

GRAPHIC DESIGN & SOCIAL RESPONSIBILITY

DAVID BERMAN FGDC RGD

NOVEMBER 20 2006

CENTRAL ACADEMY OF FINE ARTS, BEIJING

DESIGN: DAVID BERMAN, FGDC, R.G.D. AND SCOTT SIGURDSON, R.G.D.

WEAPONS OF MASS DECEPTION

Over **NINETY-FIVE PERCENT** of the designers who have ever lived are alive today. Together, we have the power to define what professionalism in the communications design field will be about: helping increase market share or helping repair the World. There are more than **ONE AND A HALF MILLION** graphic designers in the World today. Imagine what we could achieve if each one of us spent just **TEN PERCENT** of our professional time on projects that will help build a better future: together, that's over **SIX MILLION** hours a week! There is so much power in visuals and when we use that power to deceive people, then those cleverly-crafted messages and images become carefully-leveraged visual lies: the eye is the largest bandwidth pipe into the human brain and we visual communicators are the people who design what goes in. We have a responsibility to not mess with that power. We have so much good to share; rather

