Karel van der Waarde

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Personal: Dutch nationality (Utrecht: October 9, 1963), married, one daughter.

a. Education:

1981-1986: Academie voor Industriële Vormgeving Eindhoven (AIVE), the Netherlands (Now: The Design Academy): Department of product presentation. Pass with distinction 1986.

1986-1987: Masters degree (MA), Information Design. Leicester Polytechnic (Leicester, UK. Now: De Montfort University). Pass with distinction 1987.

1989-1993: Doctorate (PhD), Department of Typography & Graphic communication. Reading University (Reading, UK). Thesis: '*An investigation into the suitability of the graphic presentation of patient package inserts*'.

b. Commercial activities:

1987-1989: Graphic design consultancy in co-operation with Gary Love, Leicester (UK).

1989-1994: Graphic design consultancy in Reading, combined with PhD-study.

1994- ... : Design and research consultancy in Elewijt (Belgium). Projects are mainly in the medical-pharmaceutical sector. Typical products are information for patients (Bayer Pharmaceuticals, Centocor, Janssen Pharmaceuticals, Genzyme, GSK, Millennium Pharmaceuticals, Novo Nordisk, Omnicare, Proctor & Gamble, Quintiles, Sanofi Aventis, Tibotec, Voisin Consulting, ...), information for doctors and pharmacists (Ministry of Health, Brussel; RIZIV/INAMI, Brussel), labelling (Baxter, PTC therapeutics), and design of medical protocols.

Other projects are for example the development of user instructions for Philips, tax-form analysis for the Dutch Taxoffice, readability research for the Open University Netherlands, election forms, and information architecture for websites.

My activities - apart from keeping the consultancy going - aim to 'enable people to act appropriately'. Information Design starts from approaching and involving people in conversations, observations, contextual enquiries, benchmark-tests, and usability tests. Prototypes are always based on user-participation and user-research, and are tested to check if they achieve the required performances.

c. Summary academic activities: (Details in 'Academic Activities'.)

2006 - 2013:   Professor Visual Rhetoric ('lector') at AKV|St.Joost, Avans University of Applied Sciences, Breda (The Netherlands). This is a research post to investigate the development and use of visual communication with a longer term aim to support the relations between practice, research, and education.

2014 - ... :   Lecturer at the Basel School of Design (FHNW), Basel (Switzerland).

2017 - 2019:   Professor Visual Communication, Swinburne University of Technology, Melbourne (Australia). In 2020: Adjunct professor.

2020 - 2021:   Senior Lecturer Graphic Design, Loughborough University, Loughborough, (UK).

2021 - ... :   Lecturer Visual Communication, Lucerne University of Applied Sciences.

- Author (99 articles, 29 peer reviewed; published in Dutch, English, Japanese, Spanish, Portuguese, and Polish).
- Speaker at conferences (118 conferences, 36 peer reviewed; 42 invited presentations & keynotes).
- Guest lecturer/workshops [In 2022: Summerschool, Bath, UK; Academy of Fine Arts (ASP), Katowice, Poland; Swinburne University of Technology, Melbourne, Australia.].
- PhD examiner (Netherlands, Norway, UK, Australia, Hong Kong, Brazil).
- Editor [co-editor: Dr Piet Westendorp] of 'Information Design Journal' (2000-2004).
- Member of the editorial boards of *Visible Language, Information Design Journal, Journal of Visual Political Communication, Hyphen*, and *She-Ji*.
- Reviewer of articles, conference papers, and research grants; design award judge.
- Member of the organizational committee and/or scientific committee of conferences.

d. Member of the following organizations:

- Beroepsorganisatie Nederlandse Ontwerpers (BNO)
- Communication Research Institute (CRI) – Life-Fellow since 2005
- Drug Information Association (DIA)
- Design Research Society (DRS)
- European Association for Communication in Healthcare (EACH)
- International Institute for Information Design (IIID) – Board member since 2001
- Nederlandse Boekhistorische Vereniging (NBV)
- the Printing Historical Society (PHS)
- Universal Workforce Institute (UWI) – Fellow since 2023
- Usability Professionals Association (UxPA)

Academic activities

Karel van der Waarde

a. Publications

2023
- '*Information for patients: should we reconsider our assumptions?* **Infodesign.** *20(2). [Article]*

2022
- '*Writing for patients: a chronic problem with acute needs?*' **e-Plain journal.** [Article]

2021
- '*Developing accurate visual conventions?*' **Visible Language**. 55(3), 78-87. [Article]
- '*Foreword*'. Ian Gwilt (2021) Making data. Materialising digital information. pp 20-23. [Foreword]
- [Co-author: Patrick Goossens] '*The Vanderborght collection of hand moulds in the Plantin Moretus Museum.*' 2019. In: Femke Speelberg and Elizabeth Savage (eds.): **Printing things: blocks, plates, and stones 1400 - 1900.** (Accepted for publication). [Book chapter]

2020
- [Co-author: dr Sheila Pontis] '*Looking for alternatives: challenging current design education assumptions.*' **She Ji**. (6)2, pp 228-253. [article]
- '*Information about medicines in Europe - considering possible principles?*' **Information Design Journal**. 25(3), 307-313. [article]

2019
- '*Graphic design as visual arguments: Does this make a reliable appraisal possible?*' pp 89 - 101. In: Daniel Raposo, João Neves, José Silva (Eds.) '**Perspective on Design: research, education, and practice.**' (Springer Series in Design and Innovation 1). [Book chapter]
- '*Animated instructions for medicines: who can assess the quality and effects?*' pp 292 - 299. In: Kirsty Christer, Claire Craig & Dan Wolstenholme (Eds.): **Proceedings of the 5th International Conference on Design4Health**, Sheffield, UK, 4th – 6th September 2018. [Proceedings]

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**. 79. pp 28 - 32. [article]
- '*Research and Design Watch: A personal opinion*'. **Information Design Journal.** 24(1). pp 80 - 84. [article]

2017
- [Co-author: dr Laura J Sahm] '*A prescription for clarity.*' **Clarity**. 2017. [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 Tsekleves, 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
- '*Information about medicines: an essential ingredient.*' pp 64-65 in: **Clear communication – A brief overview. Collected essays**. Institute of the Estonian Language.

- '*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??*', I**nformation 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.) S**ymbolic 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*', I**nformation 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: KVGO. 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]

2001
- [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]

- [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]

5

- [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

2023 - June 16 and September 26: [Panel debate] '*Could better information lead to better compliance?*' Nederlands Verpakkings Centrum (NVC): Pharmaceutical Packaging Innovation, Oss, The Netherlands

- May 25 [Co-presenter: Dr. Mathias Schlögl]: '*Developing a brochure about delirium: can information reduce anxiety?*' **International Institute for Information Design (IIID)**: VisionPlus conference XIX, Vienna, Austria.

- May 3: '*Enabling patients to take medicines.*' **TEDx: HSLU**, Lucerne, Switzerland.

- April 6: '*Medicines information: Are we really enabling patients to take medicines?*' **International Institute for Information Design (IIID)**: Conversation 10. Online.

- April 4-5: '*Do we really enable patients to act appropriately?*' The 5th Pharma & Device Packaging and Labelling Forum, **World BI**, Frankfurt, Germany.

- January 19-20: '*Do we really enable patients to act appropriately?*' The Future of Pharma Packaging Industry, **Avlante Group**, Berlin, Germany.

2022 - October 11-12: '*Why should we enable patients to act?*' **WorldBI:** 4th Pharma and Device Packaging & labelling forum. Basel, Switzerland.

- October 7-8: '*Pictograms*?' **The Symbol Group:** Symbol '22: Symbol Sourcebook@50. Virtual symposium.

- September 1-2: '*Made for patients?*' **Brainlinx:** 7th Pharma Packaging and labeling innovation forum. München, Germany.

- July 11-15: '*Printed information about medicines: empowering patients or paternalistic piffle?*' **Sharp:** 2022. Amsterdam, The Netherlands.

- July 7-9: '*Pictograms for patients: two case studies?*' **ICTVC**: 8. Thessaloniki, Greece.

- June 24: '*Effectivity of pictograms on medicine packaging*', Annual meeting Pharmaceutical packaging Innovation. **NVC**, Gouda, Netherlands.

- March 28: '*Designing plain language?*' **SimpleText**: 13th Round Table, online.

2021 - May 11-13: '*Do patients really like incomprehensible and unusable information?*' (Why can't taking pills be a pleasure?)'. Clarity International, the Center for Plain Language, and Plain Language Association International (**PLAIN**): Access for all: Plain Language as a Civil Right. Online.

2019 - July 9-10: '*Medicine information leaflets. Are we just printing waste or do they really support patients?*' Dregs, Dross, and debris: the art of transient print. **John Moores University**. Liverpool, UK.

- June 19-21: '*Pictophilia: benign but chronic? Why do we believe in medical pictograms?*' **ICTVC 7**. Patras, Greece.

- May 9-10: '*Making understandable information for patients.*' PP&L 7.0. Seventh Annual Pharma Packaging and Labelling Forum. **GLC Europe.** Prague, Czech Republic.

- February 22: '*Pictophilia: benign but chronic?*' Couch Dialog. **Lindgrün**. Berlin, Germany.

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: 'T*eaching 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?*' P**LAIN 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*'. **EMPACK 2015**: '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, Münich (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 Science**s: 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: 'I*nnovative 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 (Slowenia).

- 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:** Responsiblity 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?*', I**IID 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*', **TCeurope**: 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 schrijfadviseur*', 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), Basel (Basel School of Design, 2014-2021), Swinburne University of Technology (2019), Loughborough University (2020-2021), and HSLU (2019 -) are not included.

2023
- November 1: Guest lecture, Athens (online).
- September 11 - September 15: IIID Summerschool 10. Simplification Centre & IIID, Design Austria, Vienna, Austria.
- May 22 - May 24: IIID Summerschool 9. Simplification Centre & IIID, Design Austria, Vienna, Austria.
- March 14: *'Effectivity of pictograms to inform patients about medicines ...'*, IIT Bombay, Mumbai, India. (online).

2022
- 19 April - 26 May: IIID Summerschool 8. Simplification Centre & IIID, Online.

2021
- 21 June - 15 July: IIID Summerschool 7. Simplification Centre & IIID, Online.

2020
- 9–10 January: Planning Workshop *'Ethical Visualization in the Age of Big Data. Contemporary Cultural Implications of Pre-Twentieth-Century French Texts.'* University of Nevada, Reno, Nevada, USA.

2019
- 21 November: *'Designing for and with patients.'* Akademia Sztuk Pieknych w Katowicach Katowice, Poland.
- 16 October: *'Can I rely on your design capabilities? About reflective practice and visual arguments'.* Swinburne University of Technology, Melbourne, Australia.
- 30 October: *'How to convince everyone that your design is exceptional.About user involvement and research'.* Swinburne University of Technology, Melbourne, Australia.
- 2-6 September: IIID Summerschool 6. Simplification Centre & IIID, Bath (UK).

2018
- September 10-14. IIID Summerschool 5. Simplification Centre & IIID, 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 Pieknych 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
- December 10: Afscheidslezing Lectoraat Visuele retorica. Breda.

- 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. Mälerdalen 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. Lougborough University, Loughborough (UK).

2010
- April 20. Two lectures. University of Ljubljana. Ljubljana (Slowenia).

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).

d. PhD examinations and supervision

2023
- August 17: External examiner PhD-thesis, University of Loughborough, Loughborough, UK.
- April 4: Co-promotor, PhD research Sabina Sieghart, University of Hasselt.

2021
- November 17: Member of doctoral committee, University of Hasselt.
- January 20: External Examiner PhD-thesis, Reading University, Reading (UK).

2019
- December 9: Co-supervision of PhD research of Nicola St John together with Dr. Samantha Edwards-vandenHoek, Swinburne University of Technology, Melbourne, Australia.

2018
- August 3: External Examiner PhD-thesis, Universidade Federal de Pernambuco, Recife (Brazil).
- December 11: External Examiner PhD-thesis, Royal College of Arts, London (UK).

2017
- Associate External Supervisor, Swinburne University of Technology, Melbourne (Australia).

2016
- February 10: External Examiner PhD-thesis, the Hong Kong Polytechnic University (Hong Kong).

2015
- December 9: External Examiner PhD-thesis, Reading University, Reading (UK).

2012
- May: External Examiner PhD-thesis, University of Australia, Canberra (Australia).

2011
- March 25: External Examiner PhD-thesis, De Montfort University, Leicester (UK).

2008
- September 29: External Examiner PhD-thesis, Reading University, Reading (UK).

2004
- 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

2021
- November. Chair of audit panel for accreditation of 'TypeMedia' Masters, KABK, The Hague.
- June. External examiner, Design Management International, HSLU, Lucerne, Switzerland.

2020
- June. External examiner, Design Management International, HSLU, Lucerne, Switzerland.

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.
- November. Audit panel for assessment of 'TypeMedia' Masters, KABK, The Hague.

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. Editorial board member.

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. From 2023 onwards: treasurer.

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).
2019 – present:	Member of the editorial board of Hyphen (University of Nicosia).
2020 - present:	ISO standard on 'Plain Language'. Drafting committee.
2022 - present:	Elected Board member of the International Plain Language Federation (IPLF)
2023	IIID Award 2023. Judge.
2023 - present:	Fellow of the Universal Workforce Institute UWI.

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2010 – 2017.	Member of the editorial board of Iridiscent (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 Workhop. London (UK).
2000.	Organizing committee for Readability testing. The regulator regime around patient package inserts. DIA conference. Brugge (Belgium).