



# Sustainability in Graphic Design

## Live brief for Enhancement Week Stage 1 and 2

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One of the aims of the Graphic Design programme is to nurture a generation of curious, empathic, and caring graphic designers who cleverly connect the unexpected to create original work to be experienced across a range of media and locations. This underpins one function of graphic design which is to communicate messages that permit the recipient to process, assimilate and understand them. On this brief from the University Sustainability Officer in conjunction with Estates was as follows:

### No Mow May Communications

Goal – To produce a series of posters that can be used across campus to communicate the University's actions around grassland management, particularly around No Mow May, in support of biodiversity. It is important that we communicate these messages to our audiences, including students and staff that walk past daily, community members that visit the site, as well as those that may not be sure about what we are doing and are concerned as to why the grass is not being cut.

The end result is a poster for use across the University of Kent campus and a live brief portfolio piece for Stage 2 student, Molly Sims, following a challenging, community-based brief.

