

**KONNICHIWA
HIROSHIMA!**

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How and why we need to adapt
the design curriculum

What we need to consider as educators

Good practice - Responsible Designer







**How we evolve design education to
enable design students
to practice more responsibly?**

Sustainability

Ethics

Inclusivity

Cradle to Cradle

Closed loop design

Materiality

Recyclability

Communication

DO STUDENTS CARE?

80%

of students said sustainable skills
are important to future employers

63%

said greater skills and understanding
should be part of the curriculum

76%

would choose a University that
had a greater sustainable agenda

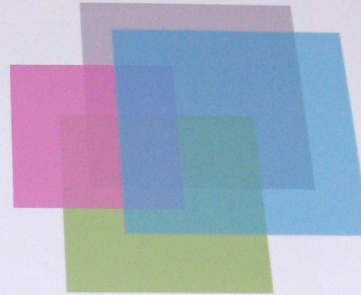
WHAT WOULD HELP STUDENTS?

Develop critical thinking and how to apply it.

Inspirational resources.

Enable informed decision making.

Develop practical studio based tools.



Responsible Designer:

A system to help you be a better designer.

Start/ Discuss & debate the issues then choose the words which apply to your brief. Download the App via iTunes & considerwhat.wordpress.com for support, resources and examples of lovely design.

End/ Keep this sheet throughout a brief or project lifecycle & hand-in with your final outcome.

Repeat/ Use this system for every brief to improve your knowledge, terminology and become a more responsible designer.



Start // brief / issues / discuss / choose / download App / retain End // hand-in / final outcome / assessment Repeat //

Environment

- Sustainability
- Materiality
- Cradle to Cradle
- Recyclability

Ethics

- Tone of voice
- Environment
- Communication
- Brief
- Inclusivity

Future

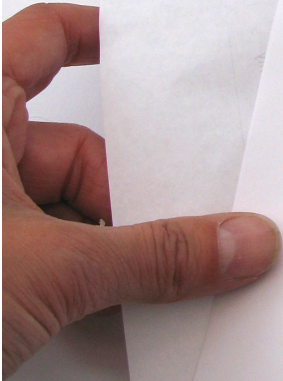
- Skills
- Employability
- Projects
- CV
- Portfolio

Communication

- Tone of voice
- Appropriate
- Proposition
- Aesthetics

Application available via iTunes & considerwhat.wordpress.com

Responsible Designer



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Future
Skills
Employability
Projects
CV
Portfolio

Communicate
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Proposition
Aesthetics

End // hand-in / final outcome / assessment Repeat //

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Design:

Start // brief / issues / discuss / choose / download App / retain **End** // hand-in / final outcome / assessment **Repeat** //

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Responsible Designer

Brief requirements
propositional
elements

PIL

Brief requirements
proposition
ethnicity

sustainability
materiality
re-cycling
papers
card
FSC

Skills
my interests
future briefs

Start // brief / issues / discuss / choose / download App / retain End // hand-in / final outcome / assessment Repeat

Environment
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Tone of voice
Environment
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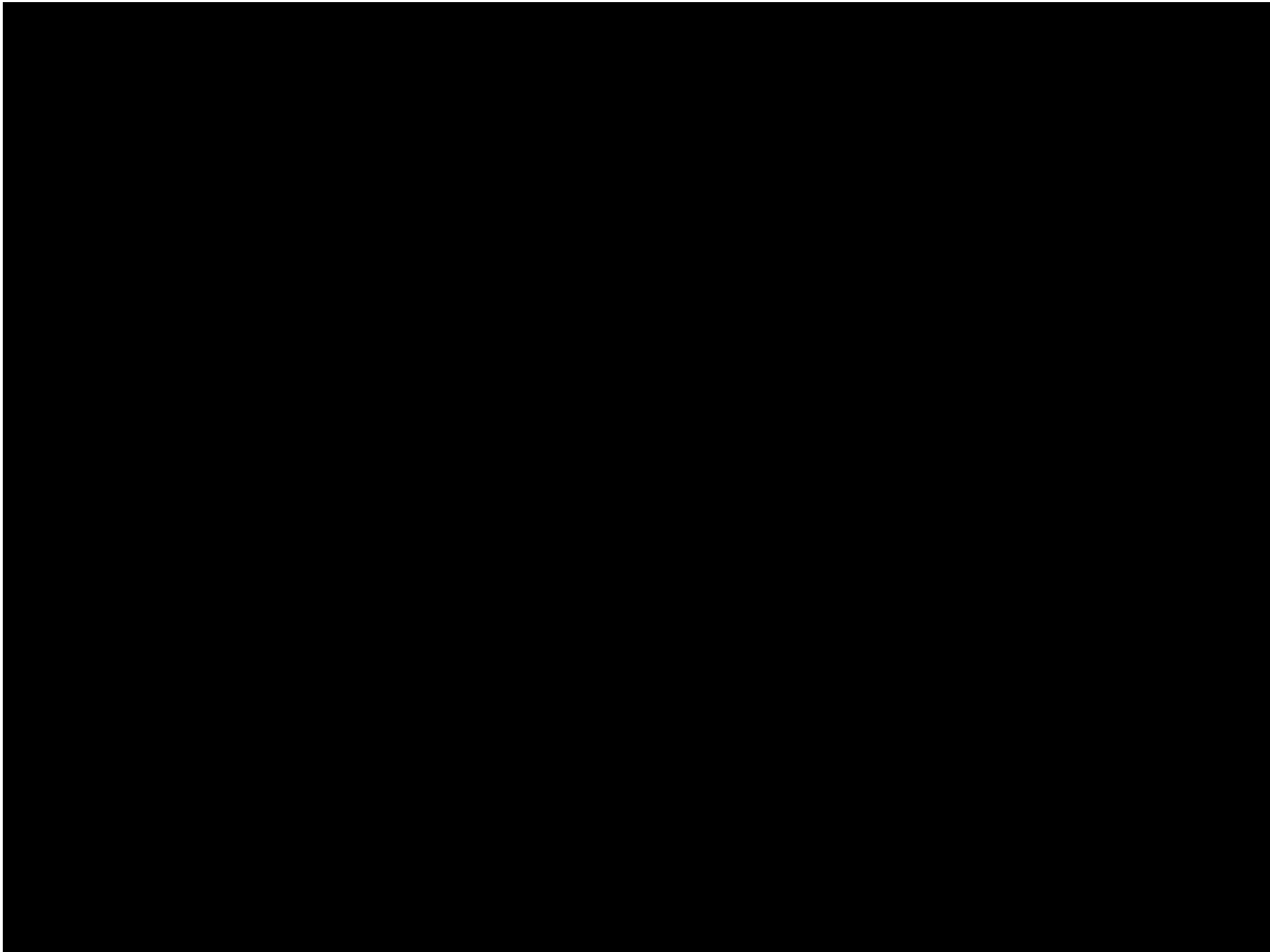
Future
Skills
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how?



Ink
Consider Ink



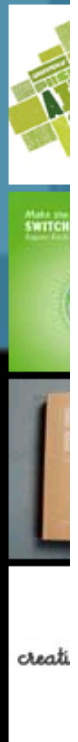
Print
Consider Printing



Brief
Consider the Brief



Paper
Consider Paper



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lovely work



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signer

resources

Links

Handy Links to check out

Further Reading

More reading on Sustainable Design

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Product design
Ceramics
Fashion Design
Surface Pattern
Craft

88%

of students thought the issues covered would be beneficial to their future projects

91%

thought design students
should practice more responsibly

95%

thought the content was highly relevant to their degree

95%

said materiality was a key priority



A WISH FROM THE STREET

STREET 2 SCHOOL

visit www.aviva.co.uk to see how we are supporting street kids into education and making their wishes a reality.

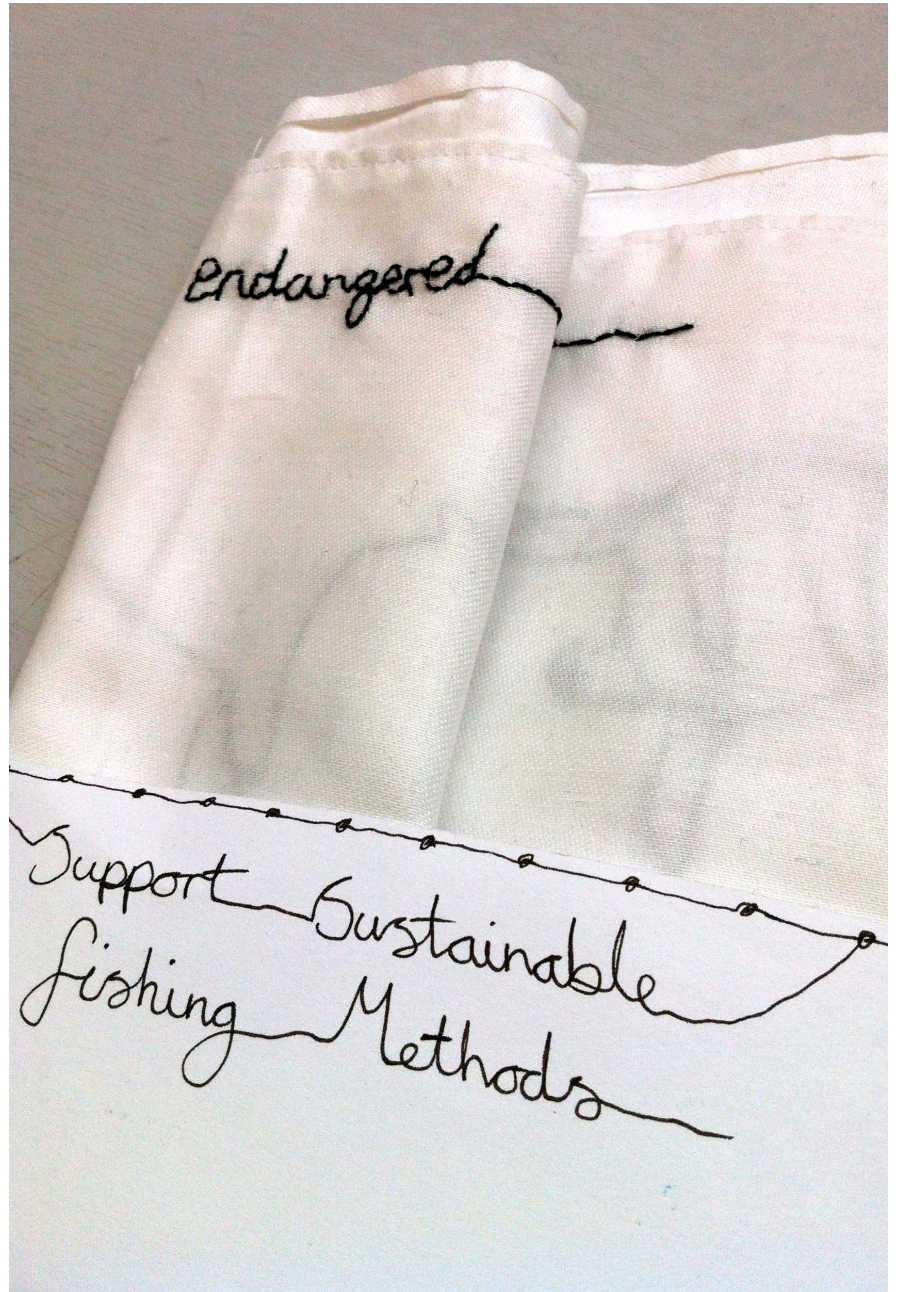
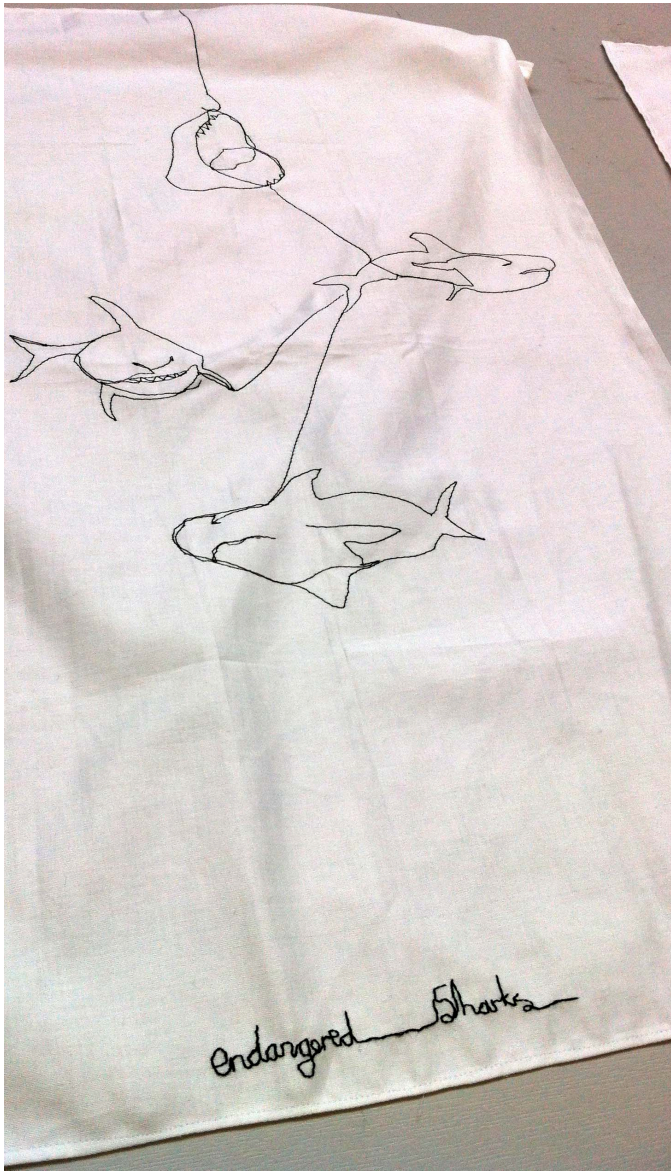




DOMESTIC BLISS?
2 WOMEN ARE KILLED EVERY
WEEK DUE TO DOMESTIC
VIOLENCE
HELP US WIPE OUT
DOMESTIC VIOLENCE..
AMNESTY
INTERNATIONAL 

GREENPEACE

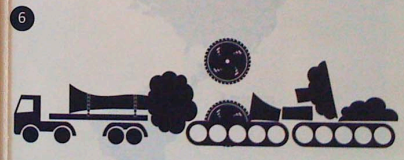
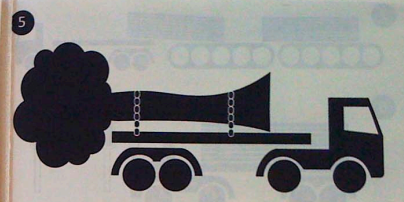
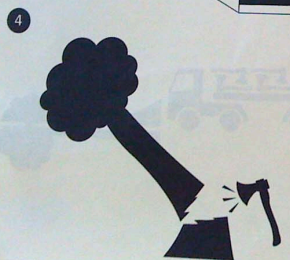
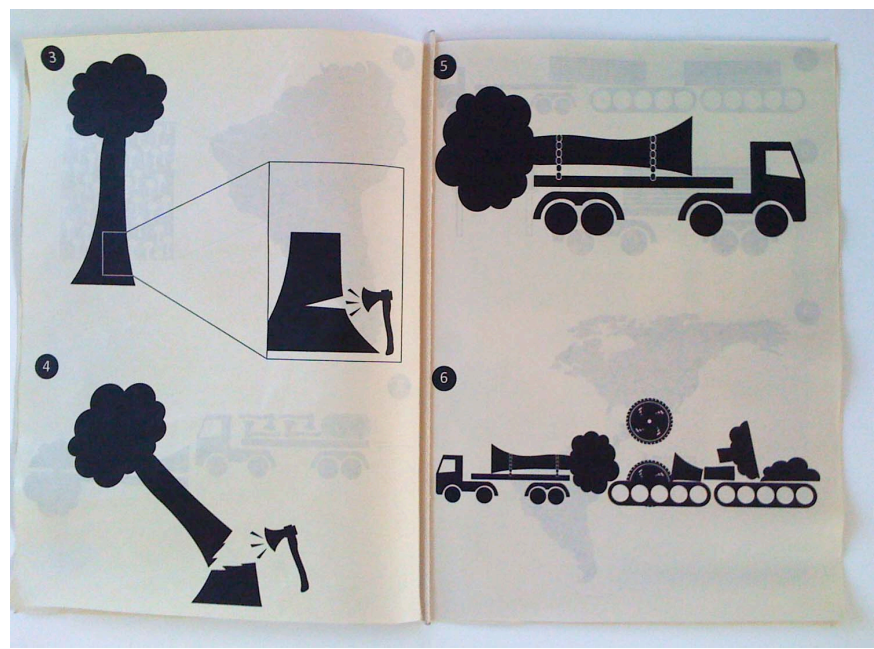
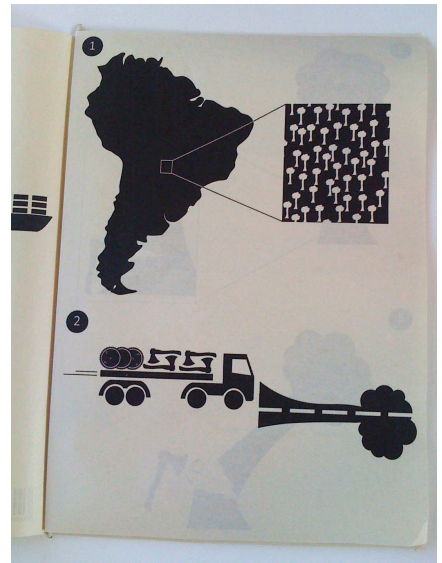
Endangered



habitat

instructions for
deforestation

part 1 of 1





25%

**OF MEDICINE
COMES
FROM**

RAINFORESTS

BUT ONLY

1%

**HAS
BEEN
TESTED**

It is estimated that 25% of Western medicine comes from the rainforests, including Vincristine, a very powerful anti Cancer drug. The shocking fact is that only 1% has been tested by pharmaceuticals, leaving 99% of rainforests un-researched. Imagine the possible medicine available, maybe the cure for Cancer, if its not already been destroyed.

www.rainforestproject.co.uk

“IF YOU THINK THE SMALL
THINGS DON’ T MATTER, YOU’ VE
NEVER SPENT THE NIGHT
IN A TENT WITH A MOSQUITO”

THANKS!

@birdysong

j.t.hudson@staffs.ac.uk

considerwhat.wordpress.com