

Zoltán Zeman

CRITICAL DESIGN
CRITICAL ATTITUDE IN CONTEMPORARY GRAPHIC DESIGN

Doctoral Dissertation
Supervisor: **Dóra Balla DLA habil.**
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Theses

Critical design represents a design attitude that deliberately challenges the established norms of visual communication and offers alternative perspectives for interpreting the social role of design.

Contemporary critical paradigms enable designers to reflect critically on their own creative processes, thus redefining the boundaries and potential functions of design.

Emphasizing cultural context places the social role of design within communities at the forefront, thereby increasing both its embeddedness and relevance within society.

The intentional use of the multiple layers of meaning within visual language facilitates the emergence of new interpretative possibilities and professional discourses in graphic design.

Implementing a critical attitude within design practice facilitates the reconsideration of hierarchical structures and supports democratic and inclusive processes within visual communication.

Throughout the process of critical design, design produces not only graphic elements but also new patterns of thinking and interpretive frameworks that contribute to greater societal self-awareness and development.

Ethical awareness in design decision-making enhances the collective acceptance of design and helps to build trust with the intended audiences.

A self-reflexive approach to design becomes an effective tool for promoting global change, challenging existing structures, and fostering dialogue.