

HOW 2 SUSTAINABILITIZE YOUR DESIGNS

- MICA DESIGN DEPT. REBRAND
(SIGNAGE MOSTLY)
- BOOK ABOUT SUSTAINABILITY
 - ↳ MAKE IT A SUSTAINABLE BOOK
- REDUCES WEBSITE
 - ↳ USE LESS ENERGY / BANDWIDTH?
- BRAND / PACKAGING FOR MAKEUP
- VIDEO GAME → HOW 2 INTEGRATE OPTIONS
FOR THAT?

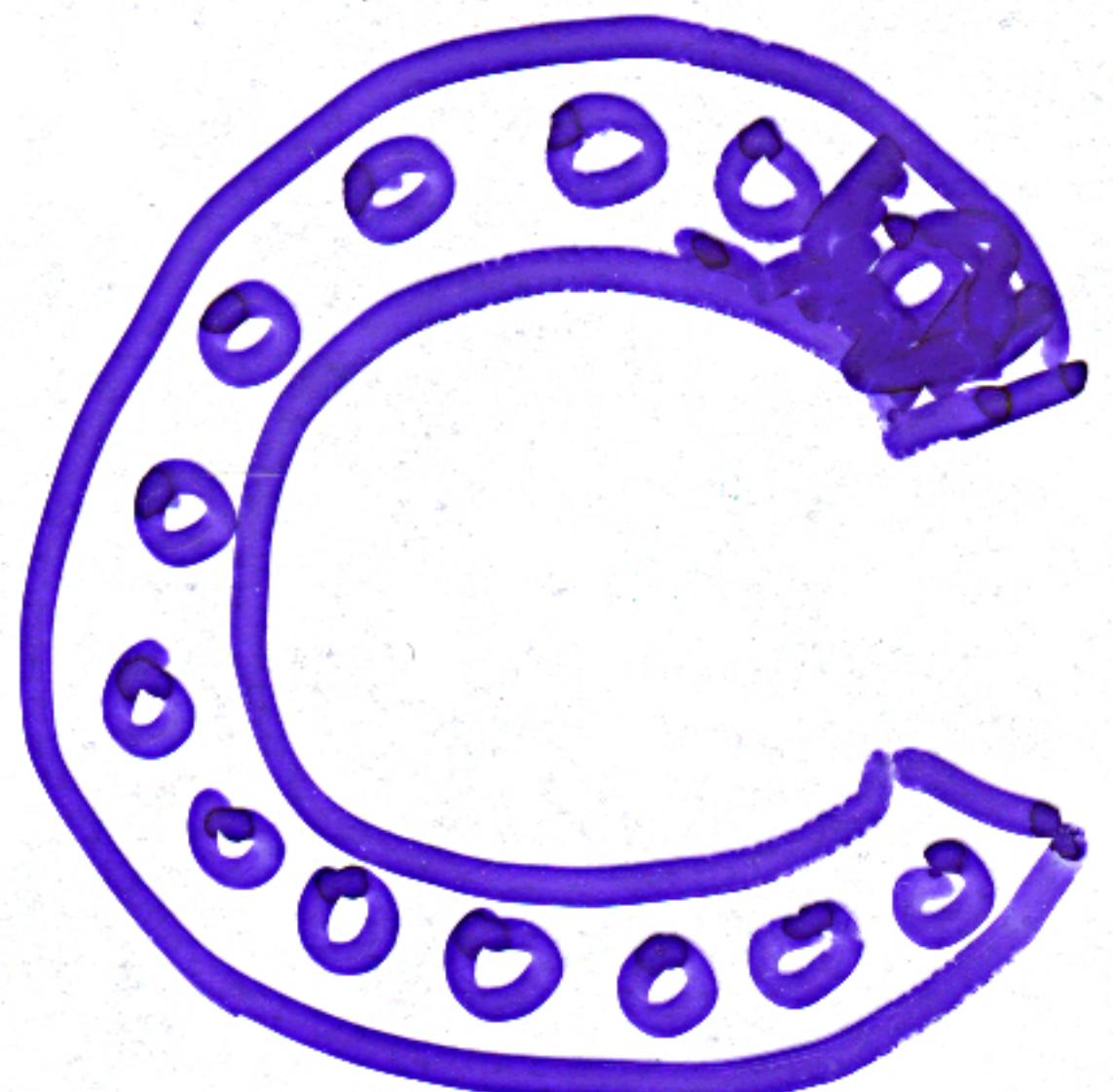
- poster
 - ↳ How 2 SUSTAINABILIZE the poster
- EXHIBITION DESIGN FOR GRAD THESIS

 - PHYSICAL
 - DIGITAL
- RESTAURANT BRANDS / PACKAGINGS
- Posters
 - ↳ How 2 PROOVE?
- Book
 - ↳ book about grievly
 - ↳ seed paper?
 - ↳ compostible!

Book / Print

- GLUES
 - ↳ stitching instead?
 - ↳ mechanical is better
FOR REUSE / RECYCLING
- PAPER
 - ↳ FSC certified
- DESIGN → GOAL / AUDIENCE
 - ↓
 - ↑
How does reduction
help you reach audience

what typefaces
use least ink?
use least space?



- INK - what's in the ink?

— seeds PAPER

↳ Are these seeds okay?

↳ will these seeds survive?

→ INK

↳ SOY INK

↳ NATURAL PIGMENTS?

↳ INK COVERAGE

→ PAPER

↳ trims

↳ pagesize

- SIGNAGE / EXHIBITION
- NO VINYL!!!! It's just trash @ the end.
 - ↳ Doesn't degrade
 - toxic to make & dispose of
- there are a handful of plant polymer alternatives
 - Screen print on wall?
 - Stencils?
 - Cut out letters from paper?
 - what other ways of outputting?
 - Giant projection?
- Change expectations for what an exhibit is?
 - Change format, use very little vinyl?

- PRINT ON PAPER
- LASER CUT letters
- CARDBOARDS?
WOOD?
- tiling

DIGITAL Projects

- USING DEFAULTS
 - ((saves download time / energy)
 - ↳ more likely to just work
 - ↳ How do default settings encourage the behavior you want?
- FOR GAMES, 2D over 3D?
- REUSE AS MANY SPRITES AS POSSIBLE
- LIFESPAN?
 - ↳ what does "waste" mean @ the end of a game? end of a website?
 - ↳ LIMIT OF TIME ON GAME
- CAN IT TURN ON/OFF AS REQUIRED
- OFFICE HOURS FOR YOUR WEBSITE
- IS IT THE CONTENT YOU NEED?
- NO TRICKIES?
- MINIMIZE CODE (less code = less energy?)