

## Graphic design as a tool for social transformation

The **Graphic Design** program at the **German International University Berlin** combines scientific research and design practice to explore the role of design in social, cultural and institutional contexts. The research focuses on topics that define graphic design as an integral part of social and cultural transformation processes, such as: design aesthetics that shape values, norms and cultural identities, the role of typography in an intercultural context and the political dimension of design, that influences political structures, opinions and discourses.

### Research areas

1. **Political dimension of design:** Graphic design is explored as a medium influencing political structures, opinions and discourses. The focus is on questions of how visual communication can contribute to promoting equity, citizen engagement, or reflecting social power structures.
2. **Design aesthetics:** This area examines how aesthetic decisions in graphic design shape values, norms and cultural identities. The role of aesthetics as a mediating instrument of power and change is analysed.
3. **Typography in an intercultural context:** This area explores the significance of writing and typography for the dialogue between cultures. How do different writing systems influence communication, identity and understanding in a globalised world? The aim is to develop typographic solutions that break cultural barriers and promote exchange.
4. **Identity Formation through Graphic Design:** This research investigates how graphic design shapes individual, cultural, and societal identities. The focus is on analysing visual strategies that construct brand, group, or national identities.
5. **Design Policies:** Research is dedicated to analysing and developing design policies that promote design as a strategic factor for innovation, economy and society. The focus is on how design approaches can be integrated into political and administrative processes.

### Approach and Methodology

The Graphic Design program at the German International University pursues an interdisciplinary approach that combines theory, practice, and intercultural exchange. Central elements of research include creative experimentation, critical reflection, and collaboration with other disciplines, such as sociology, politics, and cultural studies.

### Vision

Research in graphic design aims to make the social value of graphic design visible and establish design as a tool for political, cultural, and social transformation. By combining aesthetics and functionality, graphic design is explored as a medium that not only creates but is also actively created.

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