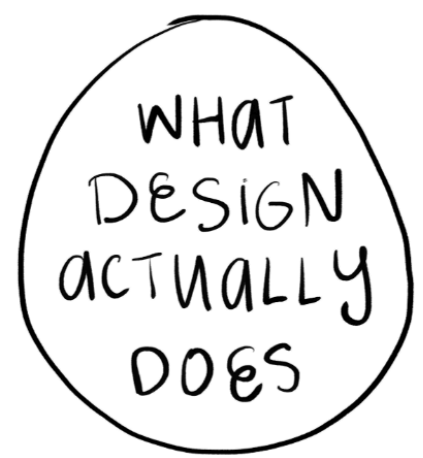


This edition looks at how to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world by Michael Bierut.

- 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



the lit review project zine #20 based on "how to use graphic design..." by michael bierut

to SELL things

Design creates desire.  
 It frames an object, a service, an idea in a way that makes someone want it.  
 Bierut is not naive about this, he has designed for corporations and campaigns. He argues that doing it well and doing it honestly are not mutually exclusive.

to CHANGE the WORLD

Bierut is honest about the limits of design's power: it cannot fix what politics and economics have broken.  
 However while tackling issue with design can be imperfect, thats okay!  
 It still has the power to bring change that will have an impact. A piece of design can shift how people see something.

to EXPLAIN things

Some of the most important graphic design ever made are in the forms of a diagram. A map. A sign. Information design!  
 Design that takes something complex and makes it navigable.  
 Bierut has enormous respect for this, the unglamorous work of making things clear.

to MAKE PEOPLE CRY

An opposite emotion of humor still has the same impact.  
 A memorial, an obituary, a campaign for a cause are forms of design at its most serious.  
 Bierut writes about projects where the stakes were real and the design had to carry grief, loss, or urgency without collapsing under the weight.

to MAKE PEOPLE LAUGH

Wit is a design tool.  
 The unexpected image, the pun in the logo, the poster that makes you smile before you read it, these are not decorative. They create an emotional impact on you that reflects a brand's image  
 Humour creates trust and makes hard messages land.



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



or scan me :)

zine #20 - designed & illustrated by zahra baxi