

# ECO DESIGN

ENVIRONMENTALLY SOUND PACKAGING AND GRAPHIC DESIGN



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FOR THE BENEFIT OF  
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Design Firm: Brand Design Company  
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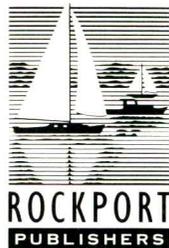
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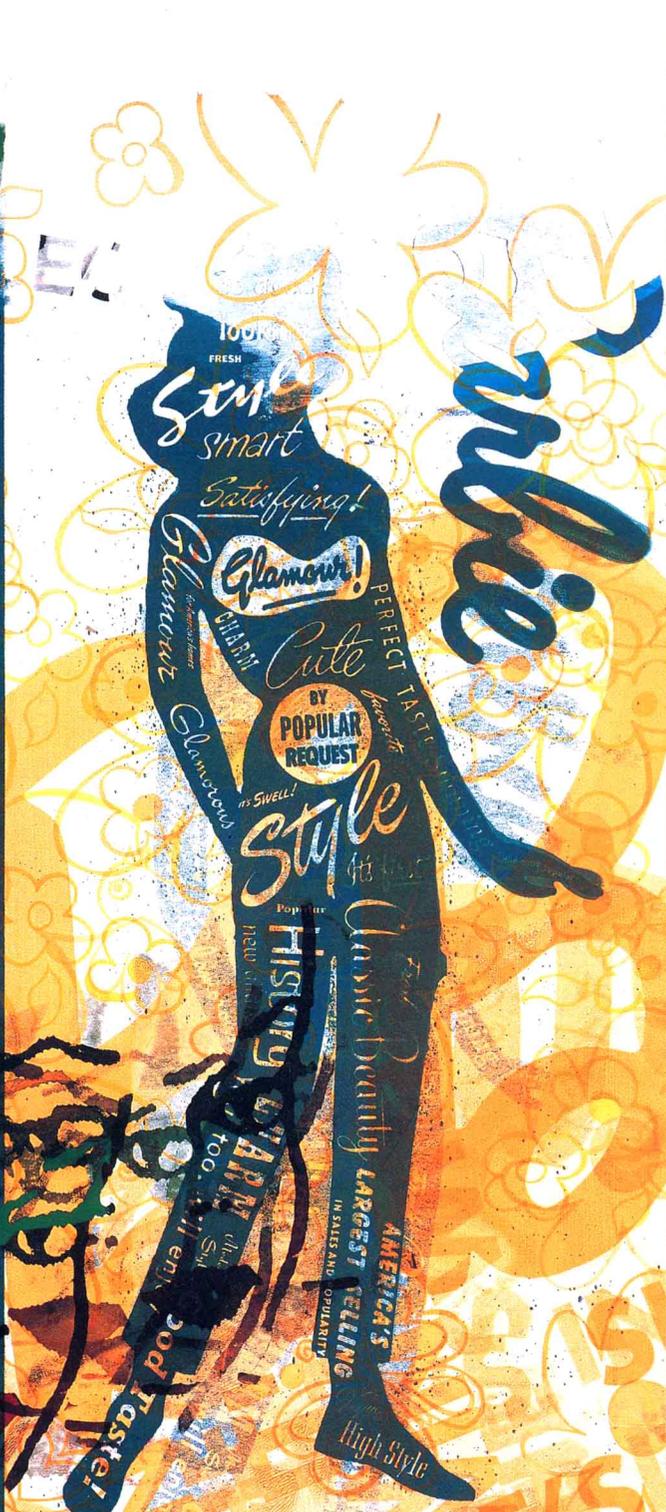
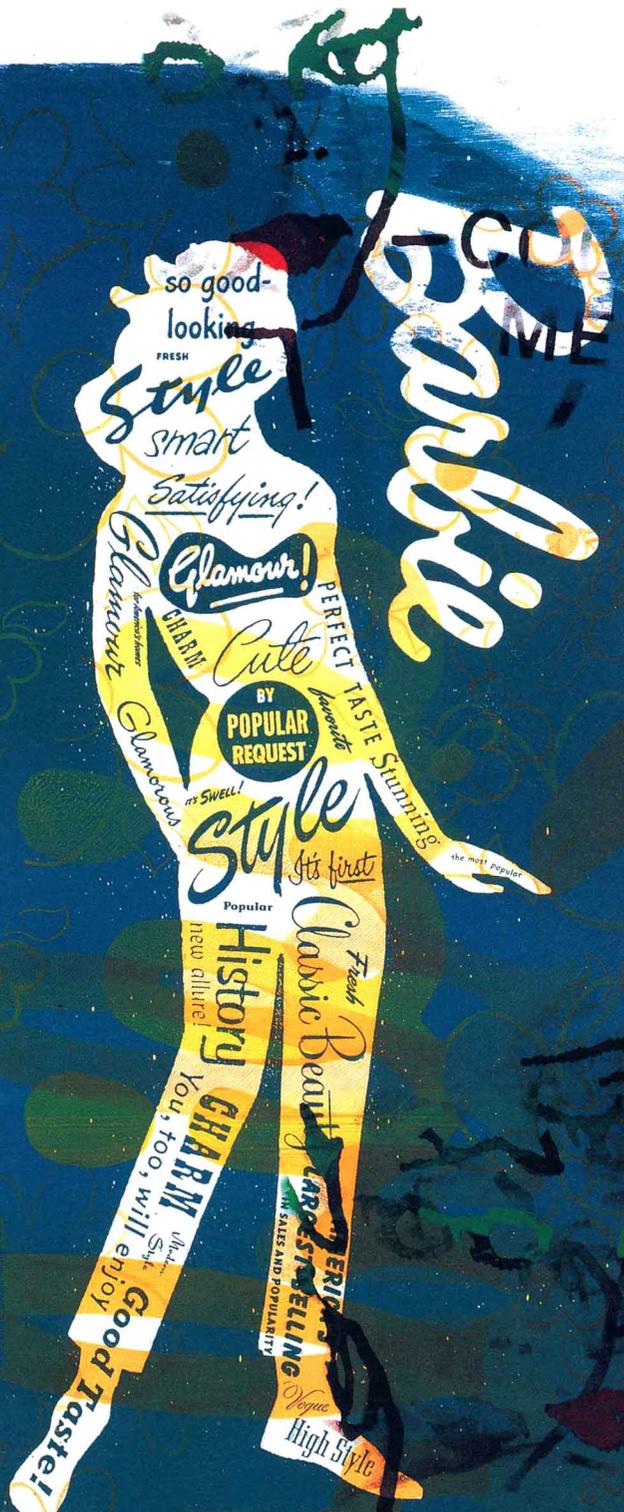
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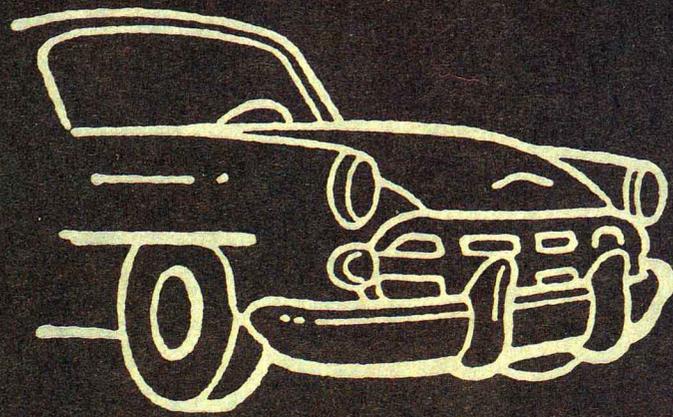
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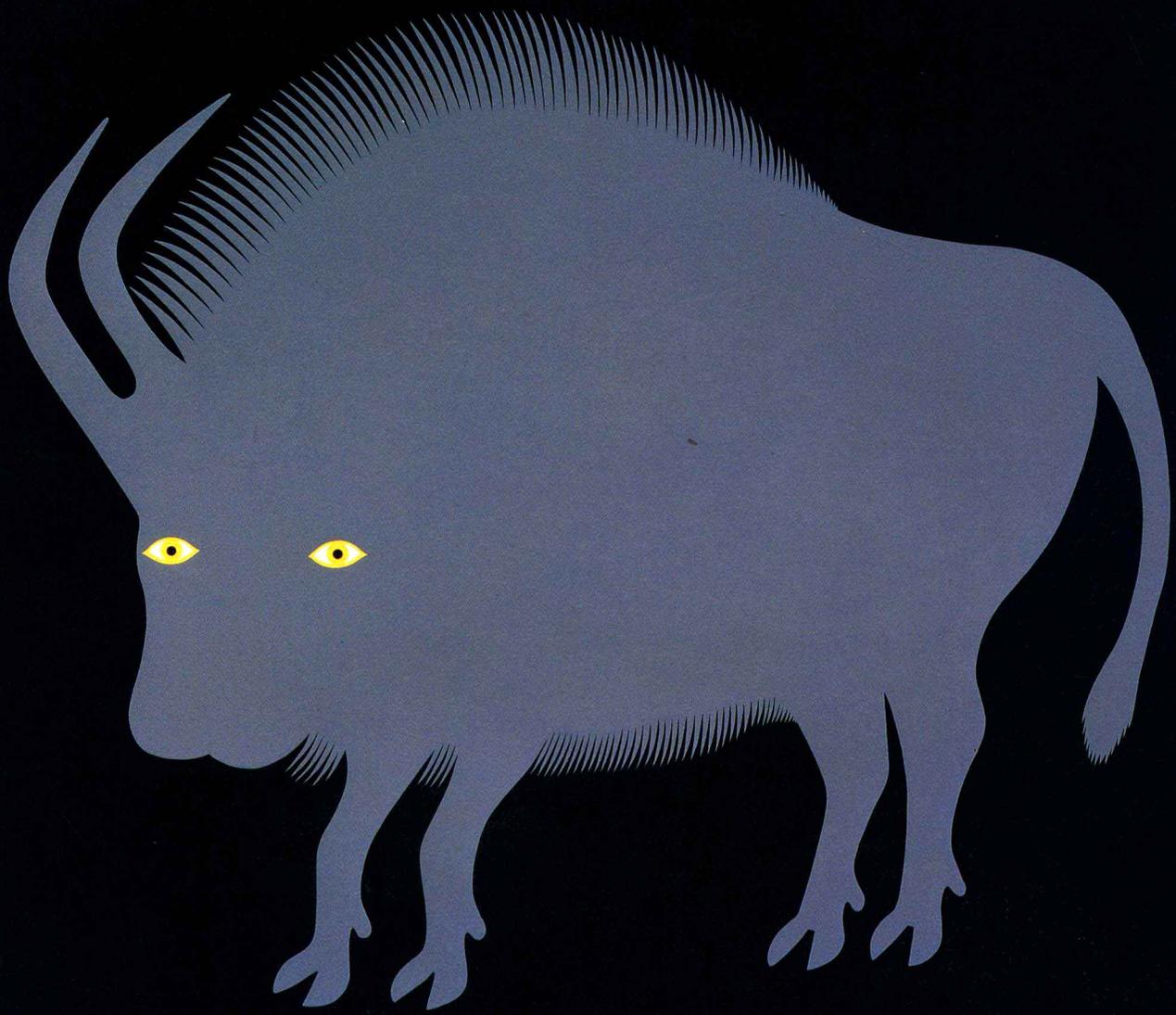
THE PROGRESSIVE CORPORATION ANNUAL REPORT

There is really no excuse today for not combining design innovation with concern for the environment. Although there is still plenty of room for improvement in print production techniques and in the manufacturing of materials we use, the choices that allow designers to “do the right thing” are there.

Environmentally sound design should go beyond simply using recycled paper and soy-based inks; it should begin long before these choices are made. At the conceptual stage of design development we need to consider the impact that our work will have on the Earth. How can we reduce source materials without sacrificing visual impact? Can a second use for our piece keep it from the waste stream while making the design message live on? Is it possible to solve a client’s marketing problem and reduce the number of printed pieces they use to do so? And how can we, as skilled communicators, get the message out to the general public about the need to protect our environment? These are some of the questions that we should be asking ourselves daily as we go about the business of creating design.

Design innovation and environmental concern are not mutually exclusive. A design cannot be considered “best” unless its environmental impact has been considered and dealt with in the most innovative way. Every design competition should, as this one does, have the designer’s concern for the world we live in as one of its criteria for excellence.

-Joseph Duffy  
Duffy Design Group



Save me, please. I'm here.

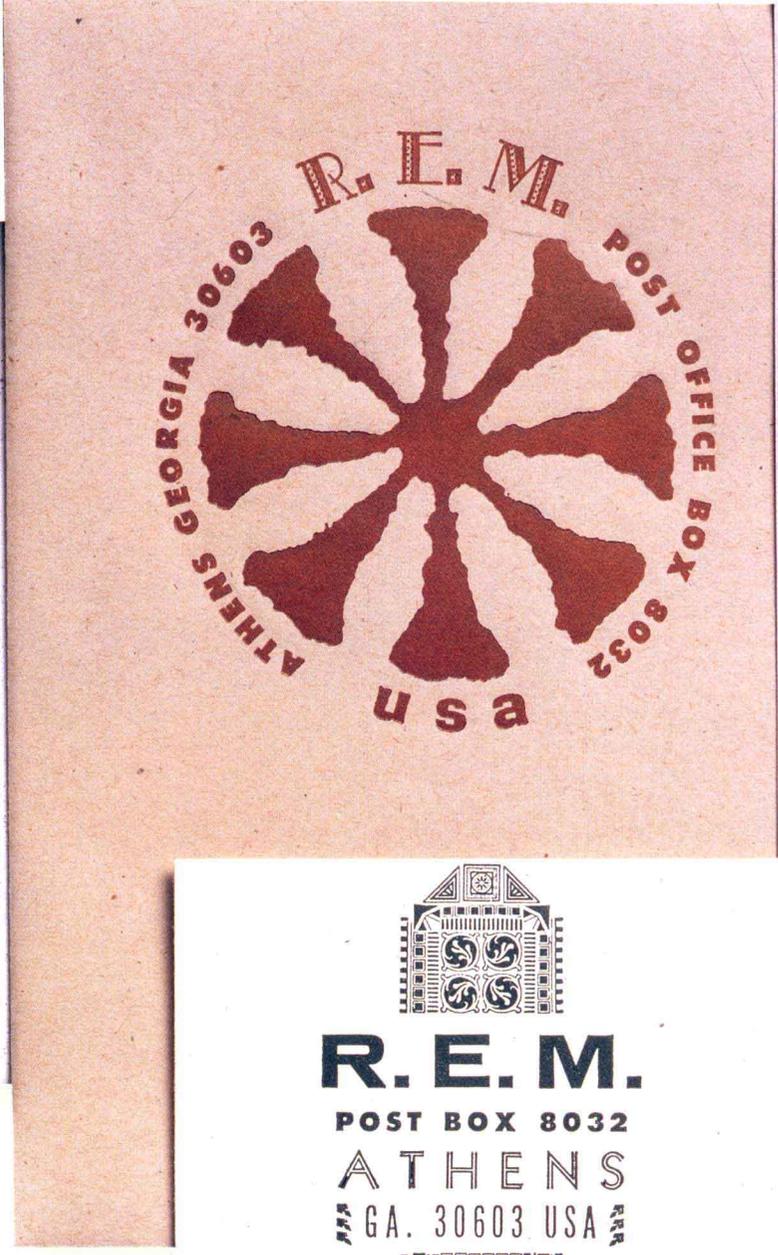
Environmental concern as we know it today is more than a state of mind—it has become a marketing boon for everything from paper companies to automobile manufacturers. But what is environmentally sound graphic design? Is it scanning brown Kraft, printing it four color process on 10% recycled-content white gloss and mailing a million pieces with an expected response rate of three percent? Or is it peeling the bark off of dead trees and scratching messages on it with charcoal pencil? Well, hopefully it's somewhere between the two.

In this age of environmental concern, designers are faced with an increasing ethical dilemma: the key to true environmental concern eats away at the very core of our means of making a living. Does a client really need to print 50,000 annual reports, or can he get by with 10,000. Can you make do with 24 pages instead of 36—just crowd all of that information on fewer pages, right? When you're giving marketing advice, are you going to tell your client that he probably shouldn't print that next piece because it's really going to add a lot of tonnage to the landfill?

It's a tough dilemma. If all designers made a consistent effort toward designing with the environment in mind, it would have a substantial positive impact on our fragile ecology. Good planning, great design, and self-education about the environmental issues surrounding the graphics industry are effective ways to ease the burden on our over-taxed environment.

In his forward to this book, Joseph Duffy really hits the nail on the head—true environmental concern must come in the early conceptual stages of graphic design. We hope that this book gives you some ideas on how to keep Mother Earth in mind when developing your next piece.

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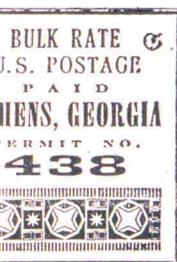


# INDEPENDENT PROJECT PRESS

Independent Project Press is a small letterpress-based printer in Arizona, owned and operated by Bruce and Karen Licher.

The following pieces are great examples of efficient use of materials and Old World letterpress printing techniques. We dedicated a small section of this book to the work of Independent Project Press because of their unique and effective approach to environmentally sound graphic design and production.

All of the pieces in this section are printed on industrial-grade papers and packaging materials with a high recycled content. The very nature of letterpress printing is also environmentally sound because it often requires less raw material to create the actual printing plates. For example, hand-set type eliminates the need for chemicals used to burn offset printing plates and to develop film negatives. Type set in lead can also be completely recycled—when the print job is done, the type is simply melted for the next project.



Various promotional pieces (for the rock group R.E.M.) by Bruce Licher of Independent Project Press

**Mai Pen Rai CD Package**

Design Firm

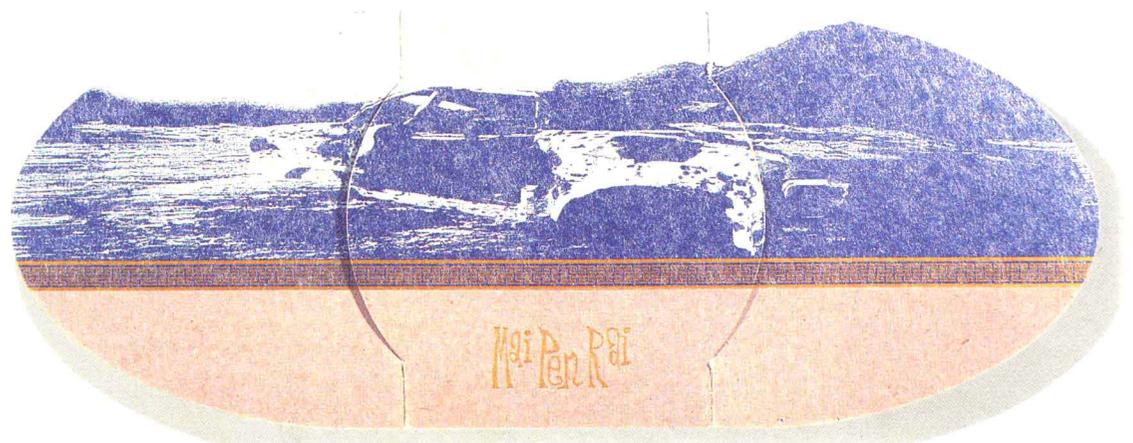
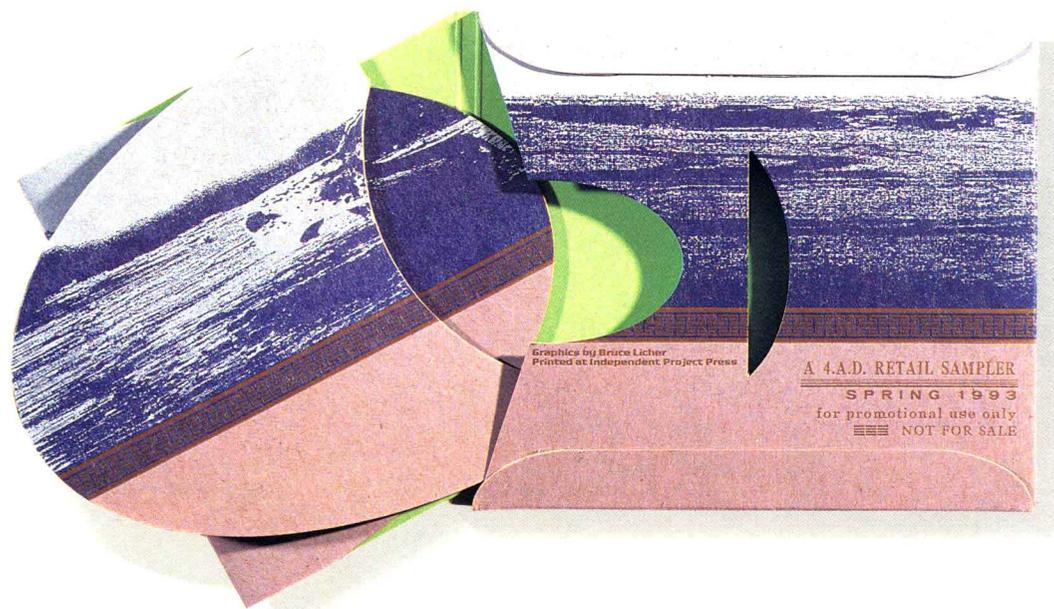
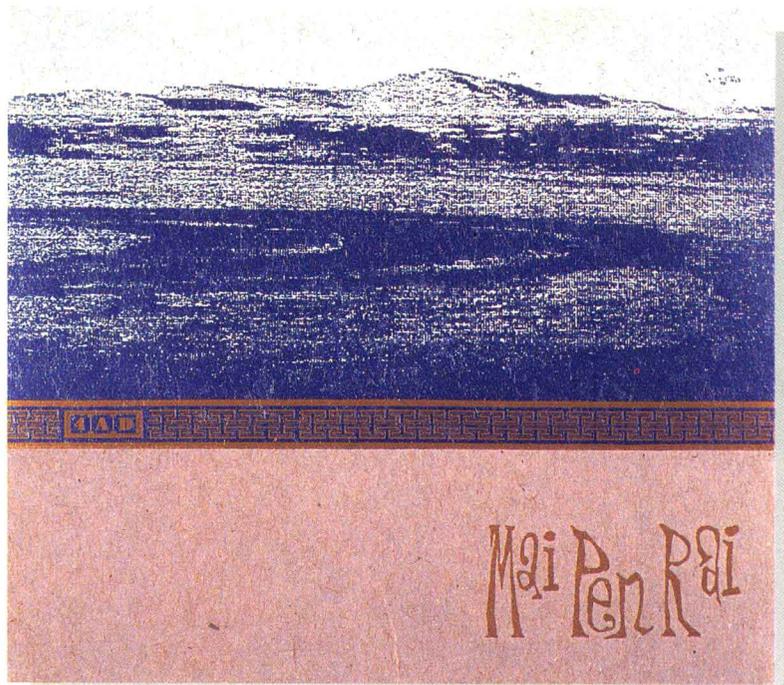
**Independent Project Press**

Art Director/Designer

**Bruce Licher**

Client

**4.A.D. Records**



**Red Temple Spirits –“New Land”**

**7 inch Single Cover**

Design Firm

**Independent Project Press**

Art Director/Designer

**Bruce Licher**

Client

**Independent Project Records**

