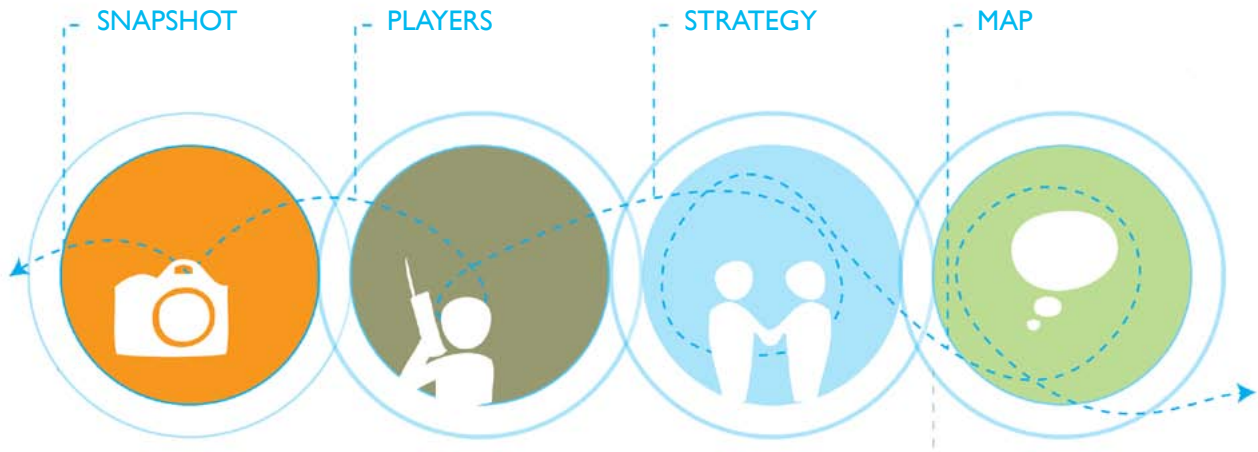


Integrated sustainability design brief – interactive form

Assembled by Jennifer Nichols, jen@nicholscreative.ca – please see Resources for source credits

Accompanying article: *Sustainability Planning for Creatives – a Brief Exploration* located on: www.gdc.net



PROJECT

DATE

DESIGN LEADS

PURPOSE

Resources

Celery Design Collaborative. (2012, September). *EcoTools*. Retrieved from: <http://www.celerydesign.com/eco-tools/>

Elliott V. (2012). Environmental Best Practices Guide Now Available! *Society of Graphic Designers Canada*. Retrieved from: <http://www.gdc.net/newsletter/index/articles1281>

The Living Principles (2012, September). *Roadmap*. Retrieved from: <http://www.livingprinciples.org/framework/roadmap/>

The Natural Step. (2012, September). *Applying The Framework for Strategic Sustainable Development*. Retrieved from: <http://www.naturalstep.org/en/applying-framework>

Phillips, P.L. (2004). *Creating the Perfect Design Brief*. New York: Allworth Press.

Re-Nourish. (2012, September). *Tools*. Retrieved from: <http://www.re-nourish.com/>

THE STRATEGY

What are the key objectives you need to fulfill?

Describe the process for how the design team will solve the problem working back from the vision of a successful user experience. How will these design strategies relate to sustainability principles?

What sustainable design principles* support client values?

**Visit the Living Principles road map for content <http://www.livingprinciples.org/framework/roadmap/> e.g. Environment: durability, disassembly, People: community affect, Economy: service model, Culture: project meaning.*

What sustainability tools will you use? *For details on sustainable design implementation & measuring tools visit:*

- *Re-nourish tools library: http://www.re-nourish.com/?l=tools_paperfinder*
- *Celery Design eco-tools: <http://www.celerydesign.com/eco-tools/>*
- *GDC Sustainability links: http://www.gdc.net/designers/sustainable_design/articles816.php*

How could you measure the success of the process?

Could you use Re-nourish Digital, Print, Printer or Studio Standards? http://re-nourish.com/?l=lab_detail&id=122

THE MAP

Outline phases of the project with estimated costs. Include details production and disposal details. Do the costs of the phases match the budget?

Who are the key stakeholders? Include names of printers, suppliers and other stakeholders you will discuss the strategy with.

What is the action time line (match phases to dates)? At what point will you apply the GDC's Environmental Best Practices Guide interactive checklist? <http://www.gdc.net/designers/library/index/articles/1457.php>

Who will sign off for each milestone of the timeline and the GDC Checklist?
