

THE GLOBAL GOALS

For Sustainable Development



UNIVERSAL DESIGN



It is not a must, it is a should. In some cases, it is a legal requirement to meet accessibility standards. In others, it is just something smart to do.

This quote sums up our campaign goal, which is to educate designers on universal and accessible design and its importance. To do this, we've created a series of posters outlining each of the seven principles of universal design, and an accompanying website that further explains the principles and their relevance to both society and specific design practices.

Each poster focuses on a specific principle with relatable daily life examples that disregards that principle. Each poster is visually oriented to attract attention, and is consistent with its visual identity and style. Posters actively involve viewers by asking questions that are relatable.

