



## **The Art of Rich Pictures - Audio**

*The Art of using Rich Pictures*

### **Professor Steve Morse:**

It's a formal term that describes something we've been doing for a very long time really. Not so much using sheets of paper and felt tip pens, but using lines drawn in the sand, stones, sticks, leaves, you know

### **Tessa Berg:**

Often just colour alone is enough. We're bombarded by signals and icons all around us all the time.

### **Professor Simon Bell:**

Pictures can be used in almost any context, confronting almost any issue or problem

### **Tessa Berg:**

You can give information, and an awful lot of information, really fast

### **Hephzibah Kaplan:**

Upset, damage, distress, illness, bereavement, shock, a psychotic breakdown, schizophrenia

### **Professor Steve Morse:**

Other people would use them more within a business context. It is important for them to be able to articulate how they arrived at that picture and what that picture means to them. I mean you could, in theory, produce a rich picture for yourself – where the pressures are, where the strains are

### **Hephzibah Kaplan:**

So the image is a starting point for quite interesting discussions

### **Fran O'Hara:**

Definitely joins up ideas. Communities have felt empowered to contribute in whichever way they want to and of course then they start talking more, so it removes barriers in lots of ways. It's quite magical. People just want to be engaged by it. They want to understand the information. And it's good if you give it to them in different ways

**Dr George Nash:**

You're looking at maybe, 40, 50, 60,000 years artistic endeavour

**Professor Simon Bell:**

But it also provides them with a vehicle for expressing their feelings as well as their more rational thoughts

**Professor Steve Morse:**

So if you're trying to disentangle poverty, for example, within a village in Africa, these participatory methods can allow you to understand how people envisage poverty in their context, how they recognise poverty, how they think poverty can be overcome or addressed in their context using the same sort of visual devices and the same sort of approaches really. That is the power of pictures really. That's why human beings have been drawing pictures for as long as we have.