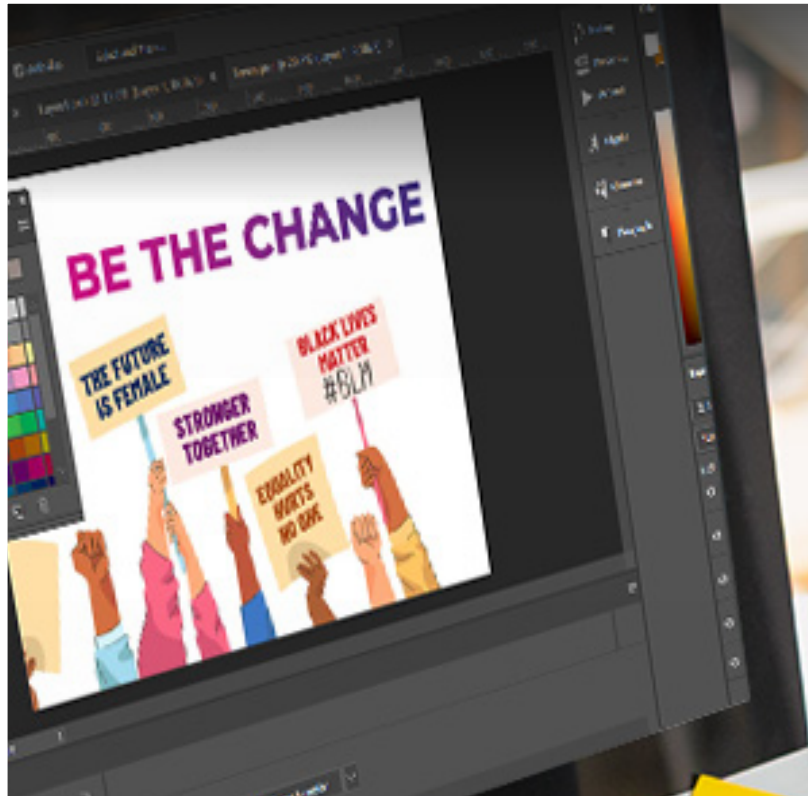


# Credocast

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## What is Graphic Design?

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## Design Evolution

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*At its beginnings, graphics designers could only create using their hands; either sketched art, or painted art. Today, artists have digital tools and programs to work with, although some prefer to work with more traditional tools while creating a visual identity for a brand or product.*

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## Impact of Design in Society

*The manner in which information is presented will determine how it is accepted and understood, and whether it is effective at all. Visual communication is of great importance in every societal context.*

## About Credo Advisory

Credo Advisory is a strategic communications firm that specializes in designing and implementing strategic, operational and tactical communication initiatives. We provide a full suite of communications support to our clients, which include public communications and advocacy, government relations, community engagement, media relations, crisis communications, digital communications and capacity building.

Our mission is to develop bespoke communications products, activities and campaigns based on knowledge, research and industry insights. With our ability to communicate effectively with diverse audiences and stakeholder groups, Credo's mission is to provide impactful strategic communications advisory from inception to implementation. At Credo, we are committed to improving the way societies communicate.

[www.creadoconsulting.com](http://www.creadoconsulting.com)



*“The Graphic Communications Education Association (GCEA) defines graphic design in communications as the exchange of information in a visual form, such as words, drawings, photographs, or a combination of these.”*

# What is Graphic Design?

Graphic design is a form of visual communication that can profoundly affect the way we feel, what we do, what we know and even who we are. According to Albert Mehrabian, 93% of communication is non-verbal.<sup>1</sup> The Graphic Communications Education Association (GCEA) defines graphic design in communications as the exchange of information in a visual form, such as words, drawings, photographs, or a combination of these.<sup>2</sup>



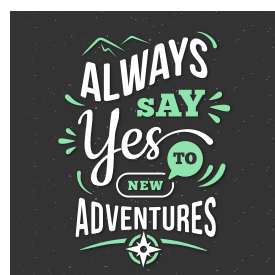
## An Exciting History

The history of graphic design started with humanity’s early ancestors etching drawings on cave walls and rocks; it has evolved into the digital industry that it is today. William Dwiggins first coined the term graphic design in 1922, and since then, the design industry has grown to embrace other forms of art, including typography.<sup>3</sup> At its beginnings, graphics designers could only create using their hands; either sketched art, or painted art. Today, artists have digital tools and programs to work with, although some prefer to work with more traditional tools while creating a visual identity for a brand or product.

<sup>1</sup> Albert Mehrabian's 7-38-55 Rule of Personal Communication - Nagesh Belludi. Available at <https://www.rightattitudes.com/2008/10/04/7-38-55-rule-personal-communication/>

<sup>2</sup> Graphic Communications: Digital Design and Print Essentials 6th Edition - Z. A. Prust and Peggy B. Available at <https://www.g-w.com/graphic-communications-2019>

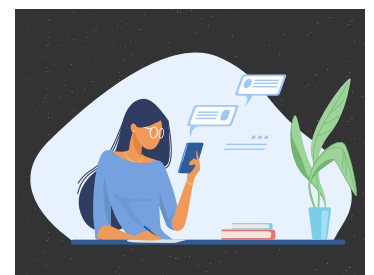
<sup>3</sup> "W.A. Dwiggins and "graphic design": A brief rejoinder to Steven Heller and Bruce Kennett" - Shaw, Paul. Available at <https://www.paulshawletterdesign.com/2020/05/the-definitive-dwiggins-no-81a-w-a-dwiggins-and-graphic-design-a-brief-rejoinder-to-steven-heller-and-bruce-kennett/>



Typography



Iconography



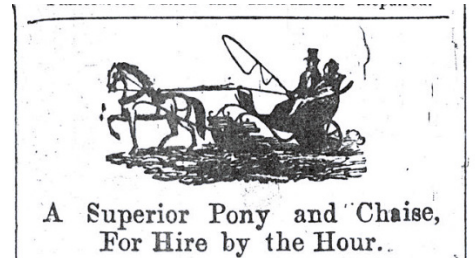
Illustration

## Design Evolution



Cueva de las Manos in Perito Moreno, Argentina<sup>4</sup>

~38000 BCE



One of the earliest known print advertisements<sup>5</sup>

1600s



Velveeta magazine advert<sup>6</sup>

1950s



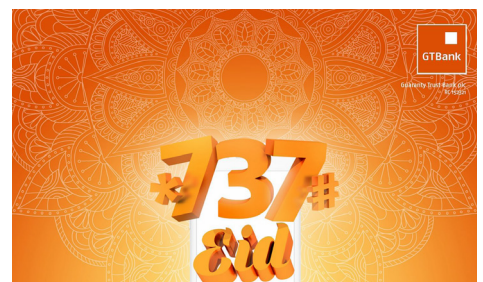
Sunny Ade Album cover art for FESTAC '77<sup>7</sup>

1970s



Obama campaign poster<sup>8</sup>

2000s



GTBank USSD promo<sup>9</sup>

2010s

<sup>4</sup> <https://www.wikipedia.com>

<sup>5</sup> Brent Museum and Archive <https://www.brent.gov.uk>

<sup>6</sup> <https://www.pixelergy.com>

<sup>7</sup> <https://www.mg.co.za>

<sup>8</sup> <https://www.obama.org>

<sup>9</sup> <https://www.gtbank.com>

“The form that information takes dictates how it is accepted and understood, and whether it is effective at all.”

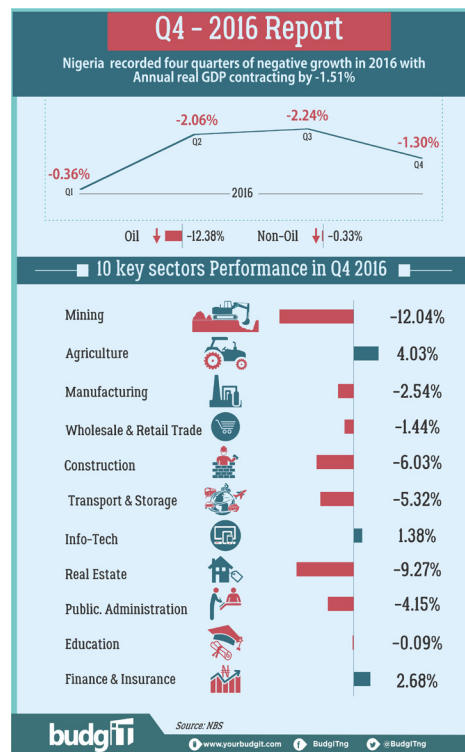
# Impact of Design in Society

The manner in which information is presented will determine how it is accepted and understood, and whether it is effective at all. Visual communication is of great importance in every societal context. It is of even greater importance in societies that have multi-cultural or multi-lingual barriers and problems of literacy.<sup>10</sup> Especially so when development is linked to effective communication.

Graphic design isn't only concerned with composition of images to pass information; it is a conceptual, creative and technical activity concerned with the organization, analysis and methods of presentation of both visual and verbal solutions to problems in communication.<sup>11</sup> It provides a visual form to information in order for it to achieve its goals.

## Transparency in Governance

Graphic design has been instrumental in driving governance and access to information for citizens. With majority of citizenry unable to digest the bulk of public information especially those regarding public funds, policies and programmes made available on government portals, graphic design is an invaluable tool in helping citizens to understand these complex documents by making them visually digestible and providing a method for government to show transparency in its processes.



Nigeria Budget Report - 2016<sup>12</sup>



Kogi State staff verification<sup>13</sup>

<sup>10</sup> Icoagrada Design Manifesto 2011. Available at [https://www.ico-d.org/database/files/library/IcoagradaEducationManifesto\\_2011.pdf](https://www.ico-d.org/database/files/library/IcoagradaEducationManifesto_2011.pdf)

<sup>11</sup> Graphic Design for Development - Jorge Frascara, Amrik Kalsi and Peter Kneebone. Available at <https://www.ico-d.org/connect/features/post/303.php>

<sup>12</sup> <https://www.yourbudgetit.com/>

<sup>13</sup> <https://www.yourbudgetit.com/>

<sup>14</sup> About BudgIT. Available at <https://yourbudgetit.com/about-us/>

BudgIT, a civic organization, applies visual communication to intersect citizen engagement with institutional improvement, in order to facilitate societal change.<sup>14</sup> The core of their operations is to simplify the Nigerian budget and public data, making it accessible to the general public to aid participatory governance.

“ Acting as an element for mass media, graphic design aids the promulgation of important information and when used appropriately can reach a wider audience faster. ”

## Public Sensitization

Acting as an element for mass media, graphic design aids the promulgation of important information and when used appropriately can reach a wider audience faster.



Asymptomatic transmission awareness infographic<sup>15</sup>



COVID-19 symptoms and testing e-flyer<sup>16</sup>

The Presidential Task Force on COVID-19, tasked with coordinating and overseeing Nigeria’s efforts in containing the spread and mitigating the impact of the pandemic uses targeted infographics and e-flyers in order to enlighten the public on the severity of the virus through its risk communications activities.

## Growth Stimulation for Businesses



Share-A-Coke social media promotion<sup>17</sup>

Coca-Cola's 'Share a Coke' campaign, which was launched in Nigeria in 2015, saw the replacement of the company's iconic visual identity (it's logo) with popular Nigerian names on all its packages; from the glass bottles to cans. The campaign aimed at transforming the global brand into a special, personal experience for its customers. This led to a rise in bulk purchasing of the product.<sup>18</sup>

<sup>15</sup> <https://www.statehouse.gov.ng/covid19>

<sup>16</sup> <https://www.statehouse.gov.ng/covid19>

<sup>17</sup> <https://www.techpointafrica.com>

<sup>18</sup> Nigerians Extol Coca-Cola Marketing Genius in "Share-A-Coke". Available at <https://www.coca-colafrica.com/stories/nigerians-extol-coca-cola-marketing-genius-in-share-a-coke>

“ The collaborative dimension of the design disciplines, makes it possible for anyone to recognize recurring patterns or symbols and help them to interpret their meaning. ”



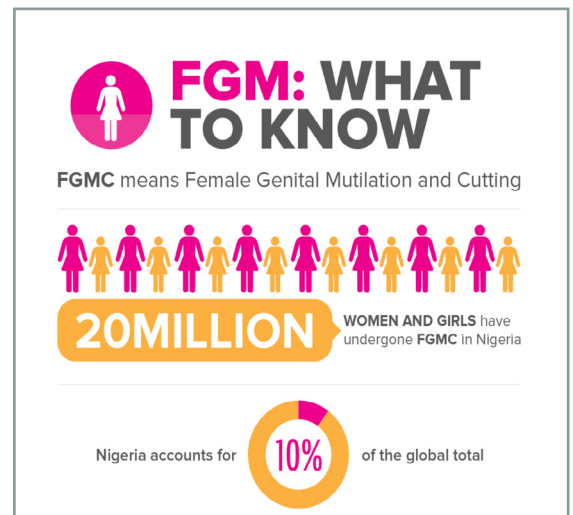
Peak Milk breakfast social media promotion<sup>19</sup>

By leveraging, graphic design, Peak Milk has maintained a solid brand image by keeping its brand design elements consistent; sealing its position as a household name in Nigeria.

### Agent of Education and Information

As graphic design frequently involves the visual presentation of written information, it is an effective tool for promoting awareness on social issues; especially in areas with a low literacy rate or where access to information is poor.

The collaborative dimension of the design disciplines makes it possible for anyone to recognize recurring patterns or symbols and help them to interpret their meaning. For example, traffic signs or warning labels on edible products.



Code4Africa 2013 demographic and health survey, fight against female mutilation infographic<sup>20</sup>

Canada

act:onaid



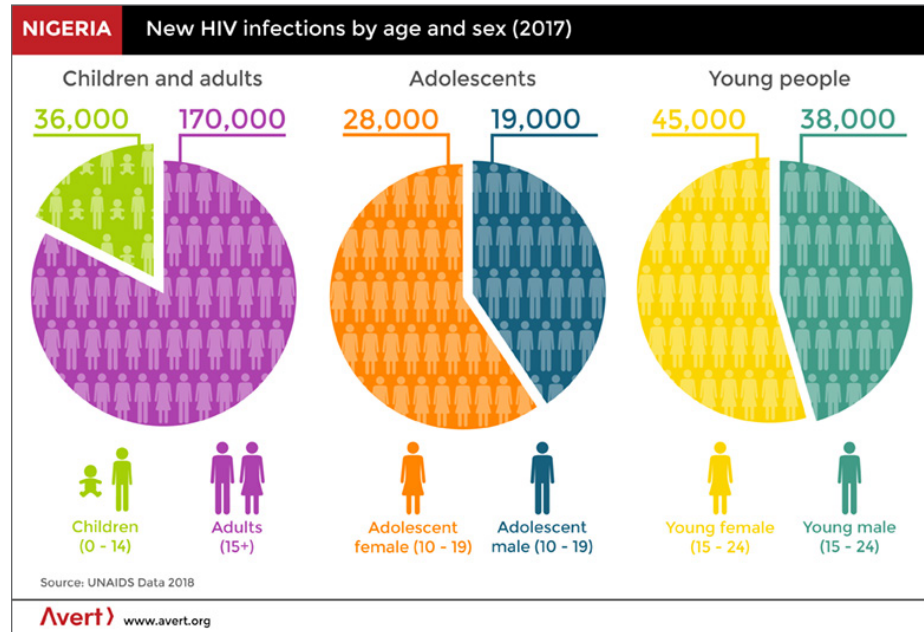
Act:onaid Nigeria's COVID-19 related gender-based violence infographic<sup>21</sup>

<sup>19</sup> <https://www.facebook.com>

<sup>20</sup> <https://www.guardian.ng>

<sup>21</sup> <https://www.twitter.com>

“It is also important that a human-centered approach that includes awareness and respect for local and global communities and cultures is adopted.”



Nigeria 2017 HIV infections demographics infographic<sup>22</sup>

### Credo Experience

Credo’s expertise in graphic design is leveraged for all our strategic and development communications work for clients. Currently, our risk communications work on the response to the COVID-19 pandemic involved research, analysis and development of visual content that was specifically tailored to different demographics while addressing key advisories on protocols. We reinforce the content of our messaging by incorporating various graphic design forms such as illustrations, icons, GIFs, report templates, presentations and much more while ensuring these materials were translated into various languages to cater for a multi-lingual population.

## Conclusion

To facilitate the growth of graphic design beyond established assumptions and beliefs as well as maintain the global discussion of design and its impact on development in societies, graphic design strategics have to embrace collaboration, learning and networking.<sup>23</sup> It is also important that a human-centered approach that includes awareness and respect for local and global communities and cultures is adopted. Some recommendations to achieve this are:<sup>24</sup>

- Build experience around the needs of people living in different contexts.
- Network with international organizations and corporations in order to demonstrate the value of design.
- Enable an open source of information on design methodologies in partnership with public/private partners.
- Provide new platforms where individuals and professional organizations can share best practices and create opportunities for designers to work together locally and internationally.

<sup>22</sup> <https://www.avert.org/>

<sup>23</sup> The Role of Graphic Design in International Development - Sali Sasaki. Available at <https://www.ico-d.org/connect/features/post/363.php>

<sup>24</sup> The Role of Graphic Design in International Development - Sali Sasaki. Available at <https://www.ico-d.org/connect/features/post/363.php>