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Design for Impact is the first book to look at the development and design of airline safety cards, from the first cards in the 1930s through to the present day. At the beginning of civil transport aviation, there were no safety cards on planes: the number of passengers was very small and safety research was not very developed. As planes became bigger, crash analysis reports showed that it was necessary to explain to passengers what to do in case of emergency. During the 1960s, more complete safety measures were explained in separate safety booklets, then during the 1970s, cards became increasingly precise and efficient, and smaller airlines began to adopt them. Nowadays, every airline provides safety cards and their design is constantly evolving as new attempts are made to express safety information in an ever more comprehensible way.

About the Author Anders Krisar studied graphic design in Stockholm and London, graduating in 1992. Eric Ericson studied at the Beckmans School of Design, Stockholm, then worked for Alm Co. in Stockholm from 1991-2. Both have worked for Saatchi and Saatchi, Copenhagen; Hallstedt Hvid, Stockholm; SE annonsbyra, Stockholm and Young Rubicam, New York.