

SUSTAINABILITY

Sustinere / to maintain, to support, to endure tenere / to hold

Today I'm presenting part of my vision describing

SUSTAINABLE GRAPHIC DESIGNA

The rest of the term you'll be figuring out what your personal vision is ...





No one wakes up with the goal of destroying the planet...

Yet each day our collective choices do just that.



Any action that does not degrade the systems supporting it

- A GENERAL DEFINITION OF SUSTAINABILITY.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

- BRUNDTLAND COMMISION, 1987.

Leave the world better than you found it, take no more than you need, try not to harm life or the environment, make amends if you do.

- PAUL HAWKEN

Do unto others as you would have them do to you.

THE GOLDEN RULE (or the ethic of reciprocity)
 Originally attributed to confucious

Equity over time.
Think of it as extending the
Golden rule through time ... Do
unto future generations as you
would have them do unto you.

- ROBERT GILMAN, CONTEXT INSTITUTE

Living and working together for a common good.

- JAPANESE PRINCIPLE OF "KYOSEI"

Don't eat your seed corn.

- FARMER COLLOQUIALISM

Improving the quality of human life while living within the carrying capacity of life's supporting systems.

Understanding the interconnections among economy, society, and environment

Living within limits

These definitions deal with a couple main concepts:

ETHICS & FORESIGHT



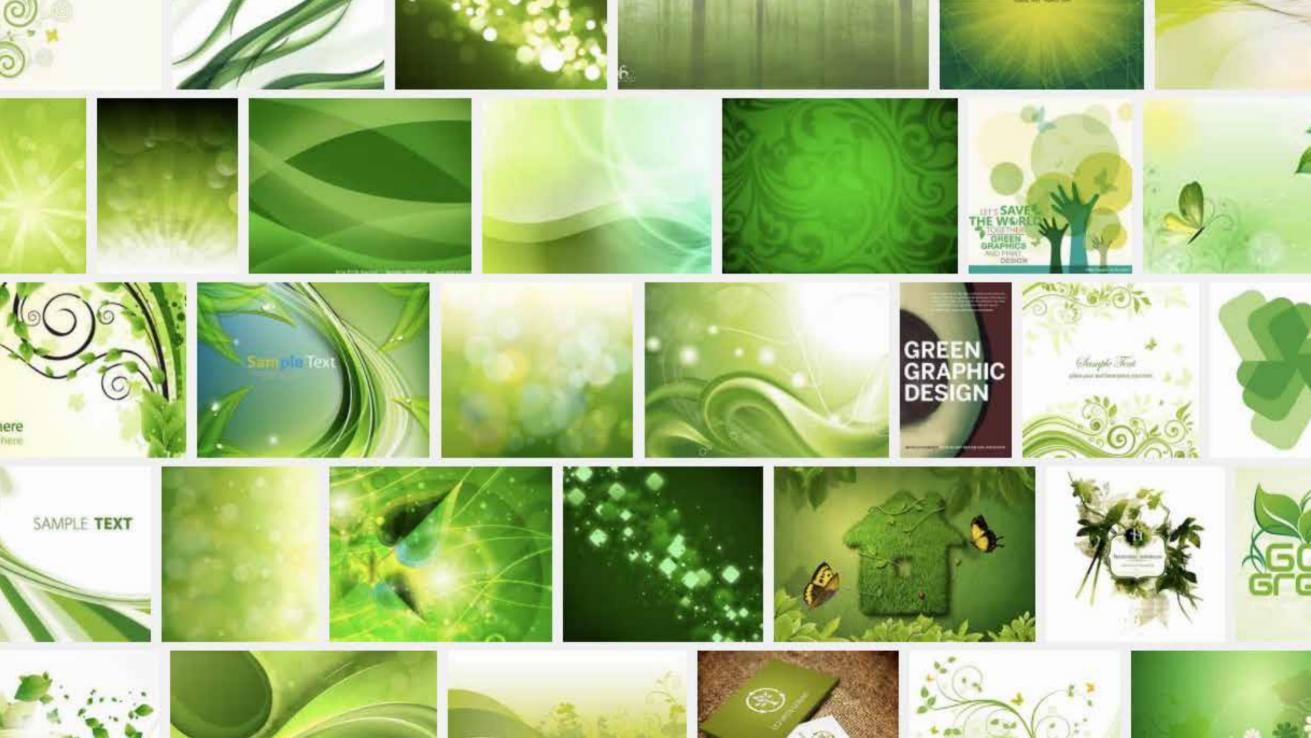
Sustainable design is design that factors in all of these different ideas

"good" morality, foresight, etc. ...

Design that accounts for people in the present & in the future.

Design that leaves the world better than we found it.

what does SUSTAINABLE GRAPHGDESIGN look like?

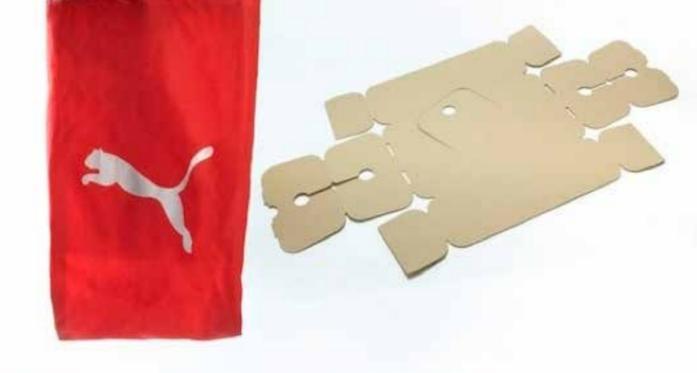


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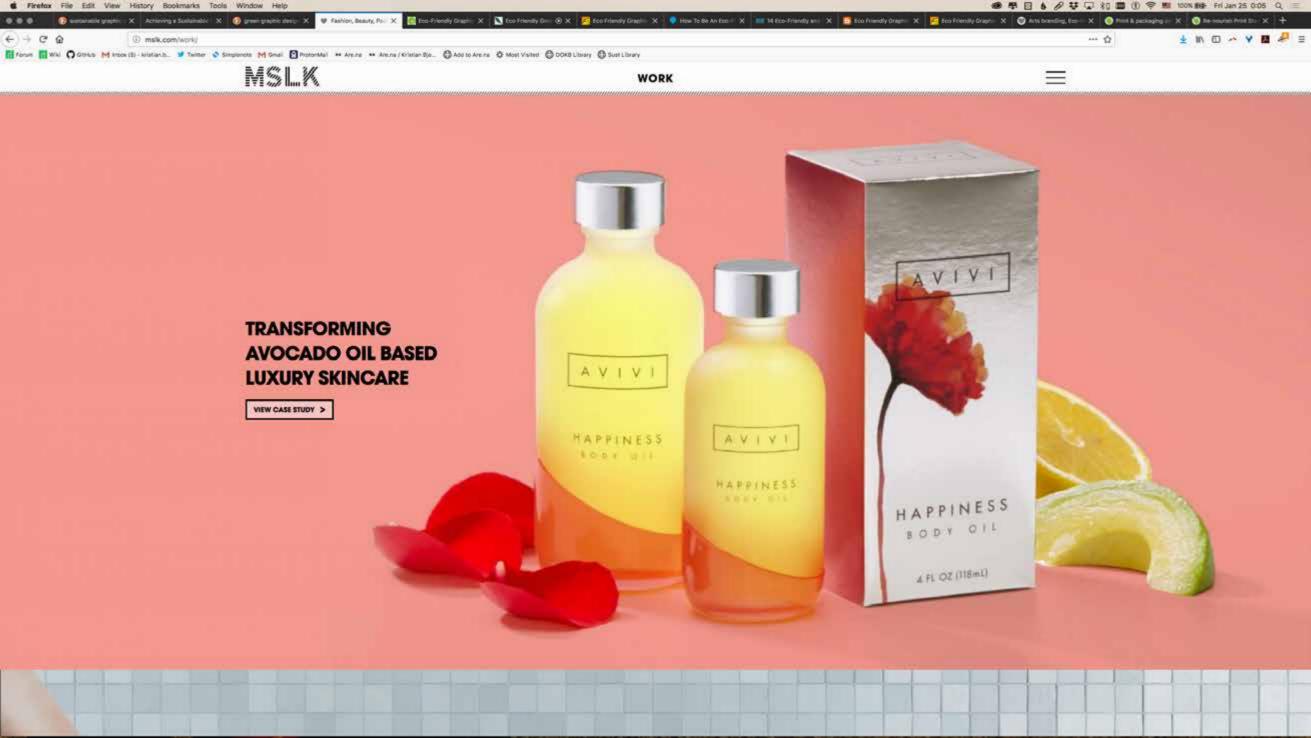


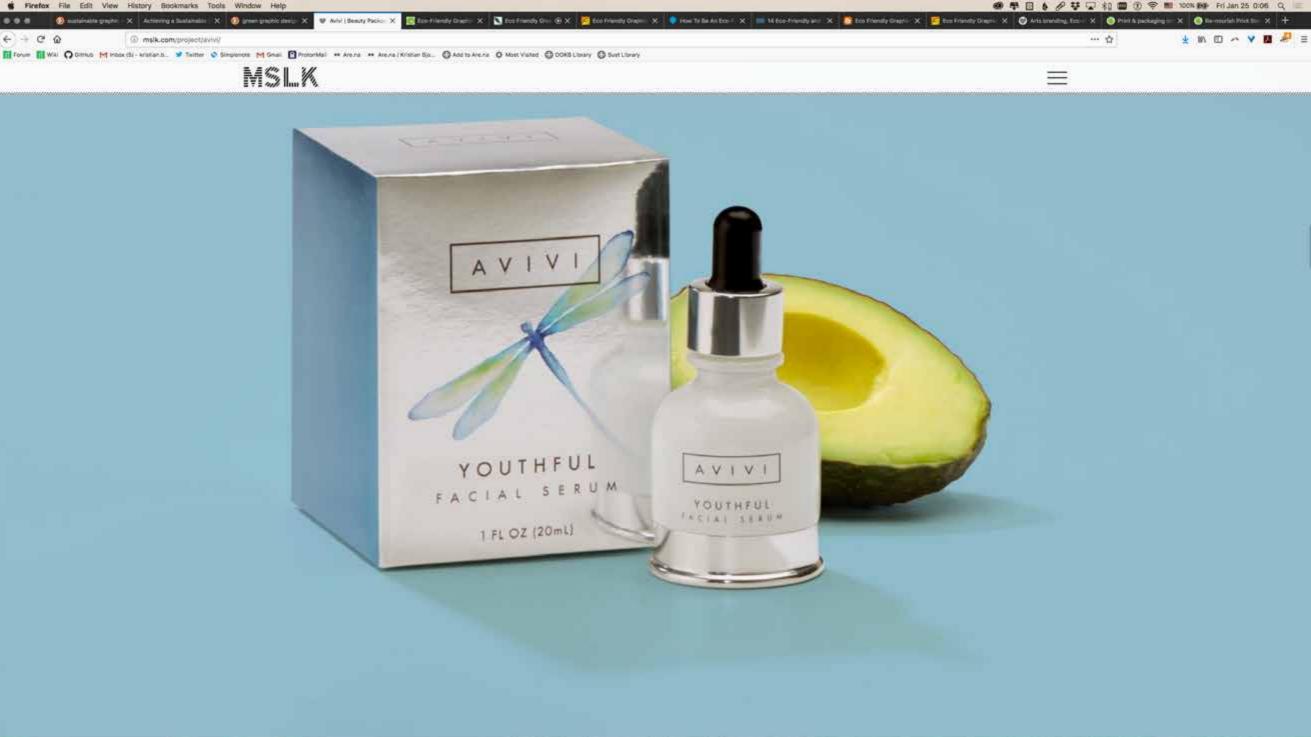








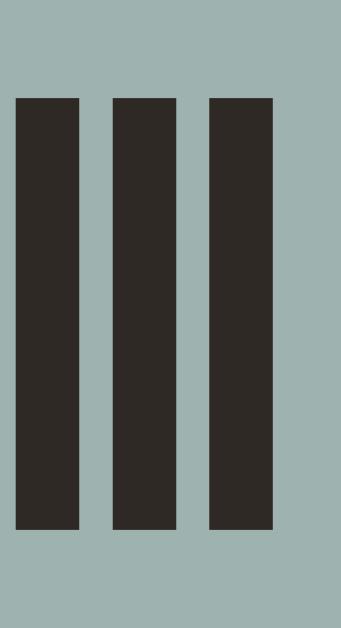




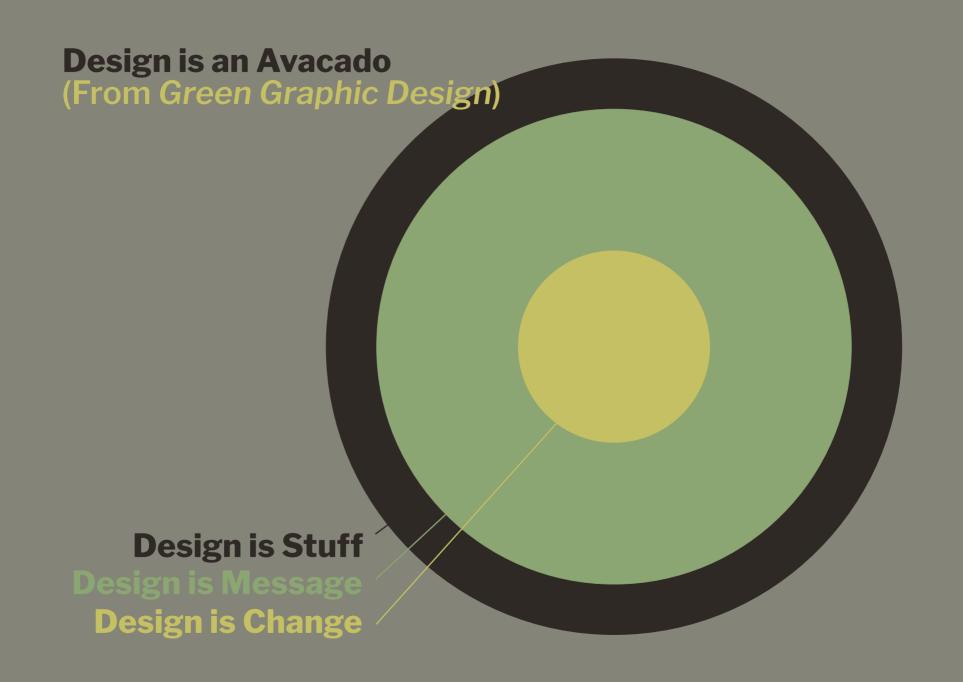


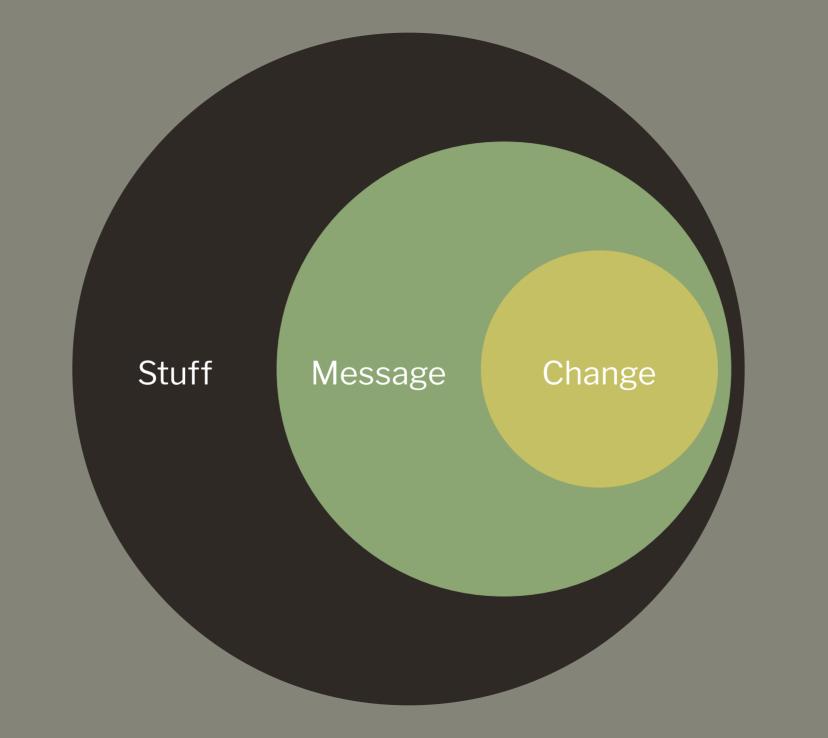


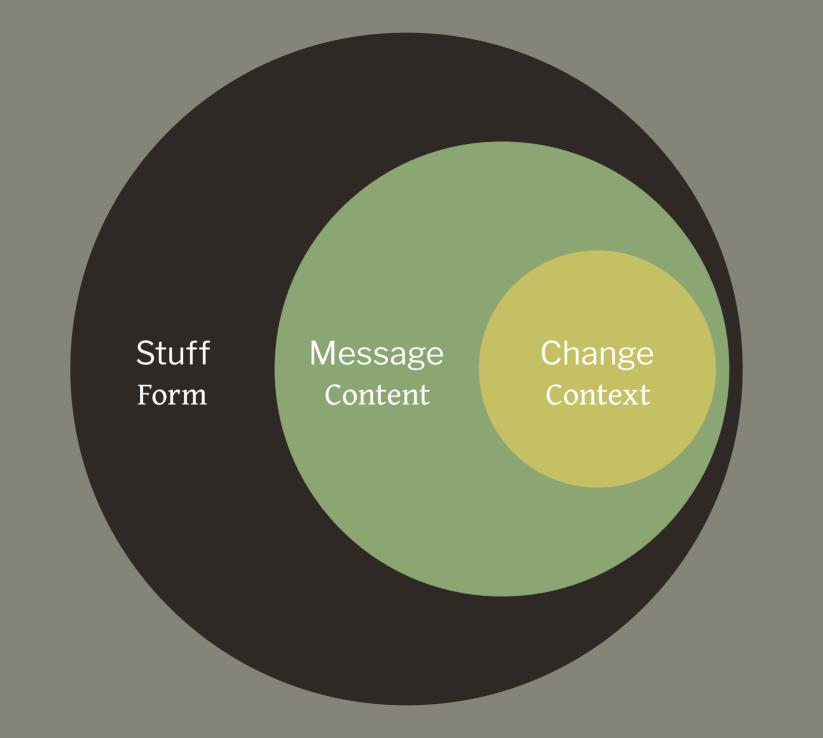


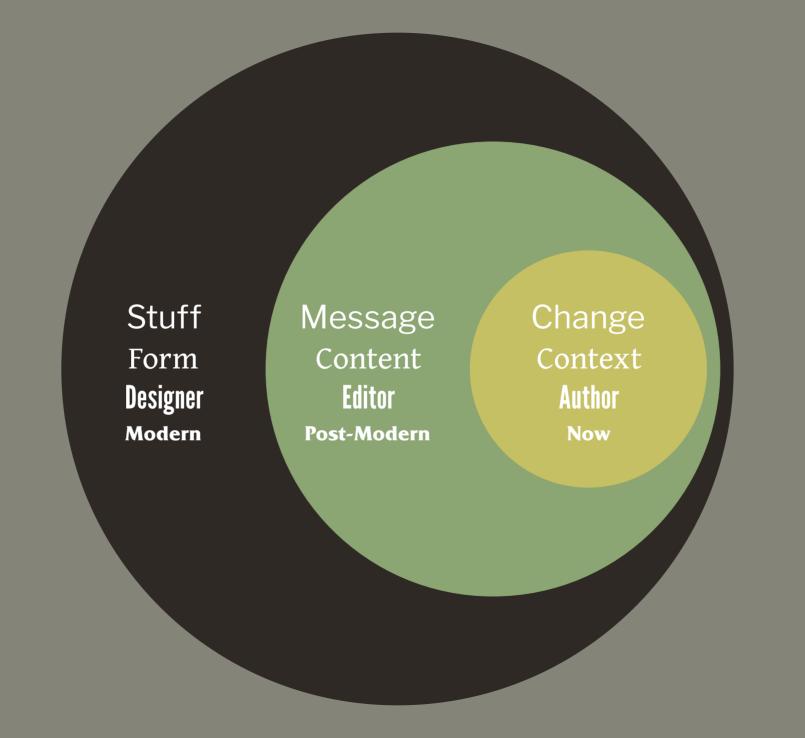










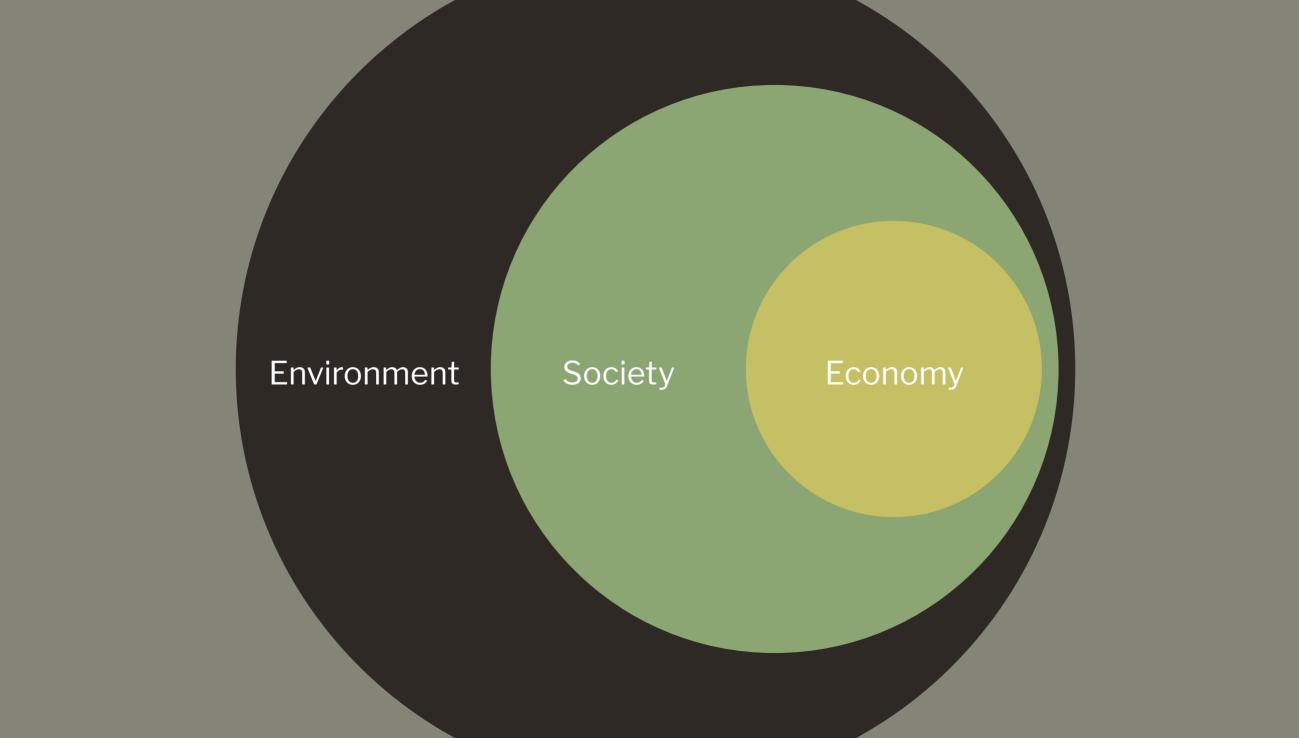


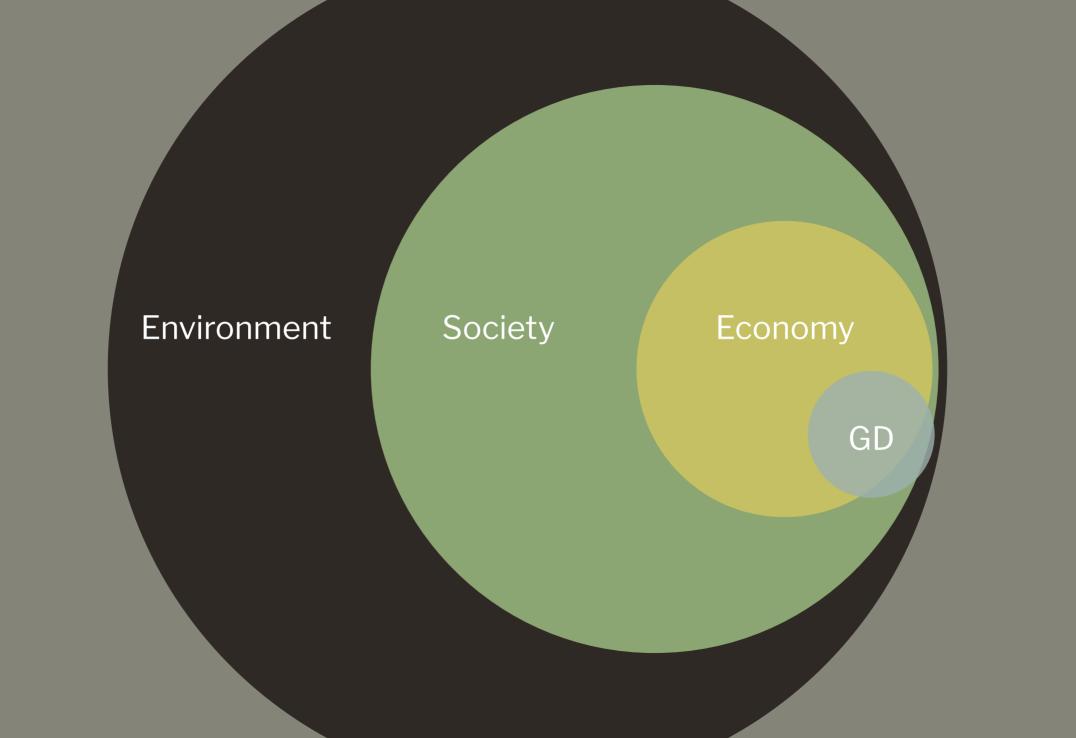
THE DESIGNER AS SUSTAINABILITIST

Stuff Form Designer Modern Message
Content
Editor
Post-Modern

Change Context Author Now

THE FUTURE







Environment

Society

Economy

Any action that does not degrade the systems supporting it

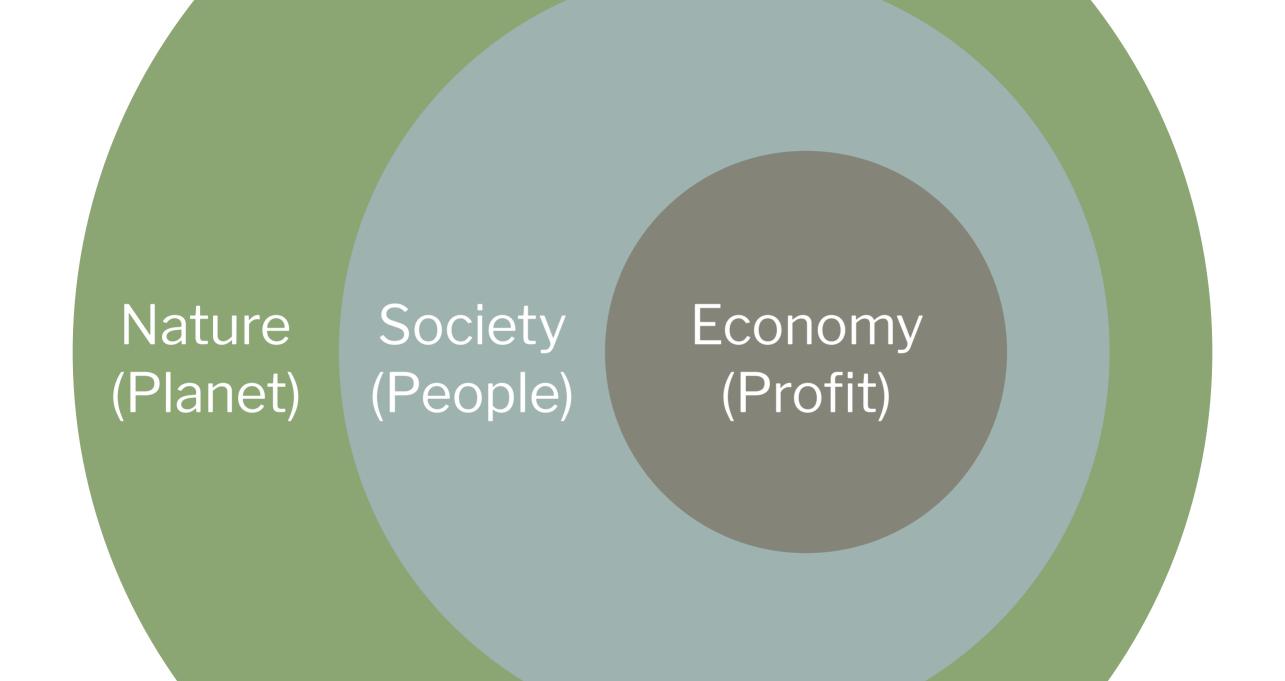
- A GENERAL DEFINITION OF SUSTAINABILITY.

Social Sustainability

True Sustainability

Ecological Sustainability

> Economic Sustainability



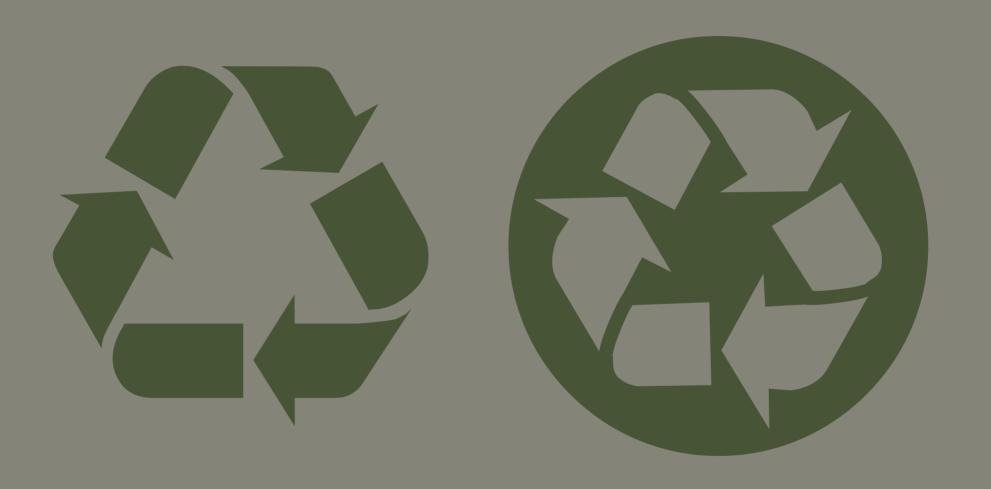




the relationship of ISCA and

Sometimes we don't need a better solution to a current problem. Sometimes we need to design a better system all together.

(this has the tendency to reveal other, sometimes much harder problems)





Product Is Recyclable

This is symbolized by the mobius arrows on their own.
This means that the product or material is able to be recycled.

An item maybe *recyclable*, but that does not necessarily mean it contains *recycled* material.

Product Is Made Using Recycled Materials

This is symbolized by the mobius triangle inside of a circle, and means the product is actually made from recyced waste. However, it doesn't mean the thing is still recyclable.

If there is no content listed then symbol means the product is 100% recycled. If there is a value listed, e.g. "60%" or "60% post consumer recycled content," then it is that percentage recycled content, and 40% virgin, new content.



DUESTHS MAKE SENSE?

this is a design problem.

Graphic Design is about communication; there is a communication problem with the Recycle symbols...

Two things cause most problems in the world.

One is information (or lack thereof) X the other is miscommunication.

GD offers solutions to both of these...

so, that's a piece for how ERAPIGES EN SISTAINABLE SUSTAINABLE STAINABLE ST



- BRIAN DOUGHERTY, GREEN GRAPHIC DESIGN









Most designers are in the representation business, so their first response has been to design a poster about sustainability. But the transition to sustainability is not about messages, it's about activity. - JOHN THACKARA



ALEX STEFFEN, founder of WorldChanging.