

MATERIALS

Includes digital

Digital information is stored materially

Played with those materials and then actually made something collectively

Working with materials to do with physical objects.

Different materials

Drawing inspiration from what's there

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)

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

Connect people together

Circular activity

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

Having ways of engaging with the bigger picture

Strategy

Finding ways to reach people emotionally

Making connections

Think about how something might have more than one purpose

Thinking about what can be done locally

How designers can connect with communities

Consider what materials I use and how they impact the environment

Designers have a responsibility to creating things that 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

Reusing resources adds to creativity

Reduce

Social sustainability

How do we sustain a practice?

How do we sustain a community?

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

Embedding sustainability goals

Social purpose agenda

Social justice

More projects visibly respond to the climate of urgency and also decolonizing the agenda

Emotional connection

Connecting 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 / embed as part of your project?

Design - do you think creators have a responsibility, that they should 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 I do in my 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?

****Add red points extra text*

FRAMEWORK (About having those constraints)

How can I repurpose this part?

How can I reuse or repurpose this?

You need a framework

It's just gonna be this format

Give yourself some constraints, its 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

We either impose or we give ourselves particular ways of working

Commitment

How you make a small thing so that is 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

(Facilitate) change it in some way

Connecting to your community

(Consider) what's the positive impact

Embedding circularity in our design processes

Understanding sustainability within justice frameworks

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

MAKING

Make mock-ups of whatever their project was out of cardboard out of Lego

Just draw it out on a piece of paper

Make away from digital

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

How is somebody gonna interact with your product or service?

Question could be How is your audience going to interact with your product or service?

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

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

Activism

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

To test my ideas create them physically to help me decide which direction to take

To 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 my 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

****Add red points extra text*

THINKING

Thinking through what you're trying to communicate, aalso 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 encourage people to learn something new or encourage them to do something differently

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

How can it connect with my audience and issue?

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 my resources come from, educate myself

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 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

Nature as a set of resources as tools

