

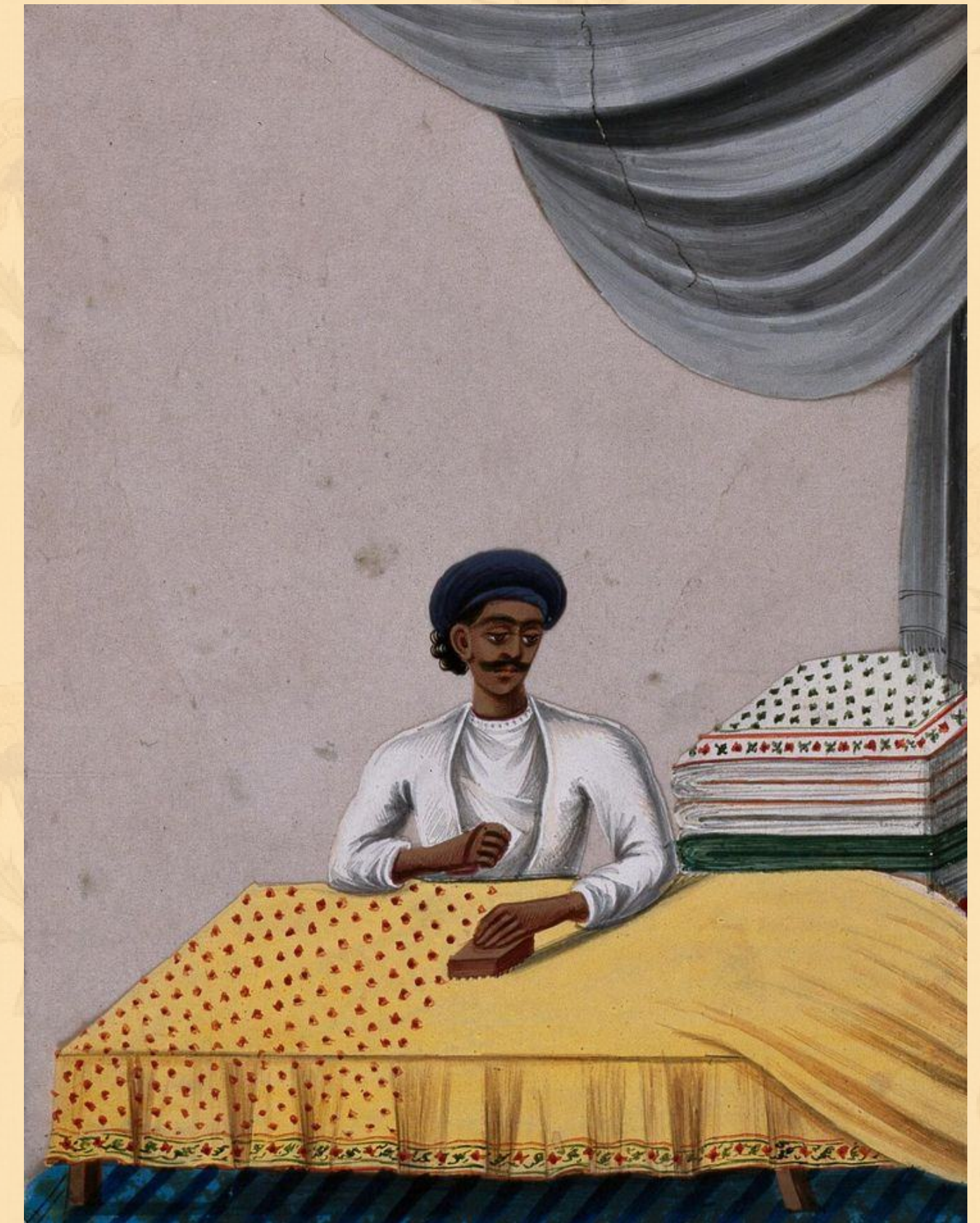
DIVERSE VOICES, IMPACTFUL DESIGNS:
BROADENING GRAPHIC DESIGN HORIZONS: OUTCOMES

GRDS 301

PROF. HOLLY QUARZO

TRISHA RAMAPRIYA

Artisan practices in contemporary design and culture.





Context

- Made up 25% of global output pre-industrialization.
- Now the 2nd-largest workforce in India.
- <10% have access to formal finance.
- Crafts carry heritage, identity, and skill.
- Colonization, industry, globalization broke the system.
- Artisans feel invisible, underpaid, and excluded.



Who are our Artisans?

- Makers, storytellers, and cultural carriers.
- Pass down skills through generations.
- Work with hands, hearts, and heritage.
- Value pride, precision, and purpose.
- Often understood deeply by their communities, but feel ignored by the world.
- They want to sustain their craft, be seen, and earn fairly.



Other stakeholders?

- Consumers
 - Want authentic, meaningful purchases
 - Often unaware of the story behind the product
 - Can drive demand for ethical and handmade goods
- Businesses & Entrepreneurs
 - Struggle to find verified artisans
 - Need tools for fair, transparent collaboration
 - Value cultural credibility and ethical sourcing
- Organizations (e.g., AIACA)
 - Offer support, but have limited outreach
 - Need better tools to connect with artisans
 - Want more visibility, participation, and impact



Assumptions

- Handcrafted = easy, cheap, always available
- Artisans are paid fairly and well-supported
- These traditions will survive on their own
- Artisan systems are hard to reach or work with
- no available framework to help artisans, they feel excluded



Facts

- <10% have access to finance or digital tools
- Many don't know support systems like AIACA exist
- Younger artisans are leaving the craft
- Most artisans feel invisible and excluded



Challenges

- Low digital access, literacy, and trust
- Language and infrastructure gaps
- No clear paths to ethical hiring or support
- Emotional exhaustion, fear of being exploited



Challenges

- “I feel invisible.” → Lack of visibility and representation
- “No one tells us what’s out there.” → Unaware of programs like AIACA
- “I love my craft, but I can’t survive on it.” → Economic instability
- “I don’t know how to reach buyers without middlemen.” → Disempowered access
- “I’m afraid of being exploited.” → Deep mistrust of third parties
- “We aren’t educated or connected enough for these systems.” → Low digital/literacy access
- “My children don’t want to continue this work.” → Cultural loss through generational drop-off

Outcome statement

An inclusive system that connects artisans, consumers, and businesses—improving visibility, access, and ethical collaboration.

Why:

To fight invisibility, rebuild trust, and center artisans in India's cultural and economic future.

The goal is to make it feel inclusive, using regional language script (Hindi here for the purpose of this project)

देवनागरी

Averia Serif Libre

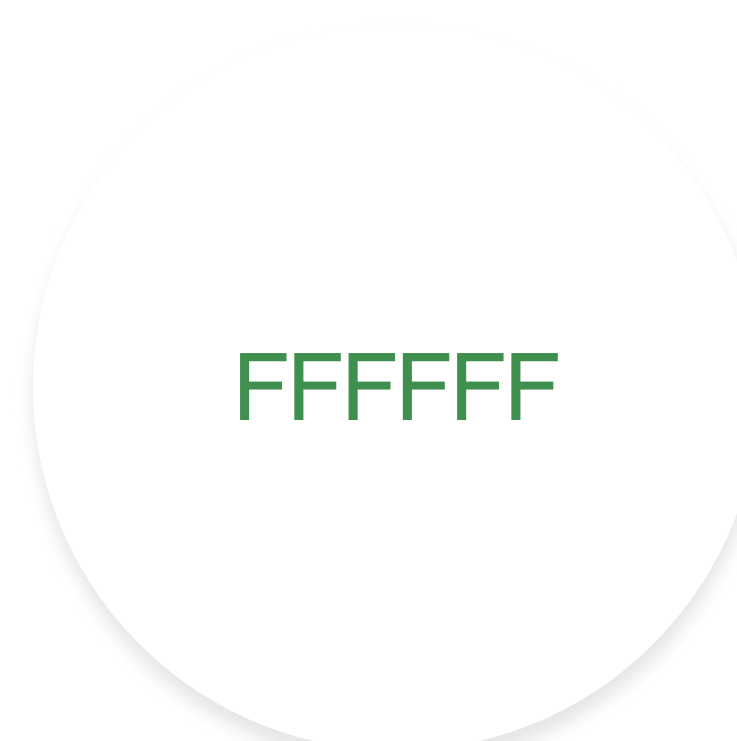
This typeface for everything but the name of the campaign - reminiscent of blockprint texture

Helvetica

A clean readable typeface for body copy so that information is translated correctly

An Indian typeface, meant to create familiarity and grab attention, fitting the conventional approach of traditional campaigns, advertisements and brand.

A familiar color scheme in local Indian posters and design systems, an attempt to make this campaign feel approachable.

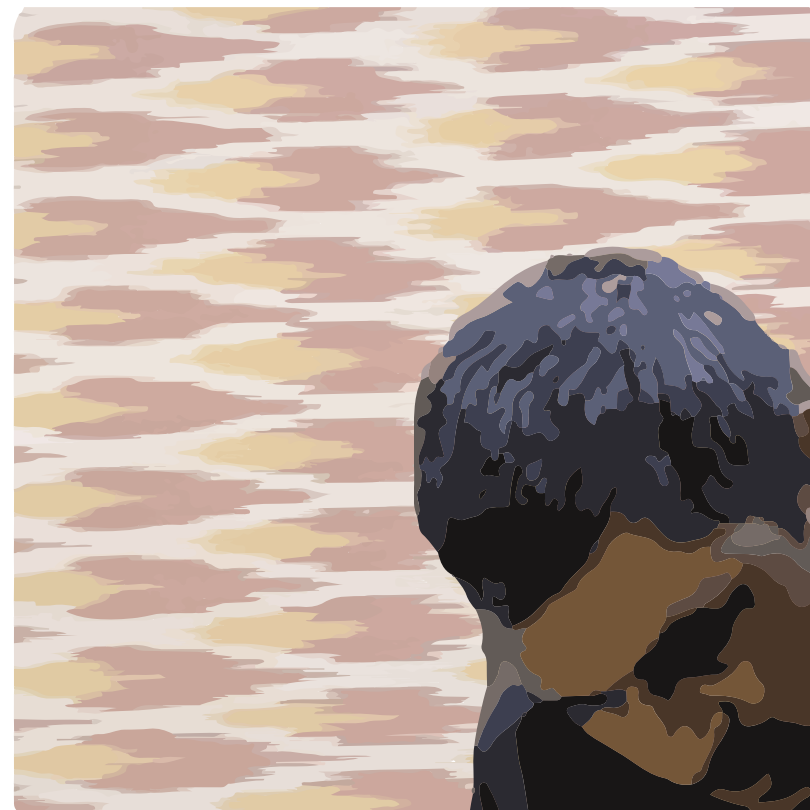
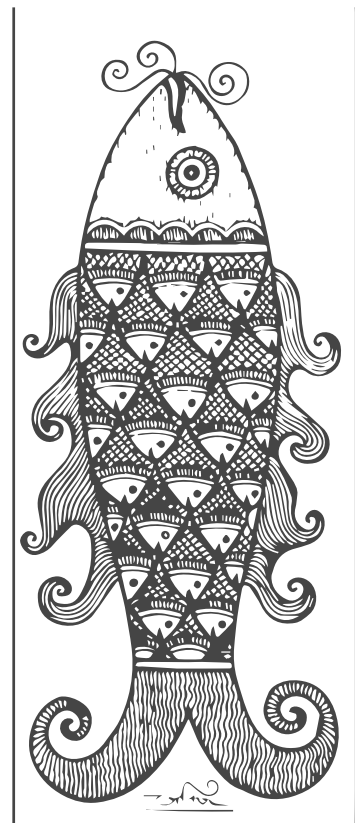


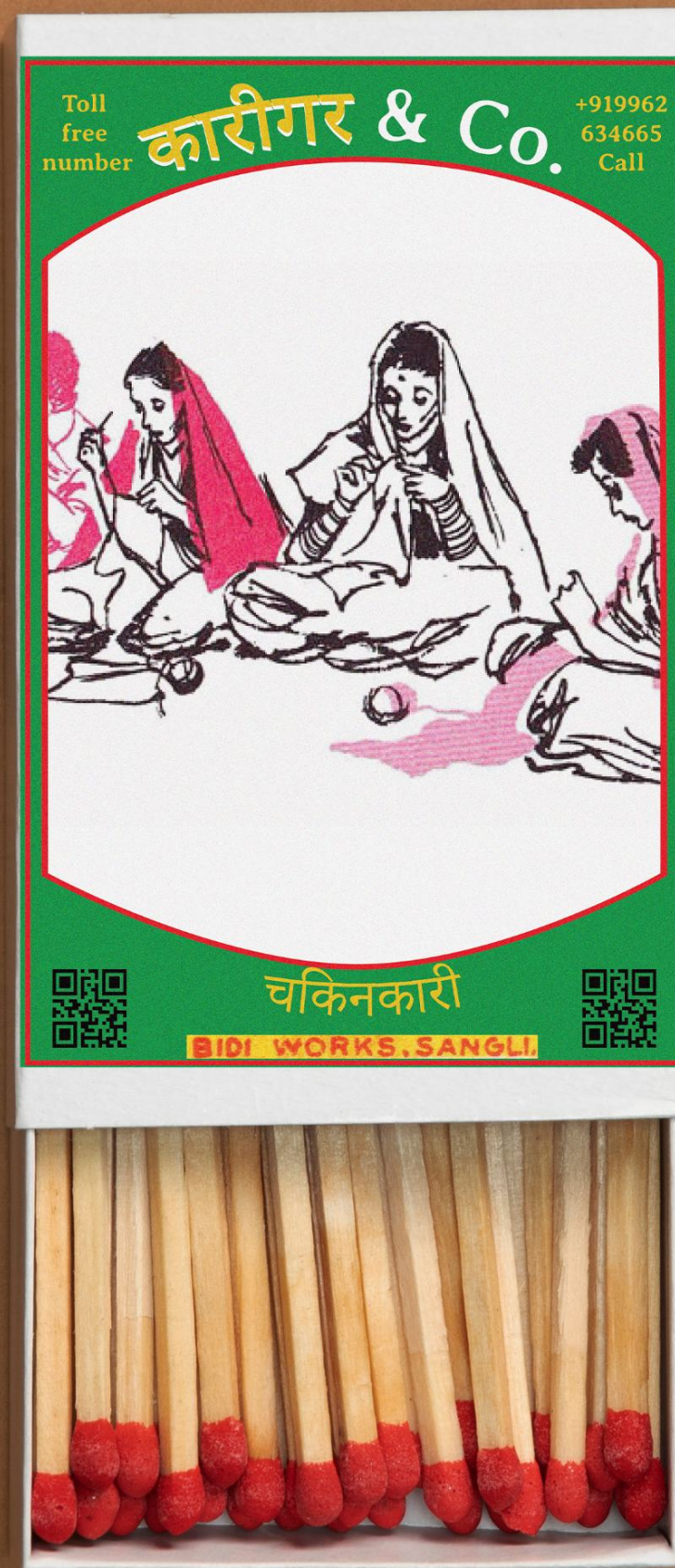
Branding reminiscent of familiar design language
in traditional settings as highlighted in the mood
board

काशीगार & Co.

Imagery and motifs

The imagery and motifs used are directly related to artisans, their work, and their craftsmanship. Trying to evoke a sense of, yes, this is grabbing my attention, this might be relevant to me.

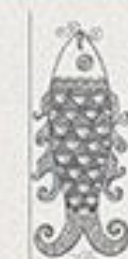








कारीगर & Co.



Karigar & Co. is an NGO that supports artisans, their craft and their role in design and economy.

Need help setting up a craft based business?

Are you an artisan that needs financial or business support?

Are you a fellow supporter and want to know more?

For more info call
+919962634665

or scan





कारीगर & Co.



कारीगर एंड कंपनी एक गैर सरकारी संगठन है जो कारीगरों, उनके शिल्प और डिजाइन और अर्थव्यवस्था में उनकी भूमिका का समर्थन करता है।

क्या आपको शिल्प आधारित व्यवसाय स्थापित करने में सहायता चाहिए?

क्या आप एक कारीगर हैं जिसे वित्तीय या व्यावसायिक सहायता की आवश्यकता है?

क्या आप एक साथी समर्थक हैं और अधिक जानना चाहते हैं?

और जानकारी के लिए कॉल
+919962634665

या स्कैन करें



Subscription box





Object + artist featured, creating a stronger sense of connectivity and engagement with a call to action to learn more about the featured artisan of the month

Eventually, creating spaces at local banks or other institutions to organise info session, skill building and integration into market and thus creating a supportive community and meeting artisans where they are. Which is, that they are heavily unaware of any framework available to help their quality of life.



Validations

- Assumption: Artisans won't engage with modern systems
 - Validation: Outcomes use familiar formats (matchboxes, posters, local language)
- Assumption: Digital platforms are enough
 - Validation: Many artisans lack access—offline, visual, and oral tools were prioritized
- Assumption: Artisans don't want help
 - Validation: They want support—they just don't know where or how to access it
- Assumption: Awareness exists
 - Validation: Most artisans are unaware of available support systems like AIACA

Measurable success

- Gave multiple entry points: posters, QR, phone, social
- Created agency and choice for all users
- Built a unified system that works across literacy, access, and language
- Focused on empathy-driven design to meet people where they are
- Prioritized long-term value—not just awareness, but trust and growth

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Final Takeaways

