



Thinking Focus: Responsible Design

Creating products, services and solutions that prioritise peoples' needs, embrace sustainability and reduce environmental impact.

Our best work is the work we do for the sake of others. It is in the lives and hearts of people we serve that we craft our legacy.

Steffanie Lorig

Curriculum Focus

We are all designers: we have ideas; we plan ahead; we solve problems and we create new things. We think about what we *could* be; what we *could* do and what we *could* make.

Children are the best designers of all - if we let them be. They do it naturally when they play and learn so let's give them the tools, the thinking and the processes to really exploit this wonderful, implicit ability.



Knowledge, Skills & Values

Design, simply, is having an idea then making a plan. It's used to solve a problem or create something new that has value to someone else.

We must teach children how to identify design opportunities, give them the skills to make their idea real and then inspire in them the qualities of responsible design thinking: Who does this help and how? How does it impact the environment? How is it sustainable?

Think With Text

<https://www.globalgoals.org/>

Read about the UN's Global Goals. Pick 3 that are the most important. Prepare to defend your choices.

Think With Data

<https://www.globalgoals.org/theCLOCKS>

Look at the clocks (due in 2020). What is most surprising, most worrying, most interesting, most pleasing clock?

Think With Maps

<https://blog.podium.com/customer-journey-map/>

Pick a product you know. Making a journey map of the customer's (your) whole experience. Where is sustainability?

Basic Study

- Write out a definition of sustainable design.
- List the sustainable design features of a BT Home Hub.
- Find each of these features in other products.
- Design something new using sustainable thinking.
- List the UN Global Goals.
- Group the UN Goals in a meaningful way.

Whatever the information transmitted, it must, ethically and culturally, reflect its responsibility to society.

Joseph Müller-Brockman

Intermediate Study

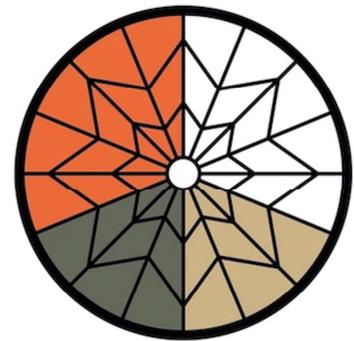
- Prepare an argument *against* sustainable design in order to deeply understand the arguments *for* it.
- Research 3 designers. Rank them for sustainable design.
- Create a checklist or rulebook for sustainable design.
- Visualise a world in which all UN Goals have been met.
- Visualise a world in which none have been met.

I think as a designer you have an obligation to consider what you are doing and why; ultimately, we want to make strong, sustainable choices.

Christopher Raeburn

Advanced Study

- Visit a place of sustainable design e.g.: Raeburn.
 - Physical Tour: <https://www.raeburndesign.co.uk/events/post/index/id/weekly-lab-tours>
 - Virtual Tour: <https://www.raeburndesign.co.uk/explore/raeburnlab>
- Ask questions - what, how, why, what if, when, what else. Use video, photos, audio and sketches to record.
- Present as a persuasive video, animation, podcast, essay or TED talk.



RÆBURN

Think With Images

<https://www.youtube.com/watch?v=3HHx0fDecUU>

How many sustainable design ideas are there in this short video about the BT Home Hub?

Think With Actions

<https://www.un.org/sustainabledevelopment/takeaction/>

Browse, pick 2 actions, commit, help save the world.

Extend Your Thinking

<https://kidsinmuseums.org.uk/wp-content/uploads/2019/03/KIM-Manifesto-March-2019.pdf>

Write manifesto for Sustainable Design. Manifesto e.g. above.