

School of Graphic Design  
February 2004  
**Research Seminar 01**

**David Berman** R.G.D., FGDC  
Weapons of Mass Deception:  
Graphic Design and Social  
Responsibility

2.30pm  
**Friday 20.02.04**  
Podium Lecture Theatre  
London College  
of Printing, UK.

**Free Admission**



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**“Over 95% of the graphic designers who have ever lived are alive today. Together, visual communicators have the power to define what professionalism in the design field will be about: helping increase market share or helping repair the world. Are we aware of the influence we wield as professional communicators in the new economics of global messaging? And once we do, where lies our responsibility, our opportunity, our ethics, our culpability, our balance?”**

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David Berman has over 20 years of experience in graphic design and communications and has worked extensively in the adaptation of printed materials for electronic distribution, including Web design and software interface development. As a graphic designer, communications strategist, public speaker, typographer and consultant.

His clients have included IBM, the International Space Station, the Canadian government, the World Bank and the Aga Khan Foundation. David's work includes award-winning projects in the application of plain language, custom typeface design, and the development of a system to republish the laws of Canada in plain writing and design.

Since 1984, David has worked to establish a code of ethics which embraces social responsibility for graphic designers throughout Canada. The Society of Graphic Designers of Canada ratified his draft nationally in May 2000. He served as the first elected president of the Association of Registered Graphic Designers of Ontario, North America's first accredited graphic design

organization, from 1997 to 1999. He drafted the association's constitution and Rules of Professional Conduct and authored Ontario's accreditation examination section on ethics and professional responsibility. David holds enhanced security clearance with the Canadian government.