

Contents

ix Introduction

Steven Heller

1 PART I: Social Responsibility

2 Good Citizenship

Design as a Social and Political Force

Katherine McCoy

9 Socially Responsible Advertising

Altruism or Exploitation?

Judith Schwartz

20 Ethical Design Education

Confessions of a Sixties Idealist

Susan Szenasy

25 Beyond Pro Bono

Graphic Design's Social Work

Anne Bush

32 Timing Is Everything

Lessons from Sphere Magazine

Peter Hall

36 Healing with Design

An Educational Approach

Chase A. Rogers

42 Expelling School Violence

Visual Communications as a Catalyst for Change

Carolyn McCarron

47 Brand Name Dropper

Steven Heller Interviews Shawn Wolfe

54 Not for Profit

Steven Heller Interviews David Sterling

and Mark Randall

60 Reporters Without Borders

Véronique Vienne Interviews Robert Menard

69 PART II: Professional Responsibility

70 The Cultural Influence of Brands

In Defense of Advertising

Chris Riley

82 Mental Whiplash

The Subjects of Our Affection

Leslie Becker

87 Reality Branding

Addressing Real Concerns and Real Needs

Nancy Bernard

91 Think Globally, Upload Locally

Responsible Web Design

J. D. Biersdorfer

95 The Weaving of Design and Community

Julie Baugnet

100 Human Values in Commerce

A Profile of Sara Little Turnbull

Véronique Vienne

106 Who Gets to Say What to Whom?

Maud Lavin

111 Typographica Mea Culpa

Unethical Downloading

Steven Heller

115 Responsibility Answers Absurdity

Michael Schmidt

128 Usability Expert

Steven Heller Interviews Don Norman

134 Designers and Architects

Cheryl Towler Weese Interviews Stanley Tigerman

143 Part III: Artistic Responsibility

144 "Beautility"

Good Design Has Utility

Tucker Viemeister

147 What's Wrong with Plagiarism?

Gunnar Swanson

159 The Designer as Producer

Working Outside Mainstream Manufacturing

Victor Margolin

**165 I Was Thinking the Other Day about One Possible
Scenario for a Collective Future**

The Open Source Software Movement

David Reinfurt

175 A Life of Luxury

When Products Are Naughty But Nice

Hugh Aldersey-Williams

178 I ♥ NY More Than Ever

Steven Heller Interviews Milton Glaser

182 Socialist Designers

Véronique Vienne Interviews Fabrizio

Gilardino of Socialist Designers

187 PART IV: Raves and Rants

188 Responsible to Whom, I'd Like to Know?

Consorting with Clients to Con Shareholders

Ken Garland

191 Note for the New Millennium

Is the Role of Design to Glorify Corporate Power?

Stuart Ewen

196 Brand You

Better Selling through Anthropology

Thomas Frank

- 206 Hysteria™**
Intelligent Design, Not Clever Advertising
Mr. Keedy
- 210 Culture Jamming, or Something Like It**
Matt Soar
- 213 Teaching as a Subversive Inactivity**
The Responsible Design Teacher
Roy R. Behrens
- 216 (Do Not) Go To Jail: Monopoly and Political Protest**
Teal Triggs
- 223 He Might Be Giant: Shepard Fairey**
Michael Dooley
- 228 Guerrilla Street Postering**
Civil Disobedience in Los Angeles
Robbie Conal
- 231 How Low Can You Go?**
The Stupid Awards
David Vogler
- 239 Adbuster**
Véronique Vienne Interviews Kalle Lasn
- 243 Last Word**
- 244 In a Continuous State of Becoming**
Design Responsibility Tomorrow
Véronique Vienne
- 247 Biographies**
- 253 Index**