

What is Critical Practice in Graphic Design?

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Before you start posting, reviewing or commenting on projects posted on *Critical Daily*, you should take into consideration a few factors such as the author, motivation, context and content, aims, design process, implementation, testing, feedback, results, and evaluation. To be able to analyse, understand, judge, and find out if the project is relevant to the Critical Daily platform, you should evaluate the project's characteristics (see here below). These will help you understand the essence of critical practice and to make decisions in consideration of its critical approach.

Authors

The author of the project is a graphic designer. The author of the project is a group of graphic designers. The author of the project is a group of artists and graphic designers. The author of the project is a group of graphic designers and other professionals. The author of the project is a client together with a graphic designer. The author of the project is a client together with a group of graphic designers.

Motivation

The designer has decided to create a critical project because of their subjective interest in a topic. The designer has decided to create a critical project based on someone else's impulse. The designer wants to raise awareness about an issue. The designer wants to change/influence the thinking of a target group. The designer wants to change/influence the behaviour of a target group. The designer wants to achieve positive social change with the project. The designer wants to help another person achieve positive social change. The designer wants to be active as a free citizen working with the visual tools of graphic design. The designer wants to display an opposition or raise a protest against an issue. The designer wants to open up a discussion on a certain issue.

Context and content

The project reflects the opinion of designers, related to a subjective concern/issue. The project reflects the opinion of designers related to an objective problem/issue. The designer evaluates the content from the client and adds their own message.

The designer creates the content by themselves to reflect their own message. The message of the project is clear and easy to understand. The context of the project is clear and easy to understand. The message of the project is controversial but understandable. The context of the project is complex but understandable.

Aims and goals

The aim of the project is to raise the target group's awareness of an issue. The aim of the project is to influence/change the thinking of the target group. The aim of the project is to influence/change the behaviour of the target group.

Implementation

The designer reflects their own subjective, critical attitude while working on their own brief. The designer reflects their own subjective, critical attitude while working on a client's brief. The designer uses critical thinking while analysing the issue, choosing the visual language and communication medium appropriate to the target group. The designer evaluates every step of the design process in order to achieve the planned results. The designer decides to test the prototype in order to achieve the planned results.

Testing

The project prototype has been tested within the target group. The testing helps to find a better solution and address the target group more effectively.

The project has been implemented in the real physical or digital environment. After implementation, the target group was more aware of the issue the designer is reflecting. After implementation, the target group changed their thinking on the issue the designer is reflecting. After implementation, the target group changed their behaviour due to the issue the designer is reflecting.

Results

The project opens a discussion on the reflected issue. The project changes the thinking of the target group. The project changes the behaviour of the target group.

Feedback

The designer collected feedback from the target group and analyzed it in order to prepare the evaluation. The project received positive feedback. The project received negative feedback.

Evaluation

The designer evaluated the results and feedback of the project and came to a conclusion. The evaluation helped the designer to decide about the future of the project. The evaluation helped the designer decide about the necessity to repeat certain parts of the project. The evaluation helped the designer decide about the necessity to repeat the whole project, starting from scratch.

Conclusion

The project received positive feedback and the planned goals have been achieved. The project received negative feedback and the planned goals have not been achieved, therefore the designer decides to re-implement it. The designer came to a conclusion, deciding to repeat the project in order to gain better results.