

Graphic Design

2018
project
brief



SUSTAINABLE DESIGN GUIDELINES

Sustainable Design Guidelines are applicable to everyday office life, where higher education organizations and groups can make simple decisions with sustainability in mind.
Developed by Rebecca Schaefer with assistance from WMU's Office for Sustainability
This is a living document, last updated September 28, 2018.

PRINTING: INK

Print with low-VOC ink.

The EPA defines VOCs or, "Volatile organic compounds," as "organic chemical compounds whose composition makes it possible for them to evaporate under normal indoor atmospheric conditions." VOCs can be harmful both outdoors and indoors, because they are released during the use of everyday products. Some of these products include cleaning supplies, printing inks, paint and glue. The EPA article, *Technical Overview of Volatile Organic Compounds* states, "Indoor VOCs react with the indoor ozone even at concentrations below public health standards. The chemical reactions produce sub-micron sized particles and harmful by-products that may be associated with adverse health effects in some sensitive populations." It is possible to reduce VOCs by purchasing low-VOC ink, which uses a soybean oil alternative. Another EPA publication, *Pollution Prevention for the Printing Industry*, says, "Soybean oil-based inks can replace 20 to 40 percent of petroleum based oils in ink. The soybean oil replacement is said to reduce volatile organic compound content by as much as 80 percent."

PRINTING: PAPER

Avoid printing on thick paper.

Standard printing paper ranges in weight from 20 to 32 lb per 500 sheets and standard card stocks range in weight from 50 to 110 lb per 500 sheets. When purchasing paper, search for 10 to 15 lb bond paper and use card stock as little as possible to reduce resource usage.

Use sustainably harvested paper that is FSC certified.

FSC stands for Forest Stewardship Council; their mission is, "To promote environmentally sound, socially beneficial and economically prosperous management of the world's forests." FSC certification requires abiding by 10 principles and 57 criteria, which ensures environmentally and socially sound forest management tactics. Management must adhere to all laws, respect local cultures, monitor forest usage, promote the conservation of resources and more.



Search for this logo to see if products are certified!

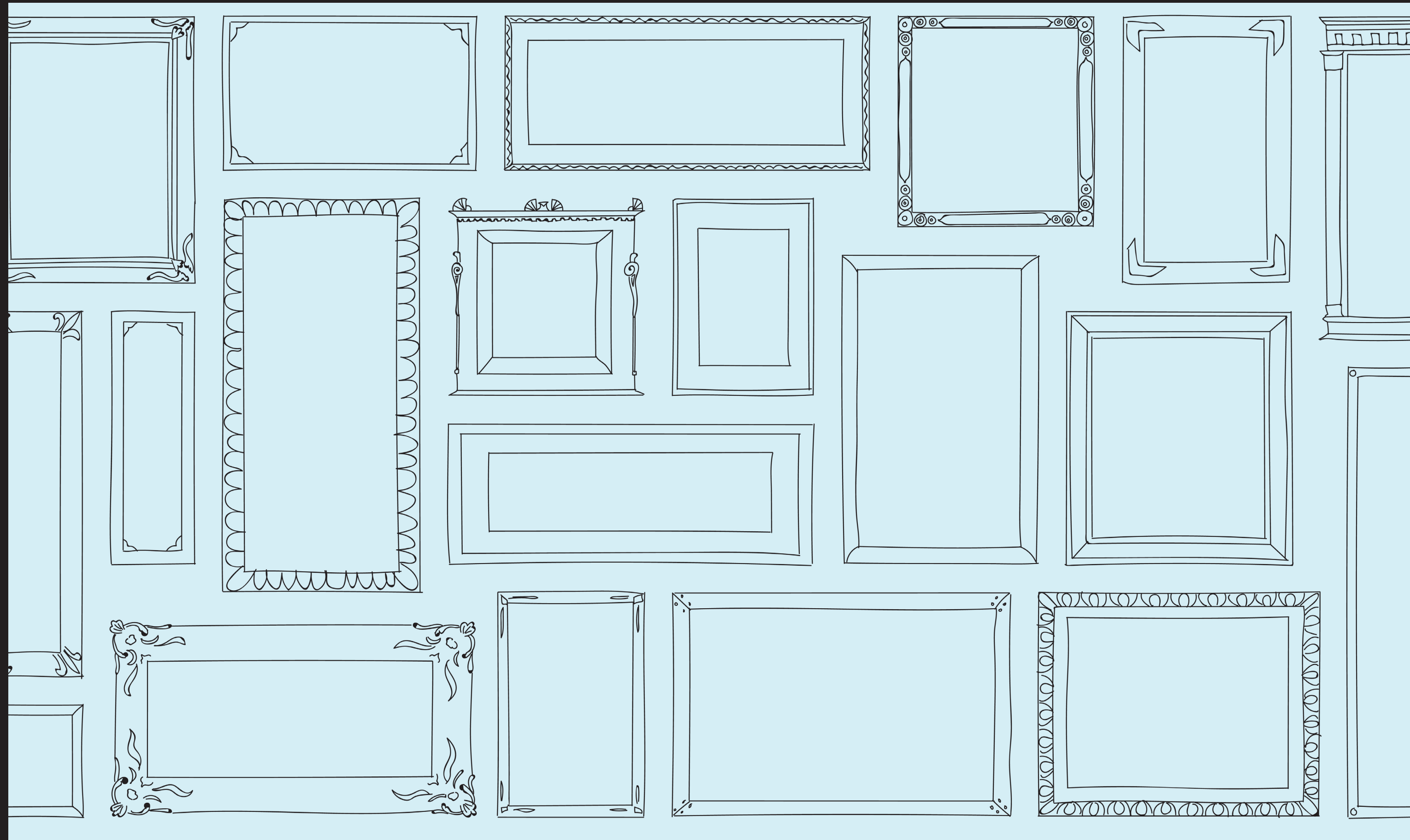


AASHE CONFERENCE & SUSTAINABLE DESIGN GUIDELINES



PHOTOGRAPHY





WIDR @ GIBBS: AN OPEN MIC NIGHT

**Friday, November 30th,
6:30–9:00pm**

Bring a light colored cotton t-shirt to print on at the Gibbs House and listen to live music hosted by local radio station WIDR 89.1 FM. Desserts and appetizers will be offered, feel free to bring your own dish to pass.

For more info, check out our event page at facebook.com/events/2281187595437783/



EVENT POSTERS & WEBSITE SLIDES



OFS DORM BOARDS

INTRODUCTION TO SUSTAINABILITY

01

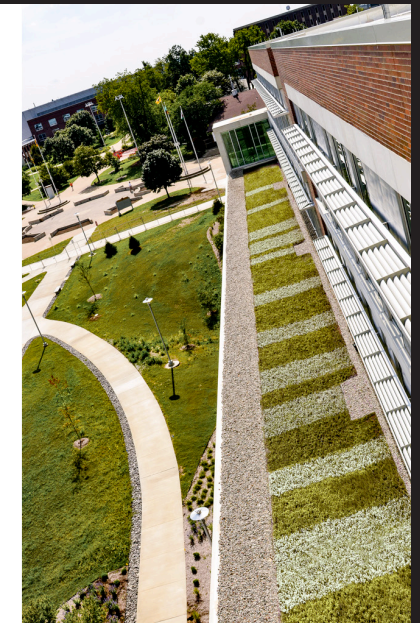
FOOD

- Between 31 to 40% of the food produced in the US is wasted
- This is more than food going bad
- Higher methane emissions
- Food waste vs. the US hunger problem



DEFINING SUSTAINABILITY

- "the ability of future generations to meet their own needs"
- "support present and future generations"
- "a better world for all generations"



FYS PRESENTATION REDESIGN (WORK IN PROGRESS)

Future graphics

Follow & add to sustainable design guidelines

Use more digital materials

Keep accessibility in mind