



Design meets Dialogue Part 2: Building Examples and Familiar Imagery

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The FrameWorks Mission



**To advance the nonprofit sector's
communications capacity
by identifying, translating,
and modeling relevant scholarly
research to frame the public
discourse on social problems.**

framing

choices in how we present information



how people think/feel/act

We conducted a comprehensive investigation



12

Expert Interviews



36

**Cultural models
interviews**



**Challenges to
address**



54

**On-the-screen
Interviews**



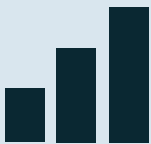
48

**Peer discourse
sessions**



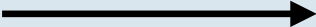
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Usability trials



6,075

Survey experiments



**Reframing
strategy**

Challenge #1

People lack a clear sense of what landscape architecture is.

Challenge #2

People understand nature and human design as fundamentally opposed.

Key framing strategy #1:

Appeal to the value of community cohesion to reinforce the value of the field.

Instead of...

We all want our communities to have plenty of outdoor spaces that are pleasant and functional.

Try:

We all want to our communities to have plenty of opportunities to live, work, and play together.

Key framing strategy #2:

Explain how landscape architects use their expertise in design to build a better world.

“What is one thing you wish more people knew about landscape architects?”

“We’re change-makers. We live in a country that is unfair by design, but we also live in a country that is trying to do better—to right the wrongs of the past and make sure they don’t happen again. Well, landscape architects are specialists in design. We know how to recognize unfair design in outdoor spaces, we work with communities to address that inequity, and we strive to create spaces that benefit *everyone*.”



Have you made any changes to
your communications since the
last time we met?

How people think:

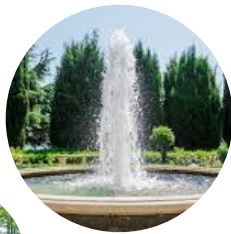
**Two more
challenges**

Challenge #3

Design is understood in a very narrow way.

Two models of design

Design = Object Selection



Design = Convenience



Limit thinking about the process and goals of design, making it hard to understand what landscape architects do and why

Effects of designed outdoor spaces on the environment



???

The public doesn't understand *how* the design of outdoor spaces affects the environment.

**Thoughts?
Reactions?
Questions?**

Key framing strategy #3:

Paint a vivid picture of how landscape architecture directly benefits people and communities.

Paint a vivid picture of how landscape architecture directly benefits communities.

- Lead with benefits to people, such as:
 - Health and wellbeing
 - Inclusiveness
 - Equity
 - Community ties
- Explain how landscape architects use their particular expertise to create these benefits



Instead of environment-only...

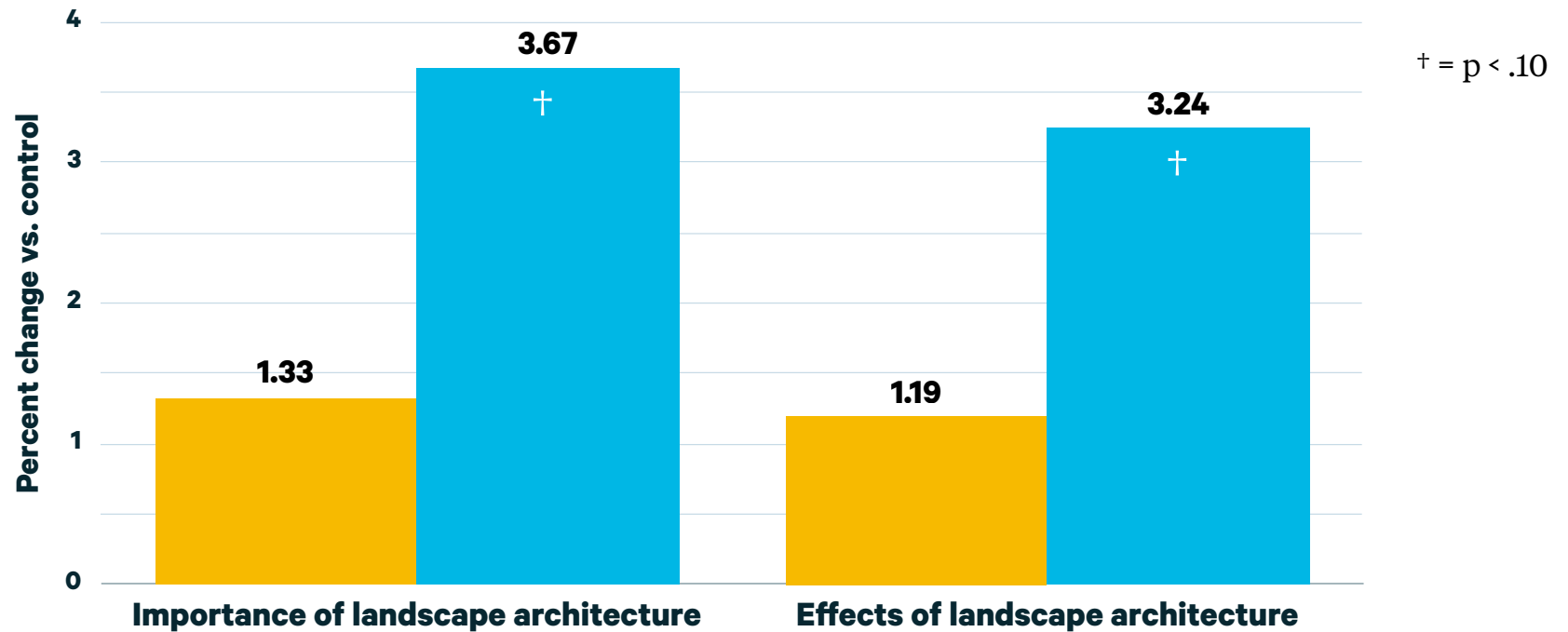
Landscape architects are uniquely positioned to help combat climate change. We select recyclable and renewable materials in our projects, and we make sure the plants that are chosen for a space are native to an area. From reducing air pollution in cities to protecting endangered species in wildlife sanctuaries, our work creates spaces that benefit the environment.

Try people and environment:

Landscape architects are uniquely positioned to design outdoor spaces that promote your health and wellbeing—and the health and wellbeing of the environment. For example, we design urban spaces that bring more trees to cities. This improves air quality for residents while also helping to combat climate change. Making outdoor spaces usable, sustainable, and safe is our expertise.

Shifting the focus affects perception

■ Environment
■ People



Key framing strategy #4:

Offer strategic examples of your work.

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- Think about what movements you want to align/partner with (racial justice, climate action, community safety, health equity...)
- Think about what your values are for your field/organization (equity, inclusivity, sustainability, democracy, freedom of speech...)
- Consider your audience (level of expertise, motivations...)



Aligning
landscape
architecture
and
**community
safety** through
strategic
examples

“Our communities are stronger and safer when we have ample opportunities to live, work, and play together. Well-designed outdoor green spaces like parks provide everyone the opportunity to connect and interact with their community—and they’ve consistently been found to reduce violent crime.”



Aligning
landscape
architecture
and **racial**
equity through
strategic
examples

“In the past, many outdoor spaces were not designed with equity in mind, or were even intentionally designed to be inequitable. For example, back when the interstate highway system was planned, many highways were routed directly through Black and brown communities. Today’s landscape architects have a responsibility to be attentive to the racist design decisions of the past. Equitable design is a solution for inequitable design, and we work with communities to correct past wrongs and build a more just future together.”



Craft one or two case study examples.

- Try to pick out cases that are not familiar to people.
- Make sure you are very clear and detailed about the role the landscape architect played in the example.
- Be very clear about the benefits to people and communities.
- Community ties



What are strategies you have used
to successfully communicate
about landscape architecture?