

SUSTAINABLE DESIGNER NETWORK

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SUSTAINABLE DESIGNER 
.projectbook@final

Sustainable Designer Network is a student final project
at Raffles College of Design and Commerce
with Raffles Design Institute, Shanghai

SUSTAINABLE DESIGNER NETWORK

The Final Project Book

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Raffles
Design *Institute*

FOREWORD

Sustainable and responsible design is a new direction that requires complete revision of thought and of action. The many questions raised however will only stimulate the number and sophistication of long-term solutions through innovative design and problem solving processes.

Knowledge of the issues is the first step.

*From
RCDC Major Project (CC082) Booklet
Project Theme - Sustainability - 2009/10*

Sustainability

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AIMS & OBJECTIVES

As one of the only commonweal organizations and certification providers specilized in sustainable design, Sustainable Designer Network positions itself to become an industry standard sustainable design education solution and the worldwide community for sustainable designers to develop and pass on knowledge of sustainable design.

In doing so, Sustainable Designer Network aims to:

Study and spread the modern theory and technology of sustainable design;

Develop and promote the progress in sustainable design.

Sustainable Designer Network's objectives are to:

Create online and offline community for sustainable designers to share, develop and communicate;

Establish and promote sustainable designer's qualification system and continuous education system;

Run sustainable design exchange activities, such like Sustainable Design Workshop, Sustainable Design Competition.

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SCOPE

Sustainable Designer Network positions itself to be the society and knowledge platform for sustainable designers. Sustainable Designer Network will run the communication and learning platform, the qualification system, the exchange activities for sustainable designers worldwide etc.

For the early steps, Sustainable Designer Network is going to be like an online community for Sustainable Designers.

This online community contains a fully function website, which is including:

a portal website for sustainable designers (beta);*

a Moodle-based Sustainable Design online learning platform with a Certified Sustainable Designer certification system (beta);

*a Mahara-based Sustainable Designer ePortfolio system (alpha)**;*

a Sustainable Design Blog for latest sustainable design updates (alpha).

* beta: currently in open test status, visitable

** alpha: currently in closed test status, will open to public soon

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CULTURAL & HISTORICAL RESEARCH

Sustainable design is the philosophy of designing physical objects, the built environment and services to comply with the principles of economic, social, and ecological sustainability.

The intention of sustainable design is to "eliminate negative environmental impact completely through skillful, sensitive design". Manifestations of sustainable designs require no non-renewable resources, impact on the environment minimally, and relate people with the natural environment.

Applications of this philosophy range from the microcosm - small objects for everyday use, through to the macrocosm - buildings, cities, and the earth's physical surface. It is a philosophy that can be applied in the fields of architecture, landscape architecture, urban design, urban planning, engineering, graphic design, industrial design, interior design, and fashion design.

Organizations of all types have embraced sustainable design practices not only because they're good for the environment, they're good business. From enterprising start-ups to Fortune 500 stalwarts, businesses have discovered how critical sustainability practices are to be competitive in today's global economy.

In recent years, there has been an increase in the number of certificate and degree programs offered with a concentration in sustainable design.

With an increased focus on the importance of sustainable design globally, there is likely to be higher demand for professionals educated specifically in this discipline.

MARKET RESEARCH

Skills, Standards and Certifications are buzzwords for businesses and educators in different industries today. Sustainable Designer Network created a very effective certification program in place: Certified Sustainable Design certification system.

Certified Sustainable Designer is designed for designer students and professional designers who have enough social responsibility in design career and want to improve their skills in sustainable design, take advantages from this certification to improve their portfolios.

Certified Sustainable Designer is a non-profit certification program to promote the sustainable design education and positions itself to be one of the widely accepted and must have industry certificate for design students and professional designers.

Below are the industry leading certifications of sustainable design:



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DESIGN RESEARCH

There are certificate and degree programs offered with a concentration in sustainable design in design colleges and universities.

Carnegie Mellon University's Master of Science in Sustainable Design degree program;

Boston Architectural College offers both a certificate in sustainable design;

University of Texas main campus in Austin offers a Master of Science in Sustainable Design degree;

Western Washington University in Bellingham, WA has a growing sustainable design program as cooperation between the Industrial Design major and Huxley College of the Environment;

Philadelphia University began offering a Master of Science in Sustainable Design degree.;

Minneapolis College of Art and Design's ground breaking Sustainable Design Certificate Program is the first ever accredited online certificate program.

Sustainable Design Awards

*Sustainable Design Award, UK
 The SDA is a scheme to help A-level students explore environmental, economic, social and moral issues in Design & Technology. It provides some very useful information on Sustainable Design issues.*

*Annual Sustainable Design Student Competition, IIDA
 IIDA will honor outstanding design students whose work advocates the principles of environmentally responsible design.*



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CONCEPT DEVELOPMENT

The final project, sustainable design, is an opportunity exists to change current process, products, and add value to the concept of sustainability. There is much room for improvement, improvement that will ultimately provide major long-term benefits for all.

Designers and consumers should take responsibility for the impact of the products they make or use. Designers need to view the entire history of a product from:

*Materials extraction;
Manufacture;
Transportation;
Sales;
Use;
Post-use.*

They need to consider all the materials used;

*Are they recycled?
Can they be recycled?
Will they decompose?
Are they toxic in manufacture, in use or in afterlife?
Is the product useful, does it fulfill a real need?
Is it robust and durable?
Easy to repair?
Use the least amount of materials for the most performance?
Does it generate pollution?
Is it energy efficient
Is the least amount of packaging used to transport and display the product?
Is the styling going to date too quickly?
Can the product be upgraded easily as technology improves?
At the end of a useful life can components be salvaged for use in newer version?*

Consumers are also becoming more aware of the real cost of wasteful and toxic production, they are demanding greener solutions.

CONCEPT DEVELOPMENT

In recent years, there has been an increase in the number of certificate and degree programs offered with a concentration in sustainable design.

Meanwhile, skills, standards are buzzwords for businesses and educators in different industries today.

Create an effective standard-setting program of sustainable design in place, it's good solution to promote, develop and pass on the knowledge of sustainable design for design students and professional designers.

Certified Sustainable Designer is designed for designer students and professional designers who have enough social responsibility in design career and want to improve their skills in sustainable design and take advantages from this certification to improve their portfolios.

Sustainable Designers and Certified Sustainable Designers get together to communicate, share and develop could become a designers' union. Sustainable Designer Network will become the leading aggregation for Sustainable Designers.

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**DELIVERABLES
DEVELOPEMENT**

Sustainable Designer Network is an online community and education platform for sustainable designers. Therefore, the first step of development is to the solution for interactive website building.

Domain Name for Sustainable Designer Network:

*The Domain Name: SustainableDesigner.net **
*Registrar: Name.com, the world class unique, independent, philanthropic ***
and fully ICANN-accredited domain registrar.



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Web Hosting for Sustainable Designer Network:

DreamHost Unlimited WebHosting Plan
*Provider: DreamHost, a proudly carbon-neutral web hosting ****



E-mail solution for Sustainable Designer Network:

User@sustainabledesigner.net with Gmail
Provider: Google Apps Standard Edition (next: Education Edition)



* Whois Information: <http://www.who.is/whois/sustainabledesigner.net/>
 ** Name.com Gives Back: <http://www.name.com/good>
 *** Green Web hosting: <http://www.dreamhost.com/aboutus-green.html>

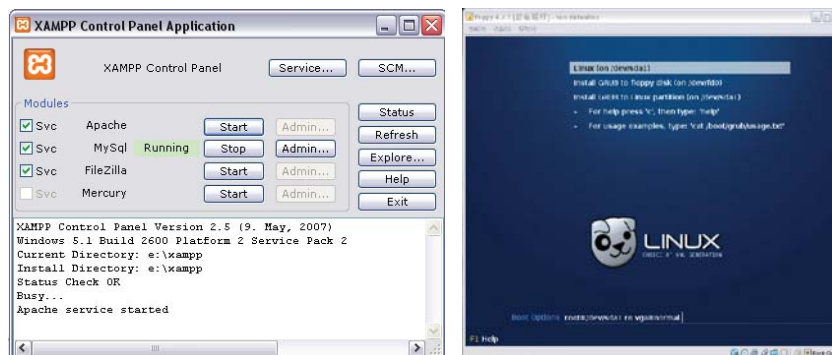
DELIVERABLES DEVELOPEMENT

Sustainable Designer Network choose LAMP (Linux+Apache+MySQL+Php5) as its Server Technology to run on both local test machine and web hosting.

For local test machine, a Windows-XP-Pro-based laptop PC.

I created 2 server environments on this machine:

Windows XP + Xampp for Win
Windows XP + VirtualBox + Puppy Linux + Xampp for Linux



XAMPP is an easy to install Apache distribution containing MySQL, PHP and Perl from Apache Friends.

Puppy Linux is a small size operating system for computers. Puppy Linux is based on GNU/Linux. It is completely free and open source software.

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DELIVERABLES DEVELOPEMENT

The main part of Sustainable Designer Network is an online learning platform for sustainable designers.

The Sustainable Designer Certification is a community-based online learning platform designed for sustainable designers. Sustainable Designer Certification website is powered by Moodle.



Moodle is an open-source Course Management System, also known as a Learning Management System or a Virtual Learning Environment. It is a Free web application that educators can use to create effective online learning sites.

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The Sustainable Designer ePortfolio website is currently alpha closed test status and will open to public soon. The ePortfolio system is powered by Mahara.



Mahara is an open source e-portfolio system with a flexible display framework. Mahara also features a weblog, resume builder and social networking system, connecting users and creating online learner communities.

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THE DELIVERABLES

The Sustainable Designer Network is an online learning community for sustainable designers with a complete Certified Sustainable Designer certification program (beta) and an ePortfolios system (alpha).

Sustainable Designer Network <http://www.sustainabledesigner.net>

Sustainable Designer Certification <http://moodle.sustainabledesigner.net>

Sustainable Designer ePortfolio <http://mahara.sustainabledesigner.net>

E-mail heatherm.huang@sustainabledesigner.net

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Sustainable Designer Network website is now open to public as beta test status. Go view <http://www.sustainabledesigner.net> for more information.

THE DELIVERABLES

The Sustainable Designer Network is the portal website for sustainable designers.

Which is including:

The Sustainable Designer Network website home page (beta)
<http://www.sustainabledesigner.net>

The Main Entrance for Sustainable Designer Certification (beta)
<http://moodle.sustainabledesigner.net>

The Main Entrance for Sustainable Designer ePortfolio (alpha)
<http://mahara.sustainabledesigner.net>

The block to Verify Certified Sustainable Designer Certificate (beta)

The Main Entrance for Sustainable Design Map (alpha)

The Main Entrance for Sustainable Design Update Blog (alpha)

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Next two pages are the Screen Shot and fonctions description of homepage of the Sustainable Designer Certification system and the exhibition banner design for Sustainable Designer Network.

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TIMELINE

The Sustainable Designer Network is a long-term non-profit project, below is the process timeline of first academic year for the Sustainable Designer Network project.

Step 1 (2-3 months)

Prepare the training curriculum, certification and cooperation issues.

Step 2 (1 month)

Register a Hong Kong-based non-profit academic institution and a Shanghai-based education consultant company of sustainable design to run the certification program.

Step 3 (1-2 months)

Official website building and online e-learning platform building for certified sustainable designers.

Step 4 (2-3 months)

Invite and cooperate with design colleges and industry associations and sustainable designers to build up a committee of experts to promote the certification program and get recognition from them. A list of people and design colleges to be invited is attached.

Step 5 (1 month)

Run the first round of Certified Sustainable Designer training and examination and issue the first group of Certified Sustainable Designer digital certificates.

Step 6 (2-3 month)

Apply for auditing of foreign certificate import to the Professional Skill Identification Center, Ministry of Human Resources and Social Security, People's Republic of China

Step 7 (2-3 months)

Turn the income from the certification program into extended public benefit activities like competition and exhibition of sustainable design.

BUDGET

All the budgets are in Renminbi Yuan. Below is the one-time investment before the certification system is running.

One-time Investment	One Time	Qty	Total
International (Hong Kong) Sustainable Designer Association Registration	10,000	1	10,000
Shanghai Sustainable Design Education Consultancy Registration	10,000	1	10,000
Office rental before running	5,000/m	2	10,000
Classroom rental before running	5,000/m	1	5,000
e-Learning platform building	50,000	1	50,000
Promotion materials	5,000	1	5,000
Furniture and Equipments	20,000	1	20,000
Staffs	3,000/m	3x2	18,000
Public relation costs	20,000/m	2	40,000
			Total
			168,000

All the budgets are in Renminbi Yuan. Below is the fixed investment for each round (2 months) of the certification system is running

Fixed Investment (Running)	One Time	Times	Total
Classroom rental	5,000/m	2	10,000
Office rental	5,000/m	2	10,000
Electricity, telephone, broadband	2,000/m	2	4,000
Telephonist and Receptionist	1,500/m	2 x 2	6,000
Program and Executive Director	4,000/m	2 x 2	16,000
Assistant and Finance Staff	2,500/m	2 x 2	10,000
Online Lecturers	1,000/day	8 x 2	16,000
Website operation	2,000/m	2	4,000
Public relations cost	10,000/m	2	20,000
			Total
			96,000

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DIARY EVENTS

SustainableDesigner.net domain name registered;

LAMP server environment installed on the test machine;

Applied for the Google Apps Standard Edition;

Moodle and Mahara installed on the test machine;

Integration of Moodle and Mahara;

Sustainable Designer Network website homepage design;

Sustainable Designer Network Beta Edition released;

Sustainable Designer Network website updated;

Course management on Moodle system;

Sustainable Designer Certification Beta Edition released;

Singed up for the Dream Host unlimited wehosting plan;

Sustainable Designer Network moved to Dream Host;

The official twitter account "SUSDESIGNER" created;

Exhibition banner and Project book design;

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Go view Sustainable Designer Network Blog to keep in touch of the latest update of the Sustainable Designer Network project.

<http://blog.sustainabledesigner.net>

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REFLECTIONS

That's review and think deeply again the foreword at the beginning of this book,

“Sustainable and responsible design is a new direction that requires complete revision of thought and of action. The many questions raised however will only stimulate the number and sophistication of long-term solutions through innovative design and problem solving processes.

Knowledge of the issues is the first step.”

At the beginning, I was thinking to create a learning space with a certification program for sustainable designers. It might be just like another venuity, fast-food certification for people need more certificate papers. Another money making machine like other commercial certification providers.

However, I realized which is not true when the project is moving on.

For the Sustainable Designer Network project itself, it is a fully sustainable and responsible design project I am facing on. It's a space to study, promote, develop and pass on knowledge of sustainable design. It's nothing to do with money making. It's a job of sacred duty. And it's a project of grave responsibility.

To continue complete the Sustainable Designer Network project, will be the next stage for me after I graduate.

LIST OF DESIGN INSTITUTIONS TO BE INVITED

Raffles College of Design and Commerce, Sydney
莱佛士设计与商业学院

Raffles University
莱佛士大学

Limkokwing University of Creative Technology, Malaysia
马来西亚林国荣科技创意大学

Raffles Design Institute in Singapore, Shanghai and Beijing
新加坡, 东华大学及北服莱佛士国际设计学院

Fashion and Art Design College, Donghua University
东华大学服装艺术设计学院

Shanghai Film Art Academy
上海电影艺术学院

Shanghai Institute of Visual Art, Fudan University
复旦大学-上海视觉艺术学院

College of Fine Arts, National Huaqiao University
国立华侨大学艺术学院

International Fashion Academy, Shanghai
上海工技大-中法埃菲时装学院

Shanghai University-Paris International Institute of Fashion & Art
上海大学巴黎时装学院

Shanghai Institute of Design, China Academy of Art
中国美术学院上海设计学院

Star-rain International Design Institute, Shanghai
上海斯塔瑞恩国际设计学院

LIST OF PEOPLE TO BE INVITED

Dr. Jim Allchin / President, Sandy Key Music LLC / Former Co-President, Platforms & Services Division, Microsoft / The Fater Founder of Windows System

Dr. Kaifu Lee / President, Innovation Works / Former President, Google Greater China / Former President, Microsoft Research Asia

Mr. Cai Guo-Qiang / Chinese contemporary artist and curator / Art Director, Opening and Closing ceremony of Beijing Olympics

Mr. Chew Hua Seng / Chairman and CEO, Raffles Education Corporation / President, Chew Hua Seng Foundation

Tan Sri Prof. Lim Kok Wing / Founder and President, Limkokwing University of Creative Technology / President, Malaysia Design Innovation Centre

Prof. Ron Newman / President, Raffles University / CEO, Raffles College of Design and Commerce, Sydney

Mr. Balan Wang / Executive Director, Culture and Education Division, Taiwan Commercial Committee, China Society for Promotion of the Guangcai Programme

Billy Bacon / Creative Director at Bold^o_a design company

Dr. Yang Yi Jie / Senior lawyer and Chartered Public Accountant, Zhiyixing Law Firm, Shanghai

Prof. Antony Eddison / Dean of Design, Raffles University

Prof. Zhang Wei Yuan / Ex-Dean of Design and PhD Advisor, Donghua University

Prof. CS Lim / Academic Director, Raffles Design Institute, Shanghai

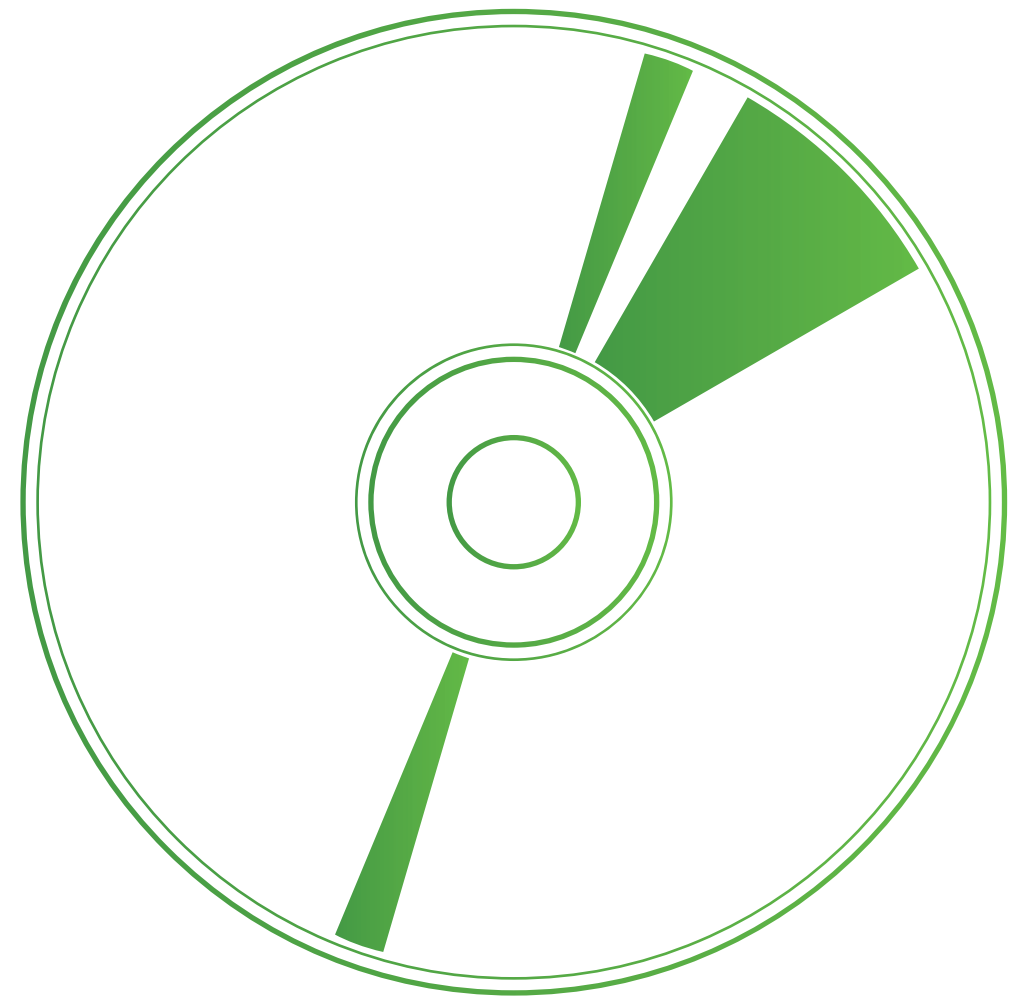
Prof. Andy Lawrence / Program Director, Visual Communication, Raffles Design Institute, Shanghai

Prof. Sun De Ming / Dean, College of Fine Arts, National Huaqiao University

Prof. Gu Yi Ping / Dean, College of Animation, Shanghai Film Art Academy

Dr. Tony See / Senior Lecturer, School of Arts and Social Sciences, Monash university, Malaysia

Prof. Enno Hyttrek and Prof. Matthew Goldman / Senior Lecturer, Raffles Design Institute, Shanghai



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