

CONSCIENTIOUS COMMUNICATORS

Sarah Temple &
Tara Hanrahan
of LCC/UAL



OUR MISSION/

To champion intelligent and ethical creativity across disciplines, colleges, staff and students. To instigate positive behaviour change across UAL.

STUDENT IMPACT/

A three year approach.

YEAR 1 – PRINCIPLES

Establishing design principles that place environmental and socially responsible thinking at the centre of student learning and expand on existing good practice.

i.e. does your design – fulfil a genuine need; have a eco/social benefit; avoid the use of toxic, over-sourced, virgin and non-recyclable substrates; incorporate reuse/recycling/recovery after its primary use is exhausted; efficiently use resources/create minimal waste?

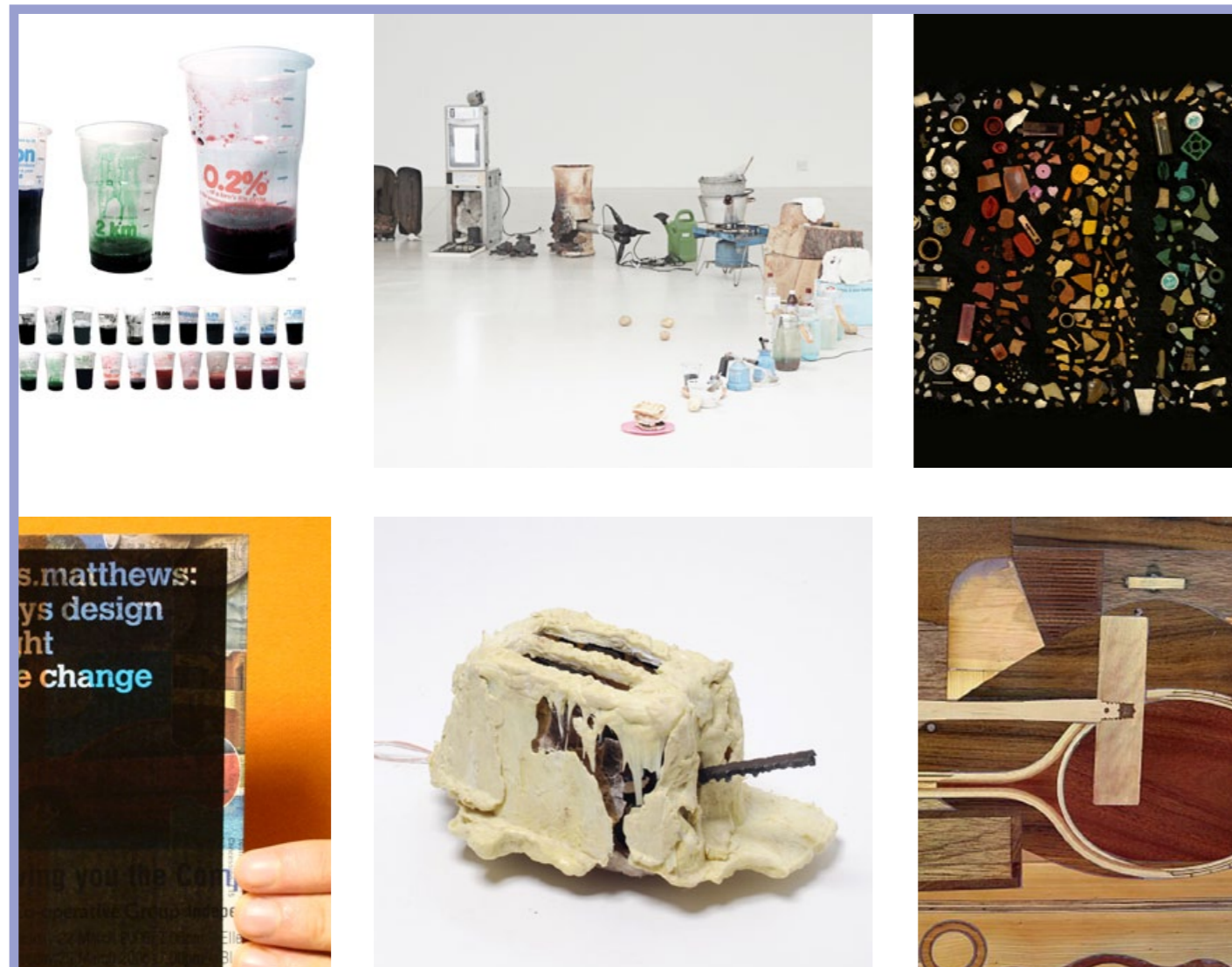
ECO-SOCIAL ASSIGNMENTS /

Ten projects for all disciplines –
informed by inspirational and
expert practitioners, educators
and students.

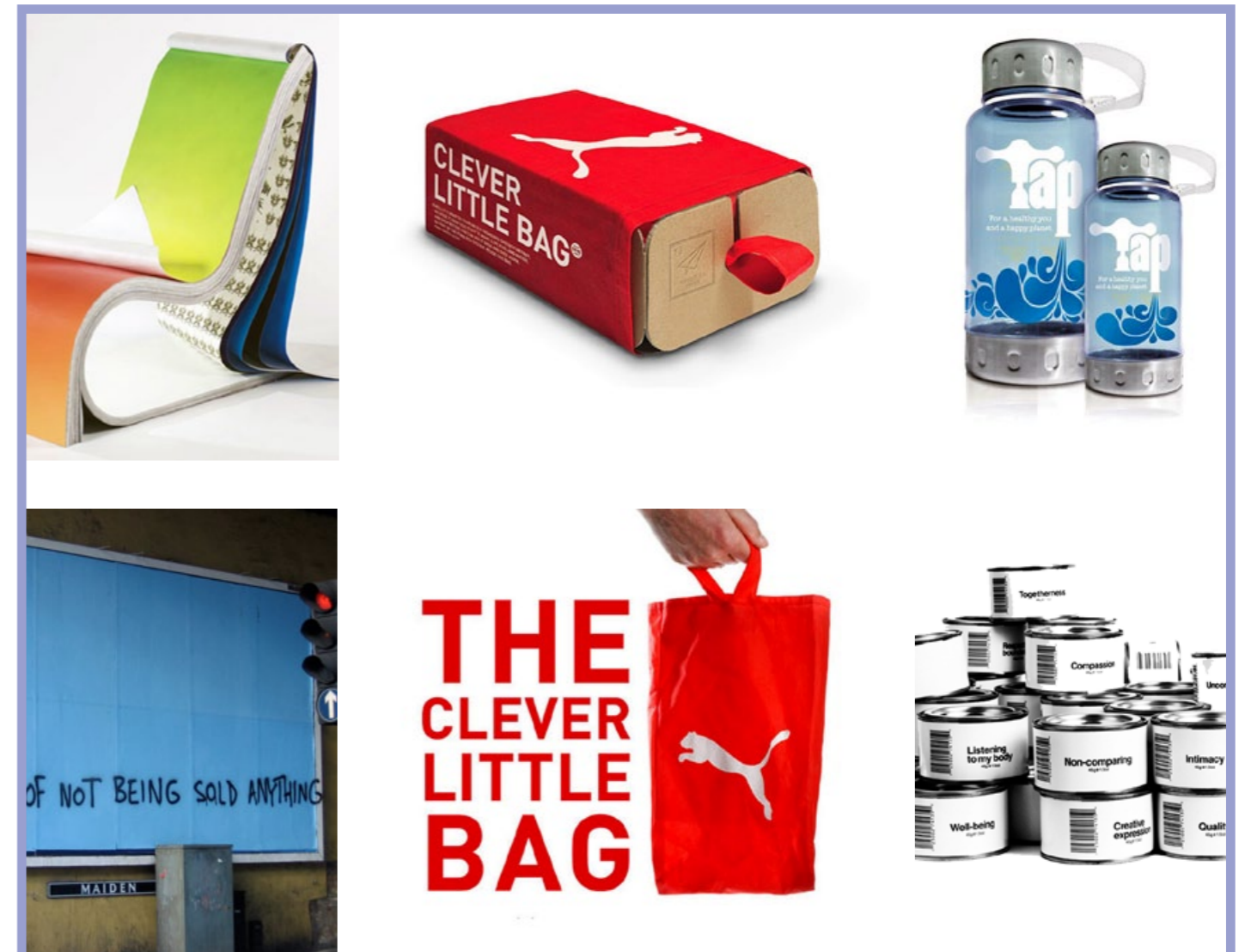
Thinking

Questioning the status quo with responsible and innovative ideas.

/ 1. Landfull



/ 2. Backward Thinking



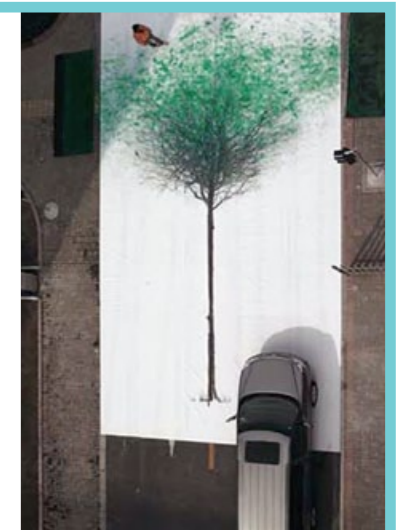
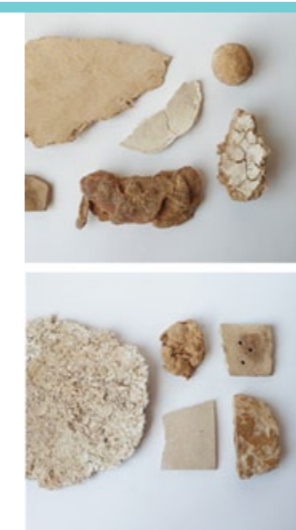
Materials

Using and making intelligent substrates that both avoid and utilise waste.

3. Leftovers



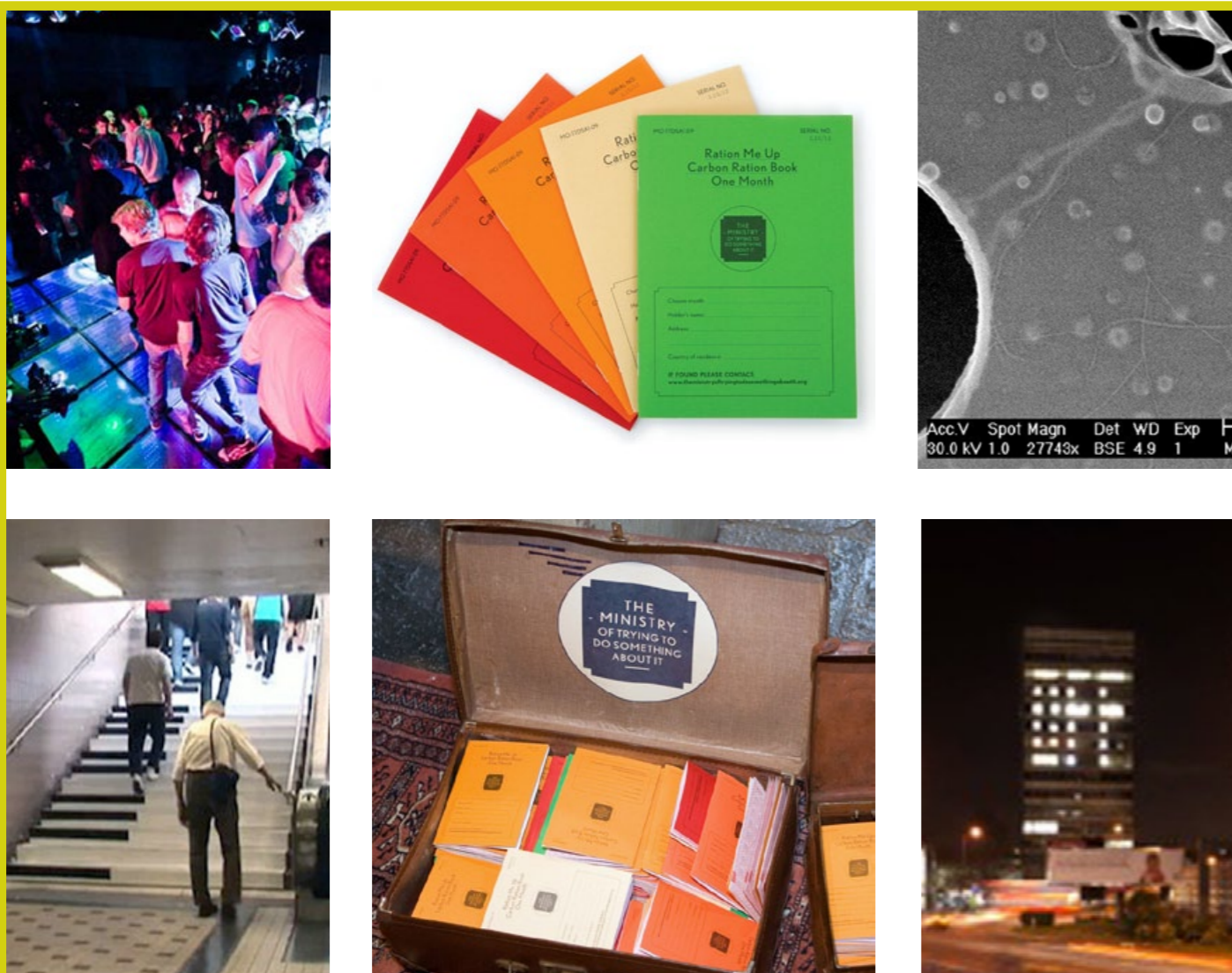
4. From Scratch



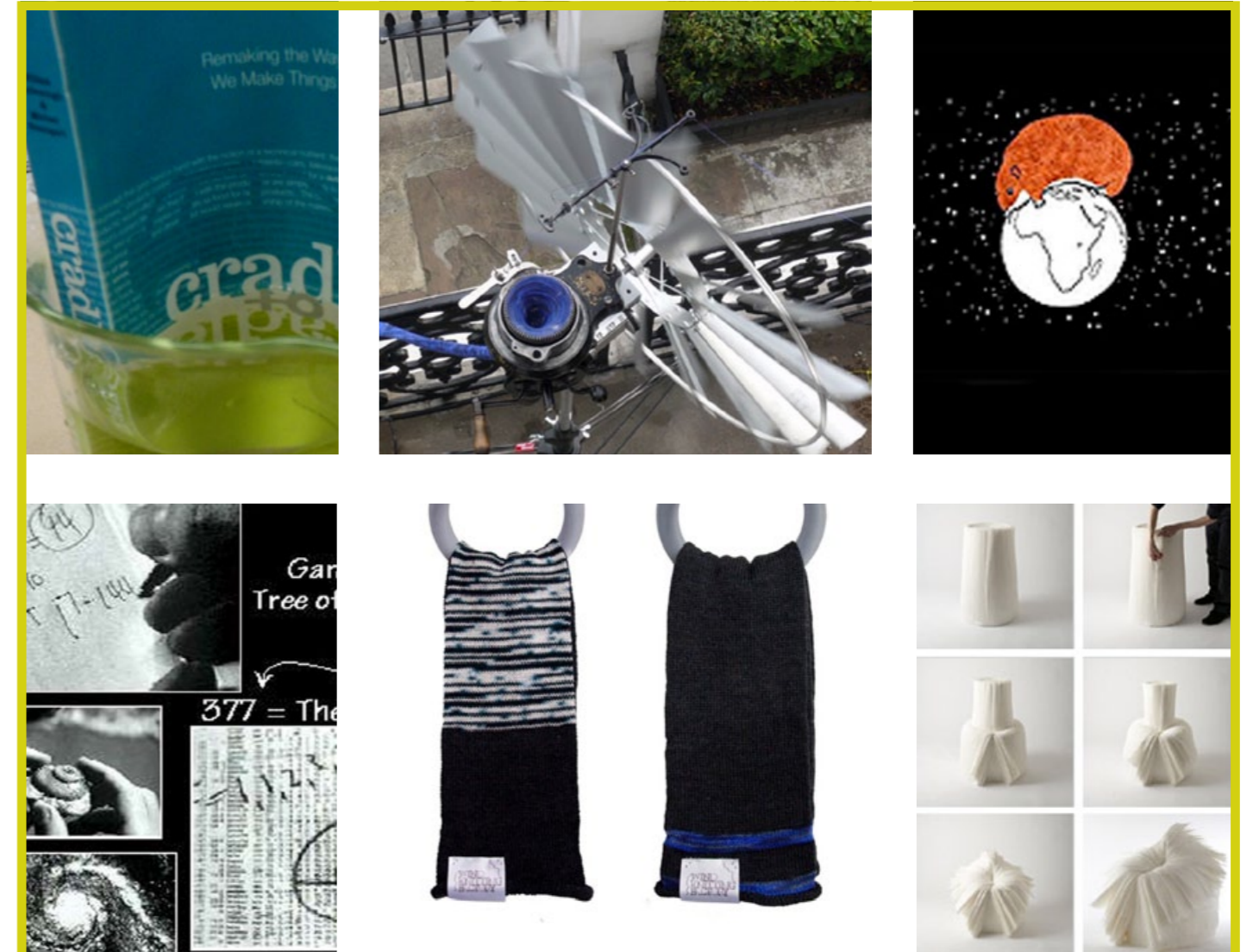
Process

Exploring alternative production methods and reducing impact on resources / energy.

/ 5. Energy Junkies



/ 6. Back to Nature



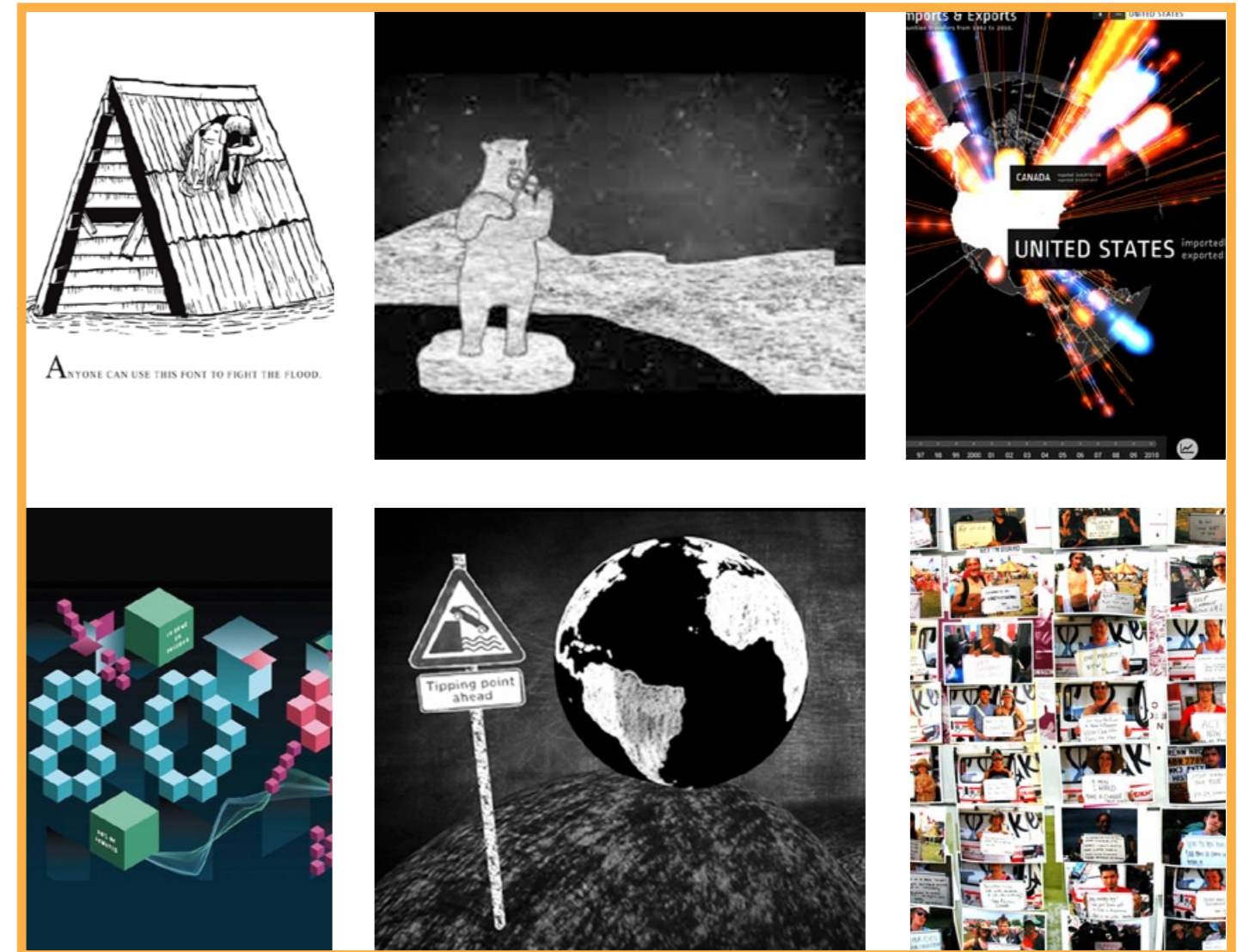
Message

Provoking positive action
via engagement, interaction,
persuasion and inspiration.

/ 7. Mexican Wave



/ 8. Knowledge is Power

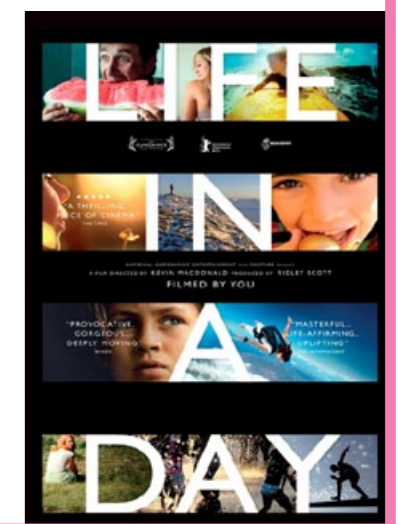
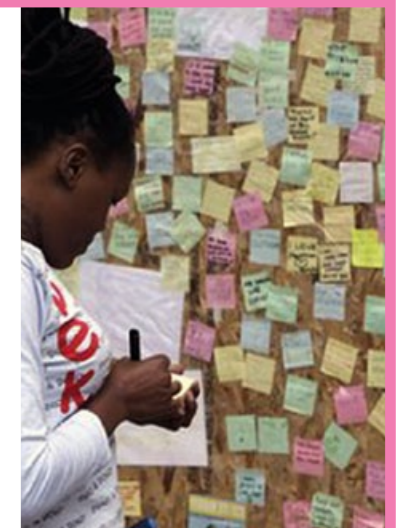


Changing attitudes, values and behaviours towards community and shared responsibility.

9. Common Cause



10. Breaking News



EVALUATION /

Working to basic sustainability learning outcomes in every brief.

On completion of this brief you will be able to develop thinking/tools which challenge current practice and be able to make a positive contribution to the local/global environment.

You will be able to –

- Apply a range of research methods in relation to specialist subjects (Research).
- Demonstrate critical and analytical skills in the interrogation of research (Analysis).
- Show a more in depth understanding of specialist subjects and matters of sustainability and responsibility (Subject Knowledge).
- Evidence further exploration of appropriate media, materials or recycled materials (if at all) and contexts for outcomes (Experimentation).
- Confidently demonstrate appropriate technical, craft and communication skills (Technical Competence).
- Demonstrate an awareness of audience and tailor communication accordingly (Communication and Presentation).
- Show development in self-analysis and ownership of learning in preparation for Second year (Personal and Professional Development).
- Demonstrate and understanding of the long term responsibility of design and its impact (Sustainability).

YEAR 2 – PROVOKING

Provoking and celebrating student exploration of environmental issues and raising awareness of sustainability across UAL.

DESIGN THAT MATTERS /

A curriculum-embedded project which established ethical thinking via collaboration with experts in the field.

(Across the national Green Week themes of waste, transport, consumption, biodiversity and water.)

Expert briefing

/ Centre for Sustainable Fashion, ClientEarth, The Environment Agency, Feeding the 5,000, Friends of the Earth, Futerra, The Great Recovery, Ground to Ground, Hackney Pound, The Healthy Air Campaign, The John Muir Trust, London Cycling Campaign, London Orchard Project, London Wildlife Trust, Liberate Tate, Living Streets, The Millennium Seed Bank, Natural History Museum, Plane Stupid, Refl-act, Restart Project, Sanitation Ventures, Thames 21, Tourism Concern, Trees for Cities, Virtual Water, Waste of the World, WaterAid.



The Jelly Experiment

/ Sculptural installation highlighting the unnecessary space transported within packaging. With a view to encouraging supermarkets and packaging designers to reconsider the form their products take. Their work has been shortlisted for a B-Award within the transport category of the Bilbao Bizkaia Design Festival.



Ecolor

- / A range of inks made from waste organic materials, donated by local businesses have been introduced into the screen printing rooms and a College 'colour garden' is in development. Their work is to be presented at the 'Impact 8 Screenprinting conference' Summer 2013, University of Abertay in Dundee.



Air Pockets

/ This campaign project imagined a future when clean air is so scarce that pure flavours will be bought off-the-shelf and inhaled. London Healthy Air Campaign and ClientEarth worked with and presented this campaign to the Supreme Court in March, hoping to push DEFRA to comply with nitrogen dioxide limits.



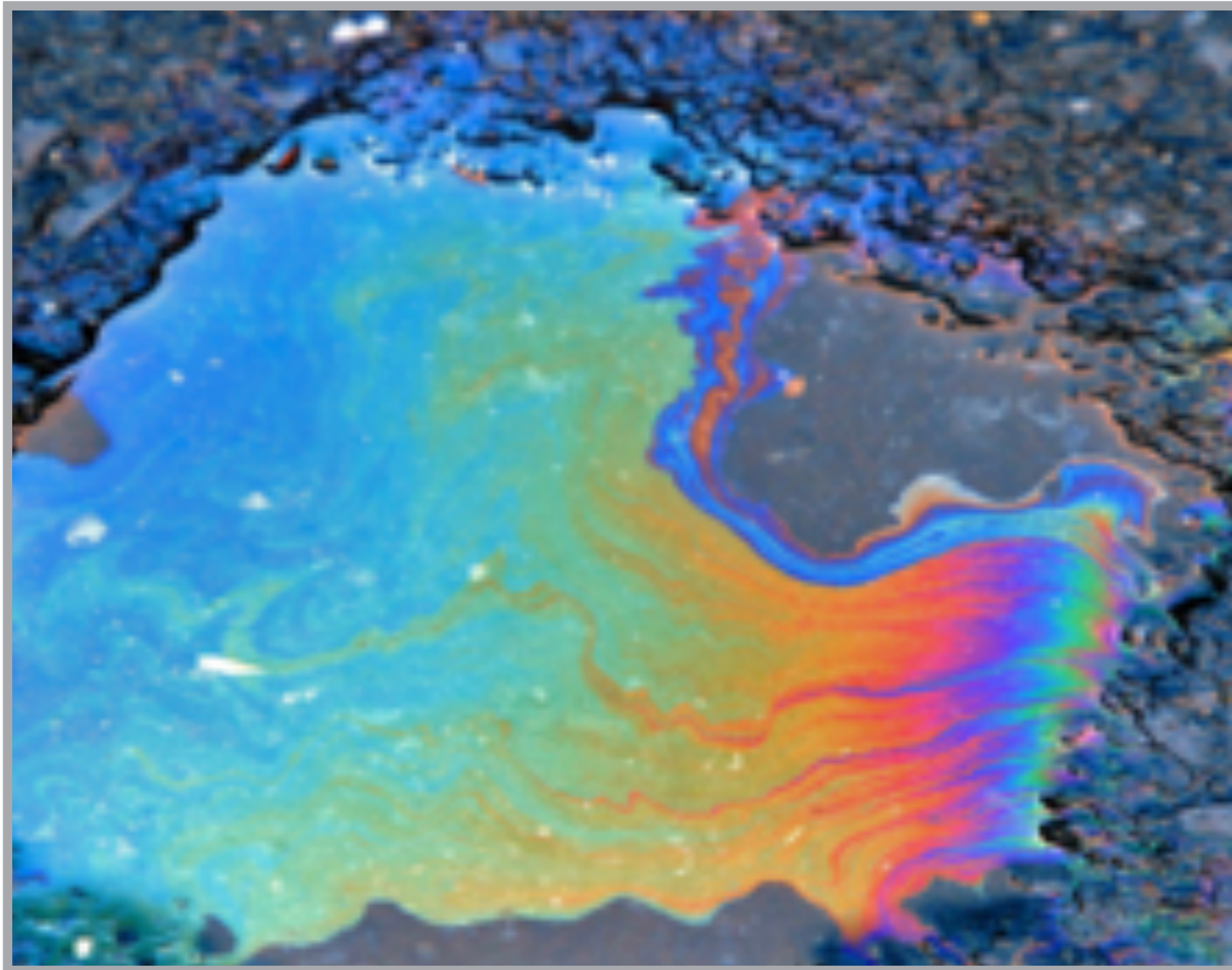
Off the Hook

- / A campaign to inspire young people to diversity their fish consumption to take the pressure off stocks. Successfully piloted at LCC, students are in consultation with the UAL Catering Manager to discuss Fish Fridays and sharing of recipes/information trans-University.



Drainbows

- / Book and website showcasing a collection of 'dead rainbow' images (visual effect of oil in water) – to educate on / help prevent petrol spillage. Thames 21 (UK waterway charity), would like to develop a website with our students to report car petrol leaking into drains, via a 'Spot the Rainbow' campaign.



EVALUATION/

Peer-to-peer review, knowledge sharing, personal reflection and external feedback.



// Dr Paul Micklethwaite,
Co-author of Design for Sustainable Change

I was impressed with the clarity and thoughtfulness of the work... A wide range of simple yet powerful ideas were well executed, inviting engagement and participation. I left with much food for thought, and a smile on my face."

// Dr Bob Bloomfield,
Director of the UN Decade for Biodiversity

This project seems to have developed a value-shift, which can be very influential. I would like to work with LCC further in raising understanding of nature and natural resources."

// Myles Palmer,
2nd Year BA GMD LCC student and campaigner

... the buzz throughout the week from students, staff and members of the public engaging with the issues being addressed was refreshing. The opportunity to discuss our work with industry experts gave us invaluable input and drove myself and peers to push our ideas as far as possible."

// Alexie Sommer,
Director of Communication at design agency Thomas.Matthews

Highly engaging solutions were presented, by bright designers who were passionate about their work and the challenges we face..."

YEAR 3 – EMPOWERING

Supporting projects with sustainable objectives, connecting them with industry and enabling students to enter the workplace understanding (and pushing for) best practice.

Food for Good

/ by Chiara Astuti, Anna Cennamo, Martina Giulianelli
Helping to tackle food waste by transporting it from local restaurants to local charities. Recent work explores the wastage caused by supermarket cosmetic standards.
Winner of social entrepreneur grant from UnLtd.
Showcased at Forum & Feast Conference, Feeding of the 5,000, UAL Green Weeks 2012/13 and LCC dinner event.



Orphans Who Had Parents

by Lisa Grant

52 page graphic novel exposing the Cambodian 'orphan business'. The comic is based on true stories of children who are left by impoverished parents at institutions which use them as bait for wealthy volunteers and large donations.

Silver Award winner at the Creative Conscience Awards, (Illustration and Animation category).



I Love my Kettles

/ by Julie Fry
Rescued and mass-produced appliances that are lovingly repaired and morphed into crafted objects – giving items unique qualities that create longevity.
Working with eBay.
Shortlisted for a B-Award at the Bilbao Bizkaia Design Festival (Product Design category).



Hijack Publication

by MA Design and Journalism students

A hijacked version of Arts London News.

The issue explores creative responsibility and opportunity in equal measure – it tackles environmental issues with the ambition to inform and inspire its readers.

Working with the action group The Occupied Times.



Home Bag

/ by Rikke Holst

A waterproof sleeping bag cover for rough-sleepers.
(In the day time the cover can be folded into a backpack to carry belongings).

Highly Commended at the Creative Conscience Awards
(Product Design category).



EVALUATION/

Industry partnerships, professional acknowledgement and creative awards.



SO FAR /

Students and staff have enhanced their understanding of sustainable practices.

Projects have made a positive contribution (enriching/ evolving LCC practices).

Genuine external and internal co-design practices (informed by research /expert knowledge) have occurred.



WHAT NEXT?

Collaboration and knowledge sharing are key to enabling sustainability to be built into design solutions. How can we make this easier and more robust?

We must pioneer research and promote experimentation if we are to keep pace with the changing world around us. How can we facilitate this?

ual: university
of the arts
london
london college
of communication

