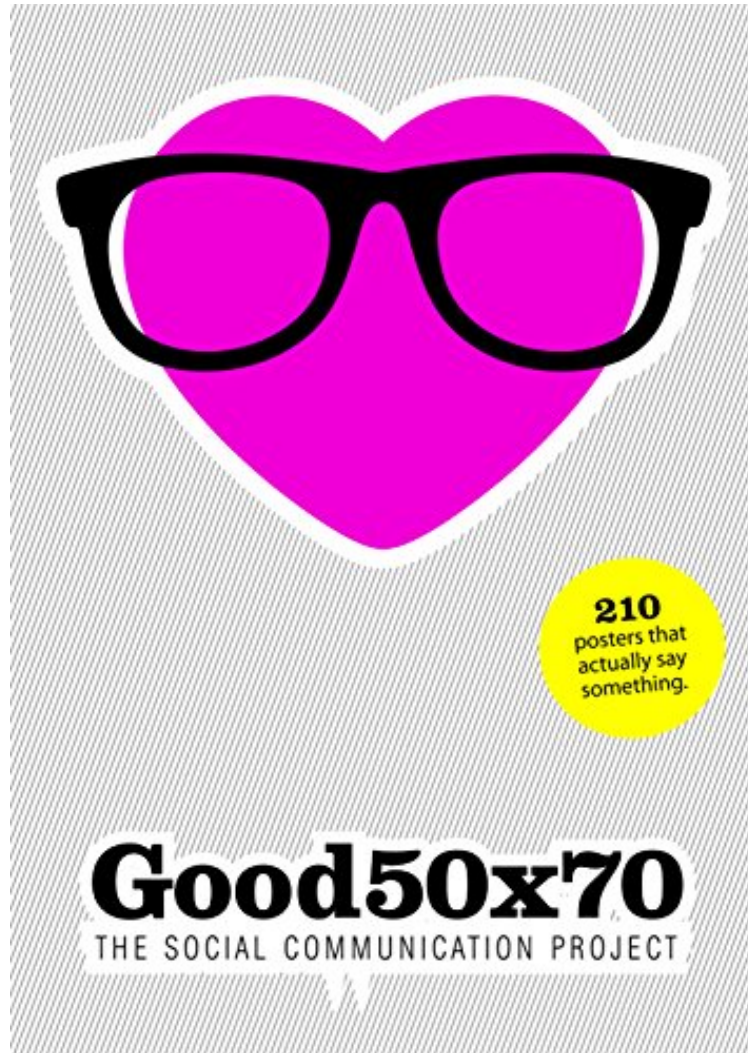


(Download ebook) Good 50x70: The Social Communication Project

Good 50x70: The Social Communication Project

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No one is better at conveying a message and getting people to act on it than those in the communications industry. But, sadly, the industry spends little time on issues that really matter. Work for charities is nice, but it doesn't pay the bills. The creators of the Good 50x70 project found this incredibly frustrating. They decided to create their own project to reward creativity in social communication and provide charities with a database of posters they could use for free in their campaigns. This book collects the best responses to seven design briefs from seven charities addressing seven

critical global issues.

La Repubblica (Italy) wrote: "Behind every poster is an innovative idea that explains a complex issue in a direct and immediate way." The Standard (Hong Kong) wrote: " Good 50x70 initiative is an excellent case."