Visual ingenuity.**’, in: *Marian Oslislo, Clear sky all day long*. (Rondo Sztuki, Gallery of the Academy of Fine Arts Katowice. October-November 2012). pp 32-33. [Catalogue text for retrospective exhibition.]
- 2012**
- [Co-author: Maurits Vroombout] ‘**Communication Design Education: could nine reflections be sufficient?**’ in Sharon Poggenpohl (editor): *Special issue of Visible language on ‘Envisioning a future of Design education’*. 46 (1/2). pp 8-35. [Article]
 - ‘**Reflectie, onderzoek en theorie voor grafisch ontwerpen: een situatieschets.**’, in: Henk Borgdorff & Peter Sonderen (redactie): *Denken in Kunst: Theorie en reflectie in het kunstonderwijs*. Leiden: Leiden University Press. pp 50-66. [Book chapter]
 - ‘**Graphic design and research: love at first sight or an arranged marriage?**’, in: Agata Korzenska, Ewa Satalecka (eds.) *Research in Graphic Design. Graphic Design in Research*. Proceedings of the third international design conference. ASP Katowice (Poland). pp 192-207. [Proceedings]
- 2011**
- ‘**Observing people and testing design (Advice: make sure that your design really enables people.)**’, in: Simon Downs (ed.) *The graphic communication Handbook*. Abingdon: Routledge. pp 304-306. [Book chapter]

- [Co-author: prof dr Carla Spinillo] ‘**El desarrollo de información visual acerca de fármacos en Europa**’ (Case study: the development of visual information about medicines in Europe.) Jorge Frascara (Ed.) *¿Qué es el diseño de información?* Buenos Aires: Ediciones Infinito, 2011. pp 166-170. [in Spanish] [Book chapter]
- ‘**Information about medicines: legal and visual arguments.**’, *Clarity Journal* # 65. pp 44-47. [Article]
- 2010**
 - ‘**Beeldtaal voor professionals?**’, *Tekst[blad]*. (16)1, pp 30-31. [Article]
 - ‘**Visual communication for medicines: malignant assumptions and benign design?**’, *Visible Language*. 44.1. pp 40-69. [Article]
- 2009**
 - **Grafisch Ontwerpen: luisteren naar de lezer? [On Graphic Design: listening to the reader?]** Breda: Research Group Visual Rhetoric, Avans Hogeschool, AKV|St. Joost. [Booklet]
 - ‘**De visuele fascinatie van Piet Westendorp (1950 - 2008) Gebruiksaanwijzingen en hun vitale rol in onze samenleving.**’, *Tekst[blad]*. 15(1), pp 16-19. [Article]
- 2008**
 - [Co-author: Maurits Vroombout] ‘**De grafische ontwerppraktijk in Breda in 2008: 100 Bedrijven?**’, in: Simone Dresens (redactie) *Grafische Almanak Breda*. pp 64-79. [Article]
 - ‘**Measuring the quality of information in medical package leaflets: harmful or helpful??**’, *Information Design Journal*. 16(3), pp 216-228. [Article]
 - ‘**Information about medicines for patients.**’, *Brazilian Journal of Information Design*. Issue 3.1. [Article]
- 2007**
 - ‘**Zichtbaar effect.**’, *Vormberichten*. 12/07. p 12. [Magazine article]
 - ‘**Visual metaphors in user instructions.**’, *Visible Language*. 41(3). pp 196-203. [Article]
 - ‘**Visuele retorica. De macht van beeld.**’, *Vormberichten*. 05/07. pp 14-16. [Magazine article]
 - [Co-authors: Piet Westendorp & S. Tanaka] ‘**On the origin and diversification of arrows.**’, In K. Ishihara, E. Sugimoto & T. Ogawa (eds.) *Symbolic arrows for instruction (World Mook Visual ID)*. Tokyo: World Photo Press. pp. 3-23. [Book chapter]
- 2006**
 - ‘**Regels staan optimale medicijnvoorlichting in de weg. Hoe ziek worden patiënten van de bijsluiter?**’, *Tekst[blad]*. 12(3), pp 2-8. [Magazine article]
 - ‘**Visual information about medicines for patients.**’, Chapter 4 in: Jorge Frascara (ed.) *Designing effective communications: creating contexts for clarity and meaning*. pp 38-50. [Book chapter]
 - ‘**Woord vooraf**’ en ‘**De retorica van het grafisch ontwerp.**’, in: *Lectoraat Visuele Retoric ‘Visuele Retorica. Een periodeverslag’*. Breda AKV|St. Joost. pp 1-7. [Book chapter]
- 2005**
 - ‘**Diseño de información sobre medicamentos.**’, (Information about medicines for patients) (in Spanish). *tipoGráfica*. 64. pp 22-29. [Magazine article]
 - ‘**Designing information for patients.**’, *Proceedings of the ‘Information Design International Conference’*. September 8-11, 2003 Recife (Brazil). pp 81-89. [Proceedings]
- 2004**
 - [Co-author: Piet Westendorp] **Introduction: ‘Information design in transition.**’, *Information Design Journal*. 11(2+3). pp 103-105. [Article]
 - ‘**Balancing types in annual reports.**’, *Proceedings of a conference: First international conference on typography and visual communication*. June 26-30 2002. University of Macedonia, Thessaloniki (Greece). pp 371-379. [Proceedings]
 - ‘**Patients, medicines, and information.**’, *Intercom*. July/August 2004. pp 16-18 + 42. [Magazine article]

- 2003**
- ‘**Ter Informatie 5: over de vormgeving van informatie. Wasvoorschriften.**’, *Vormberichten*. Januari-februari. 1.2/2003. pp 38-39. [Magazine article]
 - ‘**Ter Informatie 6: over de vormgeving van informatie. Geld beheren.**’, *Vormberichten*. Maart. 3/2003. pp 36-37. [Magazine article]
 - ‘**Ter Informatie 7: over de vormgeving van informatie. Afval scheiden.**’, *Vormberichten*. April 4/2003. pp 26-27. [Magazine article]
 - ‘**Ter Informatie 8: over de vormgeving van informatie. Vliegtuiginstructies.**’, *Vormberichten*. Mei 5/2003. pp 28-29. [Magazine article]
 - ‘**Informatievormgeving. Over het ontwerpen van visuele dialogen.**’, *Kunstlicht*. 24(1-2). pp 9-14. [Magazine article]
 - [Co-author: Piet Westendorp] ‘**Introduction: From avionics to aviation information architecture.**’, *Information Design Journal*. 11(1), pp 1-3. [Article]
 - ‘**Ter Informatie 9: over de vormgeving van informatie. Voedingsinformatie.**’, *Vormberichten*. Juni 3/2003. pp 26-27. [Magazine article]
 - ‘**Ter Informatie 10: over de vormgeving van informatie. Aanwijzingen voor toeristen.**’, *Vormberichten*. Juli/augustus 3/2003. pp 26-27. [Magazine article]
 - ‘**Verplichte pauzes.**’, *Kerstnummer Grafisch Nederland*. Amstelveen: KVGGO. pp 88-89. [Magazine article]
- 2002**
- ‘**Ter Informatie 1: over de vormgeving van informatie Medicijnen toedienen.**’, *Vormberichten*. September. 09/2002. p 23. [Magazine article]
 - ‘**Ter Informatie 2: over de vormgeving van informatie. Beeldschermwerk.**’, *Vormberichten*. Oktober. 10/2002. pp 22-23. [Magazine article]
 - ‘**Ter Informatie 3: over de vormgeving van informatie. Startkabels.**’, *Vormberichten*. November. 11/2002. pp 22-23. [Magazine article]
 - ‘**Ter Informatie 4: over de vormgeving van informatie Diagrammen bekijken.**’, *Vormberichten*. December. 12/2002. pp 18-19. [Magazine article]
 - ‘**Van pillendraaiers en potjeslatijn. De vormgeving van informatie over medicijnen.**’, *tekst[blad]*. 8(3), pp 20-26. [Magazine article]
 - ‘**Making information usable and understandable.**’, in: Gräfe, E. (ed.) *User Friendly product information. Barrier free access to technical information. 2nd Brussels Colloquium*. Brussel: TC europe. pp 40-49. [Article]
 - ‘**Projektowanie informacji (cz.2) [Information Design (part 2)] Information design processes: developing accessible and understandable information.**’, 2+3D. February. (in Polish). (Also published on the ICOGRADA website.) [Magazine article]
 - [Co-author: Piet Westendorp] ‘**Introduction: Icons: support or substitute?**’, *Information Design Journal*. 10(2). pp 91-94. [Article]
 - ‘**Projektowanie informacji (cz.3) [Information Design (part 3)] Effects of information design: benchmarking, measuring and monitoring.**’, 2+3D. May. (in Polish). [Magazine article]
 - [Co-author: Piet Westendorp] ‘**Design concepts for instruction manuals.**’, in: *Information Design-reader*. pp 110-119. (In Japanese). [Book chapter]
- 2001**
- [Co-author: Piet Westendorp] ‘**Introduction issue 10(1).**’, *Information Design Journal*. May. pp 1-3. [Article]
 - ‘**Tekenend voor tekenaars: Technisch illustreren door de eeuwen heen.**’ *tekst[blad]*. (7)3. pp 61-64. [Book review]
 - ‘**Projektowanie informacji (cz.1) [Information Design (part 1)].**’ 2+3D. 1-2001, 1. pp 18-21. (In Polish). [Magazine article]
 - ‘**Mapping Web-sites.**’, *Items* 2/2001. p 100. [Book review]

- 2000** - ‘Ontwerptheorie.’, *Vormberichten*. 10/2000. pp 24-26. [Magazine article]
- 1999** - ‘The design of home appliances for young and old consumers.’, *tekst[blad]*. (5)4. pp 71-73. [Book review]
- ‘Fundamenteel onderzoek: Twee Information Design-conferenties.’, *Vormberichten*. 09/1999. pp 26-27. [Magazine article]
- ‘Typographic dimensions and conventional wisdom: a discrepancy?’, *Technical Communication*. First Quarter 1999. February. pp 67-74 (+ 2 reactions). [Magazine article]
- 1998** - ‘Looking Closer 2. Critical writings on Graphic Design?’, *Critique*. Winter 1998. p 6-7 [Book review]
- ‘Ivoren bruggen?’, *tekst[blad]*. 4(1), pp 49-51. [Magazine article]
- ‘Identiteitsanalyse. Is identiteit te meten?’, *Design in Business*. 98(3). pp 14-16. [Magazine article]
- ‘The graphic presentation of patient package inserts.’, pp 75-81. In: H. Zwaga, T. Boersema & J. Hoonhout (eds.) *Visual information for everyday use*. London: Taylor & Francis. [Book chapter]
- 1997** - [co-author: dr H. van der Meij] ‘Welke waarschuwing krijgt de voorkeur?’, *tekst[blad]*. 3(1), pp 51-57. [Magazine article]
- ‘Jaarverslagen: een balans.’, *Design in Business*. 2(6). pp 40-41. [Magazine article]
- ‘Misleidende informatie in jaarverslagen.’, *Design in Business*. 2(6). pp 42-44. [Magazine article]
- 1996** - ‘A difference does seem to make a difference.’, *Postharvest of ‘Forum 95’*. Dortmund: STC, STIC, Tekom. [Proceedings]
- [co-authors: M. Daru, G. Berlijn & A. ter Horst] **Van taarten en balken**. KVGO *Kerstnummer Grafisch Nederland 1996*. [Book]
- [co-author: P. Westendorp] ‘De wetenschap achter instructieve teksten.’, *tekst[blad]*. 2(4). pp 62-63. [Book review]
- [co-author: Dr H. van der Meij] ‘Hoe zou u waarschuwen?’, *tekst[blad]*. 2(4). pp 45-47. [Magazine article]
- 1995** - ‘Grafische vormgeving: van invloed op de kwaliteit van een document?’, *tekst[blad]*. 1(3). pp 21-25 + 30. [Magazine article]
- 1993** - ‘An investigation into the suitability of the graphic presentation of patient package inserts (PhD thesis).’ Reading: University of Reading, Department of Typography & Graphic Communication. [PhD Thesis]

b. Presentations

- 2018** - September 9: ‘An information design pathology: What causes information design diseases?’. IIID International Symposium ‘Information design problems and solutions’. University of Bath, UK.
- September 4-6: ‘Animated instructions for medicines. Assessing quality and effects?’. Design4Health Conference. Sheffield Hallam University, Sheffield, UK.
- June 25-28: [Co-presenters: Robert Harland, Veronika Kelly, Eamon Spelman] ‘Divergence and convergence in graphic design and communication design’. [Conversation CN14] Design Research Society DRS2018. Limerick, Ireland.

- February 22-23: **‘Graphic design and visual arguments: about dialogues, persuasion, and common sense?’** EIMAD 2018 conference. Castelo Branco, Portugal.

- 2017**
 - November 23-24: **‘Enabling patients to act appropriately: the Next steps’** PP&L 6.0. Sixth Annual Pharma Packaging and Labelling Forum. GLC Europe. Vienna (Austria).
 - October 26-27: **‘Teaching research at Masters level: reliable evidence and convincing arguments?’** IIID Vision+ conference on ‘Core competencies - information design in education’. Riga (Latvia).
 - September 22-23: **‘Plain language in health: could understandable information improve the use of medicines by patients?’** PLAIN conference. Graz (Austria).

- 2016**
 - July 7: **‘Information about medicines: providing convincing evidence?’** ICTVC: Thessaloniki (Greece).
 - June 28: [Co-presenters: Stella Boess and Luke Feast] **‘Uses of argumentation theory and dialogic methods in the design research process’** DRS2016: A conversation. Brighton (UK).
 - June 22: **‘A patient centric approach to packaging?’** IQPC: Pharmaceutical Packaging and Labelling Summit, Geneva (Switzerland).
 - June 14: [Co-presenter: Marli van der Stelt] **‘Taking a closer look: Regulations and reality’** Informa: MedTech Summit, Brussels (Belgium).
 - April 20: **‘Communication Design Education: could nine reflections be sufficient?’**, Graphic Design Educators’ Network *‘Pedagogic Research Symposium’*. Loughborough (UK).

- 2015**
 - December 11: **‘How does packaging affect patients?’** PPIP Europe 2015 2nd Annual Pharma Packaging Innovation Programme. Munich (Germany).
 - December 2: **‘Packaging for patients: Regulations and reality’**. EMPACK2015: *‘the future of packaging technology.’* Mechelen (Belgium).
 - November 27: **‘Informing patients: design, data, dialogues?’** GLC: 4th Annual Pharma Packaging & Labelling Forum. Vienna (Austria).
 - October 30: **‘Regulatory considerations for packaging design.’** HCPC Europe: Healthcare Compliance Packaging Council. Kloster Eberbach (Germany).
 - October 28 [Co-presenter: Carien van der Have]: **‘Taking a closer look: regulations and reality.’** Informa: The pharmaceutical and medical device labelling summit. Berlin (Germany).
 - October 27 [Co-presenter: Carien van der Have]: **‘The life of a diabetes patient: regulations and reality.’** Informa: The pharmaceutical and medical device labelling summit. Berlin (Germany).
 - September 18 [Co-presenter: Robert Linsky]: **‘Getting the right people around the right table: ensuring success in a clear communications project.’** Plain 2015 *‘Clearer language, greater efficiency and effectiveness.’* Dublin (Ireland).
 - September 17 [Co-presenter: Laura Sahm]: **‘Health: Communicating clearly about medications.’** Plain 2015 *‘Clearer language, greater efficiency and effectiveness.’* Dublin (Ireland).
 - September 3-4: **‘The influence of visual information on the effects of medicines.’**, IIID conference: *information+design=performance*, Birmingham (UK).
 - May 8: **‘Effective drug packaging for patients: supporting adherence, safe, and easy to use.’**, WBI: *Pharma Packaging Innovation Programme*, München (Germany).

- 2014**
 - November 11-15: **‘Information about medicines: legally correct, profitable, and enabling patients?’**, IC•Clear|Clarity: *Learning to be clear*, Antwerpen (Belgium).

- October 28-29: ‘**What do patients see and do with packaging and labelling?**’, Informa Life Sciences: *Pharmaceutical Packaging*, Berlin (Germany).
- October 1: ‘**Hoe ontwerpen we begrijpelijke labels op verpakkingen?**’, Nederlands Verpakkings Centrum (NVC): *MacroPak*, Utrecht (The Netherlands).
- September 11-12: ‘**What do patients see and do with packaging and labelling?**’, GLC: *Third annual Pharma Packaging and Labelling forum*, Vienna (Austria).
- June 22-27: ‘**Information about medicines for patients in Europe: To impede or to empower?**’, HCI International: *Third International conference on Design, User experience, and Usability (DUXU)*. Heraklion, Crete (Greece).
- June 16-19: ‘**Graphic design: focus on nine professional reflections.**’, Design Research Society (DRS): *Design’s big debates*, Umeå (Sweden).
- June 13: ‘**Colour coded: van beeldmakers en bijsluiters.**’, *Thema avond in het kader van 55 jaar Amsterdams Grafisch Atelier*, Amsterdam (The Netherlands).
- June 10-11: ‘**Information about medicines: What do patients get to see?**’, Pharma IQ|IQPC: *Pharmaceutical packaging and labeling summit*, Basel (Switzerland).
- March 26-27: ‘**Do patients realize what tamper evidence is?**’, Fleming Europe: *Pharmaceutical packaging and labeling forum*, Frankfurt (Germany)
- March 14: [Keynote] ‘**Graphic design? Convincing and worthwhile?**’, AIGA Design Educators Conference: *Connecting the dots*, Cincinnati (USA).

2013

- October 9-10: ‘**Patient information leaflets. What should they look like in an ideal world?**’, Informa Life Sciences: *Pharmaceutical Labelling*, London (UK).
- July 3-5: [Keynote] ‘**Medical packaging for people: Using information about medicines.**’, Sheffield Hallam University: *Design4Health*, Sheffield (UK).
- June 6-8: ‘**Is there a cure for Graphic design dementia?**’, Fifth international conference on Typography and visual communication (ICTVC): *Against lethe*, University of Nicosia, Nicosia (Greece).
- March 19-20: ‘**Better Information, Better Health! Reading and understanding information about medicines.**’, Fleming Europe: *PharmaPackaging and labeling conference*, Berlin (Germany).

2012

- October 23-24: ‘**Exploring a patient perspective: what a patient really wants from a PIL.**’, Informa Life Sciences: *Pharmaceutical labelling and packaging summit*, London (UK).
- February 15: ‘**Designing information for patients: Combining legal-, financial- and health-criteria?**’, IQPC: *PharmaPackaging conference*, Berlin (Germany).
- January 12-13: ‘**Graphic design and research (Love at first sight or an arranged marriage?)**’, ASPKatowice: *Research in graphic design, graphic design in research. International Design conference*, Katowice (Poland).

2011

- October 19-20: ‘**Looking at information about medicines: is it really what we want?**’ (seminar) & ‘**The visual design of information about medicines.**’ (Presentation), Informa Life Sciences: *Pharmaceutical labelling and packaging summit*, London (UK).
- September 11-14: ‘**Typography in design curricula.**’, *IStype Conference*, Istanbul (Turkey).
- August 28-31: ‘**Designing information about medicines: the role of visual design.**’, SBDI: *5th Information Design international Conference*, Florianópolis (Brazil).
- June 15-16: ‘**The Visual design of information about medicines.**’, IQPC: *Pharmaceutical Packaging and Labelling summit 2011*, Amsterdam (The Netherlands).
- June 8: ‘**Innovative design to convey the message.**’, DIA: *Product information forum 2011*, London (UK).

- April 29: '**Producers, Regulators and Users: balancing conflicting demands in medical information.**', TC Europe colloquium2011: *The impact of European directives and standards on technical communicators*, Brussels (Belgium).
 - January 26-28: '**The rhetoric of visual information about medicines.**', Lessius: *Rhetoric in Society III*, Antwerp (Belgium).
- 2010**
- December 17-19: '**Information about Medicines for Patients: What Can We Learn from European Developments in the Last 20 Years?**', National Institute of Design: *VisionPlus 2010*, Ahmedabad (India).
 - November 11: '**Medicijneninformatie: terminale teksten en palliatief design.**', STIC: *Technische Communicatie: ongekend veelzijdig*, Amsterdam (The Netherlands).
 - October 21-22: '**Looking at information about medicines: is it really what we want?**' (Seminar), & '**The visual design of information about medicines.**', (presentation), Informa Life Sciences: *Pharmaceutical labelling and packaging summit*, London (UK).
 - October 12-13: '**Information about medicines: legal and visual arguments?**', (presentation) & '**Visual arguments.**' (Seminar), Clarity & Portuguêsclaro: *Clarity2010*, Lisbon (Portugal).
 - June 19: '**Graphic design and visual argumentation: a practical theory**', 4th International Conference on Typography and Visual Communication (ICTVC): *Leading grace to language*, Nicosia (Cyprus, Greece).
 - April 20: '**Visual information about medicines for patients: Designing for Don Quixote?**', Ljubljana (Slovenia).
 - March 1: '**De vormgeving van informatie over medicijnen.**' Rotary club, Tilburg.
 - January 11-15: [Keynote]: '**Visual information about medicines for patients: Harmless mixture or toxic potion?**', ASPKatowice: *Responsibility in Graphic design*, Katowice (Poland).
- 2009**
- November 20-21: [Invitational conference]: '**Design thinking**', Swinburne University, Melbourne (Australia).
 - October 27-28: '**Optimising the visual design of patient information.**', Informa Life Sciences: *Pharmaceutical labelling and packaging summit*, London (UK).
 - May 15: '**Het ontwerpen van informatie: versiering of noodzaak?**', Rotary club. Antwerpen (Belgium).
 - March 20: [First lecture]: '**On Graphic Design: listening to the reader?**', AKV|St Joost, Breda (The Netherlands).
- 2008**
- August 25-29: '**Information about medicines for patients.**', [Workshops and lectures in *InfoBula project.*] Curitiba (Brazil).
 - July 10-11: '**Snapshot of a professional practice. Graphic design in a medium sized city.**', Conference '*New Views*', London (UK).
 - June 25-27: '**Information for patients: designing regulations before designing artifacts.**', IIID: *Application of Information Design 2008*, Eskilstuna (Sweden).
 - June 13: '**Character: designers and personality.**', AKV|St Joost: *Workshop Grafisch ontwerpen in Breda?*, Breda (The Netherlands).
 - June 2: '**Het ontwerpen van informatie: versiering of noodzaak?**', Rotary club. Breda.
- 2007**
- November 8: '**Het ontwerpen van informatie: versiering of noodzaak?**', Rotary club. Roosendaal.
 - September 25-26: '**Evaluating the response to the Patient Information Leaflet (PIL) requirements.**', Informa Life sciences: *Pharmaceutical Labelling & Packaging Summit 2007*, Brussel (Belgium).

- July 5-7: '**Measuring the quality of information about medicines: is design really benign?**', IIID Conference: *Vision Plus 12. Information Design – Achieving measurable results*, Schwarzenberg (Austria).
 - June 18-24: '**The rhetoric of information about medicines.**', University of Macedonia. 3rd international conference on Typography and visual communication (ICTVC): *From verbal to graphic*, Thessaloniki (Greece).
 - May 29-30: '**The readability testing of Package inserts: sensible and sensitive?**', VisionGain conference: *Pharmaceutical packaging & Labelling congress*, London (UK).
 - April 11-13: '**Information for People About Medicines: Why is it so Difficult to Swallow.**', EAD Conference: *Dancing with disorder: design, discourse and disaster*, Izmir (Turkey).
 - March 29-30: '**The rhetoric of information about medicines.**', IDA: *Information Design Conference 2007*, Greenwich (UK).
- 2006**
- September 18-21: '**Meeting the user readability testing requirements of the PIL.**', IIR Conference: *Complying with the new Medicines Legislation*, London (UK).
 - February 28: '**Enabling people to act appropriately.**', Patient Information Forum: *Producing effective information for patients: the key issues*, Manchester (UK).
 - January 26: '**Meeting the user readability testing requirements of the PIL.**', IIR: *Complying with the new Medicines Legislation*, London (UK).
 - January 9-10: '**Designing methods to enable people.**', Agence pour la promotion de la création industrielle: *Challenges of design promotion in Europe conference*, Paris (France).
- 2005**
- November 23-25: '**Meeting the user readability testing requirements of the PIL.**', (Presentation) & '**Usability testing**' (Workshop), IIR: *Labelling and packaging 2005 summit*, London (UK).
 - July 7-9: '**Health related information design.**', IIID: *Needs, trends and themes for information design*, Vienna (Austria).
- 2004**
- December 1-2: '**Resolving conflicts among user requirements, regulations and technology.**', E-labeling first: *toward accessible medication information technology*, Philadelphia, PA (USA).
 - November 25: '**Observing people and medical writing.**', STC Belgium chapter, Elewijt (Belgium).
 - October 18-20: '**Eurotypography: Setting standards?**', St Bride Institute: *Bad type*, London (UK).
 - September 29-30: '**Resolving conflicts among user requirements, regulations and technology.**', E-labeling first: *toward accessible medication information technology*, Philadelphia, PA (USA).
 - September 14-17: '**Information about medicines for patients.**', EACH: *International conference on communication in healthcare*, Brugge (Belgium).
 - June 24-29: '**Information for patients: Type matters ...**', 2nd international conference on typography and visual communication (ICTVC): *Visual communication & new technologies*, University of Macedonia, Thessaloniki (Greece).
 - March 19: '**Information about medicines for patients.**', University of Washington: *Visual design for an aging population*, St Louis (USA).
 - January 22-24: '**Information about medicines for patients.**', Tilburg University: *Document Design conference*, Tilburg (The Netherlands).
- 2003**
- September 8-11: '**Designing information for patients.**', SBDI: *Information Design International Conference*, Recife (Brazil).

- May 30-31: '**Four reasons why visual information for patients is problematic.**', Illinois institute of Technology & Institute of Design: *2byTwo: Preparing for the future of knowledge presentation*, Chicago (USA).
 - May 28-29: '**Balancing type.**', Illinois institute of Technology & Institute of Design: *2byTwo: Growing a community of design practice*, Chicago (USA).
 - May 1-4: '**Producers, regulators and users: balancing conflicting demands.**', University of Alberta: *Communicational spaces*, Edmonton (Canada).
 - March 5-7: '**Usability testing of product information.**', Drug Information Association *15th annual Euromeeting: e-Ternal medical progress*, Rome (Italy).
- 2002**
- August 28: '**Information Design.**', Procomm, Brussels (Belgium).
 - June 26-30: '**Balancing types: texts in annual reports.**', ICTVC: *First international conference on Typography & visual communication*, University of Macedonia, Thessaloniki (Greece).
 - March 25: '**Making information usable and understandable.**', TCeuropa: *Barrier free access to technical information*, Brussels (Belgium).
 - March 5: '**Readability.**', DIA Euromeeting: *The patient is waiting*, Basel (Switzerland).
 - February 4-5: '**Visual presentation investigated.**', DIA conference: *Readability testing and information for patients: the evolving regulatory regime*, London (UK).
- 2000**
- November 6-7: [Co-presenter: Piet Westendorp] '**Functions of arrows in instructional illustrations.**', IIID Expert forum: *manual design*, Eskilstuna (Sweden).
 - October 30-31: '**Visual presentation investigated.**', DIA conference: *Readability testing. The regulator regime around patient package inserts*, Brugge (Belgium).
 - July 10: '**Testing doubts.**', IDA conference: *InfoDesign 2000*, Coventry (UK).
- 1999**
- [Co-presenter: Piet Westendorp] '**Illustrations in user instructions.**', IIID Vision Plus 6 conference, Vienna (Austria).
- 1997**
- December 18: '**De wetenschapper als schrijfadviser.**', Delft University: *CLCN-symposium*, Delft (The Netherlands).
 - May 29: '**The visual presentation of patient package inserts.**', University of Brighton: *ITRI-seminar*, Brighton (UK).
 - February 4: '**Vormgeving.**', STIC: *Doe-STIC*, Utrecht (The Netherlands).
- 1995**
- November 13-15: '**Does a difference make a difference?**', STC, STIC, Tekom: *Forum 95*, Dortmund (Germany).
- 1994**
- September 26-30: '**The graphic presentation of patient package inserts.**', University of Utrecht: *International symposium Public graphics*, Lunteren (The Netherlands).
- 1993**
- April 28: '**The graphic presentation of information.**', University of Ghent Medical school, Heymans Institute of Pharmacology: *From Belgian patient package inserts to European user package leaflets*, Ghent (Belgium).
 - April 4-7: (co-author: Dr A. Paran) '**Squaring the circle.**', IATEFL: *27th International Annual conference*, Swansea (UK).
- 1992**
- May 13-14: '**The R&D of patient education.**', PCC Europe: *The missing link. Patient education programmes in principle and practice*, London (UK).

c. Lectures

Lectures given in Breda (AKV|St.Joost 2006-2013) and Basel (Basel School of Design, 2014-2018) are not included below.

- 2018**
- September 10-14. IIID Summerschool 5. Simplification Centre & Coventry University, Bath (UK).
 - June 7: 'First, do no harm! Designing information for patients.' Lunch lecture. New Design University. Sankt Pölten, Austria.
- 2017**
- November 27: 'Informatie over medicijnen: kan het echt niet beter?' Gastlezing CMD, Avans University of Applied Sciences, Breda, The Netherlands.
 - November 13 - November 17: Information design: ibuprofen. Akademia Sztuk Pięknych im. Jana Matejki w Krakowie. Krakow, Poland.
 - September 4-8. IIID Summerschool 4. Simplification Centre & Coventry University, Bath (UK).
 - January 18: Guest lecture 'Why information designers should design information for patients'. Design Academy Eindhoven (DAE), the Netherlands.
- 2016**
- September 5-9. IIID Summerschool 3. Simplification Centre & Coventry University, Bath (UK).
- 2015**
- September 7-11. IIID Summerschool 2. Simplification Centre & Coventry University, Bath (UK).
- 2014**
- October 9: Guest lecture Avans, Academy for Communication and User Experience, Breda (The Netherlands).
 - September 18. Guest lecture Willem de Kooning Academy, Rotterdam (The Netherlands).
 - August 5: Workshop Information Design, Open Set, Rotterdam (The Netherlands).
 - March 11-12: Workshop Medical Design. University of Cincinnati, Cincinnati (US).
 - March 3: Workshop Medical Design. LUCA, Brussels (Belgium).
 - February 17: Lecture. LUCA, Brussels (Belgium).
- 2013**
- November 21: Lecture. Willem de Kooning Academy, Rotterdam (The Netherlands).
 - September 28 - October 4: IIID Summerschool 1. University of the Aegean, Syros (Greece).
 - September 19: Lecture. Delft University (The Netherlands).
- 2012**
- December 11: Lecture. Reading University, Reading (UK).
 - November 16: Lecture. MassArts, Boston (USA).
 - November 11: Lecture and workshop, RISD, Providence (USA).
 - October 11: Lecture. Stockholm University, Stockholm (Sweden).
 - October 10: Lecture. Södertörn University, Stockholm (Sweden).
 - October 9: Lecture. Mälardalen University, Eskilstuna (Sweden).
 - March 12: Lecture and workshop. ESDI, Rio de Janeiro (Brazil).
 - March 5: Lecture and workshop. Federal University of Parana, Curitiba, (Brazil).
- 2011**
- November 29. Lecture. Loughborough University, Loughborough (UK).
- 2010**
- April 20. Two lectures. University of Ljubljana. Ljubljana (Slovenia).
- 2008**
- September 21-24. Lecture, University of Venice, Venice (Italy).

- August 27-29. Lecture and workshop, University of Parana, Curitiba (Brazil).
- May 1. Lecture. Izmir University of Economics, Izmir (Turkey).

- 2007**
 - December 3-4. Workshop FH-Joanneum. Graz (Austria).
 - March 26-27. Workshop FH-Joanneum. Graz (Austria).

- 2006**
 - March 24-25. Workshop FH-Joanneum. Graz (Austria).

- 2005**
 - March 11. Guest lecture, FH-Joanneum, Graz (Austria).

- 2004**
 - March 22-26. Guest lecture: University of Alberta, Edmonton (Canada).
 - March 18-20. Guest lecture: University of Washington, St Louis (USA).
 - June 11-12. Guest lecture, FH-Joanneum, Graz (Austria).

- 2002**
 - February 4-5. DIA conference. Workshop: 'Usability testing'. London (UK).

- 2000**
 - October 30-31. DIA conference. Workshop: 'Usability testing'. Brugge (Belgium).
 - June 12. IBC conference. Workshop 'Readability testing' London (UK).
 - March 7. Guest lecture. HKU, Utrecht (The Netherlands).

- 1998**
 - Guest lecture: Academie St. Joost, Breda (The Netherlands).

- 1996**
 - Research seminar. University of Amsterdam (The Netherlands).

12

d. PhD examinations and supervision

- 2018**
 - August 3: External Examiner PhD-thesis, Universidade Federal de Pernambuco, Recife (Brazil).

- 2017**
 - December 11: External Examiner PhD-thesis, Royal College of Arts, London (UK).

- 2016**
 - Associate External Supervisor, Swinburne University of Technology, Melbourne (Australia).

- 2015**
 - February 10: External Examiner PhD-thesis, the Hong Kong Polytechnic University (Hong Kong).

- 2012**
 - December 9: External Examiner PhD-thesis, Reading University, Reading (UK).

- 2011**
 - May: Examiner PhD-thesis, University of Australia, Canberra (Australia).

- 2008**
 - March 25: External Examiner PhD-thesis, De Montfort University, Leicester (UK).

- 2004**
 - September 29: External Examiner PhD-thesis, Reading University, Reading (UK).
 - June 3: External Examiner PhD-thesis, University of Oslo, Oslo (Norway).

- 2002**
 - June 10: External examiner PhD-thesis, Delft University of Technology, Delft (the Netherlands).

e. Educational organization

- 2016** - Member of accreditation team LUCA, school of Arts and Design, Brussels (Belgium).
- 2013** - January. Ranking panel for academic staff of the University of Nicosia, Cyprus.
- 2012** - January. Ranking panel for academic staff of the University of Nicosia, Cyprus.
- 2011** - May. Ranking panel for academic staff of the University of Nicosia, Cyprus.
- 2008** - April. Ranking panel for academic staff of the University of Nicosia, Cyprus.
- 2004** - Member of a working group related to 'lectoraat Graphic Design', Avans Hogeschool, Breda (The Netherlands).

f. Editorial Boards/ Reviewer/ Judge/ Committee

- 2000 – present: Affiliation with '*Information Design journal*' (John Benjamins Publishing). Co-editor [in co-operation with Dr Piet Westendorp] between 1999 and 2004. Guest editor issue 21(1), 2015.
- 2002 – present: Organizing committee, scientific committee: *International conference on Typography & visual communication (ICTVC)*. University of Macedonia, Thessaloniki (Greece).
- 2002 – present: Board member of the International Institute for Information Design (IIID), Vienna, Austria.
- 2002 – present: Organizing committee, review committee for *IIID* conferences and expert forums.
- 2002 – present: Organizing committee, review committee for *IDA* conferences.
- 2003 – present: Organizing committee, review committee: *Information Design International Conference (SBDI/CIDI)*, (Brazil).
- 2004 - present Life-fellow of the Communication Research Institute (CRI), Melbourne, Australia.
- 2006 – present: Reviewer for *Usability Professionals Association (UXPA)* conferences.
- 2006 – present: Reviewer for *Design Research Society (DRS)* and *International Association of Societies of Design Research (IASDR)*.
- 2007 – present: Affiliation with '*Visible language*'. Guest editor *Visible Language* 41.3 (2007) for a special issue on: '*Visual metaphors in user instructions.*' Editorial board member and reviewer since 2009.
- 2009 – present: Member of the editorial board of *The Poster* (Intellect).
- 2011 – present: *Clearmark* award judge (Annual award for *Plain language*).
- 2014 – present: Member of the editorial board of *She Ji* (Elsevier).

- 2010 – 2017. Member of the editorial board of *Iridescent* (ICOGRADA) continued as *Communication Design* (Taylor & Francis)
- 2014 – 2017. Award judge for *Healthcare Compliance Packaging Council (HCPC)* Europe.
- 2017. Organizing Committee for *PLAIN* conference in Graz, Austria.
- 2017. Reviews for *Design for Health* journal.
- 2016. Reviews for *IIID* Vancouver conference.
- 2016. Reviews for *International Journal of Design*.
- 2015. Reviews for the *Research Grants Council*, Hong Kong.
- 2015. InfoMural-labs, Judge, Leiden, The Netherlands.
- 2014. Review of papers for *International Journal of Design, Journal of Design Research*.
- 2013. Reviews for *Critique2013*, Adelaide, Australia.
- 2013. Review *IDA Congress Istanbul - Education and Research Conference*.

2010. Reviews for IADIS *Visual Communication Conference*, Freiburg, Germany.
2009. Reviews for *Australian Medical Journal (AMJ)*, special issue on design.
2008. Reviewer for *Completing the Circle: Incorporating Evaluation Methods in Creative Work*, Middlesex University, London.
2008. Reviewer for *R2P*, London.
2006. Reviewer for *Society of Technical Communicators, 53rd annual conference*. Las Vegas (US).
2006. Reviewer for *Research into Practice conference*. University of Hertfordshire (UK).
2005. Reviewer for *Working papers in art and design 3*. University of Hertfordshire (UK).
2004. Reviewer for *Research into Practice conference*. University of Hertfordshire (UK).
2002. Organizing committee for *Readability testing and information for patients: the evolving regulatory regime*. DIA Workshop. London (UK).
2000. Organizing committee for *Readability testing. The regulator regime around patient package inserts*. DIA conference. Brugge (Belgium).