

MATERIALS

What could you change about your project to make it more sustainable?

Includes digital

Digital information is stored materially

Spend the next half an hour playing with materials, draw inspiration from what's there to develop your project in a new way

Played with those materials and then actually made something collectively

Working with materials can you make a physical mock-up of your project?

Different materials

Use of materials / the materials - being able to reuse them

Question – consider your use of materials. How could they be more sustainable?

What would be the most sustainable version of your project?

Add definition of sustainable

IMPACT

How do we have an impact?

(On a community issue connected to sustainability)

How could your project have an impact on a community issue connected to sustainability?

Who do we have an impact on?

What kind of impact are we having?

Whether we have a kind of emotional impact with our creative practice

How might your project connect people together through your creative output?

Can your project connect people together? How?

Can your creative outcome have a circularity about it?

In a circular economy, when a product or resource is used, it's then recycled, composted, or re-used in a way that allows it to go back into a new lifecycle or supply chain.

Anticipating potential harms or potential negative impact as well as the positive impact for change

Having ways of engaging with the bigger picture

How could your project engage with the bigger issue of climate change?

Strategy

Finding ways to reach people emotionally

Making connections

Think about how your project might have more than one purpose

Thinking about what can be done locally

How designers can connect with communities

Consider what materials you have used and how they impact the environment

Use your agency as a designer to create an outcome that might steer people in the right direction

Thinking about this more holistically

Finding ways to co-design in terms of stakeholders

SUSTAINABILITY / SOCIAL PURPOSE / REUSING

Sustainability / Renewable /

Recyclable / Repurpose / Reuse everything / Reusable

How could you reuse resources adds to creativity?

How could you reuse resources as part of your project?

Look at the project you are working on, what could you reduce? Consider how and why?

Social sustainability

How do we sustain a practice?

How do we sustain a community?

Inserting the social purpose - climate, racial, social justice principles

Can you embed sustainable goals into your project?

Social purpose agenda

Social justice

How could your project respond to the climate of urgency?

Connect to your community

Creativity and or innovation advance sustainability

What that sustainable action may equate to

Endless repurposing

How can design benefit people & communities by limiting its environmental impact?

Longevity as a design movement

Sustainable packaging - reduce real material in a more sustainable way

Question what sustainable action could you take or embed as part of your project?

Design - do you think creators have a responsibility, that they should be creating things that are steering people in the right direction?

Do we design things that have a way of being that can be reused?

What can you do in your design to achieve sustainability?

Social and sustainable practices are intrinsically linked

Open up new ways of thinking

Reduces unnecessary waste, push people to collaborate and network with one another

Community and environment focused

Question asked – Do you worry about the effect that graphic design has on the environment?

FRAMEWORK (About having those constraints)

How can I repurpose this part?

How can I reuse or repurpose this?

Create a framework for your project

It's just gonna be this format

Give yourself some creative constraints around the words reuse, repurpose, recycle as part of your project

It's actually becomes a lot easier to be creative

Creativity is learning how what frame we want to put that into

Quite contained otherwise, the bigger the space, it loses energy

Creativity is a form of energy

Impose on yourselves a particular way of working

Make a commitment to do something that you feel strongly about

How you make a small thing so that it feels more real, you have a connection to it

There's like a template like this, but the space within it is yours

It's a framework, how you make it a small thing, so that it feels more real, but you have a connection to it

Activation

How can your project facilitate change in some way?

How can your project connect to your community?

Consider what's the positive impact of your creative output?

How can you embed circularity into your design process?

Understanding sustainability within justice frameworks

What systems or processes would you use to encourage sustainability? Apply to future projects

MAKING

Make a mock-up of your project out of cardboard, Lego or clay depending on what you have available

Make away from digital - draw your concept out on a piece of paper

Around a table all drawing on a big piece of paper asking about - well does it do this?

A kind of searching out

Drawing something by hand

You might want to use a sketch, because then it suggests something that's changeable

Ideation stage

Sketch how is somebody can interact with your product or service?

*Question could be How is your audience going to interact with your product or service?
Sketch an answer*

Drawing - how helpful it is in being able to process their ideas.

Think about their project in a different way by visualizing it interesting

What is activism in relation to your work?

A process

Campaign

Connect (to things like graphics)

Maintain criticality when creating

Look more deeply at issues of making practices through systemic lens

Craft and making offers a vital lifeline for us to connect

Create successful NEW ideas using OLD materials

Test your ideas through creating them physically, to help you decide which direction to take

Make, to test how it feels

Inspirational to help me think of my ideas in a physical way

Create something real

Try something handmade, recycled because the process will inspire me

Feels real

It helped me to think about my project, different ideas

Test out your idea to see it in real life

Visualising things in person rather than on a computer

Non limiting

Making things physically for inspiration

Reusing materials can be a great way to inspire creativity

THINKING

Thinking through what you're trying to communicate, also doing it in a way that can be quite rough

(Think about) something, you know or something that you feel passionate about

Thinking creatively about how you can encourage your audience to learn something new or encourage them to do something differently through your creative outcome

Connection - knowledge and interest

Change the way we think about what we're producing, is it transitory or something much more?

Emotional connection can be developed

Changing behaviour

Creatively engaging people that you know through their hearts and minds

Making it feel personal

Forward thinking

Think beyond material sustainability to understand their practice as interlinked with intersecting climate, social and racial crises

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How can your project connect an audience with an issue of climate, social or racial crises?

How could I implement sustainability into my work to positively influence my target audience?

More about what materials we use
Rethink full systems

Seeing new perspectives

Find out where the resources for your project come from? Are they fully sustainable?

Increase sustainability and design with the idea of durability in mind

NATURE

How people connect to their local green spaces

Find ways that people can connect with their local green space

The Bigger picture can feel a bit overwhelming

It gives you some sense of connection

More local

Thinking about what can be done locally

How designers can connect with their communities and local neighbourhoods

Caring for people and the future of their wellbeing

Consider nature as a set of resource tools, how could these become part of your project?