

Critical graphic  
design is  
a  
v a g u e      and  
subjective term.

# GLOSSARY

Critical Graphic Design / Francisco Laranjoncisco

## C

### Critical

1. expressing adverse or disapproving comments or judgements.
2. remains unclear in relation to graphic design, resulting in an overuse and misuse in design magazines, books and websites.
3. the term critical graphic design emerged at a time when the discipline was in a generally uncritical state, providing a necessary distinction from routine practice.

### Criticality

1. a critical attitude toward a designer’s own practice. An effort to be self-aware or reflexive about what they do and why.
2. trying to challenge or change traditions and paradigms. Designers being critical of their discipline while actively and consciously working toward its expansion and evolution.
3. designers address pressing issues in society. Critique targeted at social and political phenomena.

## D

### Design pedagogy

1. designer must learn to make choices and to act without attempting to avoid the tensions between individual freedom, disciplinary discourse and public interest.
2. personal, disciplinary and public levels that a designer should always consider.

### Development

1. mode of critical graphic designer based on the idea of “workshops”.
2. concentration on typography as a point of departure in assignments set either by the school, external clients, or the students; these usually take the form of publications

## R

### Research

1. ways and means of thinking about a designer as a researcher from designer as an author.
2. while graphic design aims to use its own processes and production methods to contribute new knowledge to the areas, it should also understand the absorption of ethnography and data collection methods which proves that there is an increasing reliance on other disciplines’ methodologies.

## P

### Public Discourse

1. any public method or forum through which people can voice their opinions and concerns regarding decisions and the decision-making process.
2. there is a need to publicly discuss the means, effects and especially the quality of the critical design.
3. if not then critical graphic design runs the risk of not being as substantial and meaningful as it could be.
4. Or worse, it will become irrelevant to society.

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