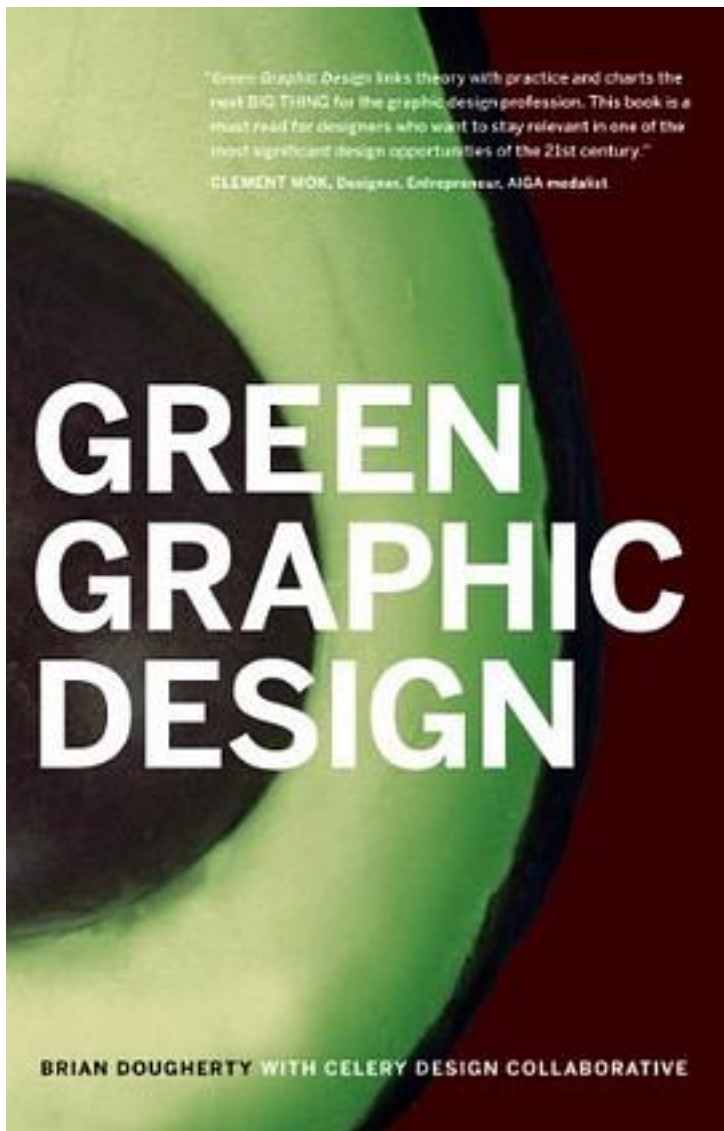


Green Graphic Design



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Can a graphic designer be a catalyst for positive change? Breaking down the concept of “green design” step-by-step, respected industry leader Brian Dougherty captures the ability of designers to communicate, persuade, and ultimately spread a socially and ecologically responsible message to both consumers and corporations. Green Graphic Design reframes the way designers can think about the work they create, while remaining focused on cost constraints and corporate identity. Simple, eco-innovative changes are demonstrated in all phases of the design process, including:

- Picking projects
- Strategizing with clients
- Choosing materials for manufacture and shipping
- Understanding users
- Picking ink and paper for printing
- Binding
- Packing final products
- Building strong brands
- Working with clients to foster transparency and corporate social responsibility

Fully illustrated and packed with case studies of green design implementation, this reference guide more than inspires; a “sustainability scorecard” and a complete glossary of key terms and resources ensure that anyone in the design field can implement practical green solutions. Green Graphic Design is an indispensable resource for graphic designers ready to look to the future of their business and the environment.

作者介绍:

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