The cultural indicators in the Sustainable Communication Design Discipline

*Maria Cadarso*
IADE – Creative University, Portugal

Communication Design is still an area relatively recent, whose professional recognition has just over 60 to 70 years. Only in recent years, designers, have been concerned in undertaking a critical and analytical reflection, about their work, contributions and impacts. With regard to sustainability, the discussion is still scarce, and contributions have come more from peers, such as the Society of Graphic Design of Canada, or from CUMULUS with the "Kyoto Design Declaration", that from the academia.

Recently, my doctoral research, gave a theoretical contribution, proposing the Principles and the Practice of Sustainable Design Communication (SCD), defining it as a new discipline. The SCD Principles guide and orient practice; and in turn the SCD Practice suggests designers an applied theory through the Process of SCD. Communication Design, from editorial to brand design, is an area of a broad spectrum of practice and several types of impacts, that may now contribute to a fair, just, resilient and culturally conscious development. For instance, in SCD cultural perspective, we propose users / consumers a transition from a personal material and external satisfaction, to another one, that is more internal, meaningful, fulfilling, long lasting, and, if possible, less material.

To deliver the SCD Principles, Practice and Process, we have used a ground content methodology research, using a ground content analysis of 22 documents directly or indirect related with design and more specifically, with communication design. I uncovered many relevant sustainable indicators. The goal for this paper is to propose a critical reflection of these indicators highlighting the cultural ones, and their interconnection with the other indicators: social, environmental and economic.

*Keywords: indicators, Sustainability, Communication Design, Values*