



Do Good Design: How Designers Can Change the World

David B. Berman , Erik Spiekermann (Foreword by)

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How Design CAN CHANGE the World

Today, everyone is a designer. And the future of civilization is our common design project. How does design help choose our leaders?

Why do we "really" have an environmental crisis?

How can accessible design broaden your audience?

Why does the U.S. economy now struggle to compete?

How has design thinking added to the bottom line of the world's most valuable companies?

Design matters. As it never has before. Design creates so much of what we see, what we use, and what we experience. In a time of unprecedented environmental, social, and economic crises, designers must now choose what their young profession will be about: deploying weapons of mass deception or helping repair the world.

"Do Good Design" is a call to action:

This book alerts us to the role design plays in persuading global audiences to fulfill invented needs. The book then outlines a sustainable approach to both the practice and the consumption of design. All professionals will be inspired by the message of how we can feel better and do better while holding onto our principles.

In a time when anything has become possible, design thinking offers a way forward for us all. What will you do?

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Do Good Design: How Designers Can Change the World Details

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From Reader Review Do Good Design: How Designers Can Change the World for online ebook

Noah says

An inspiring, short volume that introduces the reader to the world of socially conscious design. While not getting too far in depth a plethora of visual examples and personal anecdotes will hopefully inspire interested folks to learn more. Read my full review here: <http://www.alrdesign.com/blog/2009/02...>

C says

I really want to give this book 4 stars, but honestly, it's just not that good.

Do Good Design is reads like a slim, timely lecture given by a semi-engaging professor. The examples Berman uses come mostly from advertising, and almost completely ignore online media - which for me makes the book seem dated right out of the gate.

David Berman outlines a case for socially responsible design using solid examples of deceptive, dirty design (tobacco, fast food, sex and the degradation of women to hawk unrelated products). It's just that the book is so slim it's really an outline - Berman comes close to inspiring, just never reaches the tipping point IMO.

In the more proficient hands of a Paul Hawken this could have been a must read. Instead, it's a mediocre exploration of a very interesting concept.

Ari says

"Marketing can also make a positive difference to the world"

I am greatly inspired by this book and have learned a lot of it. It teaches us the concept that there are ways to achieve the same effect of promotion and marketing without giving up on positive and moral messages. It reinforces my belief in that we do not need to lower our values for concepts and ideals we believe in, rather this would encourage us to come up with better and more creative solutions. Love this book. It changes our way of looking at advertising, and the approach we would take (even for a layperson who is not in the business of marketing) if we would one day be given the chance to promote something in our lives.

Fredwbaker says

This was a powerful look at the role of ethics and the moral obligations of designers. The author makes the case that overconsumption is the prime issue of our lifetimes, and that designers have a prominent role in spurring this overconsumption on, with the cumulative effects being pollution of our mental environment and inching ever closer to the destruction or crippling of our physical environment. Berman writes in a very easy and conversational way, shows great respect for the reader and humankind in general, and provides

numerous examples throughout. Given the nature of some of these examples, this is not a book you would feel comfortable leaving around where small children could access it (although this fact supports the thesis of the book that designers are going to extreme lengths to lie to you through design using whatever means necessary to get you to consume, consume, consume! The explicit ads in the book are all published somewhere visible somewhere in the world where many children see them every day!).

Berman asks designers to "Do Good" and to commit some level of their professional efforts to that cause, among other things. It is a reasonable, although somewhat idealistic, request, but the power behind such a concept would be incredible if even half of the readers took him up on it.

Overall, I enjoyed the book and will be more conscious of the impact of my daily choices as a result of reading it. I am also actively thinking of low cost ways to make an impact on the world, however small.

Keith says

The author has many valid points, though some of the logic could use a little polish. Designer is far too general a term, and far too specific, as used in this book. Sometimes it feels like everyone is a designer and sometimes just a select few. A definition of designer would have been helpful. If I were a designer in the main theme of this work I might be proud that design is portrayed as the most important profession. Since most people are not designers it seems the wrong tact to take, especially considering this book contains information important to all people. While the author's main audience are design professionals, the consumers of design have the ability to affect as much if not more change than designers themselves.

Felly says

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Advertisement and environmental destruction is an unseparable world said David Berman.

Lots of advertisement nowadays is not environmentally friendly for our health especially mind.

In fact, advertisement cause more and more environmental destruction all over the world.

Designers responsible to that action and with 'good' design we 'designers' can truly do some action to save the world.

Mari says

Jay and I both are enjoying this immensely. It's such a rare delight that I have never experienced before, to be reading something so topical, that is of such a recent vintage that events referred to happened only a few months ago and are still happening now.

But, by the way, I like the layout and the interactivity of so many of the pages, having to turn the book sideways, etc.

Kerri says

This might be an unfair review of this book, because I'm not quite the intended audience. Right there on the back, under the publisher's mark, there is a "Book Level" category (boy, do we designers love to categorize!), and it clearly says: "Beginning/Intermediate".

Having already devoured books like *Cradle to Cradle*, *Worldchanging*, and *Design Like You Give a Damn*, all of which go into an enormous amount of inspiring depth about what designers actually *are* doing about the state of affairs today, this book came off as sort of old news. I have a hard time trying to single out anything I actually learned from it that I hadn't already read elsewhere.

BUT... for those designers who are new to the idea of ethical design practices, this book clearly and concisely presents some excellent and compelling arguments about our responsibilities as designers, and some very top-line basics of how we can change the way we do things.

The one thing I did get out of it was toward the end. Berman very persuasively argues (guilts you into...) taking real action *now*. That's something I can and should hear over and over again, regardless of all the facts, figures and role models I already know.

Alfredo Sherman says

Tuve la oportunidad de conocer a Berman en persona en un viaje que hizo a mi universidad en el marco de un congreso de diseño. Es una persona cautivante de una cultura totalmente distinta a la nuestra. Uno tiene la oportunidad de apreciar la misma personalidad tanto en el libro como en las presentaciones que hace y en el alcance que le da a su trabajo como activista del buen diseño.

Es un libro completo, con una gran cantidad de investigación y experiencia que muchos viajes le han otorgado. Es un gran llamado motivacional para hacer un diseño que haga bien a la sociedad, un diseño sustentable, ecológico, congruente con su entorno y sobre todo, hecho en búsqueda de una mejoría notable.

Nicolas G says

Do Good Design was an incredible book, very explanatory of our world's current issues, and mind-opening. David Berman did a great job challenging his readers to not only advertise well but to do good for humanity (in so many ways). Berman meticulously describes our society and how designers shape it with catchy advertisements. I truly recommend it to anyone who wants to become a graphic designer someday because all of us are designers in some way.

Sergey says

Somewhat resembles Papanek's "Design for the Real World", more into social responsibility and "weapons

of mass deceptions”, less into design theory; contemporary view of the concept, in the world built upon social networks, and ever-growing consumerism. It is well seasoned with illustrations and amusing details about world-famous brands, so it is well worth the time reading even if you're not really into design. The book is brief enough (180 pages) for you to go through the whole thing in just a few hours (took me only three).

Nabila Azzahra says

Bukunya bagus. Memberi sudut pandang yang berbeda dari bacaan desain lainnya. Bagaimana desainer ternyata mempunyai peran yang begitu besar dalam kehidupan sosial. Misal desainnya mempengaruhi orang-orang untuk menjalani hidup konsumtif, dsb. Di buku ini mengatakan, jangan hanya menjadikan desain bernilai estetika saja. Namun, harus mengutamakan nilai guna dan manfaat jika dikembalikan lagi dalam kehidupan sosial.

Muhammad Fadel says

Well, i love the way this book argue about nowadays design that put less attention on sustainability. Todays design tend to persuade people to be more consumptive (buying emotionally). Thus, it can also elaborate how todays design also responsible for many cultural distortion in many countries, or so called westernization every-where. Yet, i can not explicitly found one best solution how to balance between economic growth and sustainability through design; a point that will crucially determine how good the author at finding better solution for a more balanced world.

Kelly Moore says

This is a really interesting book about the social responsibility that graphic designers can take. Even if you're not a designer, it's an interesting perspective on consumerism, advertising, and offers a lot of insight into our society and how we can make positive changes. I really loved it. It's a good quick read, and very accessible even for people like me who have a short attention span for nonfiction. I would highly recommend it for high school classes studying marketing, art, etc.

Anatoly Gladky says

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