



Designing For Social Change: Strategies for Community-Based Graphic Design (Design Briefs)

By Andrew Shea

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Designing For Social Change: Strategies for Community-Based Graphic Design (Design Briefs) By Andrew Shea

Some call it design for the greater good. Others call it social design. Whatever you call it, it's clear that an altruistic impulse is on the rise in the design community. The latest addition to our Design Briefs series, *Designing for Social Change*, is a compact, hands-on primer for graphic designers who want to use their unique problem-solving skills to help others. Author Andrew Shea presents ten proven strategies for working effectively with community organizations. These strategies can frame the design challenge and create a checklist to keep a project on track. Twenty case studies illustrate how design professionals and students approach unique challenges when working on a social agenda.

This essential guide provides design educators with a valuable teaching resource and professionals with a set of tools to use in their practice. A chapter on grassroots funding solutions can aid designers as they take on their own projects.

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Designing For Social Change: Strategies for Community-Based Graphic Design (Design Briefs) By Andrew Shea **Bibliography**

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Editorial Review

Review

"A compact compendium for graphic designers looking to expand their practice with more community-based design projects." -- Core77

"Designers who want their work to improve their community and create social impact will benefit from reading the case studies in Designing for Social Change.... Written for creatives, teachers, and organizations, author Andrew Shea also addresses project-funding ideas in this colorful and concise guide." -- Communication Arts

"An inspiring collection of projects that prove graphic design isn't all corporate logos and glossy page layouts." -- Fast Company

"An insightful guidebook and designer's co-pilot containing a compilation of case studies that illustrate project concepts, funding resources, processes, strategies, and outcomes. It is a go-to resource for any designer interested or engaged in community-based work" - The Designer's Review of Books

From the Back Cover

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About the Author

Andrew Shea is a graphic designer and writer. He has taught graphic design at Maryland Institute College of Art, Fordham University, and Parsons The New School for Design, and his writing has appeared on Design Observer, Designer's Review of Books, and Core77.

Users Review

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