

# Socially-Engaged Practice

**Paul Clay**

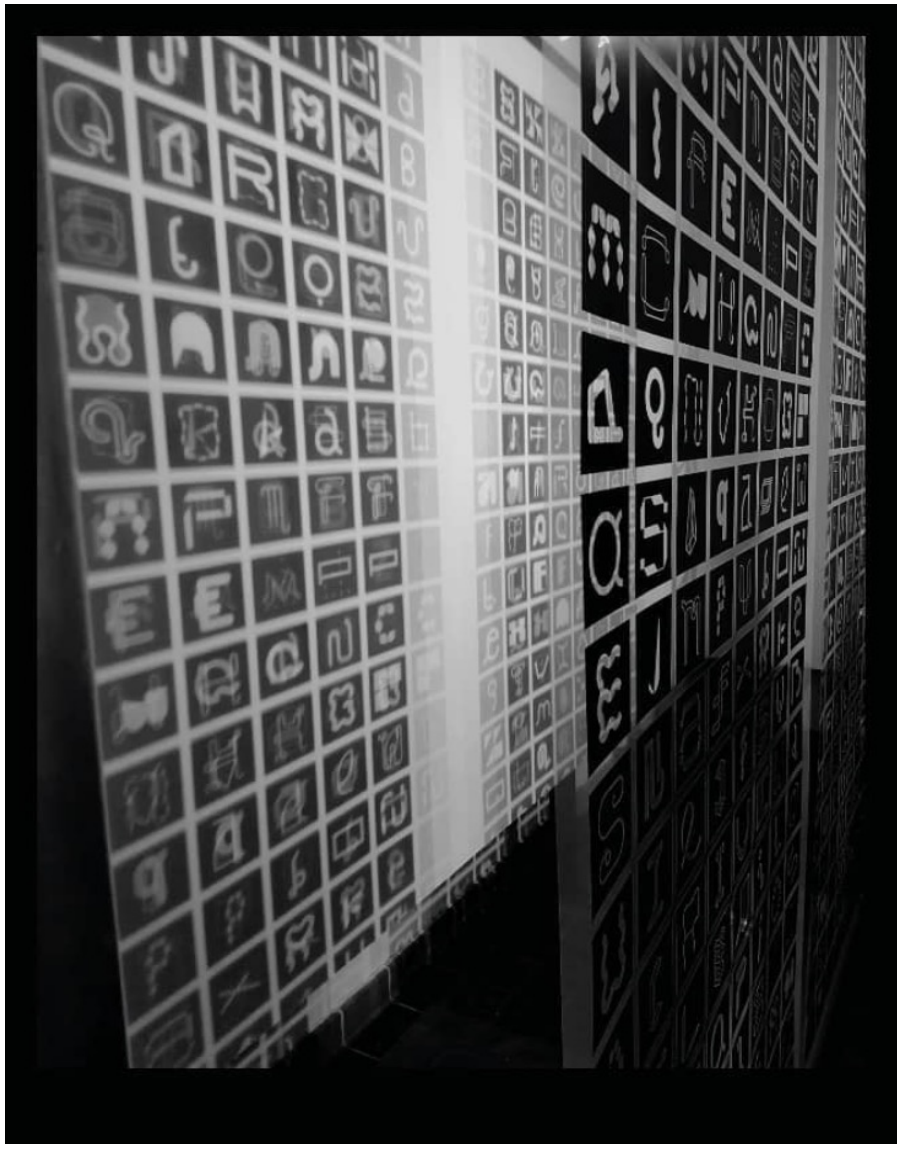
Senior Lecturer in Graphic Design  
The Northern School of Art

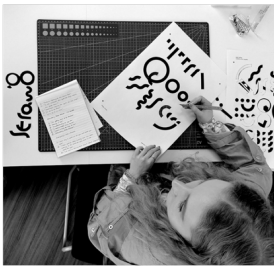
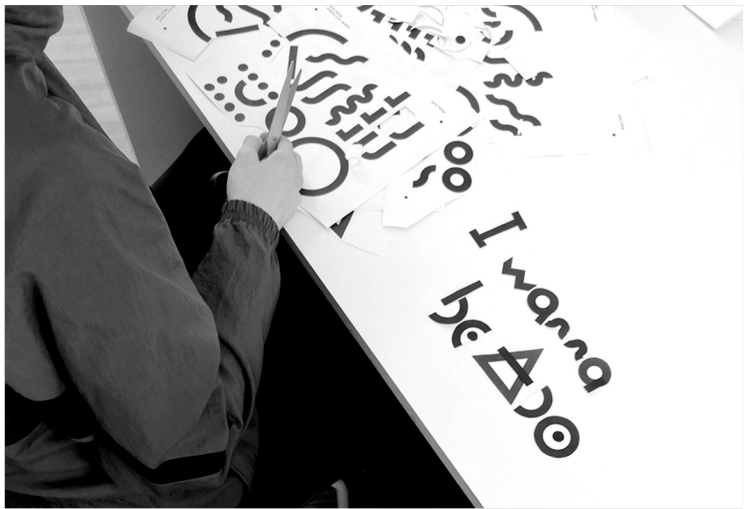


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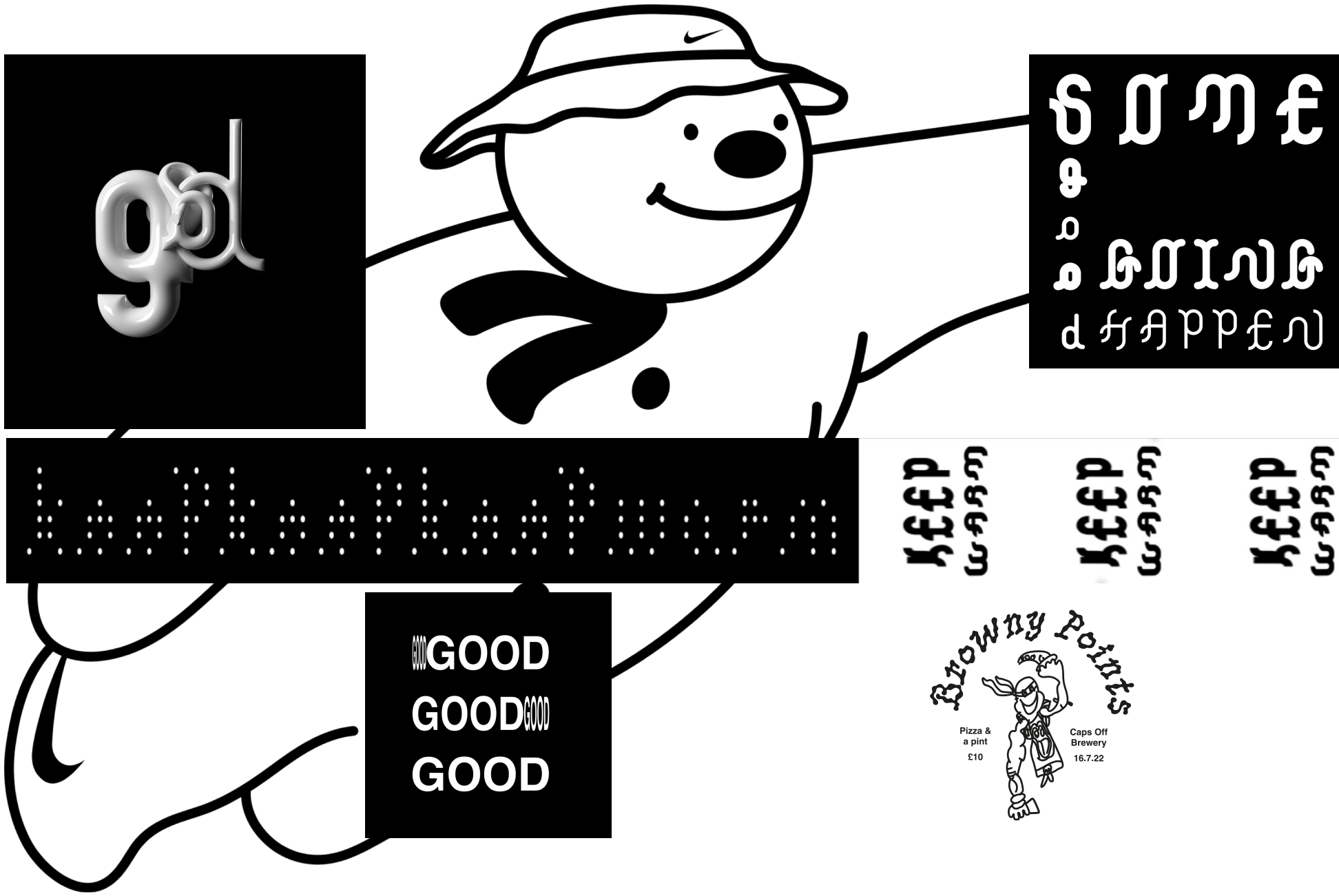
**Italy**

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**Portugal**

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**China**



**Social  
Consumerism**

**Cultural  
Capital**

***“Designers should be using their creativity in a way that is useful to society.”***

**Jonathan Barnbrook**



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***“Unbeknownst to me at the time, this event turned out to be the seed that led to my realisation: creating for myself and good is the only way I can enjoy my work.***

***All because of this one sign. One act of truth that’s allowed me to find out who I am and what I want to contribute to the world.***

***If you ever think a feeling isn’t worth acting on, it is.”***

**@hatsrichardson**







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'FOOTBALL IT IS FOR EVERYONE.'

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# HOOIGANS AND HEROES



**Contents**

About  
 ABCDE's  
 Self Check  
 Where to Look  
 Prevention  
 Next Steps



**A is for Awareness** This is where the...  
**B is for Behavior** This is where the...  
**C is for Color** This is where the...  
**D is for Detection** This is where the...  
**E is for Education** This is where the...

**One**  
**Two**  
**Three**  
**Four**  
**Five**

**Prevention**

**Next Steps**





# Changemakers

***“I tell my students, when you get these jobs that you have been so brilliantly trained for, just remember that your real job is that if you are free, you need to free somebody else. If you have some power, then your job is to empower somebody else.”***

**Toni Morrison**

**GOOD DESIGN  
IS  
GOOD DESIGN**

**PAD**

Perspectives in Art and Design