Research question:
- How can Eco-Collective transform the design industry through sustainability?

Aims and objectives:
- The aim is to create a multi-faceted, sustainable, design service by the name of Eco-Collective.
- The objective is to transform the way design is created and highlight how simple switching to sustainable practice is, without compromising on quality, affordability and functionality.

Challenges:
- The key will be to position a cost-effective, sustainable alternative to graphic design practice that exists currently, in order to gain leverage over competitors in the industry.
- To identify the best sustainable option of print and packaging using sustainable materials, through research, experimentation and expert insight.

Purpose:
- As designers, there is not enough being done to promote sustainable design practice; designers are responsible for resources such as inks, materials, packaging and devices that use high amounts of energy. I want to flip that and show it is possible to keep clients, designers and the environment happy if all these elements are carefully considered and swapped for ethical alternatives.

Audience:
- The audience will be graphic designers (small/large companies, or freelancers) who want to create honest, sustainable design to benefit themselves and clients.

Submission outcomes:
- 1x 5000 word report for Eco-Collective
- 1x Eco-Collective book detailing the services available
- 1x PDF showcasing Eco-Collective website/app mock-ups, including marketing strategies

Phase 1 – The problem

Weeks 1-2:
- Explore the issue of graphic design impacting the environment, particularly through historic and contemporary applications of print and packaging
- Explore the waste lifecycle; reduce, re-use and recycle, and explore biodegradable benefits

Week 3:
- CRIT presentation/project overview
- Evaluate feedback
- Begin identifying fundamental requirements for project i.e. form versus function

Week 4:
- 1x A4 page project overview
- 1x A4 page critical path
- Ethics review
- Consent form (if required)

Phase 2 – Experiment

Weeks 5-6:
- Create an archive of brands that are notorious for environment pollution on my blog
- Consider Eco-Collective 'services'
- Begin Eco-Collective experiments book with natural materials and resources to hand i.e. what plants can I harvest?

Week 7:
- Conduct interview with industry specialist for peer review of 2 minute case study, edit video
- Create plan for writing report and begin draft

Week 8:
- Submit report draft (2x A4)
- Experimental work and tests with peer review
- Submit 2 minute case study of final project with peer review by industry specialist
- Create page on blog for bibliography/research when writing report

Phase 3 – Development

Weeks 9-10:
- Personal action plan created in relation to studio project and report, respond to feedback from panel/student review of case study presentation in Week 8
- Design development captured, edited and presented in final format, as a clear narrative of my project development, to be published on blog
- Update my Eco-Collective experiments book as part of research

Weeks 11-12:
- Critical Report draft development, to be published via my blog, with a link to it on the Ideas Wall

Phase 4 – The solution

Weeks 13-16:
- 1250 words a week over x4 weeks
- Critical report target of 5000 words at this stage, refine and evaluate

Weeks 17-18:
- Finalise Eco-Collective book of organic experiments i.e. PDF/print
- Begin interactive PDF mock-ups of website/app

Weeks 19-21:
- Submit critical report of 5000 words
- Continue editorial/interactive PDF

Weeks 22-23:
- Research blog finalise
- Studio practice interactive PDF finalise

Week 24:
- Submit blog
- Submit interactive PDF