

COOP
DESIGN
RESEARCH

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M.S.C.
PROGRAM

GRAPHIC SKILL FOR SOCIAL PRACTICE

THE CHANGING ROLE OF
COMMUNICATION DESIGN IN SOCIETY

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ABSTRACT

In recent years, the scope and object of design have expanded drastically. Research and practice are being carried out to incorporate design in a method for social design as a practical approach. We are facing various changes in our world at an unprecedented speed due to the improvement of technology, and social problems have also become more and more complex. In order to deal with these more complicated issues, interdisciplinary designs involving many people have spread and attracted attention, and now the term and domain of design are no longer limited to expert designers trained in the classical design field. However, many graphic designers have played a role in transmitting messages and complex information through visuals in the field referred to as communication design. One of the reasons for using a design-inspired approach is to promote conversation among stakeholders. Through design research theories and concrete examples, this dissertation explains the relationship between society and design and the process of design-inspired approaches. It also examines how graphic designers and their skills promote co-creation and dialogue in an interdisciplinary design process, and discusses whether professional skills are vital to the process or not. This dissertation offers suggestions derived from the research regarding the future role of the designer.

Keywords: social design (SD), design for social innovation (SI), communication design, graphic design, the design mode, co-design, co-creation, service design, interdisciplinary approach, the double diamond theory, collective creativity, prototyping