

IN THE WORDS OF

MIRKO ILIC

Born in 1956 Bijeljina, SR Bosnia & Herzegovina SFR Yugoslavia
 Resides in New York, New York

QUESTION: How can design encourage social change?

Just like designs for everything else, design for social change works well if it carries a clear message, knows its audience and how to reach them. Also, one needs to be aware that these are not supposed to be expensive and elaborate pieces that will incur big production costs. The main purpose is not to end up in design annuals, but to communicate effectively to the target audience.

QUESTION: How do you choose the causes that you support?

Even when I design things for money, I try to work on projects that I care about. There are certain jobs I would never accept regardless of the amount of money. Because of that, especially if it is pro-bono work, I definitely want to do designs for something I care about.

QUESTION: You grew up in Yugoslavia and then moved to the U.S. How has this experience informed and effected the social justice posters that you create? When I was living and working in Yugoslavia, it was still a communist country. It was not as bad as Russia--it was more like "communism-light"--but nevertheless it was communist. There I learned how to design and create things to fight the system. That experience helped me in the United States, because every system has oppressive / negative aspects. It is just a question of recognizing and addressing them.

