

SOCIAL RESPONSIBILITY**PROJECT PROPOSAL**

E Co., a graphic and industrial design firm, will finance a designer to complete a project of his/ her choice. The subject and format of the project is open, but must adhere to the principles of sustainable design. The commission will be awarded to the designer with the most creative, interesting and economically feasible project as judged through research and experimentation.

Before you start working on your project proposals, I would like you to assess your consumption.

For the next 5 days, write down everything you buy or consume. This can range from food to gas to time. Analyze your journal and think about how your project might relate to what you discover about your behavior.

For more information about alternatives, sign up for the e-newsletter on the following sites:

Treehugger (<http://www.treehugger.com/>)

Ideal Bite (<http://www.idealbite.com/>)

INITIAL DESIGN BRIEF

1. **Design Problem** Create something using sustainable design
2. **Possible Solutions** 10 solutions to the design problem (not outcomes!)
3. **Selected Solution** The concept you prefer
4. **Brainstorm Sketch (web)** for selected concept
5. **Description of Concept** with emphasis on target audience
6. **Strategies and Solutions** Possible outcomes, potential difficulties

PROJECT TIME LINE

Complete the following time line. Print twice or photocopy and sign both copies. Present schedule week 2.

WEEK ONE: brainstorm project ideas (10 minimum) for class discussion, complete time line.

WEEK TWO: select project, write design brief.

WEEK THREE:

WEEK FOUR:

WEEK FIVE: midterm assessment.

WEEK SIX:

WEEK SEVEN:

WEEK EIGHT:

WEEK NINE: printed comps due

WEEK TEN:

WEEK ELEVEN: final project due.

The above is the time line I have set out for myself to complete my project for this class. I understand that my participation grade (10 points per class) is contingent on the completion of these steps by the determined dates.

name (printed)

signature

date