

***THE ROLE OF THE DESIGNER IN CONSTRUCTING IMAGES IN THE SHOWCASE OF KNOWLEDGE: FOOD, NUTRITION AND PHYSICAL ACTIVITY IN CANCER PREVENTION***

***EL PAPEL DEL DISEÑADOR EN LA CONSTRUCCIÓN DE IMÁGENES EN LA VITRINA DEL CONOCIMIENTO: ALIMENTACIÓN, NUTRICIÓN Y ACTIVIDAD FÍSICA EN LA PREVENCIÓN DEL CÁNCER***

**O PAPEL DO DESIGNER NA CONSTRUÇÃO DE IMAGENS NA VITRINE DO CONHECIMENTO: ALIMENTAÇÃO, NUTRIÇÃO E ATIVIDADE FÍSICA NA PREVENÇÃO DO CÁNCER**

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In today's world, where digital information spreads at a dizzying pace, the ability to communicate effectively becomes crucial. For an initiative as vital as the Showcase of Knowledge on Food, Nutrition and Physical Activity for the Virtual Health Library (VHL) on Cancer Prevention and Control<sup>(1)</sup>, the mere availability of data is not enough. This is where the irreplaceable role of the designer comes in. Far from being a mere "beautifier" of content, the designer is the professional who provides clarity, acting as a visual guide that transforms written information into visuals, making it more palatable, understandable, and accessible.

Cancer prevention through healthy habits is a complex topic, full of scientific nuances and, often, technical terms. For this type of information to reach a broad and diverse audience, from healthcare professionals to ordinary citizens, it needs to be presented in an intuitive, inviting, and accessible way. The designer's role goes beyond aesthetics; they are responsible for translating complex data into impactful infographics, organizing extensive texts into layouts that facilitate reading, choosing color palettes that evoke appropriate feelings, and selecting typography that ensures legibility and the hierarchy of information. For users who access the Showcase of Knowledge, information about the importance of fiber in the diet or the benefits of aerobic exercise for cancer prevention must be visually organized, providing a clean, clear, and quick overview. In this sense, the designer must apply usability and user experience (UX)<sup>(2)</sup> principles to create an interface that invites exploration. They must consider the arrangement of elements, the ease of navigation between topics, how images illustrate concepts, and how the Showcase's visual identity aligns with the seriousness and importance of the subject.

This type of professional, at their core, is a problem-solver in communication. In the context of the Showcase of Knowledge, they face the challenge of making public health information not only available but also attractive and engaging. This means going beyond simple layout design. It involves creating icons that



represent complex concepts in simple ways, developing templates for different types of content, whether articles, videos, or guides, and ensuring that the central message is delivered with clarity and impact. A well-designed showcase not only informs; it educates, motivates, and empowers the public to make healthier decisions.

The credibility of an initiative such as the Showcase of Knowledge is also intrinsically linked to its visual presentation. Professional and cohesive design conveys trust and authority. Well-chosen colors, proper spacing, and harmonious typography are not mere aesthetic details; they are elements that build a perception of seriousness and expertise. In a digital environment where misinformation is a constant risk, visual quality acts as a seal of assurance, indicating that the content has been carefully crafted and reviewed.

In short, the presence of the designer in constructing the images of the Showcase of Knowledge on Food, Nutrition and Physical Activity for the VHL on Cancer Prevention and Control is not a luxury but a strategic necessity. They are the bridge between complex science and public understanding, the craftsman who shapes information so that it is not only seen but truly absorbed. Without their keen eye for aesthetics and functionality, the Showcase's ability to fulfill its mission of informing and preventing would be significantly compromised. Investing in design is investing in public health, ensuring that the most vital knowledge is within everyone's reach in a clear, objective, and engaging way.

## REFERENCE

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