

# Dada posters in a post-colony

Helsinki/Windhoek, Finland/Namibia

**We must look at graphic design and ask: What about it? What does it represent? Liking or not liking is not enough to reach the full potential of design discourse. We do not have to like it. Client does not have to like it. Liking is irrelevant. It only reinforces the already superfluous discussion about graphic design.**

Graphic design is often seen in the commercial context and is discussed through topics linked to software and technology. When we look around us we can realize that billboards, banners, posters and most of graphic design that surrounds us in the public space deliver marketing messages of corporations, consumerism and other commercial narratives.

This, however, is not the only way to define the practice of a graphic designer. Graphic design can take a socio-pedagogical and historical role, and distribute alternative messages in the society which are not linked to money and consumption, unless education, reading and studying are considered consumption of sorts.

It is obvious that graphic design is a powerful tool that shapes our understanding of reality. This happens through being exposed to the work. Posters are claimed to mirror societies by many theorists and most visual communication is mediated by a graphic designer.

Thus, Bonsiepe stated already in 2005 in his speech Design and Democracy that there is an absence of questioning activities linked to design production. It is yet a relevant theme that research needs to approach; also in a post-colony where the printed poster is ubiquitous.

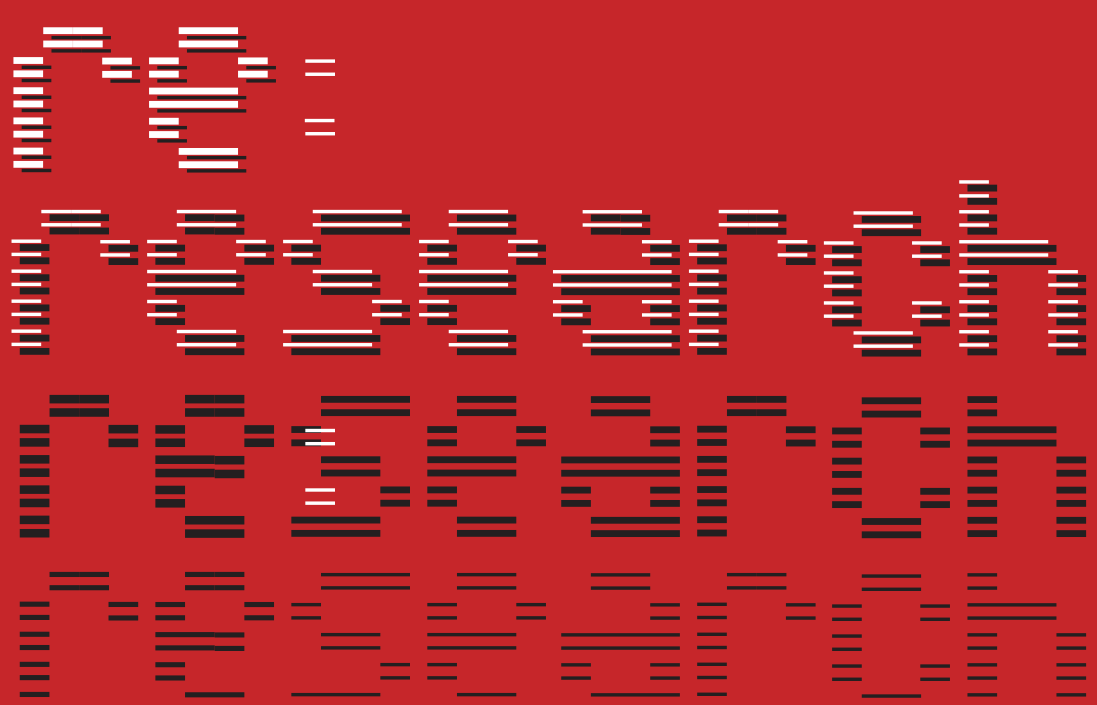
A very simple but extremely complex and powerful. There lies an investigation that this paper will start. The outcome of this paper to share knowledge within researchers about creating new meaningful pathways in understanding universally important and ubiquitous practice of graphic design.



Windhoek, Namibia 6.10.2016 when streets became libraries where people can learn about Dada. What would Hugo Ball think about this?



This self-initiated Dada Centennial celebration included a printed ad in the newspaper. 'The Namibian' newspaper offered to print a full page cover of their weekly supplement. Generally this spot shows famous people. Now these people were replaced with alphabets D and A.



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