Action Research Project Proposal

How do I embed the idea of social purpose more within our course?

These are my edited discussions, conversations and responses to the questions I proposed to all my ARP participants, both students and staff.

PREMISE

- Ask a series of questions
- Analyse my findings
- Group them thematically
- Just take little bullet points from that information
- Make into a series of wild cards
- Take into a workshop
- Pose these questions within the workshop
- Ignite them (students) in a different way
- To looking at their work through a different lens

THEMES (that came up in conversation could be…)

- **Connection**
- **Community**
- **Framework**
- **Sustainability**
- **Passion**
- **Nature**
- **Thinking**
- **Making**
- **Framework**
- **Social purpose**
- **Impact**
- **Materials**

Question asked – What are the three most important things for arts practitioners that we should know about sustainability?

MATERIALS

- That includes a kind of digital
- Digital information is stored materially
- (Blind spot around digital being something that is always sustainable. Creating digital products, the cloud.)
- 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

IMPACT

- **How do we have an impact**? (On a community issue connected to sustainability)

- **Who do we have an impact on?**
- Understand what the impact might be
- Whether that's a kind of individual impact
- **Whether we have a kind of emotional impact** with our **creative practice** and **connect people together**
- A kind of global reach because if we're working, digitally or online or we're doing stuff that **circulates** like print materials
- **What kind of impact are we having?**
- Being open to other kinds of impacts
- Anticipating potential harms or potential negative impact as well as the **positive impact for change**
- Having ways of engaging with the bigger picture
- Having impact beyond
- Strategy, internal research culture or beyond teaching
- Finding ways to reach people emotionally, not just through stats or through science
- Making (kind of) connections
- We think about how something might have more than one purpose
- Thinking about what can be done locally
- How designers can connect with communities that they are already part of, local neighbourhoods
- 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 and finding ways to co-design in terms of stakeholders
- The people that are influencing our decision making.
- More holistic ways of understanding what we do
- stand out from what everybody else is doing, something that really has a big impact

SUSTAINABILITY / SOCIAL PURPOSE / REUSING
- Analogue Tuesday workshop
- Sustainability / Renewable
- Recycling / Recyclable
- Reused everything / repurpose / Reusable
- Reusing resources adds to creativity
- Tried to fix everything
- The sort of things we now encourage
- Make from her clothes and scrap materials
- Reduce
- Social sustainability
- How do we sustain a practice?
- How do we sustain a community?
- UN Sustainability Goals within research and teaching
- Ecological and social challenges like poverty or education
- Sea life, and I think it's life on land
- Inserting the social purpose - climate, racial, social justice principles
- Embedding sustainability goals

- Social purpose agenda
- Social justice
- Civic university
- Environmental educational resources
- I think after the climate emergency in 2018-2019 there was a big push for students to see more projects visibly respond within the curriculum, responding to the climate of urgency and also decolonizing the agenda.
- Find ways of creating projects that were about sustainability

Question asked – Do you think graphic design can connect humans and particularly future generations to the natural world?

- Connection / emotional connection / Connecting to your community / really connected
- Creativity and or innovation advance sustainability
- Being specific about what sustainability means
- What that sustainable action my equate to
- Recycling of digital things
- Endless repurposing
- Local Community Action
- How can design benefit people & communities by limiting its environmental impact?
- Being specific about what sustainability means
- What that sustainable action my equate
- Reuse, recycle digital things
- 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 about that in that they should be sort of creating things that are steering people in the right direction?
- Do we design things that have a way of being that can be reused?
- Creating things, can we think about how something might have more than one purpose
- How to be sustainable when I experiment?
- What can I do in my design to achieve sustainability? Social and sustainable practices are intrinsically linked
- Opens 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?

- I feel like because of the education sector you think about it in every project because it's implemented within every brief. So, you always have to refer back and it's become like a reflex just think about it but I feel like making prototypes sometimes is not as environmental
- Less consumption for a better way of life
- Designers you have a responsibility *Greg Bundy*

- The importance of sustainability in the design industry
- Graphic design can benefit people & communities by limiting its environmental impact
- Do the right thing
- Responsibilities for designers, you need to think before designing, during designing and after designing, how it can be the whole process
- Thinking about the environment
- So, before you design, while you're designing and the impact after you design
- Realising the important of recycling. all the process and products. Coming to LCC and learning a little bit about it made you think about it a lot more
- What you'd like to know in terms of thinking about the environment and being a designer or thinking about sustainability & climate change = is there anything that you feel that you don't learn about on the course? That you that you would like to learn more about or have the opportunity to experiment with?

FRAMEWORK (About having those constraints)
- Such as remaking things or fixing things
- How can I repurpose this part?
- How can I reuse or repurpose this?
- **I don't necessarily have to make new I have to think about what I can use - digitally as well**
- When you've got all of these materials and it's like actually just a bit easier
- You need a framework
- It's just gonna be this format
- You can only use 3 typefaces, as soon as you 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
- There's something in physics about energy & creating
- An atom will in a small space will create generate more energy because it's bouncing off
- 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
- Anthropological
- How you make a small thing so that is feels more real, you have a connection to it
- Extinct rebellion They did this beautiful poster template that people then download and to make their own version, and I love that idea that you'd almost kind of connected to building a community. Again, there's a framework. **There's like a template like this, it has got the brand identity on it, but the space within it is yours**
  Extinction, Rebellion, Greenpeace and Amnesty International they've used graphic communication, it's very powerful
- Just Stop Oil - that's quite distinctive, it's almost like anti brand in a way, but it is still very much a brand. The orange paint they were throwing, a specific colour - ohh it's this group. Quite cross generational, brought together through that campaign. good branding and good communication skills
  It affects the people that you know, which I guess is sort of easier to umm, again

- **I suppose it's a framework of sort of saying rather than this vast issue, it's how you make it a smaller 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
- Basic understandings of the water, carbon and material footprint of object can provide frameworks and science-based targets that can influence decisions made in a design progress
- Understanding sustainability within justice frameworks
- Sustainable festival
- 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
- Doing that on a screen, I think it just creates a barrier where if you've got no screens which would often be around a table all drawing on a big piece of paper asking about - well does it do this?
- There's like a pulse to it
- A kind of searching out
- Drawing something by hand
- Depending on where you're at, you might want to use a sketch, because then it suggests something that's changeable
- Ideation stage
- I used to force a lot of computing students to draw and they would say I can't draw
- 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 - they really surprise themselves at how helpful it is in being able to process their ideas.
- Think about their project in a different way by visualizing it interesting
- It was a shared thing that they passed
- Design, graphic design has been really powerful for changing behaviours in the past, for negative impacts
- Used materials
- It's about activism
- A process
- Campaign, good branding, communication skills
- Connect to things like graphics
- Graphic design is a bit like fast fashion, it's quite 'throw away'
- Reaching people that that connects with them
- Designed for reuse in graphics
- Maintain criticality when creating

- Look more deeply at issues of making practices through systemic lenses.
- Craft and making offers a vital lifeline for us to connect
- You feel a stronger connection to the item when you spend time physically making
- Create successful NEW ideas using OLD materials
- To test my ideas, I would like to create them physically to help me decide which direction to take
- To make, to test how it feels
- I could 100% immerse myself, feel concentration
- I found it inspirational to help me think of my ideas in a physical way
- Refreshing, removed my creative block – more relaxed with ideas
- 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
- Allowed me to test out my idea to see it in real life
- Interesting, I was able to mess about and create something of my project that's 3D
- Helpful with visualising things in person rather than on a computer
- Non limiting
- Going back to making things physically for inspiration
- Reusing materials can be a great way to inspire creativity
- A good tool to get students to do and think about their projects
- Because I can use the lack of things to do the prototype (framework of materials)
- I always use paper
- Lego did make you think about the project in a different way
- Fantastic way to present your ideas to your friends because you can just ask them – do you think this works? Do you know what I'm making? To get like real feedback. Just showing them a 2D page which they might need you to brief some background information at first, so feedback might not be clear
- Something physical people understand. more of your thought process
- A lot of projects we tend to talk about our ideas, you have maybe a vision of what you want something to be in your head but until you can actually, physically make it - drawing is one thing, but to physically make the objects helps somebody else understand what it is you're trying to create
- Use of inks, printing things, storing things digitally, pollution, I'm using more resources by storing too much information
- Explore, play and experiment
- Resources to aid creativity
- The importance of making way from digital experience

THINKING
- There is something about thinking through what you're trying to communicate, and also doing it in a way that can be quite rough
- It's always about **(Think about) something, you know or something that you feel passionate about or something that you, even if it's a sort of a memory**
- Thinking creatively about how you encourage people to learn something new or encourage them to do something differently

- Designed for reuse in graphics
- Speaking to government
- Connection - knowledge and interest
- Its finding a way, young people in particular can connect
- **Change the way we think about what we're producing, is it transitory or something much more?**
- Emotional connection can be developed
- For changing behaviour
- Creatively engaging people that you know through their hearts and minds
- Making it feel personal
- Forward thinking
- Seeking out and validating decisions made with an approach that uses data is becoming more important as a way of backing up claims of sustainability
- Think beyond material sustainability to understand their practice as interlinked with intersecting climate, social and racial crises
- Sometimes ideas are better when you're not over thinking
- (Making) 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 regularly as research.
- Increase sustainability and design with the idea of durability in mind
- My future creative work would be more thoughtful, considerate and innovative
- Does it make you think about that going into the future and the kind of company you want to work for (Sustainability - aligned thinking)
- Important issues as designers - what do you think what do you feel is important?
- An audience - educate them as well, an understanding
- Social responsibility that graphic designers have to think about - the kind of clients they work with and the materials that they use
- It's interesting to think about being a branding designer but also a consumer - do you choose brands because of their environmental credentials?
- Value
- Trying to think about other resources that could be reusable so that they have a longer life

NATURE
- How people connect to their local green spaces
- Find ways that people can connect with local green space
- Bigger picture stuff can sometimes feel a bit overwhelming
- In the backyard or if you're living in a really urban area or have a plant or I think those kinds of responsibilities, you care, which I think is, you know, what the plant thing is, isn't it? It gives you, some sense of land
- It gives you some sense of connection that's not so abstract
- It's more local, isn't it? Because it feels real

- It's almost overwhelming because it's such a huge thing and this idea that the sea levels will raise, but actually someone saying we're gonna take your local park away and build houses on it, which then suddenly means people can't go for a walk
- Thinking about what can be done look like locally
- How designers can connect with their communities - that they are already part of and all local neighbourhoods
- Caring for people and the future of their wellbeing
- Nature as a set of resources as tools