DSDN 221

Design Process

SUSTAINABILITY

2025

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The Problem

Many design students at Te Aro (myself included) tend to buy new materials for every project. Scrap paper, cardboard, prototypes, wood offcuts, and packaging often go unused or thrown out, even when they could easily be reused.

This behaviour contributes to unnecessary waste and promotes a mindset that "good design starts fresh", which isn't true.

My campaign, *Clean Slate*, was developed to challenge this behaviour and prove that creativity thrives within constraint, especially when using reclaimed materials.







THE CAMPAIGN

DEVELOPING THE CAMPAIGN

The core idea was a **resource rescue cart** where students drop off and collect reclaimed materials.

I added a **challenge component**: make a mini project using only rescued materials.

Posters explain how to participate, and a **QR code system** invites students to upload their project results.

Each piece can be captioned with *“This used to be…”*, creating a story for each reclaimed material.



All4Labels

4 Reasons how QR Marketing drives sustainable packaging in 2023

with QR Marketing solutions



Prototyping & Final Designs

- I created two campaign posters:
    1. **Instruction Poster** – explains how to use the cart
    2. **QR Poster** – shows how to scan/upload/share your Clean Slate project
- The visual style uses a **reclaimed/stencil aesthetic** to reinforce the reuse theme
- This campaign invites students to contribute materials, create with constraints, and inspire others while also being fun.

Sustainable Design Strategies Used:

- **Reuse-first design** (use of existing materials)
- **Participatory design** (involving students directly)
- **Minimal resource impact** (no new materials needed for the challenge itself)

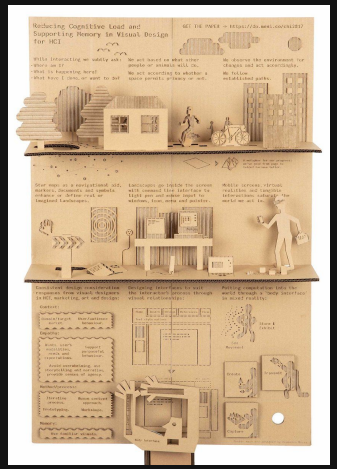
MOOD BOARD


MOBILE ORDER PICK UP
To Go


Sunday, 10 am
August 05, 2030
Rimberio Park
PROTECT
EARTH
Join us in making our community cleaner, greener, and more beautiful!
We invite you to be a part of our Clean Drive event, where we will come together to make a positive impact on our environment.


Planet Friendly
SUSTAINABILITY
Think Green
12.01.2024 • 11:30 AM
In the 20th century, the International Astronomical Union (IAU) formally accepted the modern list of 88 constellations.


THE FUTURE IN OUR HANDS.




The corrugated cardboard sector produces
THE MOST RECYCLED PACKAGING*
FEFCO
Corrugated Packaging
WHO ELSE?
The circular solution for the environment.
*Cardboard's recycling rate is at least 83.2%, according to Eurostat 2022.

