RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

Title of the doctoral research	Communication Design for Welfare: inclusion and common good

Proponent professor	Valeria Bucchetti

Abstract

Communication Design for Welfare focusses on the role that the communication project plays in facing the social challenges of inclusion and innovation. The concept of sustainability is closely linked to the individual and collective well-being of citizens, as highlighted in the UN Agenda 2030 in which "To promote well-being for all at all ages" appears as a key point among the main goals. In an urban context characterized by a constantly evolving social framework, it is therefore a top priority to act in support of the system as awhole, by promoting processes of inclusion and stimulating personal and communal growth.

In this framework, the discipline of Communication Design plays a key role as facilitator, by supporting and encouraging social change starting from a critical and innovative approach. Social responsibility is at the foundation of the designactivity. There arises the need to activate research paths aimed at experimenting and systematizing languages and actions through which Communication Design can act as a driving force in the processes of social development.

From this perspective, it is intended that the research area develops methodological contributions focusing on the tools and languages that Communication Design can put at the service of the common good, and on their reformulation.

By bringing these issues within the educational fieldwork, it is possible to operate on two different levels, on the one hand, in response to the need to train conscious designers, and on the other hand to design communicative actions aimed at raising awareness among citizens and activating good practices of active citizenship by promoting opportunities for the collective well-being and triggering virtuous circles that have a positive impact on the community itself.

Keywords	Communication Design, Languages, Social Responsibility