SUSTAINABLE BRAND DESIGN

Believe in your ability to create change in the world around you.

Design and creativity is a mindset — a powerful source for looking beyond the status quo. Take the opportunity to generate new ideas, solutions or approaches, which will shape the future.

You will pick a local brand of your choice which is not sustainable at heart. With this brand in mind, you will work towards a presentation that explores a topic relevant to their product, service or offering and can be enhanced through design. This process will be guided by the 17 Sustainable Development Goals (SDG's).

With a design-led problem-solving approach, you will discover and familiarise yourself with the SDG's and the brand of your choice, deep dive into one topic and specifically look at how design can support the brand to deliver on one of the SDG's. You will further define and synthesize the information from the discovery phase into a problem definition. At the core of this course will be the development and design of a media-agnostic solution. The result can come in the shape of a new packaging concept, a poster campaign which raises awareness around a specific topic, a new product extension or an adjustment to a particular offering.

This course will be round off with a presentation in class, which you will be encouraged to share afterwards with the brand of your choice.

Examples from brands using different levers to achieve a better and more sustainable future:

Patagonia

Patagonia aims to use the resources they have, their voice, their business and their community to do something about our climate crisis.

Rotterzwam

70% of the coffee is consumed at home, and in many cases, it ends up with residual waste? Rotterzwam has developed a grow kit, which allows you to convert your coffee grounds into oyster mushrooms.

Allbirds

The shoe industry often falls victim to shipping a box within a box, but Allbirds and Rothy's broke the trend. These direct-to-consumer companies shep their shoes in a single package that does double duty.