



Conscientious Objectives

John Cranmer, Yolanda Zappaterra

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In a marketplace where powerful international organizations and global corporations are under increasing pressure to appear conscientious about ethical issues in their production and distribution, **Conscientious Objectives** equips designers with the means to reflect this through brand and design.

Conscientious Objectives is an essential tool for the practicing designer on how to successfully facilitate ethical branding, production and distribution for clients. Through insightful professional advice and in-depth case studies, this book informs designers how to find the work, how to introduce the client to the issues and how to develop projects that are equally commercially viable and socially responsible.

Conscientious Objectives features an introductory essay by Steven Heller on the history of ethical design. This is followed by an overview of the practical considerations through analysis of current ethical projects--encompassing environmental graphics, inclusive design, packaging design, public information campaigns, alternative advertising and global branding projects--that demonstrate the process from brief through to user response.

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