

المنظمة العالمية لجمعيات التصميم التخطيطي

國際平面設計社團協會

Интернациональный Консилиум Ассоциации Графического Дизайна

המועצה הבינלאומית של אגודות המעצבים הגרפיים

इन्टरनाशनल कौन्सिल ओफ ग्राफिक डिजाइन असोसिएशन्स

國際グラフィックデザイン協会協議会

세계그래픽디자인단체협의회

آئین بین المللی مجامع طراحی گرافیک

icograda®

JOHANNESBURG Board Message

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Moving Forward

BY ROBERT L. PETERS, PRESIDENT ICOGRADA, 2001-2003

11 September will long be remembered.

As designers from around the world gathered in Johannesburg, South Africa for the opening of the 2001 Icograda Congress, the full frontal graphic reportage of terrorist attacks in the USA splashed across television monitors. We recoiled in shock at the seemingly senseless violence. We prayed, we cursed and we searched for answers. Yet the Congress went on - with courageous presenters, with tears, and with the formation of special bonds that will last a lifetime.

We are a worldwide community. Icograda represents the community of graphic designers and visual communicators in every corner of the globe. The events of 11 September underlined the need for further development of universal human understanding, and worldwide solutions that are both equitable and sustainable.

We have an important role to play. As information designers in an information age, we are in a position of responsibility. Design shapes culture, it influences societal values, it informs, and it clarifies. The world needs us, and we can do much to expose injustice, to counteract patriarchal violence, to build empathy for one another, to promote peace, to alleviate despair, and to uphold humanity.

Let's use our powerful skills, for good.

I encourage all designers - to use your visual voice, to use your communication talents, to use your creativity - to make a difference. With our potent propaganda tools we can advocate understanding, nurture tolerance and respect for diversity, defuse violence, oppose hegemonic empires, and repudiate fanaticism and fundamentalism of every kind. By addressing root causes of rage and investing our analytical abilities, we can visualise long-term solutions to help resolve conflict and promote harmony.

Icograda is committed to sharing information.

In the past few years, Icograda has invested in sharing information and resources broadly, and in building an effective media network. Through efficient use of new media tools, Icograda is now stimulating bilateral communication among associations, providing

a central information source, and fostering connectedness. We invite Icograda member associations, as well as other organisations concerned with graphic design, to share information with and through Icograda.

We learn by listening. Icograda Regional Meetings provide a forum for design organisations, help make connections, and provide opportunities for exchange. Only by hearing from our members can Icograda become more responsive to both individual and collective needs. Icograda Regional Meetings are already planned for Melbourne, Australia in November 2001; Vancouver, Canada in March 2002; Brno, Czech Republic in June 2002; and Taipei, Taiwan in September 2002. We invite active participation.

Graphic design needs greater visibility.

As the graphic design profession develops credibility around the globe, it must also become more visible. A better argument must be made for design effectiveness and for the value that design brings with it. Exemplary case studies and success stories are needed. Strong voices within the design community are required to raise design's profile. Amplifying the value of design will help to raise the awareness of design and designers.

Icograda - advancing the profession since 1963.

There is much to do as we move forward - updating and publishing core documents, compiling resources for graphic designers, fostering exchange in design education, and building more value for member associations. I look forward to a mutually productive and creative period as the board continues to respond, plan and build - and as Icograda approaches its 40th anniversary (in 2003).

Together, we can achieve much. It is an honour to serve on the board as Icograda President. I value the diverse experiences, the broadened perspectives, and the close friendships that this opportunity brings with it, and I thank the Icograda community for your support. With open communication, I know we can achieve great things together.



Robert L. Peters, President Icograda

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