

The Importance of Guerrilla Design

The aim of this study is to extensively examine ethical implications surrounding guerrilla design as well as its importance for designers. Focusing on guerrilla tactics and guerrilla marketing the study will debate whether it is ethically correct to use guerrilla design. Through this the study intends to predict the future sustainability of guerrilla design.

The success and evolution of guerrilla tactics is of great importance within design as it is seeping into all aspects of the design world. But to understand why or how we must first identify what guerrilla tactics are...

My favorite example of guerrilla design/ marketing was Novocortex's static sticker (can be found on there website, images included in this folder).

I love the element of shock which the design created and used this idea in my final project (D3.3, tagging the bins with a fine tag/sticker to shock the audience into action).