

IN THE WORDS OF

# SCORSONE & DRUEDING

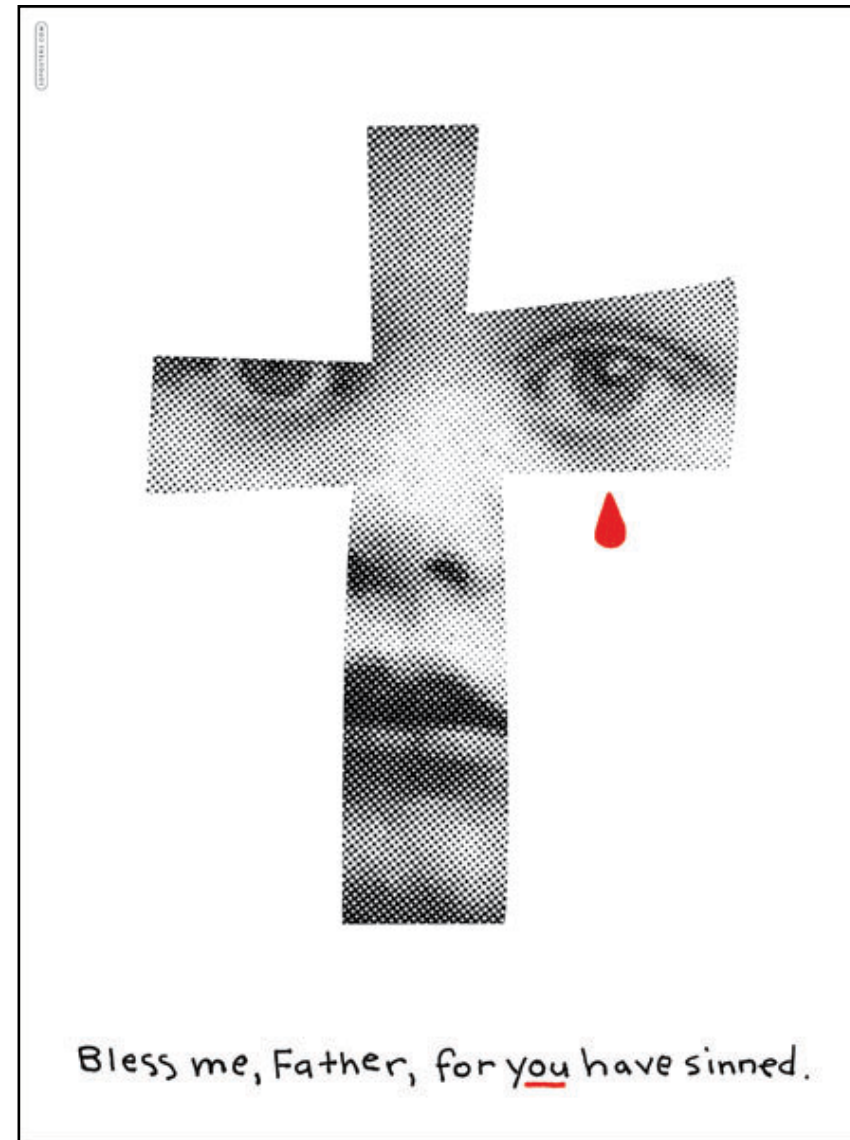
**QUESTION:** How can design encourage social change? Posters capture the essence of an issue in visual form, compelling viewers to respond—to agree, disagree, question or simply reflect. If the work is strong enough, it stays with people long after their initial response. That sort of engagement—both intellectual and emotional—is what leads to change.

**QUESTION:** How do you choose the causes that you support? We follow world events through a variety of media outlets and we participate in many international design projects. When we feel strongly about an issue, we design a poster that expresses our perspective on it. It's one of the ways we can take action.

We've addressed many different causes in our work, but central to all of it is our belief that each human being deserves the opportunity to thrive on the planet. That encompasses human rights, the environment and other social issues. There's always a lot of work for us to do.

**QUESTION:** How does the design collaboration work?

The best way to describe our process is to call it a conversation that is ultimately documented in the form of a poster. Sometimes we sit together and talk, noting our ideas in words and rough images. Sometimes we start by brainstorming separately and then meet to discuss what we have come up with. Once we identify approaches that we like then one or both of us will experiment with visualizing our ideas. When something starts to make sense to us visually, it is then handed back and forth. What if it does this...? What if it says that...? Both of us are involved in the concepts, making the images and writing the copy. It's a very fluid process. From the beginning of our collaboration there has always been one rule: if one of us vetoes something, the other accepts that. Complete trust in each other's design decisions has made this process work for many years. The goal of our work is to capture the essence of an issue in memorable visual form so that the viewer is unable to resist the call to reflection and possible action.



**SCORSONE**

Born in 1954, Abington, Pennsylvania

**DRUEDING**

Born in 1942, Buffalo, New York

Both Reside in Jenkintown, Pennsylvania



**STANLEE & GERALD RUBIN**  
CENTER FOR THE VISUAL ARTS



Texas  
Commission  
on the Arts



NATIONAL  
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FOR THE ARTS



MÉXICO 1810  
2010 AT UTEP 1910