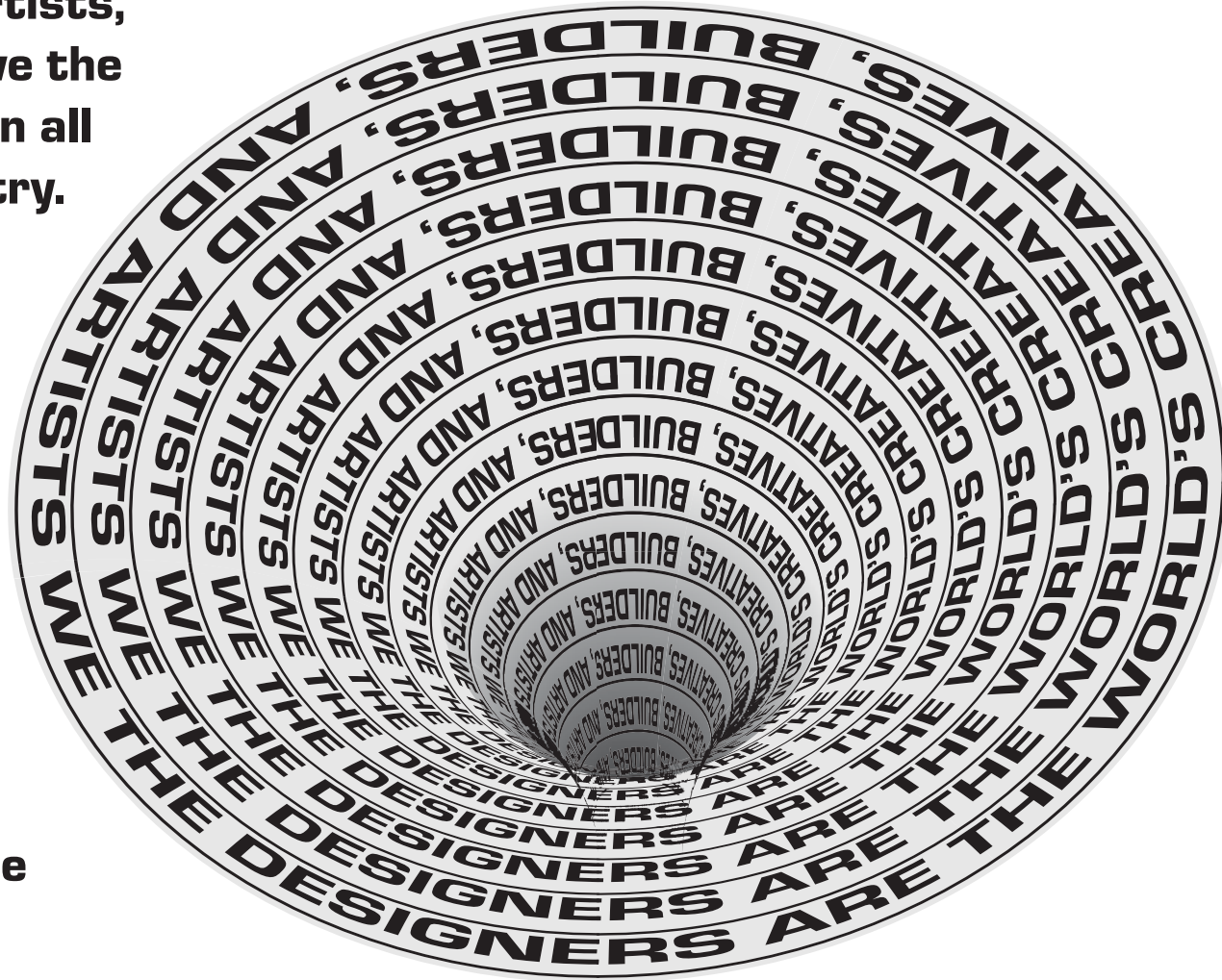


DESIGN

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



**Design is more  
than your simple  
poster or  
billboard you  
see when driving  
down the road.**

**Design has a  
place every-  
where, 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.**

[illegible]

**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 than 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.

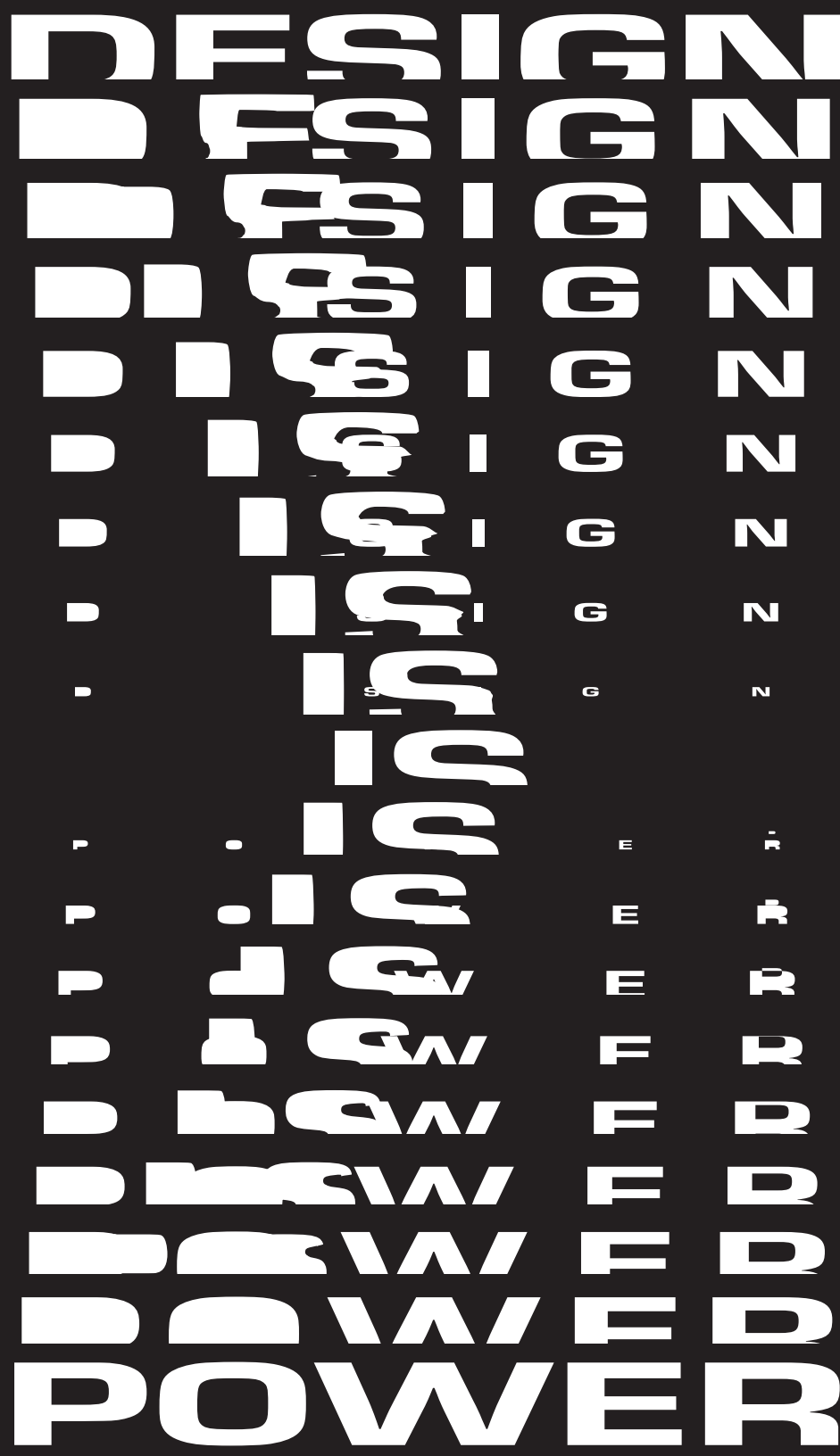
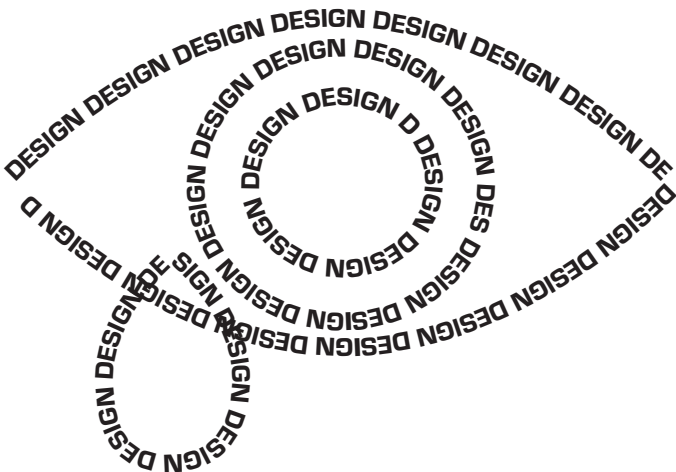
Designers can use their skills to impact society on much deeper, more fulfilling levels.

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.

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.

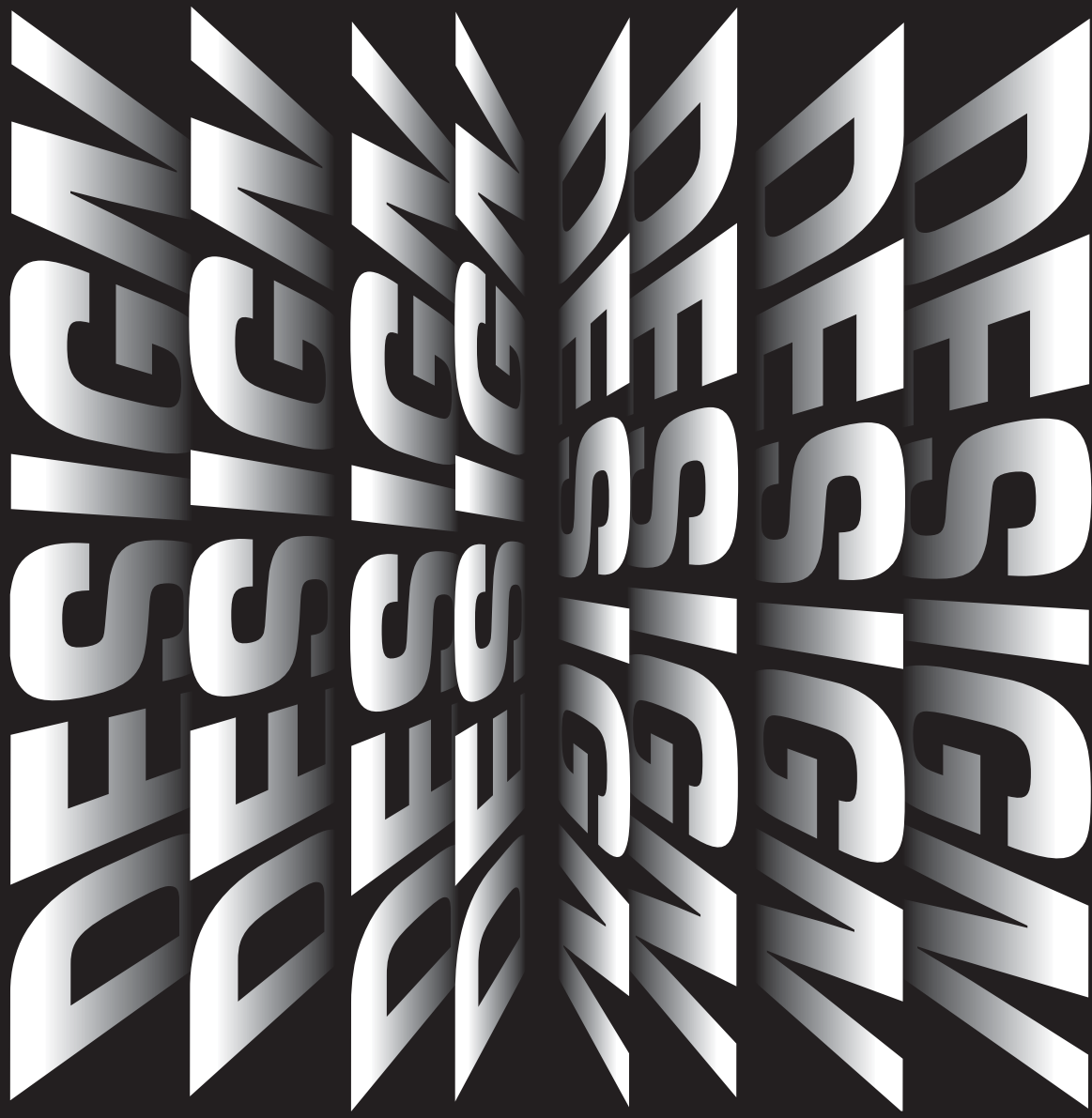
Throughout history, design has played an impact in many civil rights movements, and is even used during times of war as propaganda.

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





**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.**