

Development of Knowledge Products

Some Practical Tips

Introduction

In line with the HRODF's communication and knowledge sharing efforts, all interventions/assistance will produce knowledge products to tell the story of the assistance.

These knowledge products (in the form of infographics, short videos, case studies, etc) will be developed to share best practices and lessons learned, while at the same time communicate gains of the interventions and its contribution to Philippine development to key stakeholders – from Filipino and Australian communities.

These products are meant to be featured in PAHRODF's online knowledge management (KM) portal, and will be distributed to its key stakeholders the interested public.

What is an Infographic?

- **Information graphics** or **infographics** are graphic visual representations of information, data, or knowledge intended to present complex information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. (Wikipedia)
- A well designed infographic can help simplify a complicated subject matter or turn an otherwise boring subject into an engaging experience.

What are Short Videos

- The short videos (2 to 5 minutes high definition video) should capture the chance journey of the partner organisation in the process of the implementing the intervention
- It highlights the situation before and after the intervention capturing the experience during the change process.

Content and Messaging (for Infographics and Videos)

An HRODF infographic should tell the story about the intervention/assistance. This captures the journey of the organisation/process owners in achieving the objectives of the assistance.

LSPs may follow this guide in creating the story:



Establishing Context:

- What was the situation before (background, problem/issue it hoped to address)

Initiating/Introducing the Change:

- How it addressed the problems/issues
- Challenges/risks and these are managed

Recognising Victories:

- What are the initial results (i.e. is the problem still there?)
- Evidences of outputs
- Direct quotes from stakeholders

Optimising Victories/Successes (if applicable)

- Support of leadership/top management
- Application of outputs
- Sustaining the gains
- Direct quotes from stakeholders

Format and Quality

- Infographic
 - High-resolution image (300dpi that can be printed in a tarpaulin later)
 - Must adhere to the branding guidelines (logo of the Australian aid prominent on top of the page)
- Videos
 - Short videos only (2 to 5 minutes high definition, in avi or mp4 format)
 - Must adhere to the branding guidelines (acknowledgment of the assistance of the Australian government)

More Resources:

More Infographics and Videos in HRODF site for reference

- [Infographics in HRODF Portal](#)
- [Videos in the HRODF Portal](#)



More resources on infographics from the web:

- [Pictochart Gallery](#)
- [Cool Infographics Blog](#)

For Questions:

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ph/resource-center/reading-list/infographic

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Australian Aid  **PAHRODF** Philippines Australia Human Resource and Organisational Development Facility

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Infographics?

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Samples



infō'grafik/ - a visual image such as a chart or diagram used to represent information or data. "a good infographic is worth a thousand words"

Infographic

Some sample infographic materials downloaded from various sources in the web.

PAHRODF on Good Governance - Infographics
Infographics of PAHRODF on Good Governance



How PAHRODF Supports Good Governance

The Australian Government through aid programs in the Philippines through the Australian Department of Foreign Affairs and Trade

Australian Aid

PAHRODF
The Philippines Australia Human Resource and Organisational Development Facility (PAHRODF) is a project funded by the Australian Government of Foreign Affairs and Trade for capacity.

Government Business Community