

Case Studies / Design Examples

Sample Contract 1

Name of Client Organisation	Health and Safety Authority
Contact:	Gavin Lonergan (01) 7997838 gavin_lonergan@hsa.ie
Description of services	<p>Provision of full design services and print management of all the Annual Report and Statistical Reports.</p> <ul style="list-style-type: none"> ➤ Design ➤ Publications and Reports - typesetting and artwork ➤ Infographics ➤ Recruitment advertising ➤ MS Word and Powerpoint templates ➤ Digital design requirements ➤ Print services and fulfilment

The Challenge

Having used a previous design for several years, the HSA were keen to embark on a fresh look for their Annual Report for the next three years. An important factor was the layout of complex text and data, and a requirement for infographics to communicate important information, at a glance, was required.

How we approached and accomplished the project goals

Power Design reviewed HSA's existing publications and identified key areas for design improvement, with particular focus on page layouts and infographics. With a range of publications coming on line, we developed a style that could be applied on future publications.

- Designing a suite of covers reflecting the key areas of the HSA.
- Designing simple, flexible document/page templates that could easily apply to a wide range of existing publications, with consideration to accessibility.



1

Strategic Priority 1 Regulate

Increase focus on compliance through risk based inspection and enforcement

STRATEGIC GOAL

Continue to drive increased focus on work related health and safety.

PROGRESS AND METRICS FOR 2019

- For each priority sector, specific hazards, risks and actions were identified for the three years of the strategy.
- In construction, inspections focused on machinery and vehicle risks, occupational health (manual handling and chemical exposure) and working at height. 742 inspections addressed chemical agents in the workplace, with 60% focusing on respiratory and skin sensitizers. 74% of workplaces inspected had completed an adequate chemical agent risk assessment.
- In agriculture, inspections focused on tractors and machinery, livestock handling and working at height.
- In healthcare, inspections focused on slips, trips and falls (STF), manual handling and work related violence and aggression.
- Inspections for occupational noise in the entertainment sector found limited awareness of the effects of loud amplified music on hearing and of the precautions required to manage the risks. Where occupational noise was addressed during inspections, 70% had noise risk assessments in place. Most had suitable personal protective equipment (PPE) in place for noise management. However, instruction in the use of PPE was identified as an area for improvement in over half of these inspections.
- The Authority engaged with the Irish Cancer Society to highlight and promote the extent of occupational cancers.

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2

Strategic Priority 2 Promote

Support, educate and raise awareness to prevent accidents, injuries and ill health

STRATEGIC GOAL

Continue to increase knowledge and understanding of how to manage work related health and welfare.

PROGRESS AND METRICS FOR 2019

- A survey of safety representatives, completed as part of workplace inspections, found that while there are areas for development, a high level of satisfaction was reported overall. The suite of materials provided in BSMART for safety representatives was accessed on 5,383 occasions and 1,266 workplace safety representative courses were completed.
- A joint research report with the Economic and Social Research Institute (ESRI) entitled The Ageing Workforce in Ireland was published and launched. This research informed the Authority's input into Future Jobs Ireland objectives for 2020 on ageing and disability.
- A workshop on slip prevention in the workplace highlighted how companies could undertake risk assessment mapping and decide on appropriate controls.
- Four nationwide ergonomic workshops showed employers how to use practical manual handling risk assessment tools.
- The annual PPEC poll again found high levels of awareness of health and safety in Irish workplaces. Of the working Irish population surveyed:
 - 94% consider themselves to be well informed regarding health and safety risks in their workplace;
 - 94% agree that the Authority's work is important to reduce workplace accidents and deaths;
 - 89% believe effective management of workplace health and safety is an important contributor to business success; and
 - 84% agree that the health and safety of employees is taken seriously in their workplace.

3

Strategic Priority 3 Accredit

Grow the national accreditation service to enable and support enterprises and public services

STRATEGIC GOAL

Develop and implement a national accreditation strategy.

PROGRESS AND METRICS FOR 2019

- INAB instigated a review of structure and positioning. A report with recommendations to be implemented to form a strong governance foundation for the delivery of the national accreditation strategy was produced and is to be developed in 2020.
- INAB continued its engagement with key stakeholders with an interest in and relying on accreditation. Meetings were held with the Food Safety Authority of Ireland, Private Security Authority, Health Products Regulatory Authority and Health Service Executive.
- The Medical and Scientific Advisory Committee representing interests in the healthcare sector met twice.
- A number of promotional campaigns were prepared and launched. Topics included the value of independent accreditation and promotion of the international recognition of INAB accreditation and certificates issued by INAB clients.
- The theme of World Accreditation Day 2019 on 3 June was 'Accreditation: Adding Value to Supply Chains' and was promoted on the INAB website and through social media.
- Two newsletters were issued to provide information on developments in INAB and accreditation.
- Promotional material was prepared launching a new area of accreditation in the provision of audiologic services.

237 active INAB accreditations by the end of 2019 and 29 new accreditations awarded

- Devising a colour palette that reinforced variety/differentiation throughout publications.
- Develop clear, easy to understand infographics style.
- Redesigned all tables and charts in a more simple, user friendly style.
- Providing solid advice on print solutions and sourcing in relation to cost effectiveness, quality and environmental issues.

Why we did it this way

The HSA had used an existing design for quite a while and was heavily dependent on stock imagery. It made sense to propose a style that was graphically strong, and a colour palette that would provide the visual interest required, and reduce dependency on slide hire/photography - as sourcing the 'perfect shot' for such a wide diverse audience can be challenging. This design approach provided enough flexibility to carry through on all publications.

Outcome

We delivered on all the requirements and the revised design has been incorporated over the HSA statistical report and the upcoming fatality report, along with cover design in place for the coming two years.

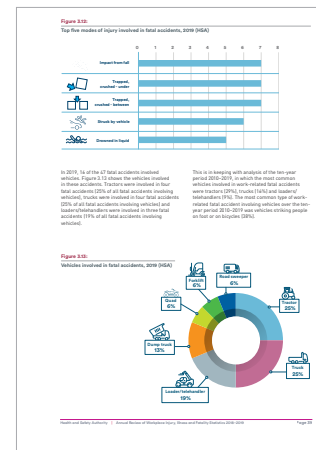
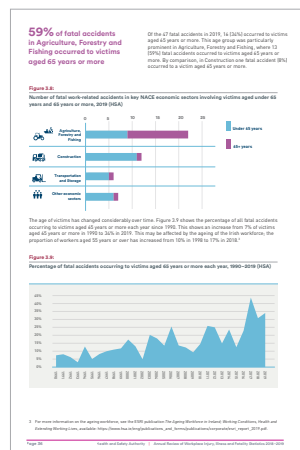
Relevance to PIAB

Our work with the Health and Safety Authority is comparable to the requirements of the PIAB in that it communicates to a broad audience, with complex data, statistics, charts and tables. Our work with the HSA also demonstrates our ability to manage frequent publication in the most cost efficient manner, and our ability to work on many projects simultaneously.

Click to view full reports

https://www.hsa.ie/eng/publications_and_forms/publications/corporate/annual_review_of_workplace_injury_illness_and_fatality_statistics_2018-2019.pdf

https://www.hsa.ie/eng/publications_and_forms/publications/corporate/hsa-annual-report-2019.pdf

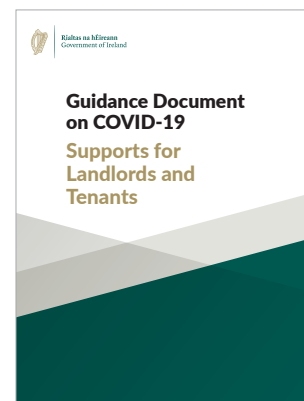


Sample Contract 2

Name of Client Organisation	Residential Tenancies Board
Contact:	Caren Gallagher Caren.Gallagher@rtb.ie
Description of services	<p>Provision of full design services and print management of all the Annual Report and Index Reports</p> <ul style="list-style-type: none"> ➤ Design ➤ Publications and Reports - typesetting and artwork ➤ Infographics ➤ Recruitment advertising ➤ MS Word and Powerpoint templates ➤ Digital design requirements ➤ Print services and fulfilment

The Challenge

The RTB recently launched new brand guidelines and the 2019 Annual Report was the first flagship report to reflect this new style. We were entrusted to develop the new style, that would form the building blocks for future reports, such as the Quarterly Rent Indexes.



How we approached and accomplished the project goals

Power Design reviewed the previous annual reports and identified key areas that needed development to align with the new brand guidelines, with particular focus on page layouts, maps and infographics. With a range of publications coming on line, we developed a style that could be applied on future publications.

Why we did it this way

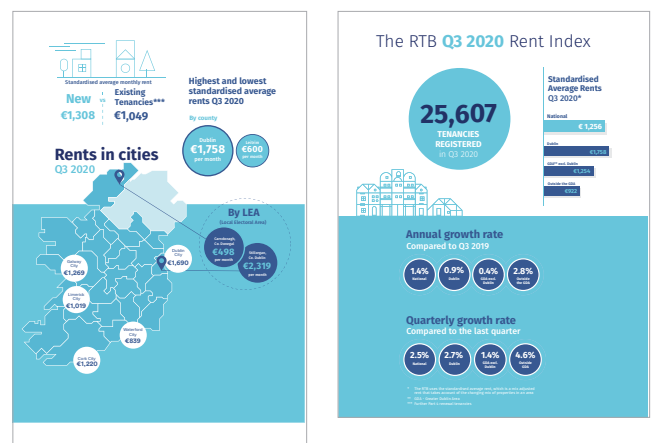
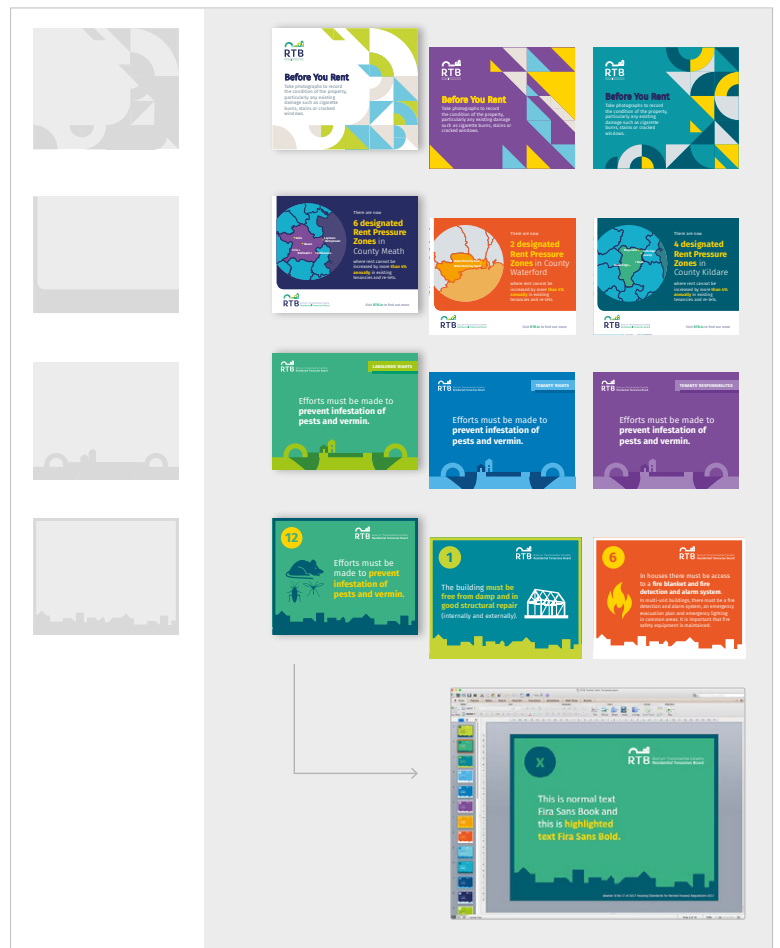
The RTB needed to introduce flexibility to ensure the brand was correctly applied, and with so many publications to be produced within limited timescales, we need to ensure the final style could be easily adaptable.

Outcome

We delivered on all the requirements and the revised design has been incorporated over the the Rent Indexes are other reports and publications

Relevance to PIAB

Our work with the RTB is comparable to the requirements of the PIAB in that it communicates to a broad audience, with complex data, statistics, charts and tables. Our work with the RTB also demonstrates our ability to manage frequent publication in the most cost efficient manner, and our ability to work on many projects simultaneously.



Case Studies

Sample Contract 3

Name of Client Organisation	Financial Services and Pensions Ombudsman (FSPO)	 An tOmbudsman Seirbhísi Airgeadais agus Pinseán Financial Services and Pensions Ombudsman
Contact:	Ger Deering +353 87 852 0168 Ger.deering@fspoi.ie	
Description of services	<p>Provision of full design services and print management of all publications, promotional and exhibition requirements and consultancy. Services provided include:</p> <ul style="list-style-type: none"> > Design > Publications and Reports - typesetting and artwork > Infographics > Recruitment advertising > MS Word and Powerpoint templates > Digital design requirements > Exhibition design/interior display > Print services and fulfilment 	

The Challenge

Following the renaming/rebranding of the Financial Services and Pensions Ombudsman (FSPO), Power Design was commissioned to redesign the look and feel of all future material to reflect the key services of the FSPO. With a wide ranging suite of publications, from Annual and Strategy reports, Decisions and Finding reports, to various public information leaflets, we needed to ensure a consistent fresh look that could be easily adapted and could evolve as new projects developed, all the time mindful of accessibility requirements of their wide audience.



How we approached and accomplished the project goals

Power Design reviewed all existing material from the previous Financial Services Ombudsman and identified key areas for design improvement on its existing documents, which would subsequently inform new publications and information campaigns in the future. Key suggestions implemented included:

- Designing a suite of covers reflecting the key services of the FSPO.
- Designing simple, flexible document/page templates that could easily apply to a wide range of existing publications, with consideration to accessibility.
- Devising a three-tier colour palette that reinforced variety/differentiation throughout publications.
- Develop clear, easy to understand step by step infographics outlining the appeals process.
- Redesigned all forms in a more simple, user friendly style.
- Progressing the brand development for publications in real time, as required, to ensure optimum efficiency and cost effectiveness.
- Providing solid advice on print solutions and sourcing in relation to cost effectiveness, quality and environmental issues.



Why we did it this way

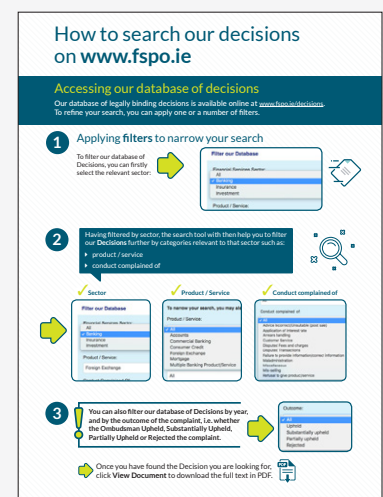
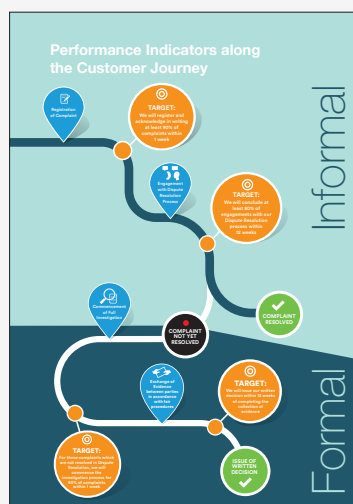
For the overall brand development we proposed a graphic illustrative design to reduce dependency on slide hire/photography - as sourcing the 'perfect shot' for such a wide diverse audience can be challenging. This design approach provided enough flexibility, through changing patterns of shapes and colour, to provide variety/differentiation throughout all designed material. Our suggestion to increase infographic elements was to simplify what appeared to be a complicated, somewhat daunting complaint process to the general public. With so many publications requiring updating it made sense to design an adaptable system from the outset that could accommodate a varying amounts of content, address the increased font size required for accessibility, and provide flexibility for dual/multi-lingual versions if required.

Outcome

We delivered on all the requirements set out and the new look and feel has been successfully incorporated over all items, for both outward facing and for internal campaigns and display.

Relevance to PIAB

Our work with the FSPO is comparable to the requirements of the PIAB in that it communicates to a broad public audience, resolving complaints and providing information and advice on issues relating to pensions providers and regulated financial services providers. The tone and style of material published needs to be communicated in a consistent, user friendly, easy to read manner. Our work with the FSPO also demonstrates our ability to manage frequent publication and form updates in the most cost efficient manner, and our ability to work on many projects simultaneously.



Click to view full annual report https://www.fspo.ie/documents/FSPO_AnnualReport_2018.pdf