

“Over 95% of the graphic designers who have ever lived are alive today. Together visual communicators have the power to define what professionalism in the communications industry will be about: helping increase market share or helping repair the world.”

### How Logo Can We Go?

Are we aware of the influence we wield as visual communicators in the new economics of global messaging? And once we are, where lies our responsibility, our opportunity, our ethics, our culpability, our balance?

David Berman forwards his thesis that global branding strategies are the most powerful tools used today to encourage overconsumption amongst Developing World populations, the largest long-term threat to the global environment and harmony. He argues that communications professionals play a core role in helping corporations mislead audiences in order to invent unfulfilled "needs", and have more conspicuous power and influence in society than they typically realize. In a world where design has become a recognized corporate asset, designers have the opportunity to use their skills responsibly and to accelerate awareness in the population of the influence of visual imagery and the need to apply its persuasiveness responsibly. Recent developments in the graphic design profession regarding accreditation and ethics in Canada and elsewhere in the world give hope that there is still opportunity for designers and other professionals to decide what their still-young profession will be about: creating visual lies to help sell things or helping repair the world by bridging knowledge and understanding.

### David Berman, FGDC, R.G.D.

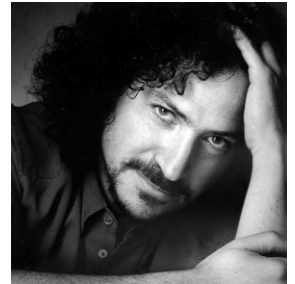
David Berman has over 20 years of experience in graphic design and communications. He brings both graphic design and information technology expertise to his information design work. As early as high school, he created and produced a magazine which was distributed in four countries. While training at the University of Waterloo in computer science and at Carleton University in psychology and typography, he became deeply involved with the student press. David also worked in the federal government as a computer systems analyst before turning his hobby of graphic design into his career.

Many consider his knowledge of typography, which he has taught as part of college curricula, to be unmatched in the National Capital Region. He has worked extensively in the adaptation of printed materials for electronic distribution, including Web design and software interface development. As a graphic designer, communications strategist, public speaker and typographer, David is a senior consultant in information design and communications strategy. For over 10 years, David was vice-president of Herrera Berman Communications, amongst Ottawa's most experienced design firms.

Early in his career he developed a lasting interest in plain language and plain design. His work includes award-winning projects in the application of plain design and plain language for the Ontario Environmental Farm Plan Workbook. Other notable projects involving plain language and plain design principles include work for the Canada Customs and Revenue Agency, the Region of Ottawa-Carleton and the Ontario Literacy Coalition.

Since 1984, David has worked to establish a code of ethics which embraces social responsibility for graphic designers throughout Canada. The Society of Graphic Designers of Canada ratified his draft nationally in May 2000. He served as the first elected president of the Association of Registered Graphic Designers of Ontario, North America's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and Rules of Professional Conduct and authored Ontario's accreditation examination section on ethics and professional responsibility. In 1999, the Society of Graphic Designers of Canada named him a Fellow (likely the youngest to have achieved the country's highest professional standing in this field) for his work on the Code of Ethics, accreditation and other national issues. In 2000, he was elected Vice President Ethics of the Society.

David is dedicated to realizing graphic design's potential to help improve the human condition and the global environment. He speaks at local and international conferences about the important role graphic designers can play: rather than applying their skills to help organizations mislead their audiences, they can help enhance social conditions around the world.



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