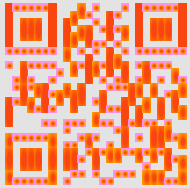




# CALL FOR ABSTRACT

# Progetto Grafico Magazine #2

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contribution to the  
Call for Abstracts  
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Magazine #2



maximum of 3  
submissions per author

ABSTRACT SUBMISSION  
MAY 10, 2026

FULL PAPER SUBMISSION  
JULY 7, 2026

ISSUE RELEASE  
OCTOBER 2026

**Progetto Grafico Magazine** is a journal of in-depth analysis and critical and cultural reflection, published by AIAP. The Magazine aims to be a dynamic tool for observation, discussion and dissemination for those working in the world of design or engaging with it through a curious and informed lens.

The magazine offers a useful tool for professionals and students of all generations to develop a mature awareness of their role in the contemporary landscape, clarifying the scope—both tangible and intangible—of visual communication designers.

To achieve these objectives, **Progetto Grafico Magazine** positions itself as a publication focused on the professional and operational dimensions of graphic design.

Each issue, entrusted through an open call to a different curatorial group, explores themes relevant to the present state of design through diverse voices, field experiences, emerging practices and critical reflections.

The curatorial group for this issue is coordinated by [didacommunicationlab](http://didacommunicationlab), the Communication Laboratory of the Department of Architecture at the University of Florence.

## \_EDITORIAL TEAM

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Università degli Studi  
di Firenze - UNIFI

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didacommunicationlab

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Tiziano Lettieri  
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Cecilia Stefani  
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Giacomo Razzolini

graphic designer

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## 1. CONCEPT

In a visual ecosystem increasingly dominated by templates, scripts, platforms and generative systems, graphic design risks being perceived as an 'automatic' outcome. Yet, precisely when an image can be produced by a prompt and a visual identity derived from an algorithm, one question returns to the fore: what remains of the design, and of the designer?

This issue of *Progetto Grafico Magazine* aims to critically explore the forms, tools and responsibilities of contemporary graphic design, without naive celebrations of technology or nostalgia for the 'all-handmade' approach. Automation is understood here as a set of technological, cultural and political phenomena: understanding them means questioning what is lost, what is gained, and what is transformed when the act of design is delegated (or simulated) by a machine. The aim is to gather contributions capable of helping designers develop a reflective awareness of their role today and find their bearings in professional practice.



**Note on the Process** \_To maintain consistency between form and content, the concept of automation will be integrated into the very structure of the magazine. Articles will be paginated using Dompres, an online platform for editorial process management designed and developed by didacommunicationlab (DIDA, University of Florence).

## 2. WHO IS THE CALL FOR

This call is open to professionals in the field of visual communication (designers, art directors, agencies, and developers of editorial systems), as well as researchers, lecturers and theorists. We are seeking contributions that combine practical experience with a critical perspective, using accessible and narrative language whilst remaining rigorous in terms of content and sources.

## 3. THEMES

Each contribution should serve as an opportunity to map, critique, describe and explore the current professional ecosystem, poised between automated efficiency and design consciousness. The proposed article must engage with one of the following three overarching themes

### A. The Designer as Systematizer: Automation in Design Processes

This section investigates automation as a support tool for the project, rather than a replacement for the author. It focuses on practices where the designer designs the system—defining rules, constraints, and structures—while maintaining decisional control over the outcomes.

**OBJECTIVE:** *To highlight the designer's role as a workflow planner, where automation frees up time for strategic thinking.*

### B. Generative automation and AI in graphic design

This section addresses the impact of generative models (images, layouts, visual identities), predictive systems and prompt-based design. The focus is not on the technology itself, but on the ethics, aesthetics and pragmatics of its use.

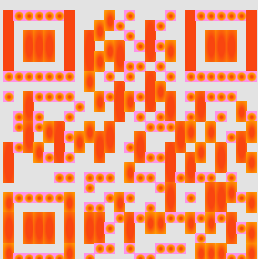
**OBJECTIVE:** *To avoid ideological rejection or passive acceptance, and instead provide useful guidance and suggestions for the integrated use of AI.*

### C. Analogue practices and forms of resistance

Analysis of practices where technology cannot (yet) take over or where it is deliberately rejected. Not a nostalgic eulogy, but an examination of the political and sensory value of the 'handmade'.

**OBJECTIVE:** *To relate manual gestures to the current technological context: the analogue as a conscious choice.*

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## 4. SUBMITTING YOUR PROPOSAL

Proposals must be submitted via the Dompress platform [[aiap.dompress.app](http://aiap.dompress.app)] after registering.

### REQUIRED MATERIALS

5. Working title
6. Abstract (max. 1,000 characters, including spaces): this must clearly outline the content, critical approach and main argument. A bibliography is not required at this stage.
7. Short biography of the author (max 350 characters including spaces): role, professional or research background, any previous publications.
8. Selection of THEMATIC TAGS (max 3). Choose three keywords from the following list to index the contribution:
  - authorship and prompt cultures
  - generative design
  - taylor-made design
  - workflow & automation
  - ethics and responsibility
  - analog culture
  - digital evolution
  - history, archives and seriality

### TIMELINE

**ABSTRACT  
 SUBMISSION  
 DEADLINE**

**Sunday  
 May 10, 2026**

**SELECTION  
 OUTCOME**

**Monday  
 May 25, 2026**

**FULL  
 PAPER  
 SUBMISSION**

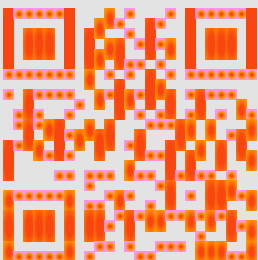
**Sunday  
 July 5, 2026**

*Note: Subsequent dates relating to the peer review of the full text and final publication will be communicated to the selected authors.*

### SELECTION CRITERIA

The selection process will involve a dialogic and collaborative review, in line with the Magazine's mission. Abstracts will be evaluated by the Scientific Committee based on: consistency with the themes, originality of perspective, clarity of exposition, and, above all, relevance to the professional community. The Scientific Committee serves to further broaden the inclusive dialogue within both the research community and the profession.

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## FULL PAPER GUIDELINES

Contributions should take the form of an essay; the text must be argumentative, fluid, and polished. Essential specifications are as follows:

### TECHNICAL SPECIFICATIONS

- Length:  
Max 15,000 characters (including spaces), excluding notes and bibliography.
- Required Structure:
  - Title
  - Subtitle (max. 300 characters)
  - Body text (divided into paragraphs with or without subheadings)
  - Notes (if present, at the end of the text)
  - Bibliographic references
  - Image captions (max. 300 characters each)

### EDITORIAL STANDARDS

To ensure consistency and professional readability, contributions must adhere to the Editorial Norms available on *dompress*, based on the **APA** style.

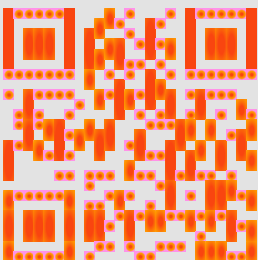
### TRANSLATIONS

Translations from Italian to English will be generated automatically via DeepL. Authors will have the opportunity to review and validate the translation before final submission.

### IMAGE GUIDELINES

- **Quantity**: max. 6 images
- **Characteristics**: black and white
- **Format**: .JPG for photos; .PNG accepted only for images with transparent backgrounds
- **Resolution and Size**: minimum width: 2000px; resolution: 300 dpi
- **Naming Convention**: name files in order of appearance:  
01\_AuthorSurname.jpg, 02\_AuthorSurname.jpg

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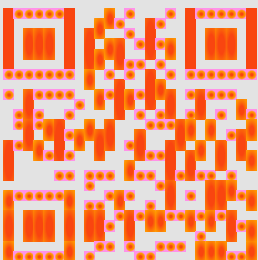
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### TRANSFER OF RIGHTS AND PUBLICATION TIMELINE

By submitting a contribution, the author grants the journal the right of first publication. Given the variable nature of editorial processes, a specific release date cannot be guaranteed in advance. However, to protect the author:

1. The author grants exclusive rights to the text for a period of **12 months** from the date of acceptance.
2. Once this period has elapsed, if the article has not yet been published, the author regains full ownership of the rights and may dispose of them freely (publication elsewhere), subject to notifying the editorial team for formal withdrawal.

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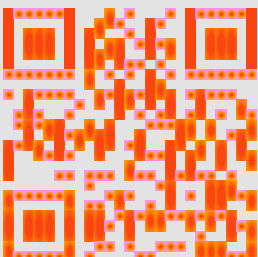
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