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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.

Source: First year attitudes towards, and skills in, sustainable development. The Higher Education Academy 2011
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.
## Responsible Designer

### Environment
- Sustainability
- Mattility
- Cradle to Cradle
- Recyclability

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

### Future
- Skills
- Employability
- Projects
- CV
- Portfolio

### Communicating
- Tone of voice
- Appropriateness
- Appropriation
- Aesthetics
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<th>Environment</th>
<th>Ethics</th>
<th>Future</th>
<th>Communication</th>
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<td>Materiality</td>
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Application available via iTunes & considerwhat.wordpress.com
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<th>Proposal</th>
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how?

Ink
Consider Ink

Print
Consider Printing

Brief
Consider the Brief

Paper
Consider Paper
lovely work
resources

Links
Handy Links to check out

Further Reading
More reading on Sustainable Design
Product design
Ceramics
Fashion Design
Surface Pattern
Craft
Research gathered from 107 Level 4 Graphic Design students at Staffordshire University

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

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
Endangered Sharks

Support Sustainable Fishing Methods
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 it is 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!

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considerwhat.wordpress.com