

Just Design: Socially Conscious Design for Critical Causes

Just Design was founded in 2007 by designers Emily Pilloton and Matthew Manos. Pilloton and Manos were both passionate about using their design skills to make a positive impact on the world. They founded Just Design with the goal of creating beautiful, effective designs that would help to raise awareness for critical causes.

Just Design's work has been featured in major publications such as The New York Times, The Washington Post, and The Guardian. Their work has also been recognized by numerous awards, including the AIGA 50 Best Designs of the Year and the Cooper Hewitt National Design Award.

One of Just Design's most well-known projects is the "100 Days of Climate Action" campaign. The campaign was launched in 2017 in response to the Trump administration's withdrawal from the Paris climate agreement. Just Design created a series of 100 posters, each of which featured a different way to take action on climate change. The posters were shared on social media and used in public art installations around the world.



Just Design: Socially Conscious Design for Critical

Causes by Christopher Simmons

★★★★☆ 4.6 out of 5

Language : English
File size : 30202 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 210 pages



The "100 Days of Climate Action" campaign was a huge success. It helped to raise awareness for climate change and inspired people to take action. The campaign also helped to build a sense of community among people who are concerned about climate change.

Just Design's work has had a real impact on the world. Their designs have helped to raise awareness for important issues, inspire people to take action, and build a sense of community among people who are concerned about social justice.

Here are some of the critical causes that Just Design has worked on:

- **Climate change:** Just Design has created a number of projects to raise awareness about climate change, including the "100 Days of Climate Action" campaign and the "Climate Clock" project. The "Climate Clock" is a large digital clock that displays the amount of time left until the world reaches a point of no return on climate change.
- **Poverty:** Just Design has worked with a number of organizations to help fight poverty, including the United Nations Development Programme and the World Bank. Just Design's work has helped to provide access to education, healthcare, and clean water for people living in poverty.
- **Social justice:** Just Design has created a number of projects to promote social justice, including the "Black Lives Matter" campaign and the "Stop Hate" campaign. Just Design's work has helped to raise awareness about issues such as racism, sexism, and homophobia.

Just Design is a powerful example of how design can be used to make a positive impact on the world. Their work has helped to raise awareness for important issues, inspire people to take action, and build a sense of community among people who are concerned about social justice.

There are a number of ways to get involved with Just Design. You can:

- **Donate to Just Design.** Just Design is a nonprofit organization, and they rely on donations to fund their work. You can donate online or by mail.
- **Volunteer with Just Design.** Just Design is always looking for volunteers to help with their projects. You can volunteer your time in a number of ways, such as helping to design posters, organize events, or spread the word about Just Design's work.
- **Spread the word about Just Design.** You can help Just Design by spreading the word about their work. You can share their posts on social media, write about them on your blog, or talk about them with your friends and family.

By getting involved with Just Design, you can help to make a positive impact on the world. You can help to raise awareness for important issues, inspire people to take action, and build a sense of community among people who are concerned about social justice.



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