

ITT Technical Institute  
**GC2520**  
**Sustainable Graphic Design**  
**Onsite Course**

**SYLLABUS**

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**Credit hours:** 4.5

**Contact/Instructional hours:** 56 (34 Theory Hours, 22 Lab Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisite: GC1110 Fundamentals of Design or equivalent

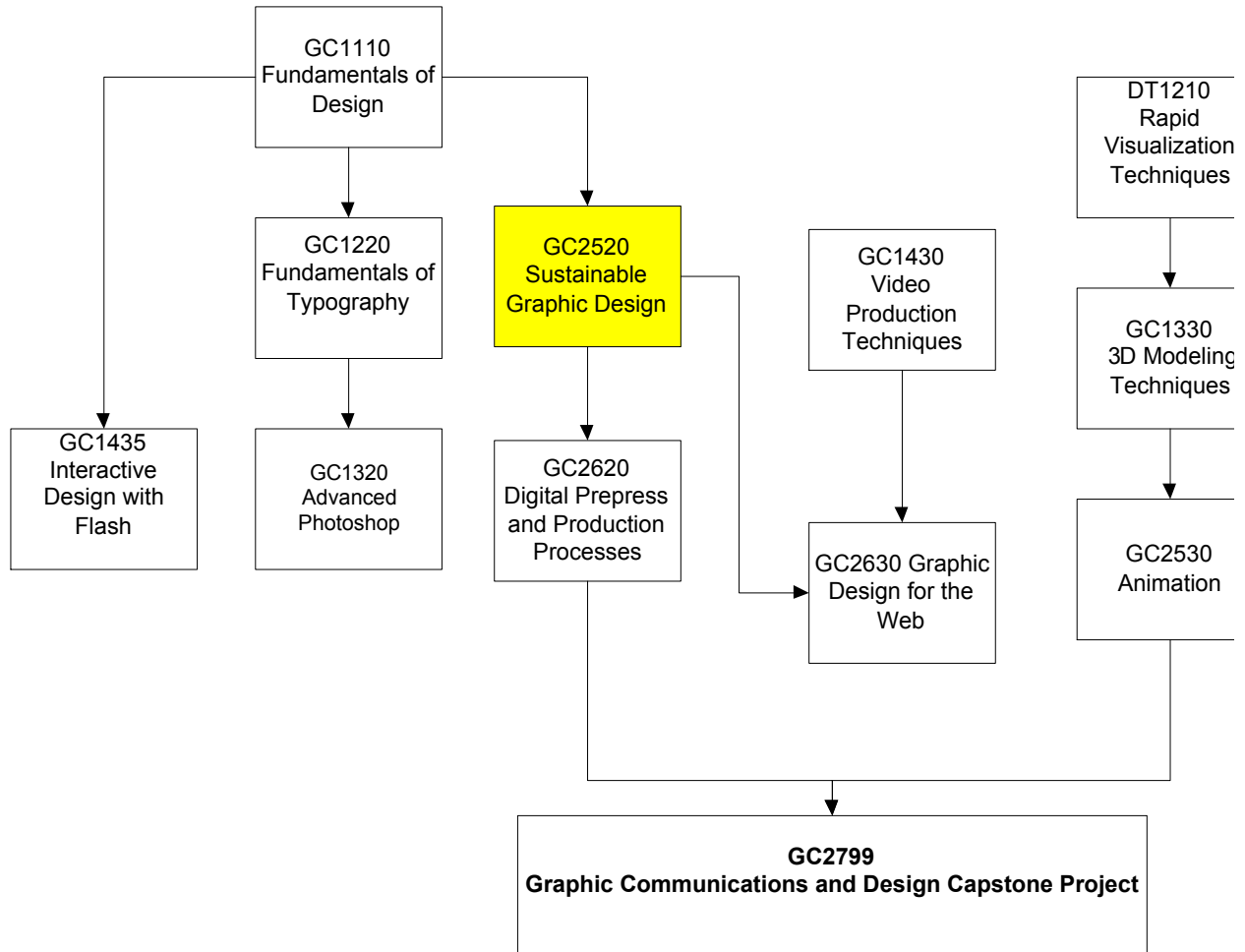
**Course Description:**

This course introduces strategies of sustainable practices for the graphic designer. Topics include green materials and processes, paper reduction strategies, pollution prevention and end of product life.

## Where Does This Course Belong?

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The following diagram demonstrates how this course fits in the standard program:



**NOTE:** Refer to the catalog for the state-specific course and program information, if applicable.

Sustainable Graphic Design is a foundational course of the Graphic Communications and Design program that will provide students the opportunity to learn sustainable techniques as they apply to Graphic Design.

Each core course is designed to provide ITT Tech students with a well-rounded education in the context of their technical programs. Each course emphasizes one or more of ITT Tech's Graphic Communication and Design Student Learning Outcomes.

1. Demonstrate skills necessary in the professional environment including effective communication skill and ability to work in teams.
2. Conduct basic research and apply the tools of critical reading, analytical thinking, reasoning, and mathematics to effectively solve practical problems.
3. Describe and apply hands-on skills in software applications to develop graphic communications for the print industry.
4. Design and develop interactive software applications utilizing motion graphics.
5. Develop hands-on skills in designing interactive web-based communication systems.

## Course Summary

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### Major Instructional Areas

1. System Thinking
2. Material and Processes
3. Working Smarter
4. Innovation Toolbox
5. Basics of vector drawing, painting, and working with objects
6. Workflow production of documents in print
7. Portfolio development

### Course Objectives

1. Explain the need for sustainability and the understanding of consumption.
2. Explain the concepts of working smarter.
3. Analyze pollution prevention and how to make responsible choices.
4. Explain E-Waste and Techno Trash.
5. Explain the concepts of Biomimcry.
6. Analyze the sustainable use of materials and processes in print designs.

## Learning Materials and References

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### Required Resources

Complete Textbook Package	New to this Course	Carried over from Previous Course(s)	Required for Subsequent Course(s)
Jedlicka, W. (2010). <i>Sustainable graphic design: Tools, systems, and strategies for innovative print design</i> . Hoboken, NJ: John Wiley and Sons, Inc.	■		■

### Recommended Resources

#### Books, Professional Journals

- “Good” Magazine  
<http://www.good.is/infographics>  
 This is a good source of infographics.

#### Professional Associations

- AIGA (American Institute of Graphic Artists)  
<http://www.aiga.org>
- GAG (Graphic Artists Guild)  
<http://www.graphicartistsguild.org>

#### ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)

- Search via Periodicals> EbscoHost
  - McMillan, S. (2010). Sustainable Graphic Design. *Communication Arts*, 52(2), 223.
  - Jasny, B. R. (2011). Biomimicry: Inventions Inspired by Nature. *Science*, 334(6060), 1205.
  - 'Techno trash' from fake recycling scams hurting third world kids. (2009). *Hudson Valley Business Journal*, 19(21), 22.
- Search via Periodicals> ProQuest
  - Research and markets; sustainable graphic design: Tools, systems and strategies for innovative print design is the graphic artists guide to sustainable design. (2010). *Ecology, Environment & Conservation Business*, 750.

**NOTE:** All links are subject to change without prior notice.

## **Information Search**

Use the following keywords to search for additional online resources that may be used for supporting your work on the course assignments:

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- Sustainability
- Biomimicry
- Pollution
- E-waste
- Techno-trash
- Consumption
- Green design

## Suggested Learning Approach

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In this course, you will be studying individually and within a group of your peers. As you work on the course deliverables, you are encouraged to share ideas with your peers and instructor, work collaboratively on projects and team assignments, raise critical questions, and provide constructive feedback.

Use the following advice to receive maximum learning benefits from your participation in this course:

DO	DON'T
<ul style="list-style-type: none"><li>▪ Do take a proactive learning approach</li><li>▪ Do share your thoughts on critical issues and potential problem solutions</li><li>▪ Do plan your course work in advance</li><li>▪ Do explore a variety of learning resources in addition to the textbook</li><li>▪ Do offer relevant examples from your experience</li><li>▪ Do make an effort to understand different points of view</li><li>▪ Do connect concepts explored in this course to real-life professional situations and your own experiences</li></ul>	<ul style="list-style-type: none"><li>▪ Don't assume there is only one correct answer to a question</li><li>▪ Don't be afraid to share your perspective on the issues analyzed in the course</li><li>▪ Don't be negative about the points of view that are different from yours</li><li>▪ Don't underestimate the impact of collaboration on your learning</li><li>▪ Don't limit your course experience to reading the textbook</li><li>▪ Don't postpone your work on the course deliverables – work on small assignment components every day</li></ul>

## Course Outline

<b>Unit 1: MAKING THE BUSINESS CASE</b>			<b>Out-of-class work:</b> 8 hours
Upon completion of this unit, the students are expected to:			
<ul style="list-style-type: none"> <li>• Define sustainability</li> <li>• Define and explain consumption</li> <li>• Explore personal responsibility in sustainability</li> <li>• Create a personal sustainability plan</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Jedlicka, Chapter 1	Assignment	Unit 1 Assignment 1: Personal Sustainability Plan	4%

<b>Unit 2: PSYCHOLOGY OF GRAPHICS</b>			<b>Out-of-class work:</b> 8 hours
Upon completion of this unit, the students are expected to:			
<ul style="list-style-type: none"> <li>• Define graphic design</li> <li>• Define icons</li> <li>• Develop an understanding of visual perception</li> <li>• Explain messaging in graphic designs</li> <li>• Develop concepts in visual perception</li> <li>• Evaluate graphics</li> <li>• Explain concepts of Visual Perception</li> <li>• Develop effective messaging</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Jedlicka, Chapter 2	Assignment	Unit 2 Assignment 1: Case Study	4%
	Exercise	Unit 2 Exercise 1: Grocery Story Signage	4%



**Unit 3: SEEKING THE TRUTH IN MARKETING****Out-of-class work:**  
8 hours

Upon completion of this unit, the students are expected to:

- Identify the audience
- Compare methods for building brand loyalty
- Explain ethics-based marketing
- Explain Fair Trade
- Compare and contrast the concepts of good vs. great design
- Compare and contrast green vs. greenwashing

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Jedlicka, Chapter 3	Assignment	Unit 3 Assignment 1: Case Study	4%
	Exercise	Unit 3 Exercise 1: Green Design	4%
		Unit 3 Exercise 2: Newsletter Design	4%

**Unit 4: SYSTEMS THINKING****Out-of-class work:**  
8 hours

Upon completion of this unit, the students are expected to:

- Demonstrate how to take the Holistic Design Approach
- Explain how biomimicry relates to graphic design
- Develop a design system

READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
• Jedlicka, Chapter 4: Sections: ○ “The Holistic Approach and Design” ○ “Sustainability and Graphic Design” ○ “Biomimicry”	Assignment	Unit 4 Assignment 1: Biomimicry	4%
	Quiz	Unit 4 Quiz 1	4%
	Exercise	Unit 4 Exercise 1: Design Systems	4%

<b>Unit 5: CHANGE MANAGEMENT</b>			
Upon completion of this unit, the students are expected to:			<b>Out-of-class work:</b> 8 hours
<ul style="list-style-type: none"> <li>Identify different technical approaches to sustainability</li> <li>Explain the elements of sustainable packaging</li> <li>Describe environmental design</li> <li>Use innovation in design</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>Jedlicka, Chapter 4: Sections:               <ul style="list-style-type: none"> <li>“Technical Approaches to Sustainability”</li> <li>“The next level in the Picture”</li> <li>“Innovation Heuristics”</li> </ul> </li> </ul>	Assignment	Unit 5 Assignment 1: Walmart vs. Target	4%
	Exercise	Unit 5 Exercise 1: Sustainable Package Design	4%

<b>Unit 6: MATERIALS</b>			
Upon completion of this unit, the students are expected to:			<b>Out-of-class work:</b> 8 hours
<ul style="list-style-type: none"> <li>Sustainably design materials</li> <li>Explain what it means to have FSC Certification</li> <li>Compare and contrast traditional printing materials vs. sustainable ones</li> <li>Identify methods of recycling or reusing print materials</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>Jedlicka, Chapter 5: Sections:               <ul style="list-style-type: none"> <li>“Materials”</li> <li>“Paper”</li> <li>“Ink”</li> </ul> </li> </ul>	Assignment	Unit 6 Assignment 1: Eureka Recycling	4%
	Exercise	Unit 6 Exercise 1: Making Sustainable Choices	4%
		Unit 6 Exercise 2: Shopping Bag	4%

<b>Unit 7: PROCESSES</b>			<b>Out-of-class work:</b> 8 hours
Upon completion of this unit, the students are expected to:			
<ul style="list-style-type: none"> <li>• Compare and contrast print processes</li> <li>• Describe categories of change</li> <li>• Evaluate eco-strategies</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>• Jedlicka, Chapter 5: Sections:               <ul style="list-style-type: none"> <li>○ “Processes”</li> <li>○ “Projects and Services”</li> </ul> </li> </ul>	Assignment	Unit 7 Assignment 1: Eco-Strategies Case Study	4%
	Quiz	Unit 7 Quiz 2	4%
	Exercise	Unit 7 Exercise 1: Eco-Printing Plan Analysis	4%

<b>Unit 8: WORKING SMARTER</b>			<b>Out-of-class work:</b> 8 hours
Upon completion of this unit, the students are expected to:			
<ul style="list-style-type: none"> <li>• Explain responsible purchasing practices</li> <li>• Recommend green office practices</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>• Jedlicka, Chapter 6: Sections:               <ul style="list-style-type: none"> <li>○ “Shop Green”</li> <li>○ “EPP Best Practices”</li> </ul> </li> </ul>	Assignment	Unit 8 Assignment 1: Making It Eco-Friendly	4%
	Exercise	Unit 8 Exercise 1: What Can't Be Recycled	4%

<b>Unit 9: SMART COMMUNICATIONS</b>			<b>Out-of-class work:</b> 8 hours
Upon completion of this unit, the students are expected to:			
<ul style="list-style-type: none"> <li>• Explain paper reduction strategies</li> <li>• Identify e-waste and techno-trash</li> <li>• Recommend responsible end-of-life solutions for design waste</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>• Jedlicka, Chapter 6: Sections:               <ul style="list-style-type: none"> <li>○ “Smart Communications and Digital Workflow”</li> <li>○ “Pollution Prevention and End of Life”</li> </ul> </li> </ul>	Assignment	Unit 9 Assignment 1: eCycling	4%
	Exercise	Unit 9 Exercise 1: How Much Techno-Trash?	4%
<b>Unit 10: INNOVATION TOOLBOX</b>			

Upon completion of this unit, the students are expected to:			<b>Out-of-class work:</b> 8 hours
<ul style="list-style-type: none"> <li>• Define sustainable effort</li> <li>• Explain design mindfulness</li> <li>• Recommend sustainable design approaches</li> <li>• Identify Eco-Resources</li> </ul>			
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
<ul style="list-style-type: none"> <li>• Jedlicka, Chapter 7 Section: <ul style="list-style-type: none"> <li>○ “Innovation Toolbox”</li> </ul> </li> </ul>	Assignment	Unit 10 Assignment 1: Eco-Activism	4%

<b>Unit 11: COURSE REVIEW AND FINAL EXAM</b>			<b>Out-of-class work:</b> 8 hours
READING ASSIGNMENT	GRADED ACTIVITIES / DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
○ Review All Chapters	Exam	Final Examination	12%

**NOTE:** Your instructor may add a few learning activities that will change the grade allocation for each assignment in a category. The overall category percentages will not change.

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## Evaluation and Grading

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### Evaluation Criteria

The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Assignment	40%
Exercise	40%
Quiz	8%
Exam	12%
<b>TOTAL</b>	<b>100%</b>

### Grade Conversion

The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage	Credit
A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

## Academic Integrity

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All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct, including plagiarism, self-plagiarism, fabrication, deception, cheating, and sabotage. For more information on the academic honesty policies, refer to the Student Handbook and the Course Catalog.

*(End of Syllabus)*