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Knowledge in Action: Typography and Design as Practical Learning for Responsibility, Participation, and Sustainability

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Posterpresentation

Abstract

This poster highlights how practice-based learning – where students develop professional competence through reflection-in-action and reflection-on-action – can strengthen responsibility, participation, and initiative as central aspects of teaching for democracy and sustainability (Schön 1983). Using examples from two courses at Stockholm University, the course Publishing Process in Theory and Practice and the Typography course within the Marketing Communications programme (Graphic Arts Institute, GI), it demonstrates how instructional components can be reshaped into authentic and professionally relevant tasks.

The poster presents, on the one hand, a series of seven student-produced publications created within the framework of publishing studies instruction, and, on the other hand, an exercise analysing socially beneficial typography through student work that is written, typeset, and designed using a given newspaper template (Lupton 2010). These experiences show how practical projects develop students' understanding of responsibility, quality, and collaboration, and create learning environments where knowledge is translated into action.

The contribution draws on research on professional learning and proven pedagogical practice, and is grounded in design for social innovation, where learning is understood as participation in collective and society-oriented processes of change. It illustrates how small course components can be developed into practical, profession-specific tasks that enhance student motivation and independence (Manzini 2015). Teaching colleagues can take away concrete examples of how a course can be enriched through integrated, profession-oriented projects that engage students in knowledge production. The poster thus aims to inspire teachers to identify similar opportunities in their own courses and to develop teaching that integrates theory and practice in a sustainable way.

Referenser

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