

Criticality in Graphic Design

A query into the quality of critical design.

Through the advent of the Internet when we search graphic design online, we are bombarded with we see articles filled with filled with humorous responses to design work, designers, publications and institutions generally associated with the term. Instead of shallow and predictable stylistic approaches used by designers to address critical issues, we should think about design adding to the issues at stake. Delivery insight into the critique, embrace the modes of contribution to a written research.

As designers it is our responsibility to look at our practice: with a critical attitude, actively and consciously work towards the expansion and evolution of the field, and address the pressing issues in society.

Instead of shallow parody of the practice and tickling the surface of criticality, we should approach it by publicly discussing the means, effects and especially the quality of the critical design. For a discipline that aims to contribute to public debate, let alone social and political change, that would be a disastrously wasted opportunity.

A Critical Attitude

A critical attitude toward a designer's own practice.

The designer makes an effort to be self-aware or reflexive about what they do and why.

Actively working towards the expansion

Trying to challenge or change traditions and paradigms.

Designers are critical of their discipline while actively and consciously working toward its expansion and evolution.

The personal, disciplinary and public levels that a designer should always consider. Seeking critical reflection and engagement through work that explores design's role and potential in relation to public and political issues and public discourse.

Address the pressing issues

Must learn to make choices and to act without attempting to avoid the tensions between individual freedom, disciplinary discourse and public interest.

Designers should address pressing issues in society. The critique is not targeted at a designer's own discipline, practice or even at design in general, but at social and political phenomena.