



flâggrant dâni

*dâvoiler les rouages
de l'impunitâ policiâre.*

CASE

FLAGRANT DÉNI

“**Expanding to Video:
Making Justice
Journalism Accessible
to All**”

STUDY

IN SHORT

Flagrant Dâni expanded its investigative reporting into video formats to make legal journalism more engaging and accessible for young audiences in working-class areas. The project introduced new graphic styles, a redesigned video-focused website, and fresh strategies to communicate legal information in plain, visual language.

ABOUT THE NEWS OUTLET

Founded in France, Flagrant Dâni is an independent platform dedicated to covering police violence and justice-related issues. Its in-depth investigations are recognized by experts and trusted by communities most affected by state violence. Through open-access content and a strong ethical commitment, the outlet aims to democratize legal knowledge and foster public understanding of rights and justice.



PROJECT OBJECTIVES

To make justice journalism more inclusive by transitioning from written investigations to short, accessible videos, simplifying complex legal topics, and connecting with younger, underserved audiences.



IMPLEMENTED SOLUTIONS

Flagrant Dâni redesigned its website to include a video section, integrating new visuals and sound design. With the support of mentors and designers, the team developed recognizable visual identities for different video series and optimized the user interface.

WHY THIS PROJECT?

Flagrant Déni aimed to diversify its formats beyond written investigations to make legal and judicial information more accessible to non-experts. Recognizing the media habits of predominantly young audiences in working-class neighborhoods, the team saw video as a key format for reaching and expanding their audience. Team members believe that using clear language and compelling graphics in short videos will help demystify legal processes for those with limited access to such knowledge.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Thanks to personalized support and iterative feedback, the Flagrant Déni team was able to work on the graphic recognition of different video formats. This enabled improvements to the user interface between video content and published articles, making it better suited to a diverse audience that includes legal experts and inner-city residents.

DID FLAGRANT DÉNI'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

While it's still early to fully measure the impact of the new formats and interface, the new video page has already made communication easier with key audiences, including victims and followers. It provides a space to discuss future video projects and allows for broader distribution of the content. The team continues to refine its formats with feedback and expects to better assess engagement following the release of its next report in the autumn.

WHAT CHALLENGES DID FLAGRANT DÉNI ENCOUNTER AND HOW DID IT ADDRESS THEM?

Meeting deadlines proved to be a challenge for the team due to internal staffing constraints. This was addressed by extending the project by one month. The team also encountered some technical challenges with the layout of the video page, which highlighted the importance of setting more achievable deadlines in future planning.

HOW WAS FLAGRANT DÉNI'S PROJECT RECEIVED BY ITS AUDIENCE?

The project has been positively received so far, both internally and externally. Feedback has helped team members refine their video work. Audiences have welcomed the shift toward video formats, finding the investigations easier to access and share. This change has also proven useful in conversations with victims, who see the videos as helpful tools for discussion, collaboration, and testimony collection.

WHAT INSIGHTS OR LESSONS DID FLAGRANT DÉNI GAIN FROM THIS PROJECT?

The team learned the importance of not being overambitious with deadlines and recognized the value of external feedback and professional support. These insights contributed to enhancing the quality and organization of the final deliverables.

WHAT DOES FLAGRANT DÉNI PLAN ON DOING NEXT?

The team is currently finalizing the graphics and sound design for the new video format, in collaboration with a graphic designer and music/image creator. By September, the team plans to release new content on the updated video page and across social networks, timed with the release of its upcoming report. The team is also expanding to include a journalist skilled in video production. Several test formats are being prepared for presentation and discussion with audiences, allowing for collaborative development of future content.

WHAT ADVICE WOULD FLAGRANT DÉNI GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

The team recommends testing content without being overly focused on perfect form — especially for social media — as this encourages experimentation and learning. It's also crucial to anticipate the time and coordination needed: setting up and running a project like this often takes longer and involves more people than initially expected. Maintaining active collaboration throughout the process can significantly improve the outcome.
