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MA Project overview

Research question:
- How can Eco-Collective build a community facilitating access to sustainable materials, within the graphic design industry?

Aims and objectives:
- The aim is to develop a community named Eco-Collective where designers, clients and eco-friendly material suppliers can collaborate.
- The objective is for clients to opt for sustainable alternatives in print and packaging, whilst raising awareness of the impact of the design industry on our planet.

Challenges:
- The key is transparency within Eco-Collective's community. The toolkit must provide clear outlines of client requirements/budget etc. in order to position a cost-effective, sustainable alternative to a project.
- To identify the best suitable sustainable option for each client, considering time, budget and functionality of materials and encourage the client to opt for this over other competitors in the industry.

Purpose:
- For fear of loss of business, graphic designers do not feel as though they are in a position to promote sustainable design practice. Even when clients request specific materials there is an issue with access to these resources, such as price, time and functionality barriers. I want to propose a community toolkit named Eco-Collective which will show it is possible to keep clients, designers and the environment happy whilst transforming the design industry.

Audience:
- The audience will be graphic designers, clients, and sustainable material developers.

Submission outcomes:
- 1x 5000 word report for Eco-Collective
- 1x Eco-Collective book showcasing the sustainable alternatives
- 1x PDF showcasing Eco-Collective website/app mock-ups, including marketing emails and newsletters

Phase 1 - The problem

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

Week 3:
- CRIT presentation/project overview
- Evaluate feedback

Week 4:
- 1x A4 page project overview
- 1x A4 page critical path
- Experiments with natural flowers
- Ethics review
- Consent form/s

Phase 2 - Refine

Weeks 5-6:
- Create an archive - brands that are good and bad examples
- Research current design trends
- Reach out to design/print practitioners and gather research about their experiences
- Collate findings and identify turning point; access to materials is an issue

Week 7:
- Collect quote from industry specialist
- Present key research findings in presentation (summary)
- Begin blueprints for Eco-Collective as a community service

Week 8:
- Submit refined plan and project management schedule (2x A4)
- Experimental work and tests with peer review
- 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 sustainable materials 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 sustainable materials in 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