# Social activism and graphic design

After reading what the British designer Ken Garland wrote in 1964 to encourage his colleagues to reassess their professional priorities, invent a dialogue representing two points of view: a student in favour of depoliticized design and another against it. An example of a similar dialogue and phrases helpful in expressing opinions are provided below. Role-play with a partner.

*We, the undersigned, are graphic designers, photographers and students who have been brought up in a world in which the techniques and apparatus of advertising have persistently been presented to us as the most lucrative, effective and desirable means of using our talents ... In common with an increasing number of the general public, we have reached a saturation point at which the high pitched scream of consumer selling is no more than sheer noise. We think that there are other things more worth using our skill and experience on.*

**A:** I think it is wrong to make the classroom a forum for political and social issues, to see aesthetics as sociology. My aim is to learn how to do and how to make.

**B:** Have you ever read Carson's remark: "Graphic design will save the world right after rock and roll does"?

**A:** Changing the world has nothing to do with design: I won't be paid for it if I ever find a job!

**B:** You really want to swim against the tide, don't you? How can you be unaware of the potential of design for social activism? Think of Chwast and Ungerer, Bruce Mau and sustainable design? Do you want to confine yourself to focusing from 9 to 5 on solving aesthetic problems such as creating a new logo or launching a new e-commerce website?

**A:** If only I could!
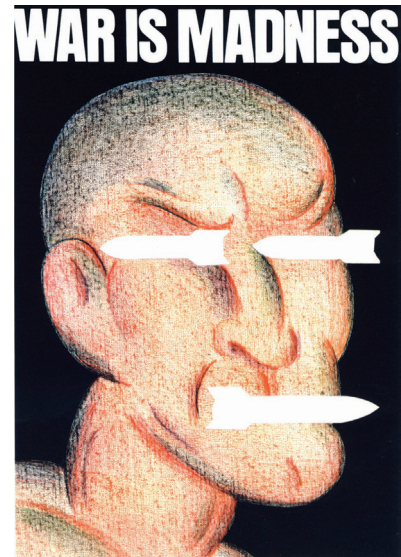


**Useful phrases**
*In my opinion, I'd rather, I'm pretty sure that, If it were up to me, I honestly feel that, Don't you think it would be better, The problem with your point of view is that...*

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