Ginn Bonsu Assibey

Department of Communication Design
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PROFILE

Ginn Assibey Bonsu holds a doctorate in Design from the Cape Peninsula University of Technology, and his thesis centred on interventions in design for sustainability in graphic design practices. His research interests include innovations and creativity for environmental and social sustainability, design problem definition, cosmopolitan localism innovations and emerging advertising strategies. He works mostly in two research paradigms – interpretivism and pragmatism – which are driven by learning through participation. He supports the concept of cosmopolitan localism as a means for minimizing most challenges in our communities.

RESEARCH

Interests	Digital and Visual Communications · Sustainable innovations
Areas	Sociology and Political Science · Education · Information Systems · Social Psychology · Anthropology · Business and International Management

RESEARCH SUMMARY

23	36	4	0	0.44	9%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 23 publications listed below, 2016–2026. Field-weighted impact is the mean over the 11 works scored for it; 1.00 is the world average for works of the same field, type and year. 1 of the 11 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Lecturer 2020–present
Communication Design Department, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana

Lecturer and Examinations Coordinator 2011–2020
Communication Studies / Examinations Unit, Christian Service University College, Kumasi, Ghana

Creative director and graphic designer 2008–2011
Design, Bethesda Press, Kumasi, Ghana

EDUCATION AND QUALIFICATIONS

Doctor of Technology in Design 2015–2019
Applied Design, Cape Peninsula University of Technology, Cape Town, South Africa

MA African Art and Culture 2007–2009
Design and General Arts Studies, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana

Bachelor of Arts in Graphic Design 2002–2006
Design and General Arts Studies, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana

DISTINCTIONS, MEMBERSHIPS AND SERVICE

Design Curious 2020–present
Australian Graphic Design Association, Halifax St, Australia

Design Educator 2019–present
Applied Design, Design Education Forum of Southern Africa, Cape Town, South Africa

Outstanding Staff - Creativity and Innovations 2018
Communication Studies / Examinations Unit, Christian Service University College, Kumasi, Ghana

PUBLICATIONS

Journal articles 18

1. Emmanuel Dankwah, **Ginn Bonsu Assibey**, Martin Owusu Adi-Dako (2026). Exploring ethics management in documentary filmmaking in Ghana. *African Identities*. https://doi.org/10.1080/14725843.2026.2626443
2. Emmanuel Dankwah, Benjamin Prempeh, **Ginn Bonsu Assibey**, Bertha A. Ayim (2026). Filmmaker-Subject Relationship Dynamics Hinged on Ethics: Evidence from Ghana. *Journal of Media Ethics*. https://doi.org/10.1080/23736992.2026.2650179
3. Adam Rahman, Ralitsa Diana Debrah, **Ginn Bonsu Assibey** (2025). Assessing the Relationship between Packaging Quality and Brand Preference among Consumers of Ghanaian Food and Pharmaceutical Products. *E-Journal of Humanities Arts and Social Sciences*. https://doi.org/10.38159/ehass.20256834
4. **GB Assibey** (2025). Exploring Graphic Designers' Motivations and Their Influence on Environmental Sustainability in Design Practice. *International Journal of Arts and Humanities Studies*.
5. **Ginn Assibey Bonsu**, Rahman Adam, Agnes Decardi-Nelson (2025). Mapping Graphic Design Scopus Database Framings: A Scoping And Delphi Review. *E-Journal of Humanities Arts and Social Sciences*. https://doi.org/10.38159/ehass.202561519
6. Patrick Twumasi Yeboah, **Ginn Assibey Bonsu**, Agnes Decardi-Nelson (2025). Technostress and its Effects on Graphic Design Works – A Case Study of Experienced Designers in a Developing Nation. *E-Journal of Humanities Arts and Social Sciences*. https://doi.org/10.38159/ehass.202561518
7. Anthony Kofi Badu, **Ginn Bonsu Assibey**, Prosper Seenam, Ralitsa Diana Debrah (2024). An Exploration of Factors Affecting Students' Choice of Career Paths in Communication Design. *Journal of Science and Technology (Ghana)*. https://doi.org/10.4314/just.v42i2.6
8. **Ginn Bonsu Assibey**, Alettia V. Chisin, Katarzyna A. Chmela-Jones (2024). Re-echoing Afro socio-environmental sustainability philosophies: the purview of Ubuntu re-imagined through Adinkra symbols. *African Identities*. https://doi.org/10.1080/14725843.2024.2388195
9. **Ginn Bonsu Assibey**, Benjamin Prempeh (2024). Some Insights into Communication Design Students' E-Learning Experiences During the Covid-19 Pandemic in a University Setting. *Journal of Science and Technology (Ghana)*. https://doi.org/10.4314/just.v42i4.10
10. **Ginn Bonsu Assibey**, Alettia Chisin (2023). Surviving the turbulence: a retrospective account of designed policies for mitigating the spread of COVID-19 in Ghana. *African Identities*. https://doi.org/10.1080/14725843.2023.2261642
11. Vlok Annadine, Alettia v Chisin, **Ginn Bonsu Assibey** (2023). Transformative Learning in Design. *International Journal of Art Culture Design and Technology*. https://doi.org/10.4018/ijacdt.316178
12. **GB Assibey** (2023). Transformative Learning in Design: An Experiential Account in Higher Education. *International Journal of Art, Culture, Design, and Technology (IJACDT)*. https://www.igi-global.com/article/transformative-learning-in-design/316178
13. AM Amankwah, **GB Assibey** (2022). Advancing unconventional bridal gowns detailing designs through cosmopolitan localism to promote environmental sustainability. *Journal of Science and Technology*. https://

journal.knust.edu.gh/index.php/just/article/view/1392

14. **GB Assibey** (2022). The tactical alignment: exploring gamification mechanics manifestation and execution in online video commercials in a developing nation. *DRRI Journal of Arts and Social Sciences*. https://scholar.google.com/scholar?cluster=10504085769330734888&hl=en&oi=scholarr

15. **ND Ginn Bonsu Assibey**, B Prempeh (2021). Advertising in Ghana: A Retrospective Account of Message Execution Tactics. *ADRRI Journal of Arts and Social Sciences*. https://www.researchgate.net/profile/Ginn-Assibey/publication/357477903_Advertising_in_Ghana_A_Retrospective_Account_of_Message_Execution_Tactics/links/61d01460b6b5667157bc735e/Advertising-in-Ghana-A-Retrospective-Account-of-Message-Execution-Tactics.pdf?_sg%5B0%5D=started_experiment_milestone&origin=journalDetail

16. **GB Assibey** (2019). An Assessment of Ghana's Twi Language Medical Advertisements. *Covenant Journal of Communication*. https://journals.covenantuniversity.edu.ng/index.php/cjoc/article/view/1619

17. Bernard Akoi-Jackson, **GB Assibey**, E Bodjawah (2018). The socio-cultural and economic relevance of graphic art hand-printing technique in Adinkra cloth production at Ntonso in Ghana. *ADRRI Journal of Arts and Social Sciences*. https://www.academia.edu/download/64343694/The%20Socio-Cultural%20and%20Economic%20Relevance%20of%20Graphic%20Art%20at%20Ntonso.pdf

18. **GB Assibey** (2016). Investigation into the Methods of Cartoonists as Social Communicators in Ghana. *The Journal of Applied Sciences, Arts and Theology*. https://adsikaman75.wordpress.com/wp-content/uploads/2013/12/cartoons-rese.pdf

Book chapters 1

1. **Ginn Bonsu Assibey**, Alettia Vorster Chisin (2022). Creative Approaches for Mitigating Environmental Challenges: A Cosmopolitan Localism Perspective. *Integrated science*. https://doi.org/10.1007/978-3-030-94651-7_18

Conference papers 2

1. **Ginn Bonsu Assibey** (2017). Graphic design's journey in sustainability: A discursive formation. *4th Kumasi International Design Conference (NAD-KIDeC)*.

2. **Ginn Bonsu Assibey** (2016). Mapping the landscape of sustainable design challenges: The case of selected graphic design firms in Ghana. *Lenses Conference Sustainable Energy for All by Design*.

Reports 1

1. **GB Assibey** (2019). Embracing cosmopolitan localism for sustainable graphic design practices. *Designed Futures*. http://ir.csuc.edu.gh:8080/xmlui/bitstream/handle/123456789/601/Article%20for%20DEFSA_2019.pdf?sequence=2&isAllowed=y

Theses 1

1. **Ginn Bonsu Assibey** (2019). Design interventions for re-conceptualising sustainable graphic design practices in Ghana. *Cape Peninsula University of Technology*. https://www.researchgate.net/profile/Ginn-Assibey/publication/347947979_Design_interventions_for_re-conceptualising_sustainable_graphic_design_practices_in_Ghana/links/6338d8c5769781354eaeceef/Design-interventions-for-re-conceptualising-sustainable-graphic-design-practices-in-Ghana.pdf