

Turning Climate Change to Climate Action Through Creativity

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Abstract

Within the Visual Communication program at the University of Sharjah, students are engaging in a critical examination of how typography can express our joint efforts to meet the challenges of climate change. Subsequently, they are tasked with conceptualizing spatial installations for the Expo Dubai, coinciding with the UAE's role as host for the COP28¹ event between 30th November and 12th December 2023.

For this presentation, I aim to showcase selected outcomes while delving into the perspectives of emerging designers on the severity of climate change and the influence of proactive measures in mitigating this global concern. This examination will highlight the effectiveness of creative strategies in enhancing awareness and shaping proactive methods for the preservation of our environment. It will also discuss strategies for sharing knowledge on climate change to future generations and offers an insight into how young people perceive the issue.

Supported by visual materials, the presentation is designed to engage the audience with the issue of climate change and explore how creativity can turn it into action.

Keywords: COP28, Education, Emerging Graphic Designers, Environment, Typography

¹ The 2023 United Nations Climate Change Conference is referred to as COP28. It will be the 28th United Nations Climate Change conference, held from 30 November until 12 December 2023, at the Expo City, Dubai. The conference has been held annually since the first UN climate agreement in 1992. It is used by governments to agree on policies to limit global temperature rises and adapt to impacts associated with climate change. (COP28, 23)