

SURVEY *of* AWARENESS.

A STUDY *of* HOW PERCEPTION & SOCIAL RESPONSIBILITY COLLIDE.

Social Responsibility.

During a "Big Think" interview with designer Milton Glaser says that the ultimate challenge for designers is to create beautiful, not just sustainable, design. Glaser believes that we respond to beauty as a species; beauty is the means by which we move towards the attentiveness that protects our species as a survival mechanism. Glaser thinks that ultimately it's the responsibility of the graphic designer to inform and delight by creating beautiful designs. Social responsibility in graphic design has advocates in both the private sector and the public sector, in large organizations and small, and on an individual basis.

Since 1942 the Ad Council has been addressing critical social issues. Campaigns like "Rosie the Riveter," "Smokey the Bear," and "Crash Test Dummies" have delivered critical messages to the American public. A private, non-profit organization, the Ad Council uses volunteer talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities.

Graphic designers like Tibor Kalman prodded fellow designers to take responsibility for their work as designer-citizens. Throughout his career he urged designers to question the effects of their work and refuse to accept any client's product at face value. Kalman inspired graphic designers to use their work to increase public awareness of a variety of social issues.

Across the globe as well as on an individual level, graphic designers are being challenged to create work that's socially responsible. Read about "Water for India," an example of teaching social responsibility.

source:

<http://www.ethicsingraphicdesign.org/morality/social-responsibility/>

Watch:

Milton Glaser discusses social responsibility in his video with Hillman Curtis. [Watch Here ><https://vimeo.com/19005726>]

A. AWARENESS of EMPATHY. Answer the questions below.

- 1.** What is Social Responsibility?

- 2.** What is Empathy? How is empathy connected to Social Responsibility?

- 3.** Why is understanding Empathy important for designers?

- 4.** Why is Social Responsibility important for business culture? Does the audience care if brands are caring and thoughtful? Why or why not?

- 5.** How do designers have immense ethical responsibility in their hands?

- 6.** What would you do to make the world a better place? What would you fix?

- 5.** How do Power Structures affect our perception of important issues? Why are Power Structures important to consider?

- 6.** Who decides what are important issues? What are some of the power structures at play?

B. AWARENESS of ISSUES. Answer the questions below.

- 1.** Look up Female Genital Mutilation. Why does this occur? Understanding other cultures can help us expand our empathy.

- 2.** Look up Genocide. What are some examples of where and when this has happened?

- 3.** What is a Food Desert? How can this affect people in their daily lives?

- 4.** What is Westernization? How does Westernization affect other cultures?

- 5.** What is Cultural Appropriation?

C. ISSUES. Pick 3 issues and respond to each category per issue.

1. Pick 3 issues that you care about to make the world a better place.

1. _____ 2. _____ 3. _____

EXAMPLES: Human Trafficking • Bee Colony Collapse • Female Genital Mutilation • Climate Change • Carbon Footprint • Equality • Womens Rights • Body Image • Materialism • Racism • Gender Identity • Human Rights • LGBTQ Rights • Bullying • Animal Rights • Genocide • War • Deforestation • Opioid Epidemic • Mental Health Stigma • Devastation of Marine Life • Environmental Preservation • National Parks Preservation • Endangered Species • Depression • Self Harm • Alcoholism • Disability Rights • Water Disparity • Food Deserts • [other]

2.

	Facts about Issue:	Characteristics:	Color connections:
_____	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
[ISSUE]	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____
	Connected Knowledge Domains:	Visual forms/symbols:	Shape connections:
	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____

3.

	Facts about Issue:	Characteristics:	Color connections:
_____	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
[ISSUE]	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____
	Connected Knowledge Domains:	Visual forms/symbols:	Shape connections:
	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____

4.

	Facts about Issue:	Characteristics:	Color connections:
_____	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
[ISSUE]	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____
	Connected Knowledge Domains:	Visual forms/symbols:	Shape connections:
	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____