

## Retooling Graphic Design Assignments: Building the Framework for a Sustainable Future

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Brooke Scherer, University of Tampa



*Nuts + Bolts*  
Session 2.4  
June 15, 2016  
1:30pm - 3:00pm



*Inquiry:*

## **What are the best ways of teaching sustainable design in the classroom?**

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Difficult to create something that works effectively in different higher education models: R1, Teaching University, and Community College.



*Project:*

# Material is the Message

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*Started:*

**2011**

*Tried:*

**3x**

*Iterations:*

**3**

*Faculty/Universities:*

**3**



## *Project Description:*

Create a right-sized package and a new brand message for a preexisting, over-packaged technology item of your choosing. The only material you are allowed to use for this project will be recycled paperboard. In creating these, be sure to focus on the following:

- » minimizing materials.
- » minimizing ink coverage to maximize recyclability.
- » protecting the product.
- » designing for effective store display and shipping.
- » communicating the brand and showcasing the product.



## *Sustainable Packaging Strategies:*

Substitution

Design for disassembly

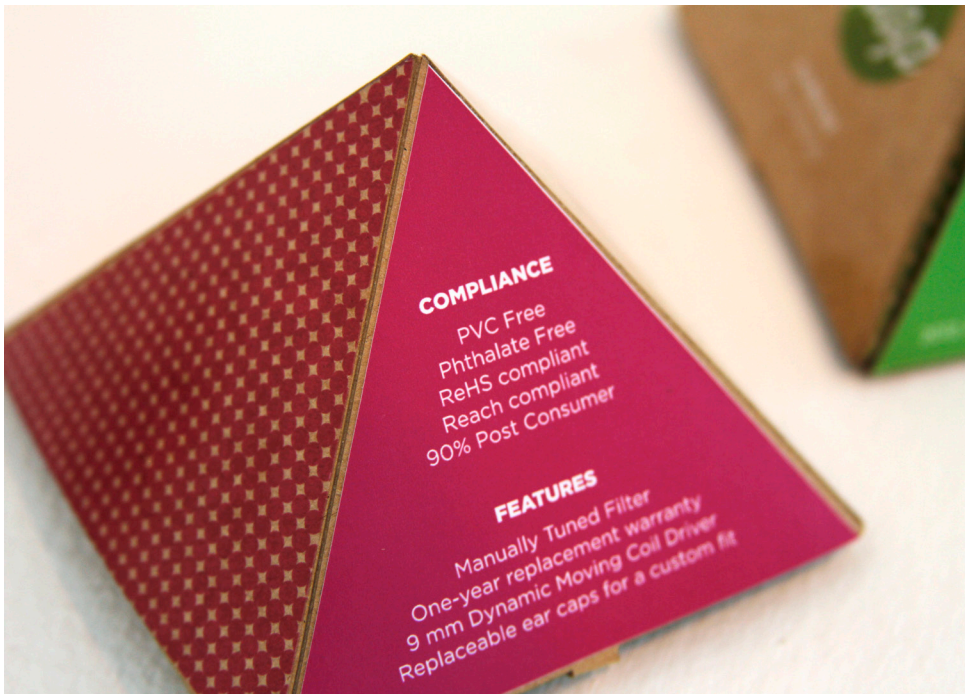
Use localized resources

Optimal material usage

Renourish/Upcycle

Design for reuse





Charlotte Peteril, 2014, University of Illinois



Jill Karcher, 2014, University of Illinois



**CONTENTS:**  
headphones,  
carrying case,  
& running clips





Mollie Heiser, 2014, University of Tampa

*End of project survey results:*



Sustainability knowledge +  
Packaging knowledge

Suggestions:

- » Films
- » Guest lecturers
- » More readings
- » Warm-up project



*Revised Project (2016):*

# Medium is the Message (6 weeks)

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## Plug-in sustainability module:\*

<i>Warm-up Project Options:</i>	<i>Readings:</i>	<i>Videos:</i>	<i>Length in weeks:</i>
<b>3</b>	<b>5</b>	<b>3</b>	<b>1-2</b>

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**+ 1 guest lecturer**

*\* This module can be a plugged-in to most any traditional graphic design print-based projects from higher-education.*



## *Warm-up Project Options:*

These three warm-up projects help the student get acquainted with sustainability quickly and effectively enough to begin a sustainable graphic design studio print project:

- » LCA Research Report
- » Paperboard Supply Chain Infographic
- » Carbon Footprint Journal



## Readings:

These five readings require a follow-up reflection (two paragraphs) on a class blog or online education technology:

- » *The Wicked World of Packaging*, Perullo
- » *Cradle to Cradle* (Chapters 2 & 4), Braungart & McDonough
- » *The Battle for Sustainable Packaging*, Mitchell
- » *10 Things You Want to Know About Human Nature if You're Fighting Global Warming*, Bennett
- » *Design is the Problem* (Chapter 1), Shedroff



## Videos:

These three TED talks require a follow-up reflection (two paragraphs) on a class blog or online education technology:

- » *Why I Must Speak Out About Climate Change*, James Hansen
- » *Salvation (and Profit) in Greentech*, John Doerr
- » *Paper Beats Plastic? How to Rethink Environmental Folklore*, Leyla Acaroglu





*Adam Sharp, 2016, MassArt*



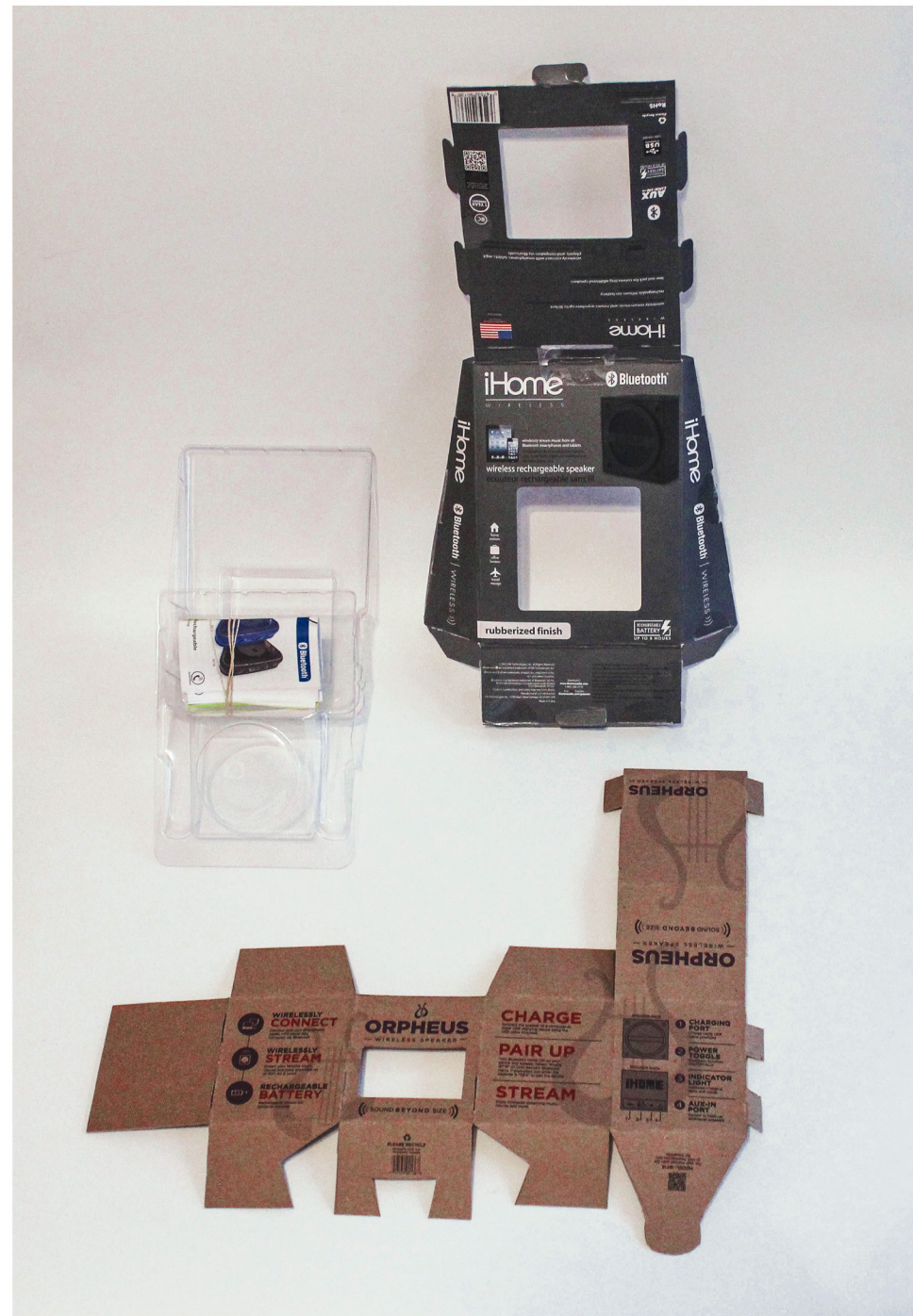
Michelle Nenciu, 2016, MassArt



*Michelle Nenciu, 2016, MassArt*



Erica Casbar, 2016, University of Tampa



Jessica Moore, 2016, University of Tampa



*Jessica Chen, 2016, University of Illinois*



*Jessica Chen, 2016, University of Illinois*



*Lemon Zhai, 2016, University of Illinois*



*Lemon Zhai, 2016, University of Illinois*

*End of project survey results:*



325% Sustainability knowledge



1500% Packaging knowledge





*What's next:*

## **An online “nuts and bolts” depository for graphic design educators.**

*Contact us for detailed plug-in documents and web links:*

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