

Discipline

Content design

Decides what content a person needs and in what form (text, table, video or chart) based on what they need to do, not on what the organization wants to say.

In Spanish

Diseño de contenido

Origin

Richards (2017), based on the work on GOV.UK



What it deals with

Organizations publish what they want to tell, in their own language. People looking for something specific can't find it or don't understand it.

Principles

The need comes first

Every piece of content answers something the person needs to do.

The best format

Text, table, video or chart, whichever helps most.

With data

Research and analysis, not assumptions about what people want.

Applications in design

✓ Use it like this

Write down the person's need before writing the content.

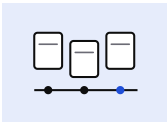
✗ Avoid

Publishing something because someone inside asks for it, when nobody needs it.

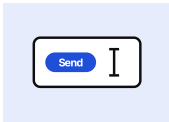
👁 Don't fall for it

Less content is usually better: every extra page is a page to maintain.

Especialidades



Specialty
Content strategy
Plans what content to create, how to publish it and who maintains it over time.



Specialty
UX writing
Writes the words of an interface: buttons, notices, errors, and forms.

Connections

Related to

- Information architecture
- Information design
- UX design

Authors and works

2017	Sarah Richards	Developed the content design method in the UK Government's digital team, while merging hundreds of public websites into GOV.UK.
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Sources

Original sources

- Richards, S. (2017). Content design. Content Design London.

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