

## DIRECT INTERVIEW FROM YEAR 3 STUDENTS CHECK AGAINST

If I start talking will this record yes so analogue Tuesday OK perfect that's working wow OK so I'm doing my PG search which is our teaching qualification and we have to sort of create a project and my project is I'm trying to create some some interesting cards that I'd put into a workshop that are to do with sustainability and making but my starting point was to ask you a few questions about sort of the based on the workshop that you do with analogue Tuesday so I've got a few questions to ask just talk away tell me what you think if you haven't got anything to say that's also fine I've got about 10 questions to ask so I won't keep too much of your time I hope that's OK so I just so my first question and anybody can answer this or a few of you cannot serve is how do you think using resources that aren't digital can aid creativity so the project that you did the analogue Tuesday where you made things but you weren't using your computers do you think that helped with your creativity as a process somebody could answer here I think great way to like the Spire students too crazy I think I will happy to just like used right hand row or lines without a computer so without a computer help so do you think that's quite a good tool to get students to do to think about their projects yeah yeah how did you find the experience I feel like is quite useful because I can use the lack of things to do the prototype yeah it's also reduce my time like without lessons and did you had you made mockups before no about the left always so you always gone straight onto the computer yeah so it's actually quite a good experience yeah and also I always use like paper to support a type yeah so if the way to slog Lego is so did it make you think about the project in a different way yeah very good how about you the model in the computer yeah I think the whole thing's in the railway fantastic very good way to present your ideas your friends because you can just ask them like you think this works well do you know what I'm making to get like real feedback OK just showing them like a 2D page which they might need you to brief some background information at first so feedback might not be added yeah so actually by having something physical people understand almost more your thought process yeah it's interesting isn't it 'cause I think I think with a lot of projects we tend to talk about our ideas don't we and you have maybe a vision of what you want something to be in your head but until you can actually physically make it an even drawing is one thing but to physically make the objects helps somebody else understand what it is you're trying to create OK brilliant how else do you think sort of do you think about in terms of sustainability and graphic design do you worry about the effect that graphic design has on the environment or is it not something you think about very much I feel like because of the education sector you kind of think about it in every project we like OK 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 because there are always mistakes and maybe when you want to create a prototype for your final project we don't want any mistakes so that during that process like you just material because you want to get yeah and do you ever use have you seen that the sort of containers around the building with the sloped top that always have resources that are almost of secondhand bits of paper and card and have you seen have you seen those at all I think this one out in the corridor there so it's like a chest withdrawals and it has a diagonal lid and the idea is that there are leftover bits of paper and card and you can just go and help yourself you can use that so hopefully things that might have got thrown away you've got an opportunity too so do you think students are aware of that resource or not OK

oh that's interesting and so when you say about the idea of sustainability or thinking about the environment so you really you really have felt that that has been talked about a lot in the corner I know it's talked about in the Hamburg but do you think sort of tutors have talked about it on the projects they have wow that's fantastic and did you come to LCC because of that or it's just if that's how it's ended up being being on the course ended up being yeah does it make you think about that more going into the future and the kind of company you want to work for and yeah it does wow that's really interesting can you think of any examples of using sort of sustainable design practise seemingly for packaging design packaging design please think about like no like overall over packaging yeah yeah yeah definitely and and sort of things like paper yeah use an inks I think sort of printing things sometimes and what about in terms of digital as well because I think we tend to think about paper and inks pollution in the environment but obviously storing things digitally also has an effect you know sort of the more fire the more emails I'm very bad at deleting emails I know that actually I'm kind of wasting more or I'm using more resources by storing too much information that I don't really need do you ever sort of think about that about the digital side or I see many for like website because yeah we're doing like campaign like you're in year 2 and is a bosses temple project so there OK like the little like Sandra tell me you need to think about how the website we're going after this campaign yeah sure it's like delete this or it can be overused yeah So what was the project needed about sustainability in the second year is the saucepan campaign OK and to hold like sustainable festivals a sustainable festival OK a festival wow OK fantastic and was that a project you worked on or you will have different OK so would you some of you doing this sustainable way OK interesting project touched upon OK I did they wow which unit was that precious no no Brandon brown it's that whole units about sustainability no it's all part school part OK brilliant OK that is very interesting wow and so that made all of you but a bit more aware of that something OK brilliant to do what systems or processes would you use to encourage sustainability or design is there anything you sort of from that unit did you learn anything that you kind of would apply to future projects so it was I know what you're talking about I think there's I say we talk about in the essay we discussed bodies as table yeah so I think the first year we went to expansion is called waste age yeah OK yeah yeah that was at the design museum wasn't it yeah and what was the exhibition about and what did you materials to make the packaging for example Sony Sony Sony packaging OK yeah so like the stone like the materials they collect from the ocean and it renewed to make a chair or the packaging OK so the whole expression was about and so was it graphic design or product design or both yeah but it was about sort of reusing resources OK well yes recyclable wow in terms of sort of thinking about sustainability what do you think are important issues as designers or even just as you know sort of starting out in your lies what do you think what do you feel is important all the people involved but is it something that's important to you like do you know do you kind of think like I have small children and I think they learn a lot about school so they you know they always tell remind me to switch the lights off in the house and make sure we re cycling and I walked to school and my my little boy this is all look at all the fumes mummy from the cars like with you know that's not very good for the environment they've really been taught or you know do you have sort of things from this course or just in general that you kind of feel really important or that you need to think about like promoting brands and like obviously trying to make money but to also like offer audiences like good like good educate them well to have like this understanding of like like a better consumption better way of life I because I don't feel like if I don't feel like a lot of people when they're buying

the office they just need to I need to buy this but sometimes it's like excessive and it's not really what you need guilty of that aren't we we all buy too much and so do you do you sort of feel that as designers you have a responsibility about that do you feel like you have a responsibility I think you've had people in was it Greg who Greg Bundy who came in and did a talk at the end of the summer last year and he talked a lot about I don't know I think it was right I think it might have been maybe for the third years I think it was when the degree show was on but I know I've seen him talk before and he talks about a lot about you know the kind of social responsibility that graphic designers have to think about the kind of clients they work with to think about the materials that they used to sort of be you know it's sort of I feel like it's something that we talk about more more than a few years ago people didn't really think about or remember years ago you know an example sorry McDonald's changed all their packaging from white bags to brown paper bags to sort of almost suggest that they would do more for the environment but actually they just change the colour of their bags but that colour change sort of suddenly felt like all we're thinking about the environment or where is you know there's a lot of their call it greenwashing that they a lot of companies sort of kind of give the impression that they care maybe more than they actually they actually do let me think what other questions to ask you hang on can you just say something about like do you think it's important to play in terms of your design process you know especially when you're doing things like making the mockups would you sort of because obviously I know now especially now you're in your final year you feeling the pressure of having to get dissertations done an industry practise do you still feel like you have time to play and experiments but did you before did you in your first and second year yeah yeah did you feel like the pressures to the ramped up a bit have enough time to even create your final work so you don't have time to even explore you just want to get the work done to equality standard and just get your grade and is that just is that because the the you've just got more more work to do there's more projects to do three projects going on and like some of us have like masters applications on top of everything it's busy really busy wow OK an did it today let me think what else OK I think I think we're almost there so we've talked about reusing reusing yeah using resources to aid creativity talked about the importance of making way from digital experience do you think sustainability can affect the design industry in a positive in a positive way do you think that can be a good thing to sort of think about the environment yeah anything more than yes yes yeah so you're going to say I said I feel like the more people do it I feel like the more it will be acknowledged by people who don't do design this understanding so in a way it's good but like I feel like businesses have to take it more seriously so it's not just greenwashing and they're actually doing something even if their greenwashing at least 20 to 30% they're actually doing something yeah and I think suppose it's interesting to think about being a branding designer but also a consumer like do do would you choose brands because of their environmental credentials like would you choose one company over another because you know that they they did recycle their packaging or they did give back to the environment with is that something that's important to you as a consumer yeah yeah yeah so it's something that you kind of valuing OK we talked about that an how do you think graphic design can sort of benefits people and communities by limiting its environmental impact do you think we can do is there something we can do with that repeat sorry so do you think that graphic design can benefit people and communities by limiting its environmental impact buses to make sure that we do the right thing I feel like it's kind of hard because graphic design is only like the surface I feel like it's more than just graphic design maybe you have to really think of it more

engaging campaigns to really hug people's attention and get them involved but if it's just graphic design like people nowadays are just so like lived living in such a fast-paced life they just walk past and also we live but we also live in a very visual world don't we you know everybody has Instagram and there so actually to kind of stand out from what everybody else is doing you have to do something that really has kind of a big impact to sort of show that do you think graphic and IQ design can use nature and sort of resources as tools do you think you kind of think about graphic design yeah yeah OK can you say anything more about the sustainability yeah about the sort of what you learned in that sustainability unit in year two what you remember 'cause I guess that's that's important I just learned the row after designer sorry OK I mean I just learn like the responsibilities for the designers because you need to think before designing during designed after design how can the whole process is says temple not only the part that by increasing the whole process the whole prices yeah in terms of sort of thinking about the environment yeah OK it's interesting so before you design while you're designing and the impact after you design that's really interesting there's a lot to think about it is it is and it's hard isn't it because it's sort of like another layer of things to think about when you're creating what do you what do you think yeah same same when I haven't go to the row Z I haven't licenced all Christian values then when I just like just realised how is the important of like recycling of all the process and products so yeah so so coming to LCC and learning a little bit about it made you just think about it a lot more that's really interesting wow fantastic that's very good OK anything else you can think of to add about analogue Tuesday or about sustainability or what your sort of experience has been like LCC or what you'd like to know what would you in terms of sort of thinking about the environment and being a designer or think about sustainability and 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 I think I like the lack of things because if we use the paper you need to cut us so the other people cannot use this paper again yeah if you let go the other people can use again because so the actual the materials that was sort of because they're reusable yes something good about that I think it's better than like paper prototype yeah OK so there's something actually in the materials and being able to reuse them anybody else yeah yeah yeah so actually trying to think about other resources that we could that could be reusable so that they have a kind of longer life interesting how about you have you got any thoughts Tuesday wow and had you ever done anything like that before on the course no not not on any of the units at all or what about did any of you do a foundation course before you came here did you did so so then no resources you have at home yeah I didn't mean that you had no resource didn't even have to get out of your pyjamas fantastic oh OK that's fantastic thank you so much for your help that's it that was absolutely brilliant and really really grateful do you have a chocolate if you like one thank you so much I'm really grateful thanks for your help thank you for your time today that is absolutely brilliant thank you thank you thank you