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Responsible design in relation to environmental devastation, an example of the author's social campaign.

Doctoral Thesis Summary (abstract)

English version

My doctoral thesis addresses the rapid changes currently taking place in the environment.

The thesis includes a graphic design for a social campaign and an accompanying descriptive section.

As a part of the campaign project, I prepared a series of eight original posters using vector computer graphics, depicting specific aspects of man's destructive activities on our planet. The posters were created in accordance with the principles of responsible design and minimalism, as well as the constraints I imposed on myself.

The ideas for the posters and their message are based on the contradiction between the title slogans, carrying positive but false content, and the illustrations, full of bitter irony, showing the actual state of the environment.

These posters, through their form, the technique applied and the message contained in them, are my response to a number of issues which I defined for myself while preparing this thesis, concerning the place of environment-related, sustainable design in contemporary graphic design and art in general.

The descriptive part of my thesis refers to my own experience with graphic design, introduces the reader to the idea of design involved in important social issues, and explains how, in line with the spirit of responsible design, my self-imposed constraints have influenced the shape of the whole project.

It also explains why the campaign is based on a series of posters, partially perceived as an outdated medium nowadays, and why this specific number of posters has been used.

In the thesis, I have devoted a great deal of attention to the realisation process of this specific series of posters, from the concept, the sketches, the actual design, the choice of appropriate materials and the printing technique. Also, I have pointed out in what way the ecological approach, present at all the stages of my works, i.e., in the concept, message, design and technology, brings specific gains for the environment. Finally, I have reported the tangible savings achieved in the process.

In the written part, the reader will find descriptions and explanations concerning every single poster, as well as their reproductions.