

Green Graphic Design
Course Syllabus

EVERYTHING YOU NEED TO KNOW ABOUT THE COURSE

INTRODUCTION

Welcome to the course! We're incredibly excited you've decided to invest in learning sustainable design practices to work towards a greener, brighter future.

THIS SYLLABUS IS DESIGNED TO GIVE YOU AN OVERVIEW OF WHAT TO EXPECT, HOPEFULLY ANSWER ANY QUESTIONS YOU HAVE ABOUT THE FORMAT AND PROVIDE YOU WITH SOME CONTACT RESOURCES IN CASE YOU NEED TO GET IN TOUCH AT ANY POINT.

Introduction

This course is designed to help you become a critical-thinking, sustainable graphic designer that can provide clients with scientific-based recommendations for green design practices. The course will allow you to leverage sustainability in your graphic design business to align your business model with your ethical values and have a positive impact on the planet and its people.

Learning Outcomes

The course will provide the introductory frameworks required to understand sustainability and eco-friendly claims across the design, printing, and marketing industries. It will provide you with the skills you need to be able to research and make recommendations to clients about sustainable choices in design and packaging.

IN THIS COURSE YOU WILL LEARN TO:

- Understand sustainability frameworks and the benefits of eco-friendly marketing practices and rigorous research
- Learn the technical practices required to become a green graphic designer
- Understand the impact design has on the planet and how we can reduce it through methodology and actionable steps
- Learn how to run a sustainable design studio and build sustainable activism into your practices
- How to discuss sustainability with clients, and have the skills to convince them of the green choice, and helpful frameworks for difficult conversations that will arise
- Learn how to become a confident leader in the design space

Assigned Readings

Some units will have assigned readings—excerpts from progressive nonfiction books or journals. These snippets are being used under the Fair Use Copyright Act for educational purposes. If you enjoy the snippet, we will always provide a link for you to purchase the book or the information you need to rent it from a local library to further your education.

Private Slack Channel

Please join the private Slack channel as soon as you can—it's going to be the hub for communication about the course for all participants and myself! Feel free to introduce yourselves, post your work, ask each other questions, and support each other's development into green design. The Slack is evergreen and will be a community and resource hub after the course ends. If you have problems signing in, please email hello@littlefoxdesign.com.

Coaching Calls/Office Hours

At a time determined by the survey, there will be weekly office hours/a group coaching call. Even if you haven't finished the week's content, feel free to join – it's for everyone and you will still be able to get value out of the collaborative learning experience. If you've missed the call, the recording will be uploaded immediately after the call is finished.

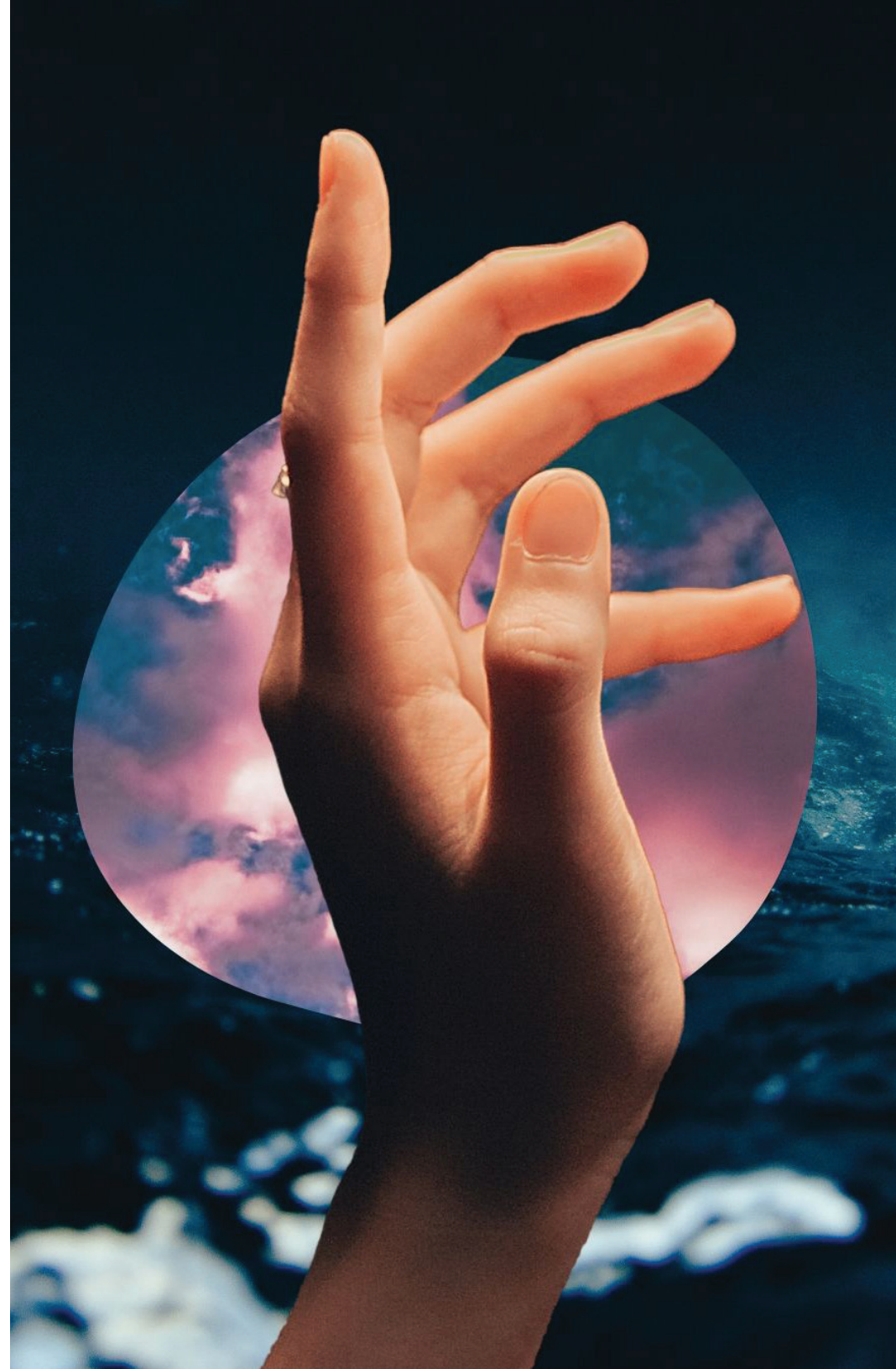
Needing additional support?

1:1 COACHING

If at any point you would like an extra hour of 1:1 direct personalized support with me, you will have the option to upgrade and gain direct personalized assistance. The coaching call upgrades are \$75 USD/CAD and you can book these at any time convenient for you and as many times as you wish. I will be available in the Slack for free answers to your question as well, so this is for people looking for more direct 1:1 coaching support!

Contact Me

Got a technical issue? A video blurry or not loading? An error in workbook? Please DM us on Slack, Instagram or email at hello@littlefoxdesign.com.





Certification Requirements

The course features an optional certification – to qualify, simply take all of the quizzes! We have a record of everyone's grades and participation and will let you know if you've missed a quiz. When you've completed all of the quizzes, we'll send you the certification logo files and guidelines for it as well as some helpful copy you can use to discuss the certification with clients or on your websites (if you wish!). The guidelines are designer-friendly so you'll have a white/black .EPS and you can also punch it into your brand colour to look cohesive on your website :)

Disclaimer: The certification holds no financial or monetary value. It's just simply a tool to use to show clients you've taken training on Green Graphic Design and are bringing awesome expertise and research to them in their projects. It's a marketing tool for you – there's no obligation to use it unless you want to! I tried to design the certification logo to appeal to designers so if you wanted to put it on your site, it would still look beautiful.



Course Feedback

This is the first time we're running this course, so if you feel as you're progressing through the course something has been left out or you wish there had been more detail on a particular section, reach out!

We will work to add in the additional content for you! Feel free to discuss it in the Slack, on a Coaching Call, or directly with us by emailing emma@littlefoxdesign.com.

We're here to make this a comprehensive experience for you and if we've missed anything we will work to include it.

A Few Tips for Maximizing The Course

TAKE NOTES

The lectures are going to be as packed with information as we can. We recommend taking notes, writing down questions you have as you go, and bringing your thoughts to the coaching calls! It's proven that writing notes helps increase retention of information.

DO THE READINGS

To get the best experience out of the course, we recommend trying to stay as current with the material as possible for you. But don't worry if that's not attainable every week. The content is evergreen and you're always welcome to engage with everyone in the Slack and calls.

BE KIND

Everyone is going to be at a different point in their sustainability journey. At Little Fox we advocate for small, actionable steps that build on each other and keeping an open mind. Let's all support each other no matter where you're at—beginner or seasoned expert. We can all help each other learn and grow.

Disclaimer

This community and the live coaching calls are a supportive, comfortable, non-discriminatory space. If you are belligerent, bullying, or exhibit racism, xenophobia, or other bigoted opinions and behaviours, you will be removed from the online community portion of the course. I don't expect this to be an issue, but please remember to be kind to everyone. This is an inclusive space. We welcome discussion and discourse of difficult topics, but please remember to approach topics with a "good-faith" approach. We're more than happy to talk through misunderstandings or opinions you have as long as it's respectful and is not invalidating another's existence or basic human rights. **There is no climate justice or intersectional sustainability without social justice and equality.**

We're excited to launch this course and teach sustainable design.

Thank you for your excitement and support for this course. It's our goal that we slowly work to change design industry standards for sustainability and you're helping us get one step closer to that goal. Let's make a better world together.

*Emma and
the Little Fox team*

