ABSTRACT

This research looked at two ways of approaching communication design and how they would be suited in Pakistan. The first was empathy and the second idealism. It researched upon what empathy and idealism is and how these concepts can be used as a tool to help communicate ideas to the masses better. Interviews and meta analyses of population statistics of Pakistan suggested that the ideal style of communication design for Pakistan might be a combination of the two styles which might allow for communication design to reach and impact a wider audience. Further research into this area may be able to find ways to use communication design to promote social well being alongside being used for marketing to larger audiences in Pakistan.