

Interactive comment on “Graphic design and scientific research: the INGV experience” by Daniela Riposati et al.

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Dear Editor and Reviewer1, Please find below our point by point response (A) to the reviewers' comments (R1).

R1. Both abstract, introduction and conclusions should more clearly express the fact that this is written out of personal experience within INGV.

A. In the abstract, introduction and conclusion we have underlined that what we described is based on INGV's team experiences.

R1. There have not been any studies evaluating and analysing the effectivity of the graphical design of the activity, organisation, project or tool that is presented in the article. So any conclusion is personal experience only.

C1

A. There are no specific studies on the effectivity of the graphical design in the INGV activity as this was the first synthesis that relate and describe the interaction and the synergy between graphic designers and researchers in a common research work. When considering aesthetic sensitivity, quantitative analysis is difficult to estimate. However, we have added the number of visitors and the positive evaluations on graphic framework recorded in the visitor's guestbooks during INGV temporary exhibitions, the number of participants in the educational games and their comments.

R1. Resent the article more clearly as an overview article of graphical design for dissemination activities within INGV. Dissemination responsible persons could benefit from this article, but this target audience should be addressed more directly.

A. The introduction has been modified to clarify the context and purpose of this paper, also with the aim to better steer readers.

R1. It is highly recommended that the article is reviewed by an English native speaker on language, grammar and spelling, before publishing it for an international audience.

A. The manuscript is under revision for English language, grammar and spelling.

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