

Visual Narratives: The Moral Compass of Graphic Design

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Abstract: *This study examines the complex interrelationship that occurs in the field of graphic design between creativity and responsibility. Beyond conventional aesthetic considerations, graphic designers have a unique power that can mold attitudes and perceptions around the world. Important ethical dimensions are carefully examined in this paper, including truthfulness, diversity, environmental consciousness, intellectual property, client transparency, social responsibility, accessibility, data privacy, and the delicate balance between business needs and moral obligations. With careful examination of case studies, observance of industry norms, and a study of new developments, this research aims to provide a comprehensive understanding of the ethical landscape of graphic design. Moreover, it aims to provide practitioners with guiding principles so they can skillfully navigate this intersection with constant integrity and purpose.*

Keywords: Design Ethics, Ethical Principles in Graphic Design

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