

Can Graphic Design Save Your Life?

The article gives an insight into the role of graphic design in healthcare. The new exhibition focuses on several issues on healthcare, the extensive dimensions of work with the proximity of over 200 parts, right from posters on war-time, and packaging of medicines to the present-day group identities and digital networks. The exhibition generally aims in the exploration of ideas concerning the medicine connections, life, and art via its exhibitions, portrays, and the health artefact and artwork collection. The collection is partly comprised of a renown collector's collections, Henry Wellcome, thus its name.

The creative attempts to seduce and lucratively sell tobacco is consequently matched with the creative efforts to lure people to seize the habit of smoking. There have been responses to restrain the adverts on tobacco, however, they proved to be ingenious. These responses restricted brands being named. Consequently, other responses were introduced to curb the adverts, like the increased surreal and polished metal. These cut the purchases soared as their prospective clients were lured by a collection of artworks.

Moreover, the results in the market portrayed a major decrease in sales when an ugly color was used in covering the introduced plain tobacco packets in Australia after the government had restricted using branded packets in tobacco. When graphic designs of lungs that are addled with tar and gums that are presumably rotting, the desired effect is highly attained. For instance, the report by the Australian national government depicted a decrease in the number of smokers by over 100,000 in a short period when the sickly brown packaging was introduced.

In Kuwait-Arab society, the number of smokers has proved to decrease when a packet with graphic designs suggesting the health effects of smoking was introduced (White, n.p).



The exhibition also depicts how graphic designs provoke to ram messages and ideas about public health. For instance, the graphic designs used to campaign on awareness of AIDS in London encouraged the donation of organs. It insinuated people to design either to let someone die or sign up to donate organs to them. This saw the signing up of donors surge by over 300%. The case applies to the society of Kuwait-Arab where the graphic designs provoke the viewers to design blood ton patients or to let them die, and this has helped in the public health sector in the donation of blood.

Graphic designs transcend the barriers in language, and renown Pharma companies are striving to differentiate their various brands using very high visual identity. For instance, Bayer's developer on its brands designed a circular logo that could be stamped on the aspirin pills, and how Swiss pharma commissioned graphic designers to develop graphics comprising of abstract graphics which could tempt viewers to become junkies by viewing the boxes. Many Pharma

companies in Arab society have followed the suit by employing graphic designers to design their medicine covers and boxes (Stone, n.p)

In my opinion, graphic designs are very essential in society. Graphic design can be used to instill moral values in the society, encourage people on best health practices for example, also discourage them from engaging in health harmful practices, and encourage people on medicine administration. Health institutions should advocate for plain packaging in tobacco, thus strongly affirming the part played by graphic design to succeed in the war against smoking. So yes, graphic design can definitely change and save our life. As long as the message behind it and the communication are clear and understandable, and of course with using the right techniques, it can change our life and have a huge impact.

Work cited

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