



DANA QUADRI

B.F.A. Graphic Design

*Minors: English,
University Honors*

*Mentor:
Claudine Jaenichen, M.A.*

Beckman 205

**Designing Your Mind:
The Social and Psychological Role of
Graphic Design and Advertising**

The amount of information visually communicated to us daily surpasses our ability to even be aware of it anymore. In all of this, graphic designers are often assumed to just be the people who are good at the fancy programs. But in reality, every good designer is the hidden puppeteer of every message you see. Because of that, they have a much larger social responsibility in advertising than what society assumes. This presentation breaks down the inner workings of a designer's decisions and explains how those impact you, the consumer. You will be forced to consider the question: Do you make your own decisions, or is advertising designing you?