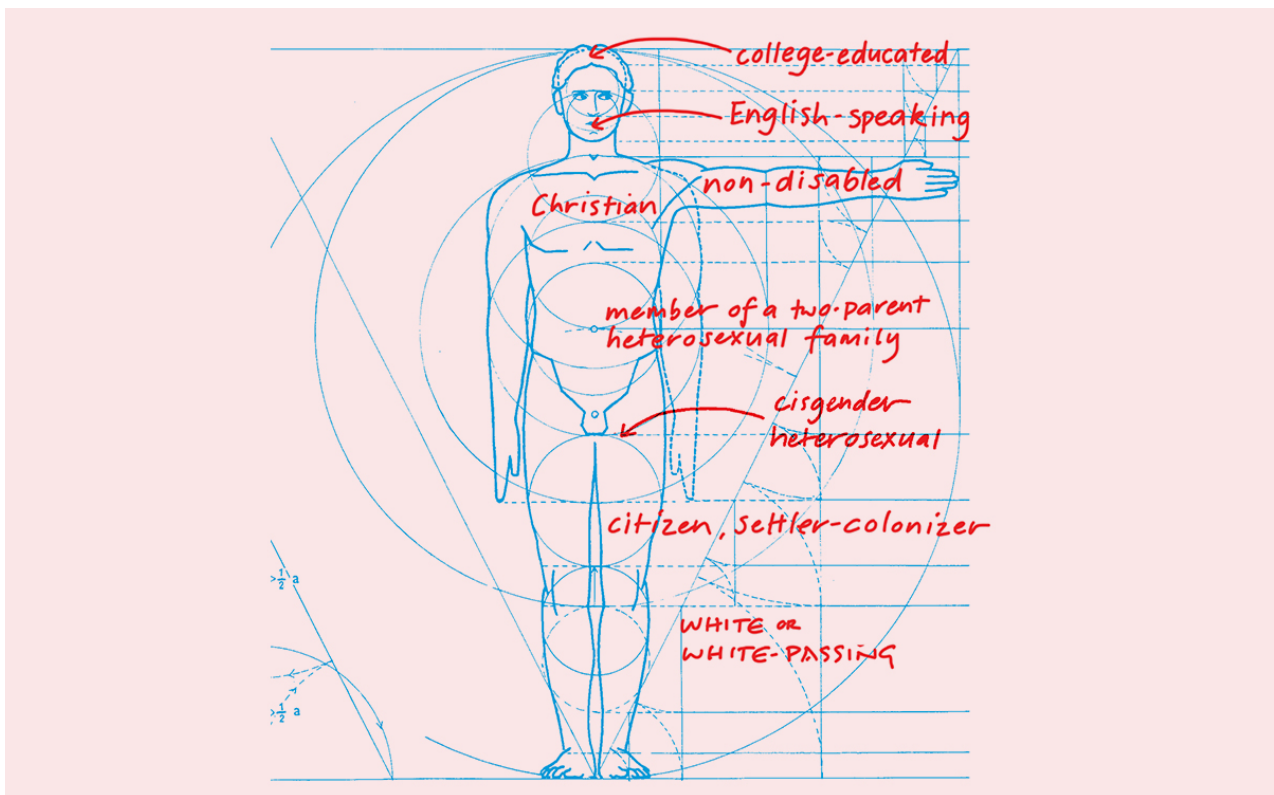Sanjana+Tanvi

# There is no such thing as neutral graphic design

Words by Ellen Lupton and Leslie Xia | May 24th, 2021



## What does it mean to design "normal" things for "normal" people?

Western society defines certain individuals and communities as average and ordinary, while everyone else is something other. People living inside the norm bubble often don't recognize their own special status, because norms aren't supposed to be special. Synonyms for the word normal include standard, average, typical, and ordinary. Norms are invisible, becoming present only when they rub up against difference.