

(Download ebook) Green Graphic Design

## Green Graphic Design

*Celery Design Collaborative, Brian Dougherty*  
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**Celery Design Collaborative, Brian Dougherty : Green Graphic Design** before purchasing it in order to gage whether or not it would be worth my time, and all praised Green Graphic Design:

4 of 4 people found the following review helpful. Not much "greenovation" here, just practical ideas for material responsibilityBy Dominique FallaBrian Dougherty's book "Green Design" looks at ways to combine the environmental ideals of the 60s, with the realities of contemporary science and business.He argues that Corporate

Social Responsibility (CSR) strategies can be adopted by large businesses because design decisions aren't made at a corporate level, individuals make them, and so the task is to find individuals within organizations that share a designers "green vision". Brian gives some practical advice for graphic designers, and how we can "go green"

- Use post consumer recycled and tree-free papers
- Look for printers who use non-toxic, vegetable or soy inks
- Devise packaging structures that result in less waste
- Strategize with clients about promoting causes
- Help not-for-profit organizations communicate and lobby
- Investigate cause-related marketing
- Help shape the way brands communicate with their audience

As designers, he argues, we don't need "permission" to "do good", any more than we need permission to obsess about kerning. It should be a natural part of our role as designers. There are also two directions that designers need to push for change. One is "upstream" which involves changing management and client decisions, and the other is "downstream" and this involves suppliers, manufacturers and printers. Brian makes a very shocking point, and illustrates it quite graphically, that most "graphic design" ends up as landfill. Those 50,000 flyers that you sent out to homes and businesses last week just got thrown away, even if they communicated the intended message first. And "thrown away" actually means, moved somewhere else. Out of site, out of mind. There is no "away". It was a well-made point and certainly caused me to sit up and think. Leading on from this, he argues that increasing our response rates is one of the "greenest" things we can do as designers and that paradigm shifts are much better than incremental improvements. I love his quote, "use more creativity and less stuff". That will certainly be my mantra for the New Year. In terms of paradigm shifts, Brian encourages us to think about ways of reinventing what was once standard design, such as removing the need for envelopes and making letterheads into self-mailers, or printing postcards that point readers to an online brochure, instead of printing the whole brochure and sending it. As annoying as email newsletters are, deleting them into cyberspace is a whole lot better for the planet than throwing a printed newsletter into landfill. He discusses the printing process itself and how environmentally unfriendly it is, with all the waste paper and ink involved with starting a print run, the energy consumed by the printer itself and the toxic cleanup of the machines after the run is finished. His advice for short run printing is to go digital. For medium print runs, use sheet-fed offset and waterless printing or UV printing and for larger runs, again look for UV printing. I also think that any printer who is using renewable energy to run their machines is also a plus. The book also examines plastics, and I was interested to see PVC or vinyl called "the Poison Plastic" as I have worked in the signage industry, and I know that the majority of printing is done with very toxic inks on to vinyl substrates. He suggests using other signage alternatives, such as 3D laser cutting, cotton canvas for banners, recycled PET plastic fabric or UV print onto reclaimed surfaces or veneered solids. This review might make the book sound all doom and gloom because I've extracted the main points, but as he says, he's "more interested in innovation than guilt" and I was certainly inspired to innovate more with my design as a result of reading the book. It's actually quite light and easy-to-read, surprisingly, considering the topic and I certainly think every graphic designer should start investigating ways to green their professional practice, one way or another. I look forward to the day when "green design" is synonymous with "good design" and no body thinks about doing the "right thing" anymore, because everyone just does it naturally. I'll end with another quote from the book that also deserves to be printed on a T-shirt (using soy based inks of course): "In order to design for change, we must change the way we design". Inspiring stuff indeed.

0 of 0 people found the following review helpful. Being Green  
By Brajk  
I have been working in my thesis about 4 months ago, and this is one of the books where I've been taking references. Basically, this book shows and explains in a very efficient way this new wave of Sustainable Graphic Design. I strongly recommend it for all designers around the world who wants to be on the forefront of our profession making a difference and producing creatively eco-friendly solutions to their clients. Bravo! for Brian Dougherty and Celery Design Collaborative. Saludos desde Mexico.  
0 of 0 people found the following review helpful. This book is okay.  
By ce902  
As the title, this book is okay. The information is good, but after read it once, no interest to read it again. p.s. I brought the Kindle online version, it costs more but difficult to read.

Can a graphic designer be a catalyst for positive change? Green Graphic Design reframes the way designers can think about the work they create, while remaining focused on cost constraints and corporate identity. Simple, eco-innovative changes are demonstrated in all phases of the design process, including:

- Picking projects
- Strategizing with clients
- Choosing materials for manufacture and shipping
- Understanding users
- Picking ink and paper for printing
- Binding
- Packing final products
- Building strong brands
- Working with clients to foster transparency and corporate social responsibility

Fully illustrated and packed with case studies of green design implementation, this reference guide more than inspires; a "sustainability scorecard" and a complete glossary of key terms and resources ensure that anyone in the design field can implement practical green solutions. Green Graphic Design is an indispensable resource for graphic designers ready to look to the future of their business and the environment.

About the Author Brian Dougherty is a partner at Celery Design Collaborative and a recognized leader in green design. A founding member of the board of advisors for the AIGA Center for Sustainable Design, he lives and works in

Berkeley, California.