

Formato de Presentación Working Paper

Título

Blog interactivo para la resignificación del graffiti en Bogotá desde el diseño gráfico

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Resumen

Tinta Libre es una iniciativa de investigación-creación desde el diseño gráfico que busca transformar la percepción del graffiti en Bogotá, tradicionalmente asociado al vandalismo, en una práctica cultural, estética y comunitaria. A través de un blog interactivo, el proyecto visibiliza a jóvenes artistas urbanos (15-20 años), integrando voces, narrativas, imágenes, productos y mapas culturales. Utilizando la metodología “Caja Transparente” (exploración, diseño y validación participativa), se demuestra el potencial del diseño como mediador cultural y agente de cambio social, promoviendo inclusión y participación.

Abstract

Tinta Libre is a research-creation initiative from the field of graphic design that aims to change the perception of graffiti in Bogotá, traditionally linked to vandalism, into a cultural, aesthetic, and community practice. Through an interactive blog, the project showcases young urban artists (ages 15-20) by integrating voices, narratives, images, products, and cultural maps. Using the "Transparent Box" methodology (exploration, design, and participatory validation), it demonstrates the potential of design as a cultural mediator and an agent of social change, fostering inclusion and participation.

Palabras clave

Graffiti - Vandalismo - Cultura - Transformación - Inclusión

Keywords

Graffiti - Vandalism - Culture - Transformation - Inclusion

Introduction

Graffiti in Bogotá has historically been marginalized as vandalism, although in recent years it has emerged as a form of urban identity and memory. *Tinta Libre* seeks to reframe it through graphic design by means of a blog that functions as an archive, gallery, and exchange network for young urban artists, fostering dialogue between street art and the public. The **Transparent Box** methodology ensures transparency and co-creation with the artists, highlighting graphic design as a tool for social transformation.

Teoric

The study of graffiti has shifted from a criminalized perspective to an artistic and academic recognition, representing a form of visual resistance in Latin American cities. In Bogotá, graffiti is understood as a complex visual language with political and social impact. Its connection with graphic design strengthens its aesthetic and communicative functions. The use of digital platforms such as blogs to showcase graffiti has become an innovative strategy that fosters youth participation and cultural reflection.

Objectives

General: To reframe graffiti in Bogotá as a cultural and community practice through an interactive blog that integrates graphic design and research-creation, giving visibility to young artists.

Specific:

- Analyze social perceptions of graffiti.
- Design a digital space for exhibition and dissemination.
- Implement a participatory methodology with urban artists.
- Evaluate the impact of the blog as a cultural tool.

Methodology

The research–creation process combines artistic exploration with reflective knowledge generation through design, structured in three phases:

Exploration: Documentary review, observation, and interviews with young creators to understand their narratives and motivations.

Design: Conceptualization of the visual identity and information architecture for an immersive blog.

Participatory validation: Feedback from young artists and designers to refine the prototype and strengthen interdisciplinary collaboration.

Results

Tinta Libre established a digital space that gives visibility to young artists and fosters dialogue among citizens, creators, and cultural institutions. Key sections include an interactive mural map (highlighting its heritage value), an artist gallery, a reflective blog on graffiti as a means of expression, and an interaction space for the public. Feedback indicates that the blog serves as a tool for learning and cultural awareness, recognizing the key role of graphic design in cultural mediation and the aesthetic re-signification of graffiti.

The project demonstrates that graffiti is a complex cultural manifestation that can be re-signified through graphic design and urban art, within a participatory and technological approach. The **Transparent Box** methodology facilitates the collective construction of knowledge and legitimizes graffiti as cultural heritage. *Tinta Libre* not only communicates but also transforms public perception, contributing to a more inclusive city that is aware of the value of urban art.

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