

**ARTT 458 . Advanced Graphic Design** . Fall 2010 . Lozner . [rjlozner@gmail.com](mailto:rjlozner@gmail.com)

### **Objectives:**

- to master the necessary skills, vocabulary and understanding of editorial publication design: notably: magazine design
- To design a professional identity package for self-promotion; letterhead, envelope, business card; write and design a resume and cover letter
- to understand various job-hunting strategies; interviewing skills, tax issues and contracts
- to create two portfolios: physical and virtual
- to build understanding and awareness of sustainability issues and criteria, the vocabulary of the sustainability industry, and the processes and principles required for sustainable change in graphic design.
- to hone general critique and presentation skills, design skills, and critical thinking skills.

### **Course Description:**

This course consists of three main projects: The first is a 10-week assignment to design a 12-page magazine that addresses a main theme about the Chesapeake Bay or the Chesapeake Bay Foundation. The second is to design a professional identity and materials; the third is to assemble a physical portfolio as well as a website and CD. There will be readings, lectures and discussions that accompany all the projects.

### **Magazine Assignment**

*"Sustainability is a lasting trend that is changing the profession and industry of all design disciplines forever."*

This course is designed to introduce students to the principles of sustainability via several modes, including: designing a 12 page magazine that addresses a specific focus within a broad subject area of the Chesapeake Bay and/or the Chesapeake Bay Foundation; various lectures, readings and discussions.

*"Design has a long history of sustainability and social justice. There have been many designers creating solutions throughout history that increase efficiency and performance of objects and systems, create value and health for people, and delight viewers/customers at the same time. Unfortunately, the design profession has also created egregious things that waste resources, harm people (mostly unintentionally, but not always), make people feel awful about themselves, and cater to the worst of our natures. Sustainable design is a movement and set of principles to reset this approach and use design to the best extent of its abilities"—*  
Nathan Shedroff

Sustainability encompasses not only environmental issues but social and financial issues as well. At its heart, sustainability is about systems thinking. Conveniently, design—at its best—is about systems solutions so the two subjects support each other well. Throughout the semester, students use practical tools and techniques for identifying issues, developing solutions, troubleshooting problems, measuring progress, and implementing organizational change.

### **Identity Package**

This project will consist of a studio name, letterhead, business card and envelope; a cover letter (answering a specific job opening) and a resume.

### **Portfolio**

Projects will be mounted on illustration board and presented in a physical portfolio case. In addition, students will create a website of their work and accompanying text.

### **Learning Outcomes:**

#### **Visual Communication Skills**

A process journal is required throughout the course and is due at the end. In addition, prototypes and visual presentations are critiqued throughout the class, based on clear, concise visual communication. Students show competency and improvement in using visual tools and techniques in their sketches and presentations

#### **Creativity and Critical Thinking Skills**

All of the projects in this class will require innovative and dynamic problem solving initiatives. Project outcomes must demonstrate confident approaches with relevant and thought provoking solutions. Regular evaluation and critique (by professor and external guests) of original, creative solutions to project challenges. . Students are critiqued on the originality and creativity of their proposed solutions, their progress throughout the course in developing and iterating visual solutions, and their ability to reflect and respond to the critiques.

#### **Research Skills**

The magazine assignment will require students to research various factors in relation to the Chesapeake Bay or CBF : sustainability impacts across natural and humans factors. This will also include an understanding of the implications of the materials, production and life-cycle data of the magazine.

#### **Understanding: Sustainability**

Students are expected to gain some expertise in the field of “ green graphic design”. You will interact with several sustainability professionals, providing them with the opportunity to discuss these issues .

### **Meaning and Value Creation Understanding**

Project solutions will be judged not only on sustainable impacts to human, natural, and financial capital but also on their value, innovation, and meaning to their intended customers and audiences. Projects will be critiqued and judged on meaning criteria and tools as well as sustainability measures.

### **Books and Websites:**

Required: **Green Graphic Design**, Brian Dougherty, Allworth Press , 2008; ISBN-10: 1581155115

### **Recommended for further reading:**

**Natural Capitalism**, Paul Hawken, Amory Lovins and Hunter Lovins, Back Bay Books, 2008, ISBN: 978-0316353007

*Note: you can find PDFs of the chapter in this book, for free, here:*  
<http://www.natcap.org/sitepages/pid20.php>

**Design is the Problem**, Nathan Shedroff, Rosenfeld Media, 2009, ISBN: 978-1-933820-00-2

**Leading Change Toward Sustainability: A Change-Management Guide for Business, Government and Civil Society, 2nd Revised Edition**, Bob Doppelt, Greenleaf Publications, 2003, ISBN: 978-1874719649

### **Relevant Websites and Info:**

**Sustainable graphic design** (Wikipedia) is the application of sustainability principles to graphic design. It considers the environmental impacts of graphic design products (such as packaging, printed materials, publications, etc.) throughout a life cycle that includes: raw material; transformation; manufacturing; transportation; use; and disposal.

Graphic designers engaged in sustainable practice use techniques, processes, and materials that will help reduce the detrimental environmental, social, and economic impact of their designs, also known as the Triple Bottom Line.

When subjecting a design to a sustainability audit, a designer might consider:

- \* reducing the amount of materials required for production
- \* using paper and materials made with recycled, post-consumer waste

- \* printing with low-VOC inks
- \* what production methods require the least amount of transport
- \* which vendors use renewable energy
- \* if the product can fulfill more than one purpose
- \* if the end-product is biodegradable or recyclable
- \* if the end-product can be replaced by a digital, rather than printed, format
- \* just-in-time production to reduce number of units produced and warehoused
- \* which vendors sell products certified by third party NGOs

**Sustainable Graphic Design Widget Free Download:** Divided into three sections; “paper”, “print” and “more info”, the sustainable graphic design widget delivers basic information about the environmental impacts that design methods and techniques have. Designed primarily as an easily-accessed working tool for designers, the widget also has some ethical tips and links to other websites with more information.

**Good Reference Sites:**

[www.na.sappi.com/sustainability](http://www.na.sappi.com/sustainability)

<http://onehundredthings.wordpress.com/>  
101 Things Designers can do to save the earth

<http://www.lovelyasatree.com/>

<http://www.apple.com/downloads/dashboard/reference/sustainablegraphicdesignwidget.html>

<http://designcanchange.org/>

<http://www.designersaccord.org/>

<http://www.green.net.au/srd/#green>

<http://www.ecollect.net/>

<http://www.re-nourish.com/>

[www.greenlivingideas.com](http://www.greenlivingideas.com)

[www.glogalgiving.com](http://www.glogalgiving.com)

<http://www.sustainableisgood.com/>

[www.fscus.org](http://www.fscus.org)

<http://designbynature.org/main.php>

[www.greenyahoo.com](http://www.greenyahoo.com)

[www.sustainability.aiga.org](http://www.sustainability.aiga.org)

[www.treehugger.com](http://www.treehugger.com)

[www.mohawkpaper.com/environmentalcalculator](http://www.mohawkpaper.com/environmentalcalculator)

[www.designcanchange.org](http://www.designcanchange.org)

<http://storyofstuff.org>

<http://www.creativeforacause.org/>

<http://www.greenbiz.com/business/research/report/2005/12/07/talk-walk-advancing-sustainable-lifestyles-through-marketing-and-communic>

<http://www.inspirationbit.com/designing-a-sustainable-future/>