

GRAPHIC DESIGN MAGAZINE

GDM

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NATURAL
RECYCLABLE PURE

GREENWASHING

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Editor's Comment

Graphic Design Magazine is dedicated to discussing and promoting the understanding of contemporary issues in the graphic design industry. The design professional, academic, student or enthusiast will benefit from knowing more about the wider impacts of graphic

design in the world, and the potential for positive change that the medium holds. Graphic Design Magazine heavily uses illustration, photography and colour to utilise the power of visual communication in promoting understanding of these issues.

This issue looks at how graphic design relates to the growing problem of greenwashing. This is the deceptive use of an environmentalist brand image for a company to misrepresent their impact on the world.



Original photography used, which has been heavily edited:
<https://pxhere.com/en/photo/1141570>
<https://pxhere.com/en/photo/1214917>
<https://pxhere.com/en/photo/757898>

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