

## The impact of the sustainability development on graphic design

**Dr. Samah Haroun Abed El Salam**

Lecturer at faculty of applied art 6 october university

[samah.haroun.art@o6u.edu.eg](mailto:samah.haroun.art@o6u.edu.eg)

### **Abstract**

Recent years have shown the evolution of the concept of sustainability to be a remarkable development in several fields. There is a growing movement in design, a movement toward products that are smarter in how they are conceived, manufactured, distributed, and discarded. This movement of green design and sustainable design is in every discipline, from environmental architecture to packaging, fashion, graphic design, and new media. The goal of this paper was to examine how the sustainability movement has affected graphic design. The main objectives of our discussion are to highlight the expanding trends in sustainability in the field of graphic design, explain how designers can and should be more responsible, and progress toward a more sustainable design culture.

This research addresses the environmental sustainability concept and defines methodologies for development sustainability in the field of graphic design by applying the thinking of the life cycle systems. It also includes the study of the principles of sustainability and transformation of graphic design to serve this concept to achieve successful sustainable design with a focus on social, environmental, and economic responsibility of graphic designers, which are facing the world today.

### **Keywords**

Sustainability, 3 Rs, graphic design, green design, ecology, Cradle to Cradle, environment, paper, smart.