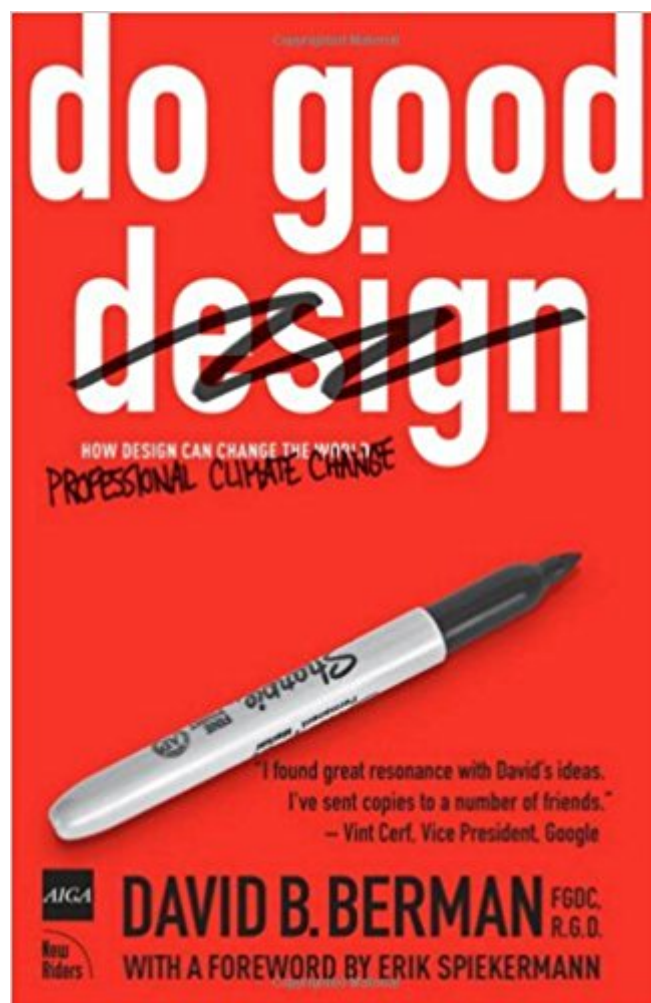


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# Do Good Design: How Design Can Change Our World



## Synopsis

How Design CAN CHANGE the World Today, everyone is a designer. And the future of civilization is our common design project. How does design help choose our leaders? Why do we really have an environmental crisis? How can accessible design broaden your audience? Why does the U.S. economy now struggle to compete? How has design thinking added to the bottom line of the world's most valuable companies? Design matters. As it never has before. Design creates so much of what we see, what we use, and what we experience. In a time of unprecedented environmental, social, and economic crises, designers must now choose what their young profession will be about: deploying weapons of mass deception or helping repair the world. Do Good Design is a call to action: This book alerts us to the role design plays in persuading global audiences to fulfill invented needs. The book then outlines a sustainable approach to both the practice and the consumption of design. All professionals will be inspired by the message of how we can feel better and do better while holding onto our principles. In a time when anything has become possible, design thinking offers a way forward for us all. What will you do?

## Book Information

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## Customer Reviews

You might expect a book with "good design" in its title to showcase elegant communications pieces for savvy clients. Not this book. On the cover, the word "design" is crossed out. "Do good" is the message. But first, Canadian designer David Berman shows us bad design. Really bad -- and not in the aesthetic sense of the word. He bombards us with offensive, sexist print ads for cigarettes, cars,

fast food, beer. According to Berman, the multinational conglomerates selling these products are an axis of evil far more dangerous than Al Qaeda, creating an addiction to mass consumption that is leading to the demise of the planet's environment. He also bombards us with words: exploitation, deceit, junk, greed. "Designers are at the core of the most efficient, most destructive pattern of deception in human history," he writes. Is it fair to blame designers for these evils? Should graphic designers, who generally work in small firms, be lumped together with the global ad agencies that create Coca-Cola and Marlboro campaigns? And where does the responsibility really lie? Are designers responsible for plastering Coke billboards on every surface in third-world villages? Berman, who is the ethics chair for the Graphic Designers of Canada, asserts that we are all designers and we are all responsible; we've collectively created the mess and must clean it up. Does that include lobbying the local landlords who sell the space where the ads are posted, and the authorities and politicians who don't legislate against it? David Berman is a man of conviction and passion. But to whom is he preaching? To design firm owners ("Next time you pull out a disposable pen at a client briefing...")?

One of the books I received from Vine last month was *Do Good Design: How Design Can Change Our World* by David B. Berman. Actually, it was a book I heard about from a few other bloggers whom I respect, so getting the opportunity to pick it up for review was perfect. Overall, I thought his premise was interesting and thought-provoking... Designers have an obligation to "do good" when it comes to crafting messages, and that our current mindset of mass consumption is not sustainable in the long run. He shows plenty of examples to back up his views, and you can't help but consider how much "mass deception" we've succumbed to. But to buy into his message completely, you have to think that most everyone out there is bent on seducing you in ways you haven't imagined. And I personally don't think that everything is a conspiracy theory... Contents: The Creative Brief - Disarming the Weapons of Mass Deception: Start Now; Beyond Green - A Convenient Lie; Pop Landscape; The Weapons - Visual Lies, Manufactured Needs; Where The Truth Lies - A Slippery Slope; Wine, Women, and Water; Losing Our Senses The Design Solution - Convenient Truths: Why Our Time Is The Perfect Time; How To Lie, How To Tell The Truth; how We Do Good Is How We Do Good; Professional Climate Change The Do Good Pledge: "What Can One Professional Do?" Appendixes: First Things First Manifesto; Excerpt From The GDC's Code of Ethics; Excerpt from AIGA's Standards of Professional Practice; The Road To Norway And China; Notes; Index; Questions For Discussion; Acknowledgements; About The Author If you're not in the habit of questioning what you see, Berman will open your eyes in the first section on disarming weapons of

mass deception.

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