

SUSTAINABLE DESIGN

+ Informed Miscellany

+ In the Beginning

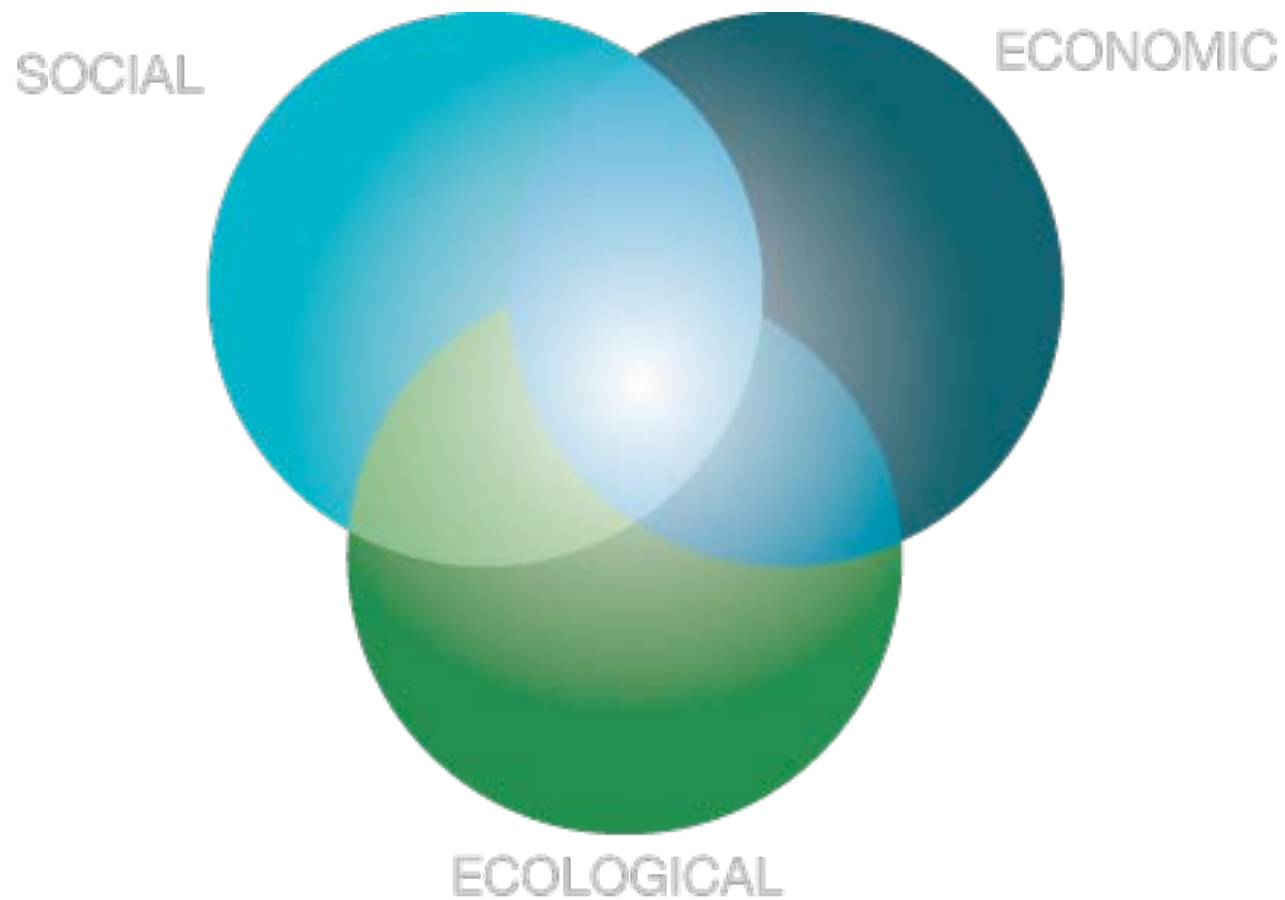
From the “About Me” section of our EMD grad promo:

“Life is precious and we are fragile. Resources are limited, and in my life time this a huge challenge my generation is going to face. Design is the biggest connection between the corporate and the consumer. As a designer I hope to work with, and educate companies on building and investing in a more sustainable future”

The Concept of Sustainability +

Balancing the needs of present generations to ensure future generations have the ability to meet their needs socially, ecologically, and economically.

Triple Bottom Line (circles in this case)



Sustainability is complex & far reaching

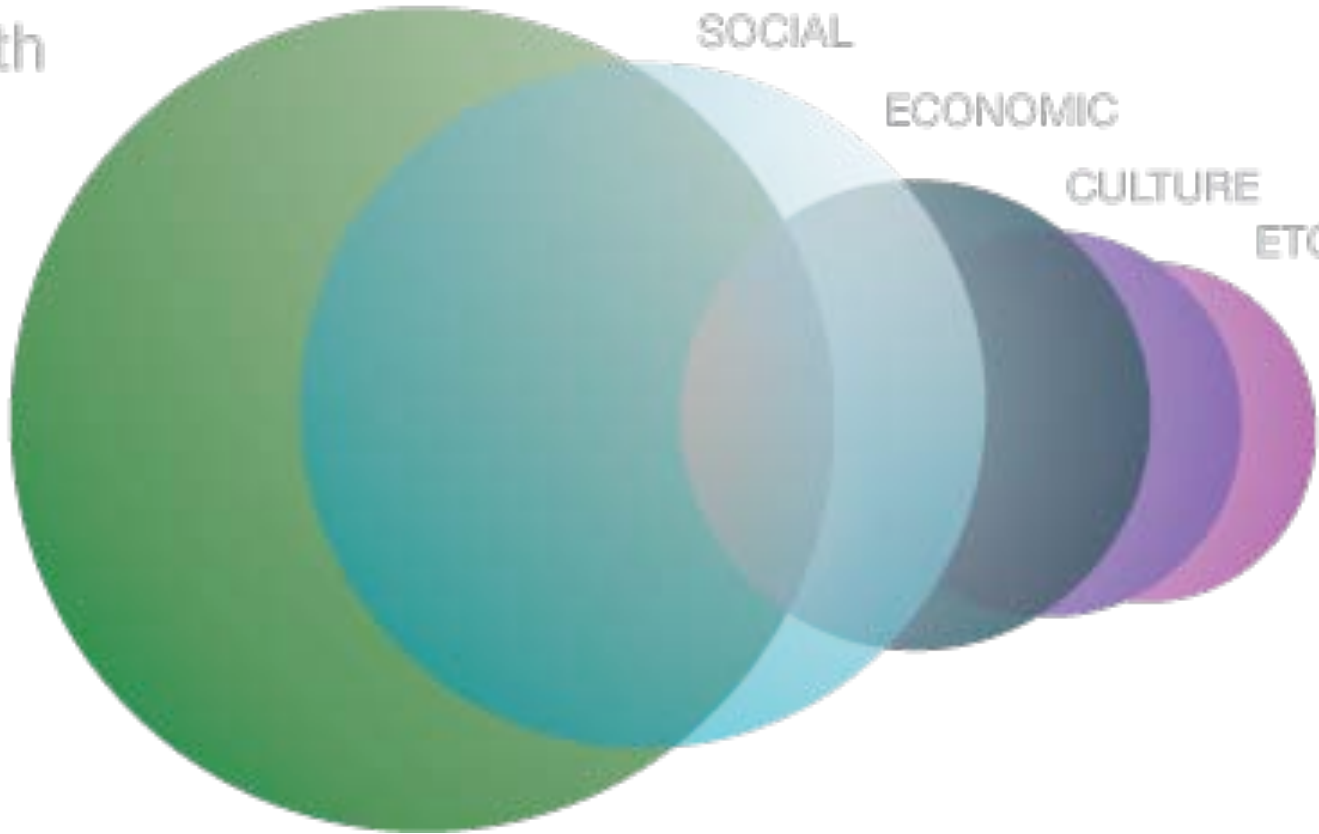
ECOLOGICAL
aka Earth

SOCIAL

ECONOMIC

CULTURE

ETC

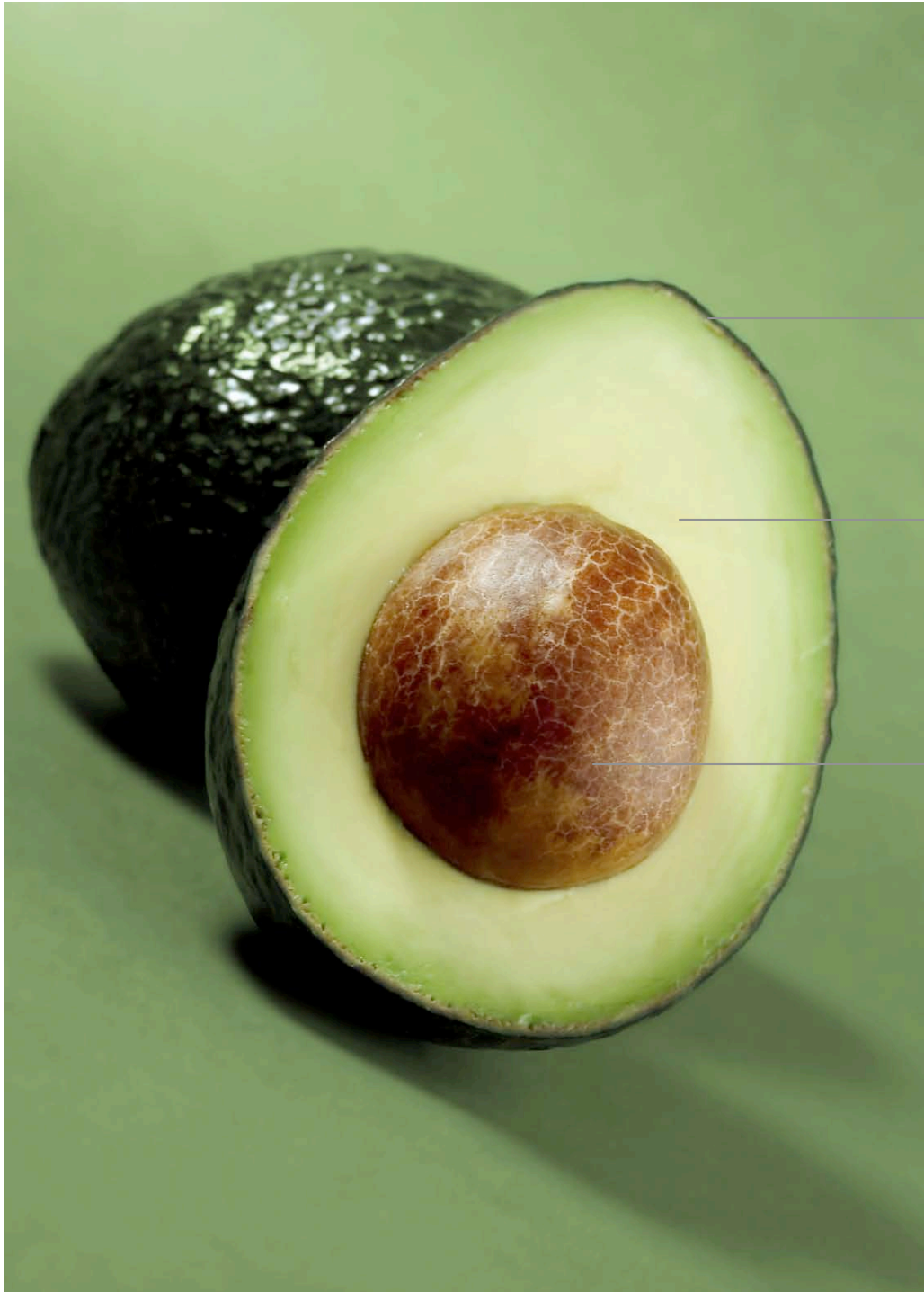


Sustainability is:
a possible + profitable process.
Positive for people & the planet

Recent surveys show that companies implementing sustainability as a core value and operational driver are saving money and reducing impacts.

“Greener is Smarter” - *PRINT June 09*

1. Problem Solve Elegantly - conceive tight strategies, cut the crud.
2. Save money - make your work cost less and do more
3. Create an abundance of the good stuff - know impacts and expand that which does not harm. Creativity is abundant.
4. Asses environmental impacts throughout the design process.
5. Use waste purposefully and reap the financial benefits - start with the question of “can I use waste for my end product?”
6. Excess is on the cutting board, green isn't. If its important to a companies future and values it stays.
7. Celebrate small improvements - because it's a journey and we have a long way to go.
8. Embrace your power as a designer to initiate a new culture - right now we have the opportunity to change before its to late.



How do you think of Yourself as a designer?

Manipulator of stuff:

Integrates sustainable
Materials into design process

Message Maker:

Influence the ideas and
Brands you work with

Agent of Change:

Alter actions of audiences
clients and peers

From Green Graphic Design

By: Brian Dougherty

**Find
your focus
then expand
your influence +**

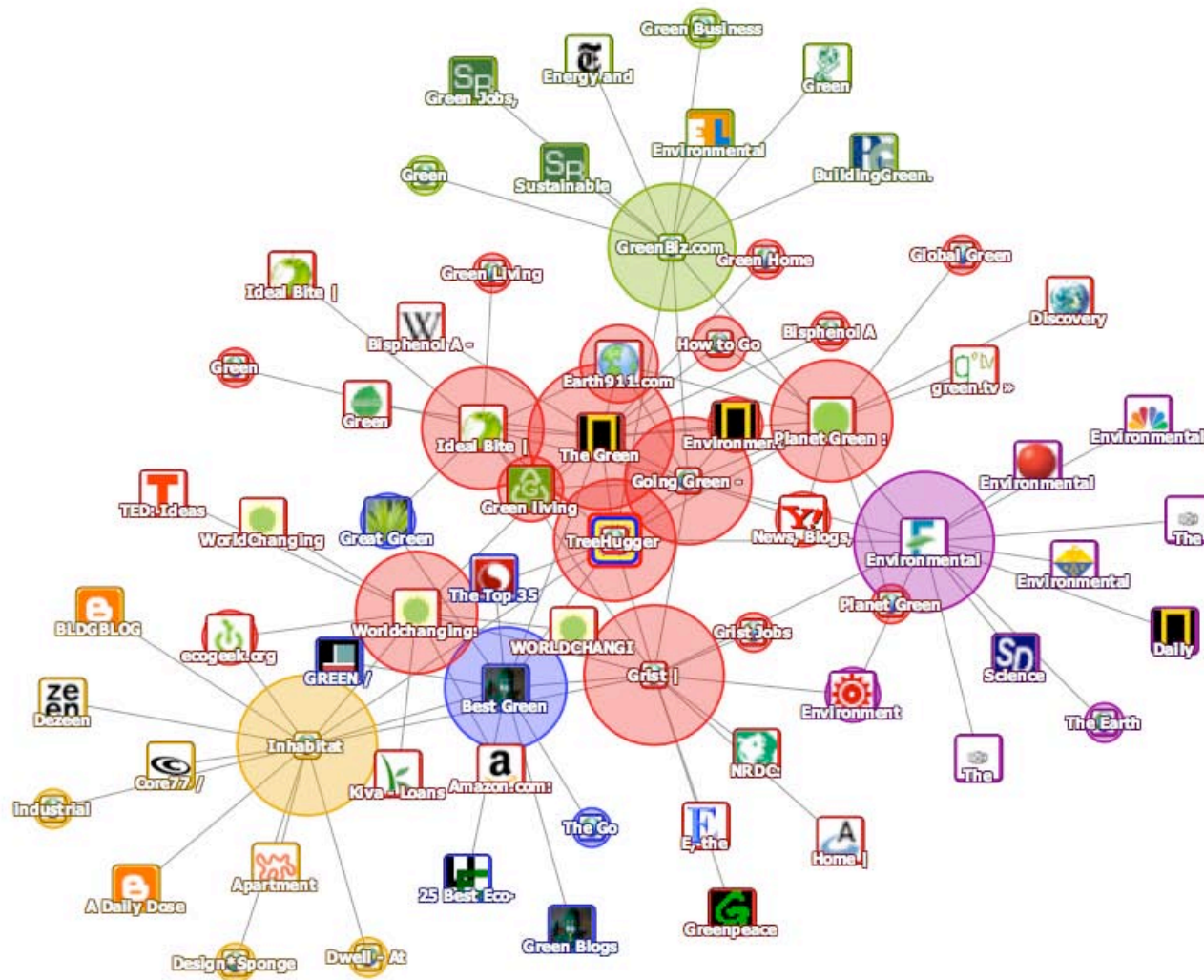
Mediums are the message



Educate & Inform



Agent of change



+ Mass Movement

In his book *Blessed Unrest* Paul Hawking estimates that there are over 2 million sustainability focused groups in the world, the movement is largely unaccounted for, doesn't follow one leader, ideology or set of values. It is likely one of the biggest social movements in history.

The GDC is:

- Defining sustainable communication design in consultation with sustainability thought leaders and designers
- Created a set of sustainable design principles
- Adopting sustainable practices in its operations
- Building community and knowledge sharing for members through events and sustainability literacy
- Upholds values and ethics for the design profession - sustaining our practice

Remember Good Design is Green+

Thank You EMD!

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