



The mythical norm in the US is typically white, thin, male, young, heterosexual, Christian, & financially secure. Design built around that norm excludes everyone else by default.

Graphic Designers are in a norm business. We use grids, hierarchies, & targetful type pairings to produce seemingly neutral messages. But neutral for whom?



The design canon is a CHOICE. Eurocentric principles of modern design were conceived as egalitarian tools of social progress, yet they served to suppress differences across the globe. Alternative viewpoints & methodologies flourish outside the norms of Western design theory. Inclusive design is created by people w/ varied identities, backgrounds, & abilities.

EXTRA BOLD is part textbooks Part comic book, zine, manifesto, survival guide & self help manual. It is filled w/ voices & stories that don't show up in other career books or design overviews.

IT IS DESIGNED FOR EVERYONE.

Two graduating seniors @ Pratt were frustrated that their design education had focused on white male role models, despite the fact that most of their classmates were women & people of color. They organized an exhibition. People stood up & talked about what they actually need. ↳ THIS BOOK STARTED FROM THIS

- a collection of visual literature reviews combining research, reflection, and design. This project reimagines academic literature reviews as something personal, tactile, and creative. Each zine in the series explores a single book or theme through illustrated spreads, diagrams, and design elements rooted in fieldwork, annotation, and care.

THE LIT REVIEW PROJECT



This edition looks at Extra Bold by Ellen Lupton, Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaieena Sales, Leslie Xia, and Valentina Vergara.



this zine is part of the lit review project find or learn more @ zahrabaxi.com/ thelitreviewproject



or scan me :)

zine #17 - designed & illustrated by zahra baxi

THE FIELD GUIDE

the lit review project #17 based on EXTRA BOLD by Ellen Lupton, Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaieena Sales, Leslie Xia, Valentina Vergara.