

## Annotated Bibliography

Al Qur'an, H., 2017. *The Effect of Social Development on Graphic Design Practice*. Zarqa University.

Al Qur'an investigates how designers play a role in society and their contribution to the public. An interesting concept brought up in the research was that the innate difference between graphic design and communication design is the former is meaningless while the latter uses the form to create meaning, through the element of medium, objective, and method. For visual communication designers, aesthetic quality does not determine a work's overall quality but the core challenge is achieving the goals set by the designer. Designers possess the ability to create active dialogue, which proposed by the author is achieved through user-centered methodology: a practice used to create empathy and connection with end users. This method was used repeatedly throughout our research in creating campaigns to influence the viewers' habit and motivate them to reuse. During our experiments, we questioned the power of graphic design whether it really has the ability to change social behavior or are legal restrictions needed for changes to happen. If the user-centered methodology is implemented correctly and is able to mold the viewers' action, are laws still needed to ban the use of plastics?

Behance.net. 2021. *Plastic Coral*. [online] Available at: <<https://www.behance.net/gallery/118502295/PLASTIC-CORAL>> [Accessed 25 February 2022].

The campaign discusses the issue of plastic waste in the ocean and focuses on coral reefs to build awareness. The project is composed of posters and books and created visuals by ironically replacing coral reefs with sculpture-like plastic films to predict the future of the ocean life if we do not find a sustainable solution. The campaign takes a unique method to discourage plastic by glamorizing it through poster design and adding encouraging descriptions such as "luminous treasures" and "beautiful garden"- drastically different compared to the existent campaigns where landfills and trashed oceans are shown. This was also the approach we initially took by glamorizing plastic bags to bring attention to our cause, until we realized it was counterproductive by doing so or possibly encouraging the use of plastic bags. Thus, for this coral reef campaign, it raises the question if this is an effective approach to campaigning due to its misleading message. Additionally, the project is encased in a complex paper packaging which is not a sustainable way to execute the project that talks about sustainability. Nevertheless, some pages of the project are even using plastic to showcase graphics. This raises the challenge of what is an environmentally friendly way to distribute campaigns, which was also a concern for our final output.

Behance.net. 2021. *Research / Recycled*. [online] Available at: <<https://www.behance.net/gallery/128345487/Research-Recycled>> [Accessed 25 February 2022].

The research explores plastic's life cycle and the possible methods to reuse the material with the least amount of ecological impact during processing. Conceptually, the project shares the same inquiry as our research, which is finding a solution to plastic without creating new problems. However, the directions of the projects are led differently as one is investigating technological innovation and one is looking at reusability as a solution. The project is a combination of videos and still graphics that references the materiality of plastic and the way the plastics are re-put together for reusability. The research is visually conducted in a beautifying and detailed manner which is what we experimented with in the beginning of our research, isolating plastic bags in a white studio setting. However, with our experiment, we lacked the feeling of overwhelmingness from plastic bags. Whereas, this project was able to achieve both elegance and chaos at the same time, primarily through sound, movement, and color, which was something we could reference for our work. The use of ruffling plastic sound and breaking the material are also methods that could be replicated in our project to further extend our exploration.

DiSalvo, C. (2012) 'Adversarial Design as Inquiry and Practice', *Adversarial Design*. Cambridge: MIT Press, pp 115-126.

The chapter takes apart the idea of inquiry and examines its definition and purpose. As mentioned by DiSalvo, inquiry is a process of close examination of a problematic situation. The discoveries from the examination are then analyzed for reconstruction, to bring clarity to the initial question. The clarity is then led to an action in addressing the problematic situation. Design is used as a tool to synthesize the inquiry and give form to the problem. The project has gone through the same process starting with an interest in the plastic bag that led to our confusion to why plastics are created to solve problems but at the same time created more problems. The inquiry was developed through iterations of research, in combination of visual outputs. Within each stage, while there were new inquiries raised, the answer to our original inquiry became more clear. The process was similar to having a stone and slowly carving away the confusion to reach the final sculpture. The act of reconstruction was also reflected in our experiments as we had to gather what we learnt from the various studies to see the problem in a holistic view.

Laranjo, F., 2022. *Critical Graphic Design: Critical of What? | Modes of Criticism*. [online] Modes of Criticism. Available at: <<https://modesofcriticism.org/critical-graphic-design/>> [Accessed 23 February 2022].

What is criticality, the possible forms of it in design, and the crisis of critical graphic design are some of the topics Laranjo explored in his article. Although critical design seems abstract, it gives designers the power from being authors to researchers, whether it is challenging their own practice, a discipline, or social phenomena. Placing the text “Adult Video Emporium” on the plastic bag, the market wanted to make users feel embarrassed as an action to push for sustainability. However, design with an intention is not enough but the importance lies upon the debate and discussions when the design is shown, in comparison to a thoughtless like or retweet. The plastic bag felt out of context in a museum setting, thus viewers would be more engaging- but what if it is in its natural setting, will people still study what the text is suggesting or even notice the text. A critical design should stimulate thoughts, challenges, and arguments; that is the opportunity critical graphic design offers. The bag proposes that critical graphic design can be anywhere in our life and even on the smallest, most neglected items. It is up to the users to be mindful of the world and the willingness to engage to give these designs the meaning of criticality.

National Geographic. 2019. *Plastic thank-you bags have a special history in Chinatown. It's changing..* [online] Available at: <<https://www.nationalgeographic.com/environment/article/plastic-thank-you-bags-and-asian-american-communities>> [Accessed 25 February 2022].

This article has shone a different light on plastic bags and has enlightened my view on its meaning. Plastic bags for Asians are more than a convenient packaging but a nostalgia. Growing up as an immigrant, our family also adapted the habit of keeping a drawer of used plastic bags from Chinese grocery stores, which is a common scene in every asian household. The universal text “Thank you”, yellow smiley face, and the notable red color have integrated into our everyday life. As the concern for plastic usage increases, Bonnie was able to recognize the cultural representation and nostalgia of these plastic bags are disappearing. Relating to our group’s direction of campaigning reusability, the article made me realize that the thrifty habit of keeping plastic bags is a cultural heritage and we practice sustainability without realizing. This reading has also brought my attention to the power of combining graphics with repetition in creating a sense of nostalgia and association- a campaign strategy that could be implemented on our project.