

# Case Study

## Graphic Design



### Centre for Food Policy

*noun.* 1. The Centre for Food Policy at City, University of London researches how the food system works in practice, producing policy advice and consensus aimed at policymakers around the world. It is also home to the Food Research Collaboration.

**WREN&CO**  
CREATIVE FOOD SYSTEMS CONSULTANCY

## What was the problem?



Research funding applications provide the financial backbone for many organisations, with successful applications being vital to their success. During a Covid-19 recovery tracking bid, researchers wanted to condense enormous detail into a short space, to ensure that reviewers could quickly understand the entire proposal quickly and efficiently.

## What was the solution?

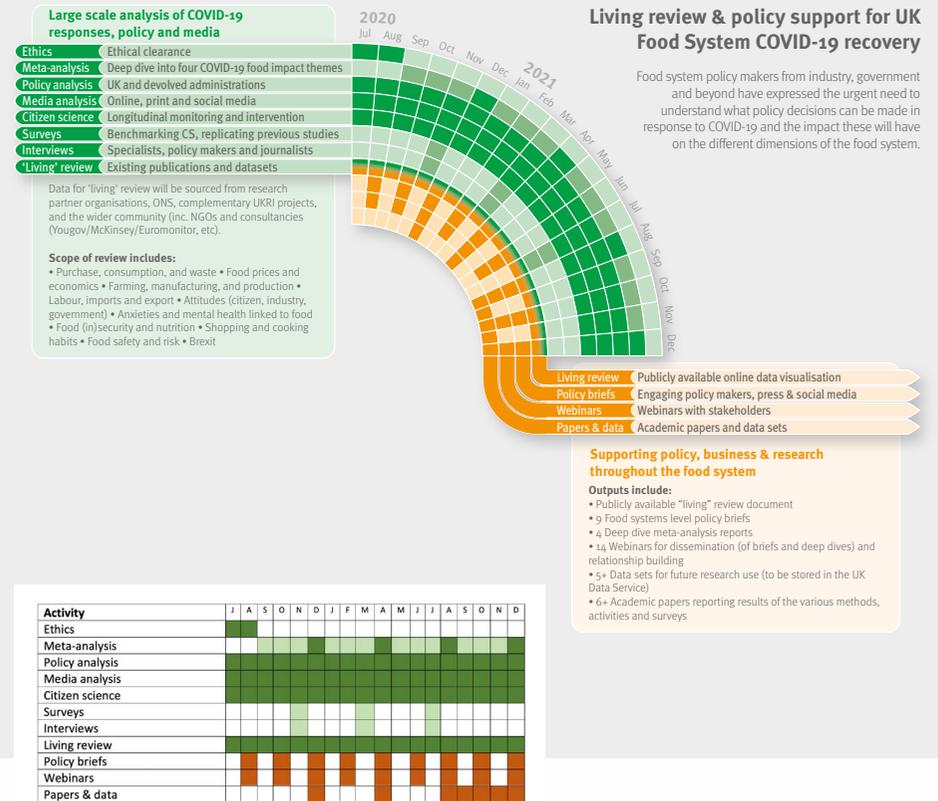


We synthesised the entire research proposal process into a visually appealing graphical format to be displayed on a single page. Starting from a Excel Gantt chart and the 12 page draft proposal, we extracted the key stages, inputs and outputs, then developed a concise and curvaceous infographic which told the whole story.

## How we did it



Working closely with the client over a short development period, it was an iterative process, with regular reviews and feedback. Starting with four initial concepts, each one was developed and refined until an efficient and economic visual emerged. It quickly shows the key points of the proposal and also demonstrates the value which the research organisation puts on outward communication of their work.



## Our impact



- Academic writing synthesised into graphic design
- Visual communication of detailed proposals
- Economic use of application document space

*"It has to be said I think this may feature the best Gantt chart I've seen yet!"*

Dr Beth Clark, Research Associate and Public Engagement Officer, Newcastle University.