

Contemporary Challenges:

Making A Difference

Graphic Design 2025 - Briefing

STEN HERE



**SLOGANS
IN NICE
TYPEFACES
WON'T
SAVE THE
HUMAN
RACES**



Design is symbols.

Design is products.

Design is empowering.

Design is making things better.

Design is problem solving.

Design is communication.

Design is changing behaviour.

Design is enlightening.

Design is inspiring.

Design is empathy.

Design is visualising.

Design is making things look appealing.

Design is usability.

Design is emotive.

Design is interaction.

[From Page 1 of a Google Search.](#)

**“Design is not a neutral,
value-free process”**

Ken Garland
First Things First



1964 & 2000

Design is Emotive

Everything we design asks something of our audience.

Signage tells us where to stand, how to behave; advertisements ask us to buy a particular product, and campaigns tell us what to believe.

We are told to never judge a book by its cover but the fact is, we do!



Design Is A Feeling

We select the right images, the right messaging, the right method of communication, the right colour palettes to evoke a certain feeling.

This is G.F Smiths global research project into colour.

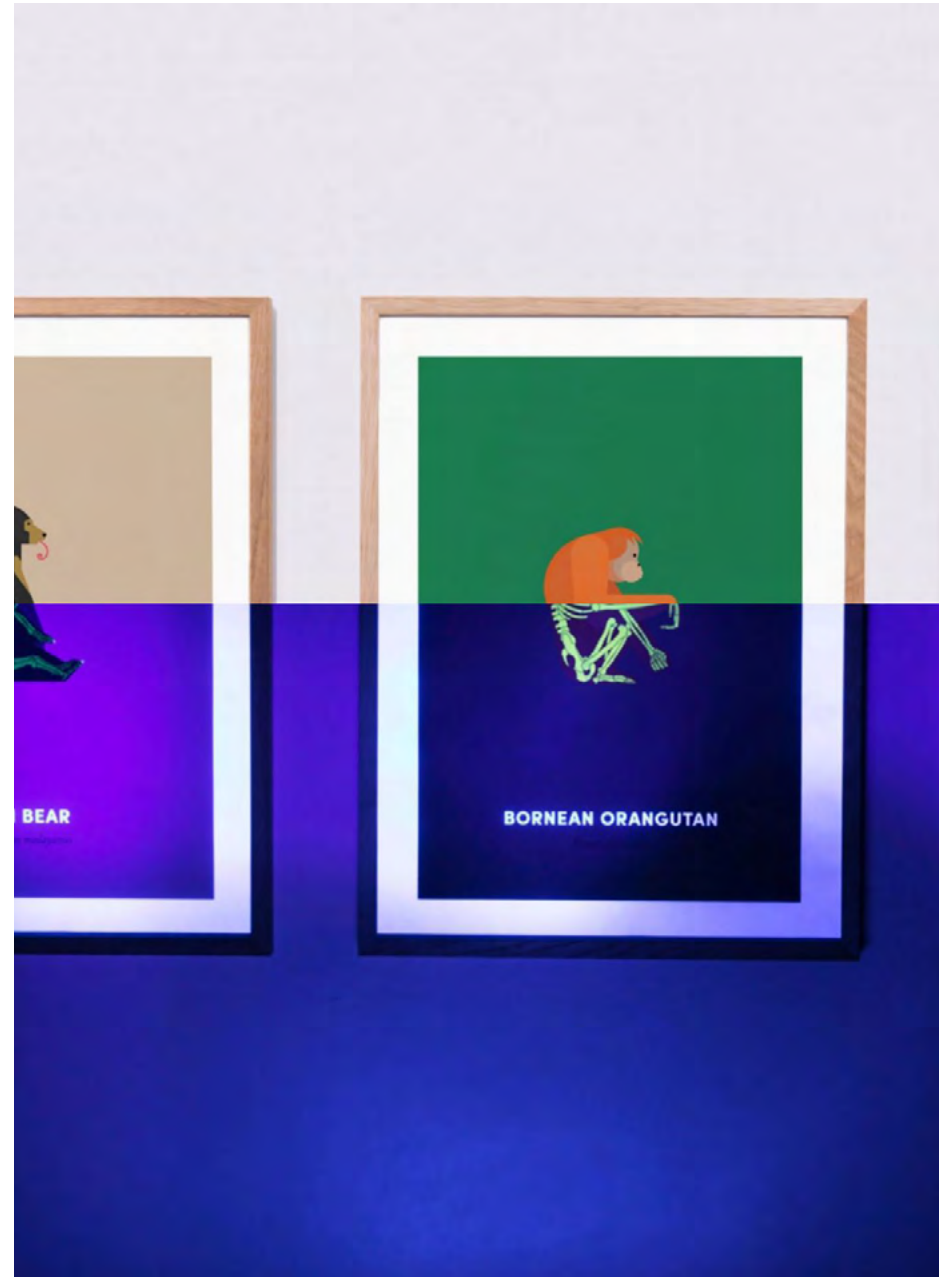


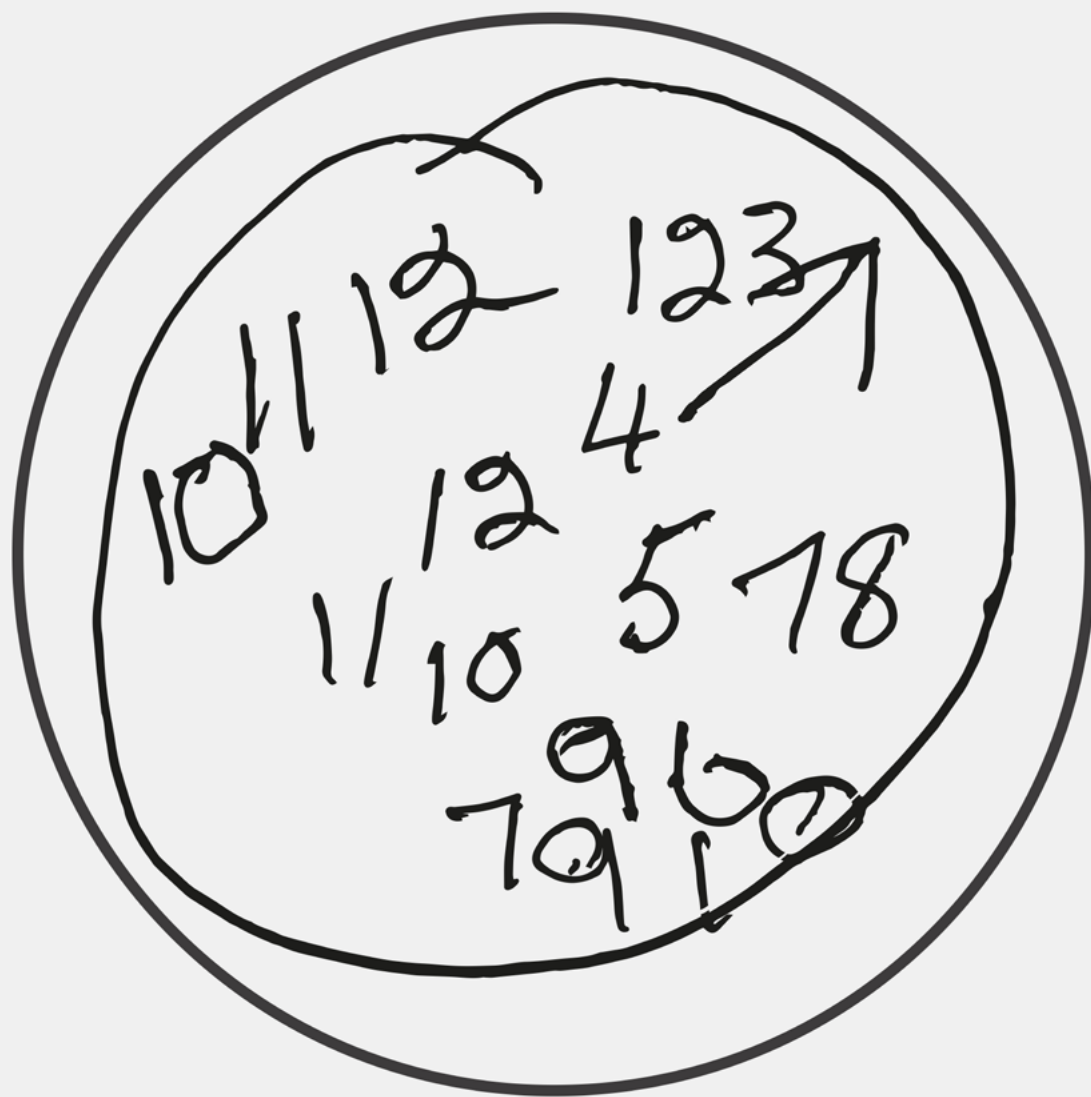


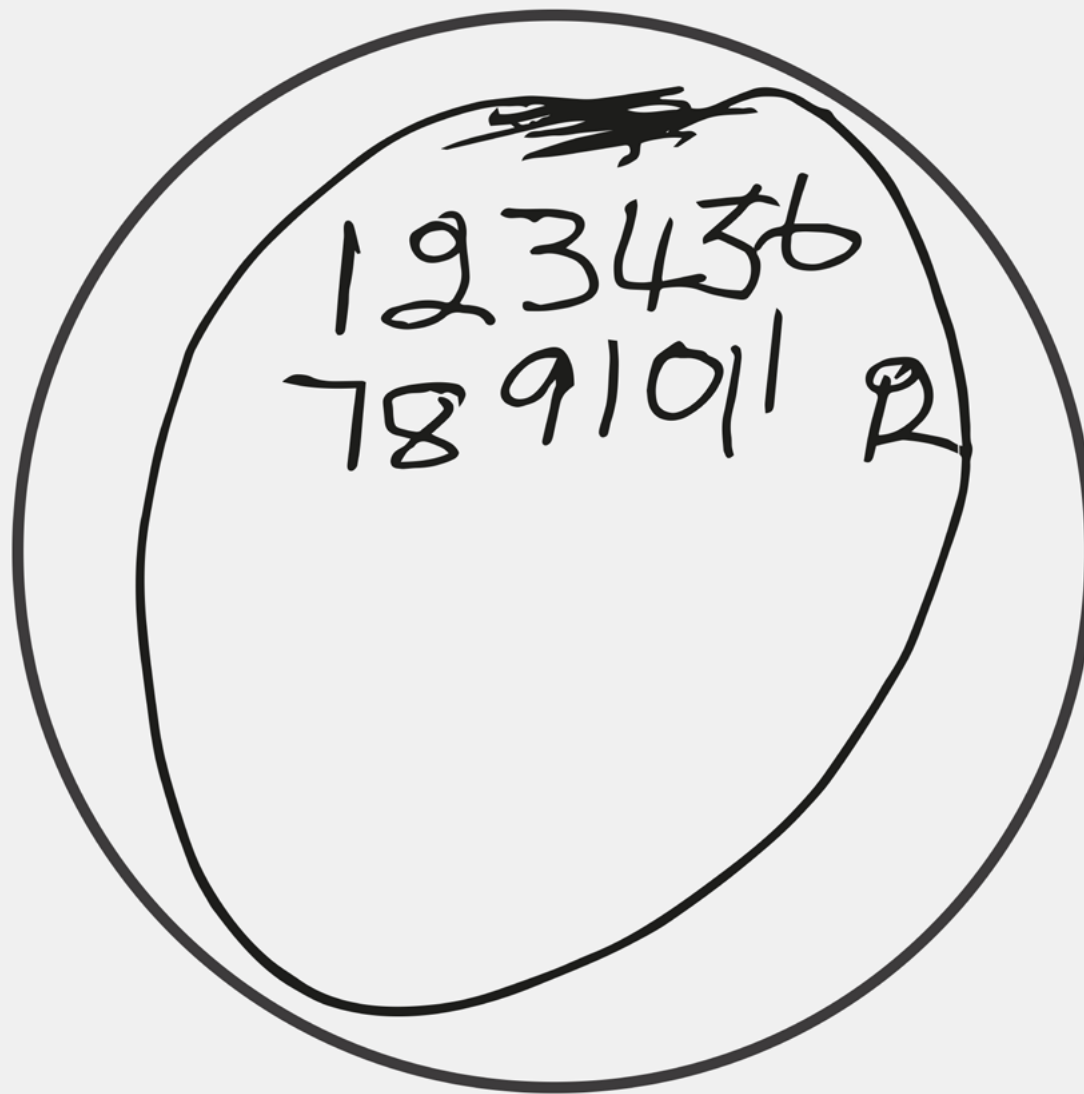
Design Is A Connection

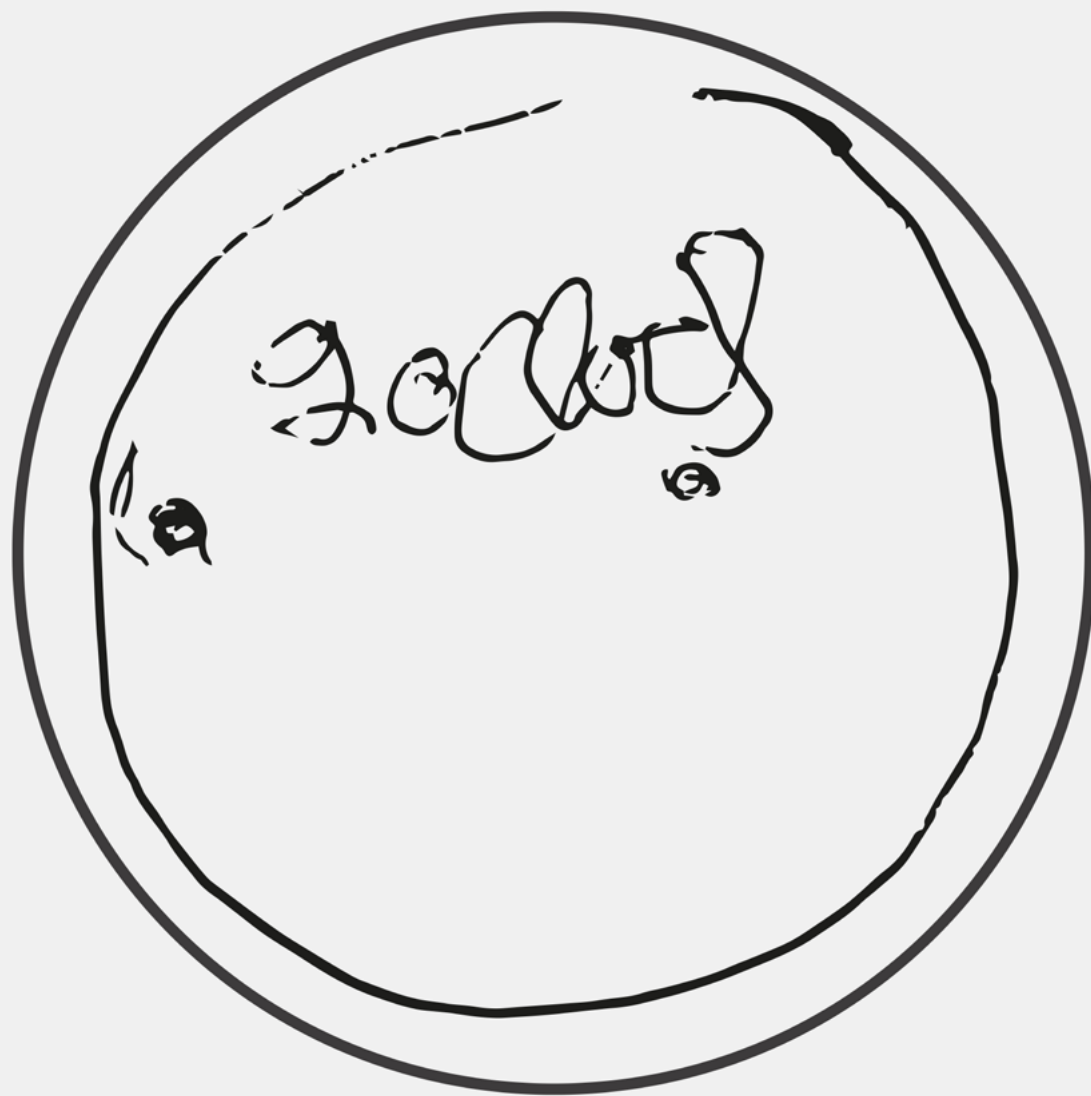
Through design, we can connect an audience to someone, something, somewhere... which they may themselves never physically experience or connect with.

Your work as a designer is 'bringing it into the room'.









Design Is A Platform

Designers can facilitate discussion through bringing messages to peoples attention, and giving them a platform.



Design Is Changing Behaviour

Small design solutions can make a huge impact on how we behave.

Our habits and decisions can all be controlled and altered.



Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal



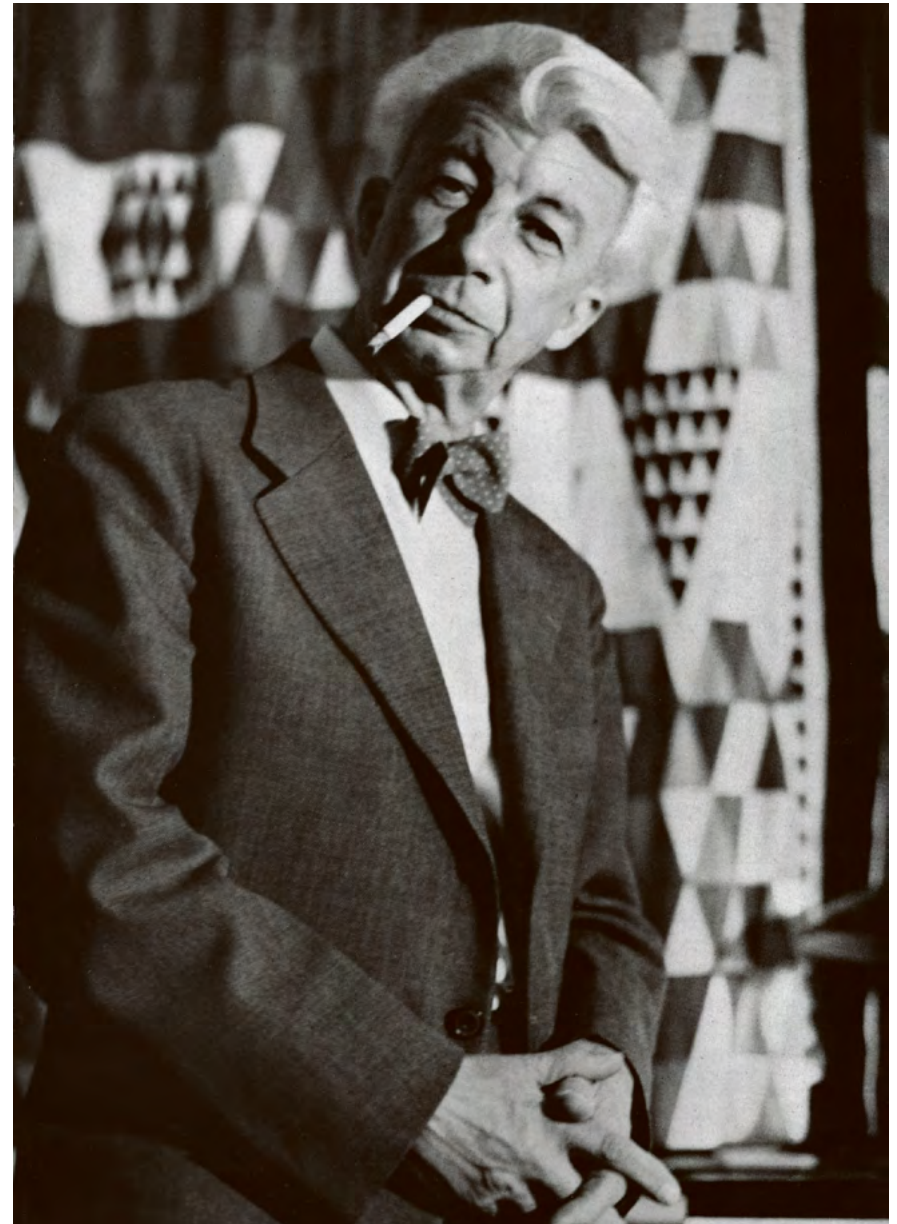
MORE
THAN
JUST A
POSTER

Willem Sandberg

1897 - 1984

Dutch designer working in Amsterdam at the outbreak of WW2.

Feeling helpless as he saw the Gestapo search the city he went underground, turning to his skills as a typographer and printmaker and prepare false identity papers to help his jewish friends evade capture. Its said his documents saved hundred of lives.



Design As a Weapon

The Bauhaus was an art school with a strong vision of the future. Their founding principle was that design could be used to revolutionise the way we live.

Forced to close in 1933, just a few months into the Nazi regime.





d

abcdefghijklmnop
qrstuvwxyz.



Problem: Affordable Housing & fuel shortages.

The 'Haus am Horn' was a vision for sustainable living, built in 1923.

Lazlo Maholy-Nagy

1895 - 1946

Opening up what we might mean by *design*. Tutor at the Bauhaus, sought to unite all the pigeon holes of design, into one collective body.

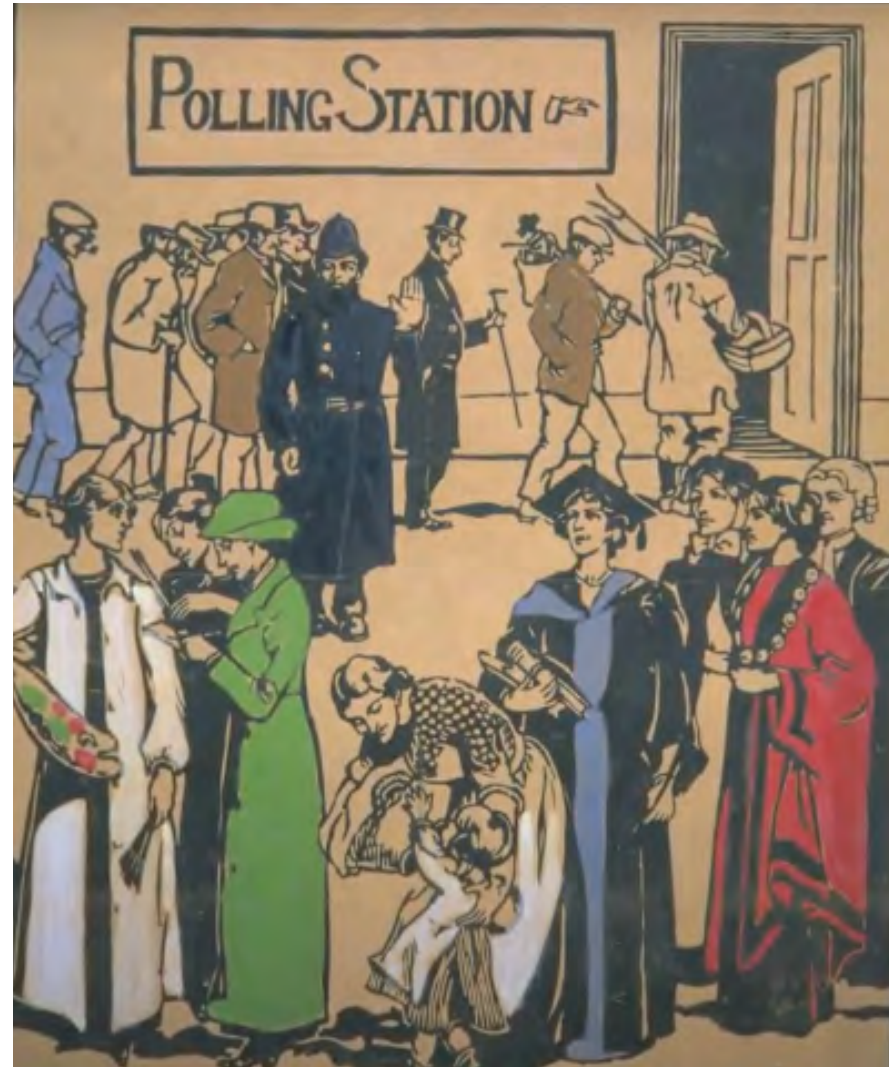
His vision: All designers are inherently problem solvers. No matter what their medium they are both instinctive, and resourceful.



Print as a Weapon

This image is considered one of the earliest instances of graphic design which we would these days refer to as a 'poster'. Designed by the suffragettes to rally women to the polling stations.

The group set up their own print studio, in order to train women in printing techniques, so they could produce their own posters.



Video: <https://www.youtube.com/watch?v=B3vZBxTMyhg>

What Design Can do

This way of thinking is important 100 years on, perhaps more than ever in the face of today's global issues.

Whilst the materiality of the plastic bottle isn't strictly linked to the graphic designer, we give it its appeal. We make the product desirable, and try to widen its appeal to new markets through our work.

DESIGN
INFLUENCES
UP TO 80%
OF A PRODUCT'S
CLIMATE
IMPACT.

Source: EU Science Hub 2022



build

3007

LONDON
DESIGN
BIENNALE
2012



ON
SIGN
ALE
12

SOMERSET
HOUSE

Members go free

designmuseum.org

WASTE AGE

WHAT CAN DESIGN DO?



the
DESIGN
MUSEUM

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DS DASSAULT
S4SYSTEMES

WASTE AGE: WHAT CAN DESIGN DO?

We are living in an age of waste. The world produces two billion tonnes of rubbish each year, seven times the weight of the world's adult population. Only 15% of this waste is recycled. Plastic packaging thrown away after a single use is made from oil, a fossil fuel that took millions of years to form. A T-shirt is worn on average just seven times during its life, but is produced using 2,700 litres of water. Despite initiatives over the last 20 years to reduce waste, we are consuming more, throwing away more and recycling less. How did we become so careless with our planet's resources?

Waste Age exposes our 'take, make and waste' economy, which has created an environmental crisis. The exhibition explores what design can do to rethink the way we produce and consume goods. It reveals the visionary designers who are transforming waste into valuable resources and developing new materials and systems to reduce waste and its impact on our planet. By promoting new – and old – ways of living with nature, design can help steer us to a cleaner future.

Will future generations be able to say that our society acted in time to prevent environmental disaster?
It is not too late.

The Brief

Find and research someone, or something out there in the world which you feel is aiming to make a positive, sustainable change - and tell us their story through a 16-page book.



Research

You may choose to focus on a single person or group, a small business idea or wider initiative. Identify the story behind what is going on; the why; the where; the who; and the how, which will all be key in how you engage your audience. Use your skills as a visual communicator to bring this to the attention of the people you think need to know. Tell us why we should care.

Sustainability

Take 15 minutes in small groups to produce a mind map showing EVERYTHING that comes to mind when you see this word.

What does it mean to you?

What does it mean to the wider world?

What is/isnt seen as sustainable?

What are your perceptions?

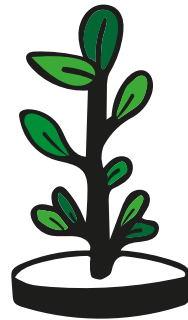
What does the word encompass?

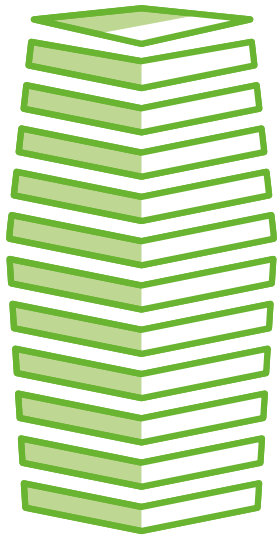
Research

Many of the kinds of issues you have just mapped out are being tackled in one way or another, by someone, somewhere.

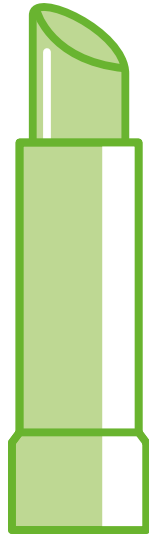
Your task over the next 2 weeks, is to dig deep with your research, and bring some good examples to the table for our next session.

PLANT ME WHEN I DIE





The Smog Tower



100% Pure



Pinatex



Wonky Veg

MANUFACTURING PROCESS

Piñatex® is made of fibre from the leaves of the pineapple plant. These leaves are discarded from the pineapple harvest, so the raw material doesn't require any additional environmental resources to produce.

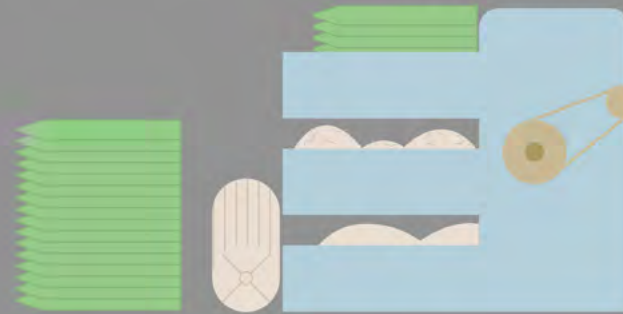
The long fibres are extracted through a process called decortication, which is done at the plantation by the farming community. Ananas Anam has developed the first automated decortication machine to assist with this process, allowing farmers to utilise greater quantities of their waste leaves. Once the leaves have been stripped of fibre the leftover biomass can be used as a nutrient-rich natural fertiliser or a

biofuel, so nothing is wasted. The fibres then get degummed and undergo an intensive industrial process to become a non-woven mesh, which forms the base of Piñatex®.

The rolls of non-woven mesh are then transported to Spain for specialised finishing. This unique process is what gives Piñatex® its leather-like appearance, creating a textile that is soft and flexible, yet very durable.

The finished textile is then distributed to designers directly by Ananas Anam, who use it as a sustainable alternative to leather in footwear, fashion accessories, clothing, interior furnishing and automotive upholstery.

“... the raw material requires no additional environmental resources to produce.”



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ENVIRONMENTAL IMPACT

“... containing no harmful chemicals or animal products.”

Leather has been used for thousands of years, however as the industry demands more – and cheaper – supply, its production has become environmentally unsustainable.

Tanning is a complicated process, involving approximately 20 stages and 250 chemicals (including toxins and heavy metals such as hexavalent chromium, aldehyde, cyanide, zinc and lead) to halt decomposition, which are extremely damaging to both people and the environment.

Synthetic alternatives such as PVC (polyvinyl chloride) are not the solution, as these are ecologically toxic to both produce and dispose of.

Piñatex® addresses these issues as a sustainably sourced textile, made from a natural waste product, created with low water use and low production waste, containing no harmful chemicals or animal products.

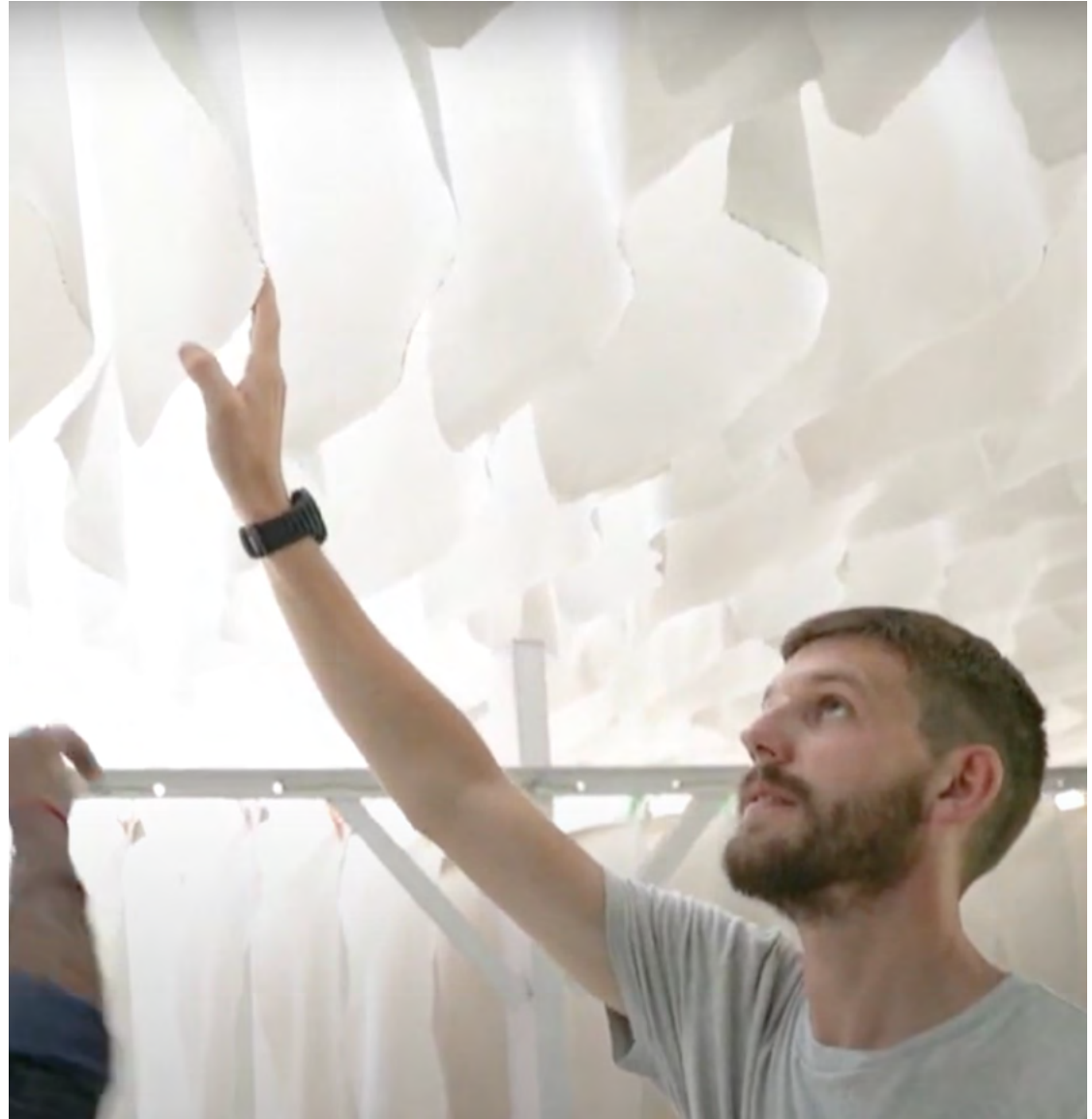


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Research

Example Initiative:
Offcuts from t-shirt making,
being used to make high
quality art paper.



Video Link: <https://www.youtube.com/watch?v=OsAHyQZlkfU&list=PLSmHizU08U3BCmFShUgkxiG8PV2GzT0fZ&index=5>

For 10th Feb

Find your positive, sustainable change.

Collate as much information as you possibly can about it.

Bring everything you have collated with you for the next session.