

Changemakers

Creativity and Value Creation

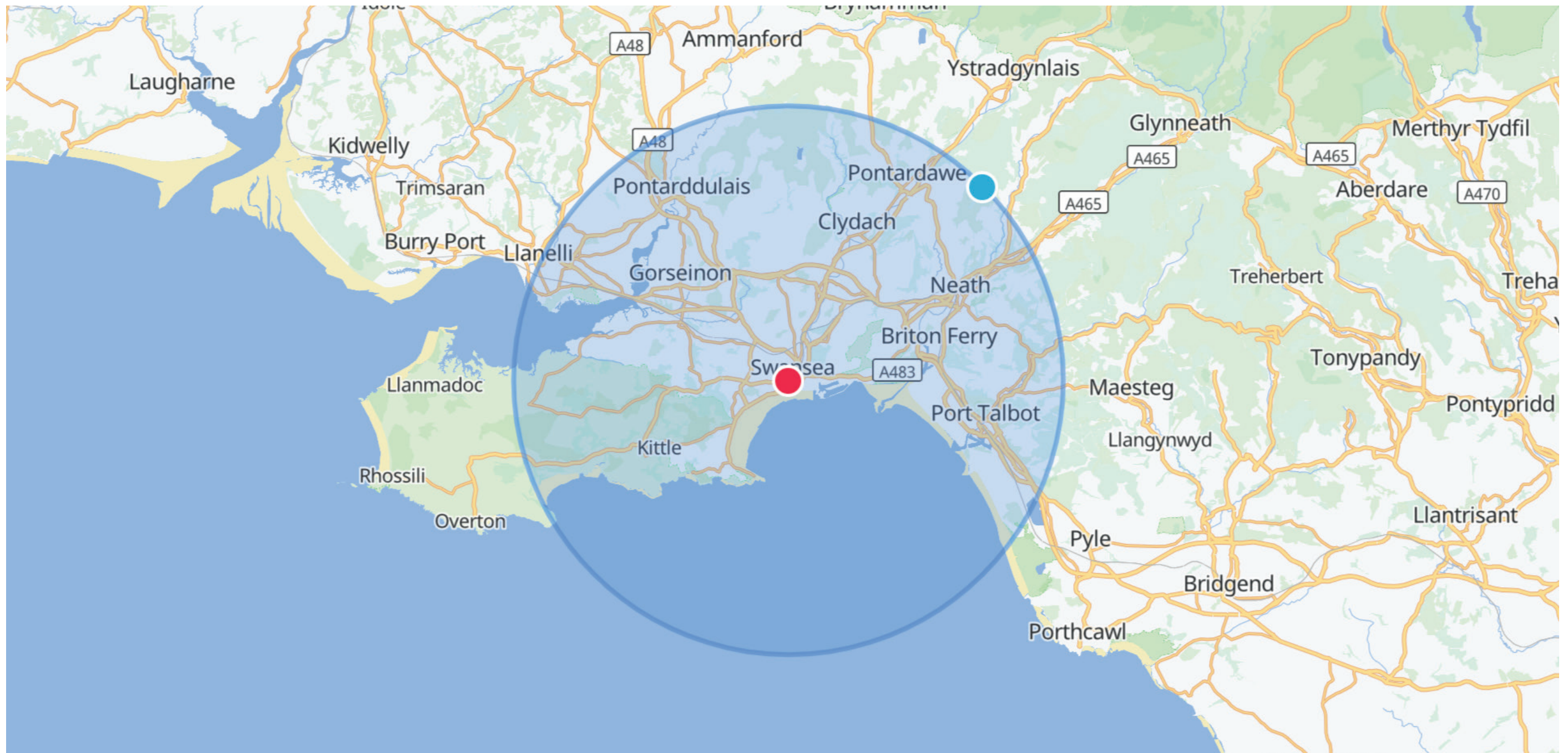
Graphic Design can be a weapon to effect change. It can empathise, educate, motivate, shock, inform, persuade and enlighten.

Perhaps Visual Communicators should be more concerned with selling hope rather than products? Maybe we could be fighting ignorance rather than fuelling greed? It is this possibility that we want you to explore.

Designers make *things* for *people*,
and those people aren't us. (UX Magazine)

This module asks us to step into other people's shoes, and essential to finding a route through this project is identifying a 'problem'. Those problems could be social, political, environmental... but they must be localised, and specific to a person, group or location you, yourself as the designer, can experience, see or visit.

Consider Swansea College of Art the centre of a map. Draw a circle around it that indicates everything within a 10-mile radius.



What is going on within that 10 mile radius?

**Consider all of its inhabitants, its workers -
the businesses, charities and infrastructure...
the footpaths, high streets, book clubs, pubs,
care homes, beaches...**

**There's a lot going on, you just need to look.
Meaningful research is key to this brief.**

Every shouted greeting, every stalling car, every
siren, every screaming kid, dog, fox, radio,

All that sound out there is life and people living,
Not background noise,
But close up, front and centre.
See all those windows in all those buildings?
Look up, there's life in there,
Put yourself away, let go of yourself,
Tune in to other people,
This is the thing,
This is the beautiful thing.

Kae Tempest *On Connection*

This project requires you to identify and consider an issue, a problem, an event, a situation, an individual or a group who could utilise your skills as a designer.

To elevate.

To give voice.

To change perceptions.

To challenge assumptions.

To communicate truths.

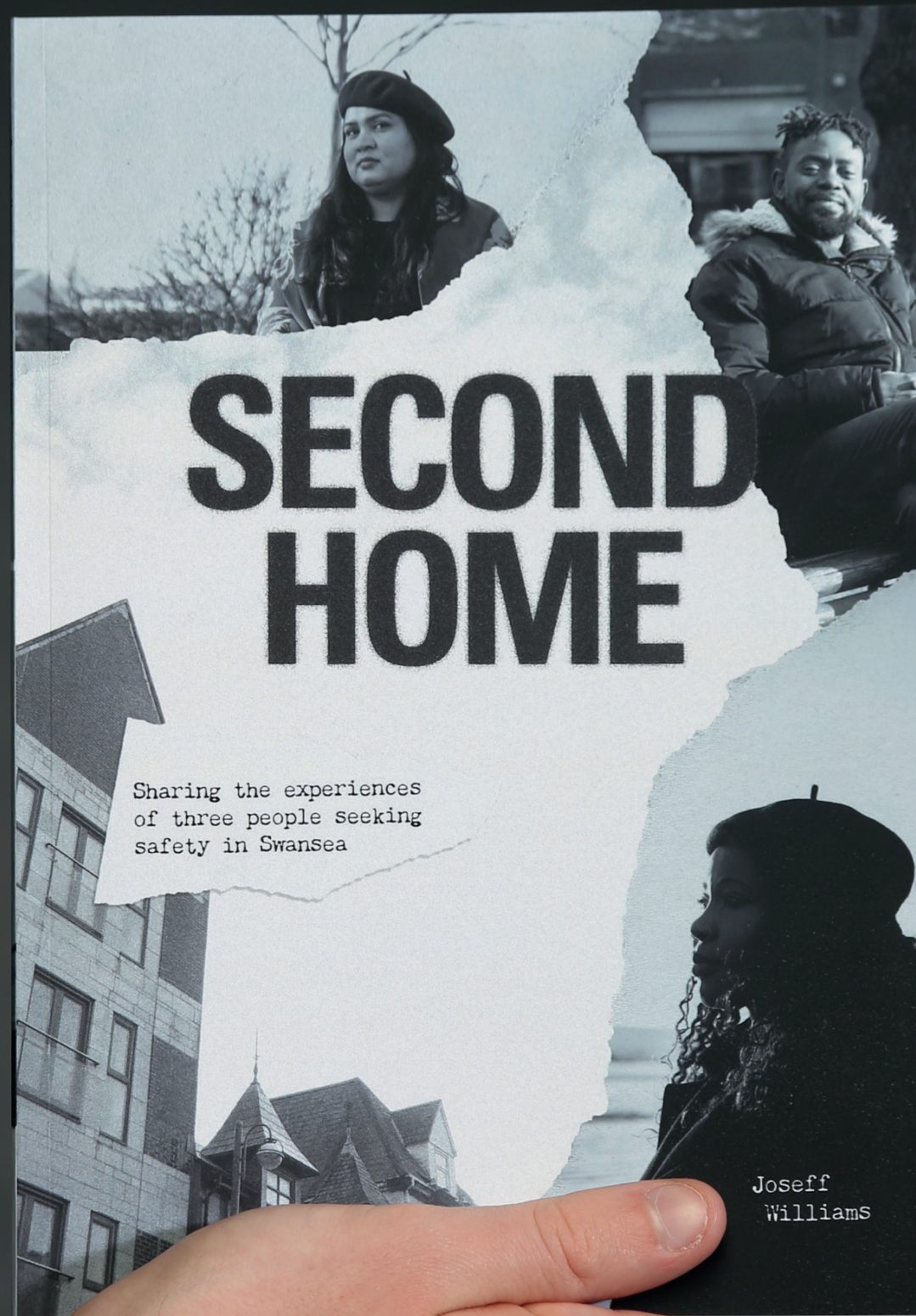
To promote.

To tell a story.

To raise funds.

To signpost.

What am I Designing?



You will need to approach this module differently to others, as you do not have a set outcome.

Instead - you as the designer determine what form your outcome will take, based on your own research and analysis.

You will need to be asking;
How can I best communicate my problem?
How can I reach my audience?

What am I Designing?

**A body of work from a project negotiated
between student and staff.**

*Tell us what you've seen, what you've found
and how you think it could inspire a meaningful
graphic design project.*

**Guidelines are set through weekly discussion,
and the projects will naturally evolve.**

Attendance will be absolutely key.

Students write their own design brief.

Parameters will be set through discussion.

**How can you decide what you should design
if you don't first understand the problem?**

Whats going on in Swansea?

Today

Pick up a notebook & a prompt sheet.

During your stroll around the city, list five things that are good; are bad; and that you hadn't noticed before.

By the next session on 29th January

To have continued this process in the wider 10 mile radius.

Find out one interesting fact about Swansea.

This could be historical, based on statistics... silly or serious.

**We will ask you to give us one thing you've noticed,
and one interesting fact on Thursday 29th January.**

For Next Time

Charity shop: Stop donating Da Vinci

A CHARITY shop is urging people to stop handing in copies of *The Da Vinci Code* after becoming overwhelmed.

The Oxfam shop in Swansea has

Whats going on in Swansea?



Watch the Short Film:
www.youtube.com/watch?v=drPMB1c8apo

Whats going on in Swansea?











Recommended reading

- A Smile In The Mind. Beryl McAlhone & David Stuart.
- The A-Z of Visual Ideas. John Ingledew.
- GOOD: an Introduction to Ethics in Graphic Design.
Lucienne Roberts.
- Graphic Design: A Concise History. Richard Hollis.
- Graphic Agitation 2: Social and Political Graphics
in the Digital Age. Liz McQuiston.
- The Design of Dissent: Socially and Politically
Driven Graphics. Milton Glaser.
- 100 Habits of Successful Graphic Designers. Plazm.
- Communicate: Independent British Graphic Design
since the Sixties. Rick Poynor.
- Problem - Solved. Michael Johnson.
- Disobedient Objects. Catherine Flood & Gavin Grindon.
- Visual Impact: Creative Dissent in the 21st Century.
Liz McQuiston.
- Developing Citizen Designers. Elizabeth Resnick.
- The Politics of Graphic Design A (not so) Global Manual
for Visual Communication. Ruben Pater

Creative Conscious awards

<https://www.creative-conscience.org.uk>

<https://www.creative-conscience.org.uk/winners/>

Reference points

- Local and national newspapers and news websites
- Television and Radio listings
- Buy Nothing Day
- Occupy London - Jonathan Barnbrook
- typeandprotest.tumblr.com
- itsnicethat.com
- Olivier Kugler
- Futurefarmers
- Under the Skin

If its not raining, we're off!