

SUSTAINABILITY IN THE CURRICULUM

 infusing sustainability

BTS186 introduction to
desktop
publishing

SUSTAINABILITY IN THE CURRICULUM



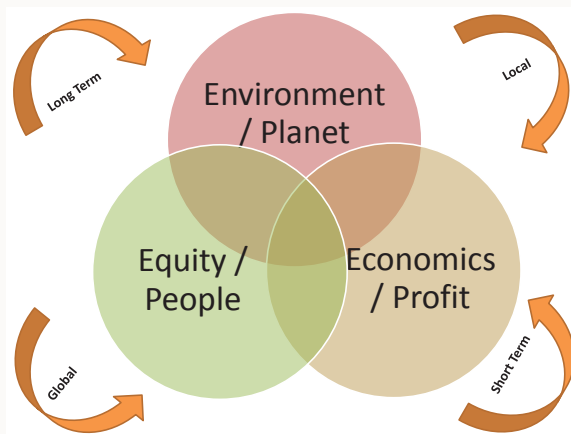
personal mission statement

1. To encourage a questioning approach where students distill project parameters and evaluate options.
 - How will this piece be used and what are the implications relative to sustainability?
 - Have the means of production been evaluated relative to sustainability?
 - Is a sustainable message implicitly communicated?

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personal mission statement

2. To encourage evaluation at every step of the design process for possible opportunities to infuse sustainability relative to the spheres of:



- Environment/Planet (easiest relative to production)
- Equity/People (philosophy/marketing)
- Economics/Profit (most challenging/outside realm)

SUSTAINABILITY IN THE CURRICULUM



sustainability in discipline

- No NIMBY excuses relative to software instruction and/or digital publishing/ visual communication
- Activism: Technology gives everyone with computer access* the opportunity be heard (web/social media). Motivate students to evaluate their personal values, the values they wish to disseminate for the greater good
- Rethinking everything relative to small world/ larger world: nothing is small, even if an audience is not high in volume/circulation, that doesn't mean the push for universal good/social change is without value.
- The above two points speak to a mindset/approach. These two points relate to execution:
 - Every project should be analyzed for footprint - is the expense merited by the projected outcome? This can include actual costs, comparing more eco-responsible options, repurposing, putting the message of sustainability on everything
 - Each project should have a mission statement that addresses sustainability. If it doesn't have a sustainable connection, then it should be addressed nonetheless.

SUSTAINABILITY IN THE CURRICULUM



teaching portfolio:

1. Students will research (as it relates to their interests relative to creating visual communication and publishing) and present case studies to the class of real world examples of changes enacted towards sustainability
2. Students will design with sustainability in mind. They will either justify what has been done and why it continues to be a sustainable choice OR suggest better alternatives
3. All projects will have a sustainable checklist; If something is not relevant, a justification as to why there's no sustainable consideration will be addressed.

MAPPING OUTCOMES: SUSTAINABILITY & GRAPHIC DESIGN

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+ sustainability

COURSE OUTCOMES

After completing this class, students should be able to:

Use industry-standard software programs features; commands to create, design and publish business documents for a variety of needs.

Apply design and advertising principles to create professional quality publications.

Apply efficient work-flow practices for print and web publication.

Understand and apply basic principles of raster and vector images.

Create functional publications that fulfill business needs and client expectations.

Identify and select the correct software tool for unique business problems and needs.

Create a business logo, business brochure and ad using the principles described above.

Link to professional organizations and utilize online design resources.

Research resources to solve problems independently.

SUSTAINABILITY INFUSED OUTCOMES

Create and plan design with consideration for sustainable options relative to production methods (environmental) and ideas/campaigns/branding (social and environmental); Integrate and demonstrate technical skills and expertise necessary to implement sustainable solutions in solving problems related to the course.

Design and advertise with a conscience: apply an ethical perspective in which one views oneself as embedded in the fabric of an interconnected world.

Integrate, explain, correlate how sustainable thinking and decision-making contribute to solutions for current and emerging social and environmental concerns relative to publishing in a historical and future context

Business needs should include applying practical solutions to real-world sustainability challenges.

In tandem with technical knowledge, demonstrate connections between graphic design/publishing and sustainability.

Assignment: Students will create a logo and ad/promotional piece for a non-profit that relates to sustainability

Assignment: Students will investigate online resources relative to graphic design and sustainability

Assignment: Students will research a case real world case study of a business moving towards sustainability practices