



AGI Congress
Basel
Switzerland

29 September –
04 October
2024



AGI Congress/Open Basel 2024

Dear AGI colleagues and friends,

We are delighted to share our first update for the upcoming AGI Congress/Open in Basel, Switzerland, September 29 to October 4, 2024.

Our website is now ready and we welcome all to take advantage of the customary Early Bird rates through May 31. For your convenience, please book your ticket [here](#) and reserve your hotel [here](#).

We are also delighted to encourage your potential participation as an Open speaker. With this call addressed to all AGI members, we invite proposals for 20min talks focusing on one of the following three themes.

Call for Contributions

Our AGI Congress and Open 2024 will address the future of our field under the guiding concept, **Perspectives**. Open to many interpretations, we would like to focus on current challenges and possible futures that visual communication faces today.

Section 1: Perspectives of Practice

The practice of visual communication covers a wide range of contexts from the economical communication of services, to the informational aspects of news media, to the dissemination of political interest, etc.. For the section perspectives of practice, we are encouraging the proposal of future oriented examples of design practice, addressing unexplored roles of visual communication/graphic design/media design. These examples may involve unexpected processes, contexts or collaborations with other disciplines.

Section 2: Perspectives of Technology

In the context of visual communication digital tools and digital communication channels have transformed the accessibility of the means to communicate to a broad audience. The internet's ability to disseminate and collect information has transformed the practice of visual communication. The possibilities of Artificial Intelligence will continue to challenge the role of the visual designer. For this section we encourage the submission of proposals which present a future oriented, critical or speculative approach to using digital technology.

Section 3: Perspectives of Education

The education of visual communication designers has always had to contend with an ever evolving field of practice. Societal, technological, economic, and political changes continue to influence the field of practice. How can the education of visual communication designers address the uncertainties of the foreseeable future? We encourage presentations, supported by a case study or other perspectives which address what an education has to provide in order empower students to adapt to unforeseeable changes.

General information for the call:

If you are interested to contribute, please submit an abstract in English of 200 to 400 words including at least one representative image in one PDF file through the on-line registration and submission form accessible [here](#). The deadline for submission is March 31. You are also requested to submit a short CV and a portrait photograph.

The submitted abstracts will be reviewed in a blind review by selected AGI members and you will be informed by May 2024 if your proposal was accepted, accepted with a request for revisions, or if we couldn't find a place for it.

Please look for an additional announcement of the AGI Special Project 2024 soon and we look forward to welcoming all in Basel!

Best regards,

Michael Renner

For the AGI 2024 core team:

Priscilla Balmer

Demian Conrad

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AGI

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