

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

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Received and published: 25 May 2020

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

Present 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.

It is highly recommended that the article is reviewed by an English native speaker on

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language, grammar and spelling, before publishing it for an international audience.

Interactive comment on Geosci. Commun. Discuss., <https://doi.org/10.5194/gc-2020-17>, 2020.

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