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## Citizen Designer

By Steven Heller, Veronique Vienne

Allworth Press, U.S. Paperback. Book Condition: new. BRAND NEW, Citizen Designer, Steven Heller, Veronique Vienne, Some of today's most articulate designers explore what it means to be a designer in a corporate-driven, over-branded global consumer culture in this anthology. The book discusses design responsibility, with more than 70 debate-stirring essays and interviews espousing viewpoints ranging from the cultural and political to the professional and social. Edited by two prominent advocates of socially responsible design, the book responds to the tough questions that today's designers find themselves asking: how can I as a designer effect social or political change? can design be more than a service to clients? at what point does a designer have to take responsibility for a client's actions? and at what point must a designer take a stand? The latest insights and opinions are offered on such issues as reality branding; game design and school violence; socially responsible advertising and exploitation; design as a vehicle for cause marketing; design as an environmental driving force; and much more. This book encourages designers and students of design to carefully research the clients they work with, be alert about corporate, political, and social developments, and design socially responsible products.



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