

# Citizen First, Designer Second

After a career of more than 20 years spanning four countries, globally-renowned graphic designer, illustrator and visual branding consultant Rejane Dal Bello explains how choosing (or being chosen by) a design career has come to matter to her – and how it can matter to others no matter whether they are also seeking a creative path or are simply curious about the value and possibilities afforded by creativity.

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As someone who has spent more than 20 years working as a graphic designer, it goes without saying that I care deeply about design. It speaks to me like a language, which can't easily be understood by those who have not practiced and become fluent in it after making it their life's work.

But design is really something that touches and affects us all. We trust our eyes to help us make sense of the world; our earliest learnings come from what we can see. By improving our visual ability as we grow, what we are really improving is our ability to understand.

This is where visual language comes in. Our capacity to 'read' images means we can discover new perspectives beyond our own. And in an increasingly image-led world of brand and visual culture, images have come to shape our desires, our opinions, and our feelings.

We look at images every day. So as designers, we are not just in the business of creating pretty pictures. We are expanding people's abilities to see the world in new ways, beyond what is simply in front of their eyes.



# DOING IT ANYWAY

## Doing it Anyway

If there is one thing that my design career has taught me, it's that you can never know what's in store. Even now, I still don't take anything for granted: there is so much to be learned and discovered through the process. I have come to terms with the fact that I have to create anyway – even if I don't know what will happen in future.

This makes a lot of sense when you consider how I came to design in the first place. Or perhaps, how it came to me.

My entry into the world of creativity was completely accidental. My family is a family of doctors, so my discovery of design and art as a teenager meant that I had to make a conscious stand against their expectations from a very

young age. It wasn't easy. But the encounter I had with design and art was so deep and instant that I knew that I would never be able to give it up, even to please my parents.

I was born in Brazil, at a time when graphic design was not a career that was recognised or even known about by many people – so understandably my unconventional choice gave my parents a lot of anxiety. My father found my decision especially hard, but when a revelation shows itself as clearly as it did to me, there is no turning back.

I've come to understand that my parents don't understand visual language: it is foreign to them. And in a way, it is. Like a foreign language, it seems easy enough to learn from the outside – but in truth, it takes continued work and time to master it.

Until my moment of discovery,

# Key Sales Points

- Cover comes in four different colour ways.
- Career advice from a globally-renowned, female designer.
- Will appeal equally to those starting out and experienced designers.
- Portfolio of work also shown, with many examples of graphic design.
- The emphasis is on Dal Bello's story in this book, which is uncommon in graphic design titles.

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