necen meenen DESCINESION DESIGN DESIGN 

We the designers are the world's creatives, builders, and artists, ready to improve the visual aspects in all facets of industry.

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Design is more than your simple poster or billboard you see when driving down the road. **D**esign has a place everywhere, and without it visual communication is hindered, **leaving viewers** with a "black and white" lens. In its broad form, design is intended to create a meaningful impact by solving a visual problem through creative expression.

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The use of a designer's talents can improve upon a company's product, a business's logo, advertisements, or even traffic signs.

Design is all encompassing and has more of an effect on commercial success then one may think.

Marketing and brand development is only possible through a designer's efforts, and these efforts affect how consumers perceive, respond, and interact. In the past, design has been criticized as an industry that is always in service to other industries, meaning that the history of design is the history of all other industries.

I believe the opposite. The history of all other industries is all rooted in design.

Without someone to define what a business, coffee, spoon, beer, cigarettes, or a credit card looks like, the item itself doesn't exist. Many designers resent this simple view of design where all of their energy is spent on manufactured items that are inessential at best.

Designers can use their skills to impact society on much deeper, more fulfilling levels.

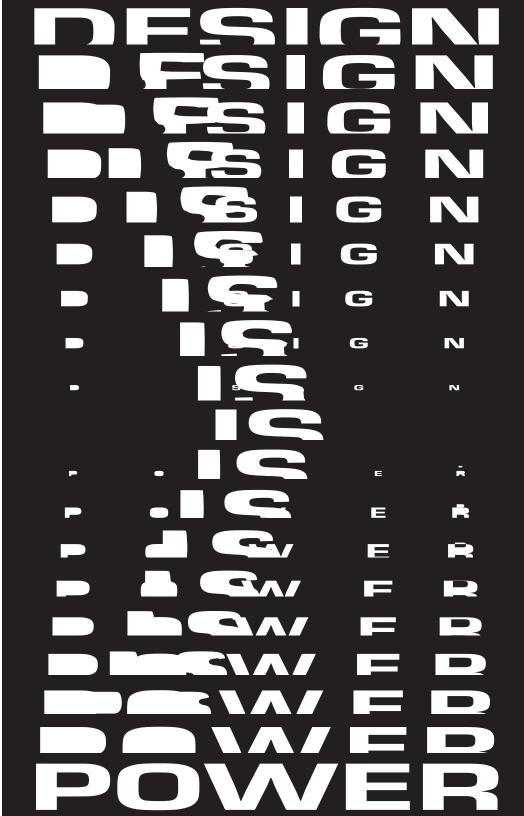
Many pressing societal issues such as poverty, racism, education, and healthcare can use a designer's touch to convey a specific message in a meaningful way.

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Throughout history, design has played an impact in many civil rights movements, and is even used during times of war as propaganda.

Designers can also take the humanitarian approach to design products or services that help marginalized communities and populations affected by natural disasters. In instances like these design can be used to save and improve upon life by addressing urgent needs such as shelter, clean water, or healthcare.

Raising awareness, working on projects, and developing solutions can help create a difference in society.



## G G N G N G N C L

Design must also be approached in an ethical manner that withholds all designers to respect the rights of individuals and communities involved in their work.

It ensures that design is conducted with not only integrity and respect for the individual but for the environment as well.

This takes a place in the world of business as well. **Designers** must consider the potential impact of their work and make informed decisions that not only respect the overarching principles of ethics but also the views of the business, community and stakeholders.

From simple product ideation, to advertisements, to war propaganda, to humanitarian and social work, design encompasses all aspects of human life.



By ensuring that every design approach is met in an respectful and ethical way, designers can positively impact the world in small and large ways.