

# Part A

# Unit 4 Sustainable Design

WHAT IS THIS FOR?  
WHAT COULD I REDESIGN?

WHERE IS THERE A GAP?

IS IT A PROBLEM?  
CAN I REFRAME INTO AN OPPORTUNITY?

## CONTEXT:

① A new design that can be supported indefinitely in terms of economic - money/business structure/financial impact/cost & social - human centered/needs?/scope of participation

ecological impact - how does it affect the world, environment on the wellbeing of humans. - individual/family/community/society/local/global

② Products, services and environments are often designed for specific cultural celebrations and events & therefore useful life is often limited

How can I extend the life of something with DESIGN???

- innovative
  - enduring
  - useful
  - aesthetic
  - accessible
  - SUSTAINABLE
- Principals of Design



WHO CAN BENEFIT?

HOW WILL IT LOOK?

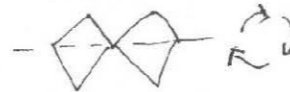
IS IT ALREADY OUT THERE??

## WHAT DO I NEED TO DO ??

① Identify a design opportunity based on a REDESIGN of a product/service/environment

Something positive  
Something relative  
Something I care about  
Something that will make a difference and benefit many?

② apply the design process to explore + develop the opportunity



to extend the life beyond original intended purpose

③ use circular design methods to improve

- economic
- social
- or
- ecological sustainability of my concept

### Exploring [4-5]

appropriate analysis of redesign opportunities using data about existing designed solutions and sustainability to identify features and constraints



# Specific cultural celebrations and events



Brainstorm what specific cultural celebration and events exist?? Who do they appeal to?? What factors are common to them?? Can I identify an opportunity??

## Exploring [4-5]

appropriate analysis of redesign opportunities using data about existing designed solutions and sustainability to identify features and constraints

## Representing and communicating [5-6]

considered representation of ideas, a design concept and sustainability information using proficient schematic sketching and ideation sketching and/or low-fidelity prototyping to progress understanding in the explore and develop phases



product?

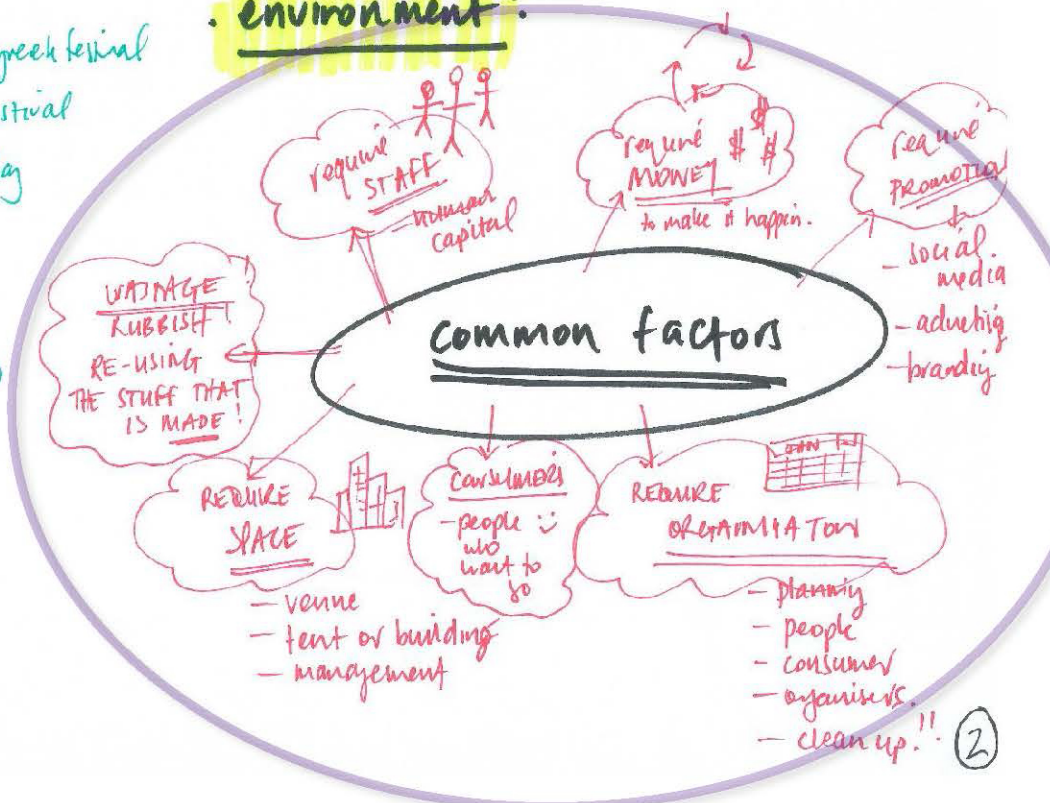
service?

environment?

• economic  
• social

Needs and wants are different for all involved to make an event happen

• ecological





## \* MERCHANDISE \*

(P)

- t-shirts!!!
- hats/caps
- cups
- bags - totes
- umbrellas
- hoodies
- clothing
- limited edition
- shibby holden
- artist merchandise
- kids clothing
- socks
- stickers
- posters
- commemorative tickets + programs
- lunchboxes
- bracelets
- sunglasses
- lanterns
- ponchos
- jewelry

WHAT OPPORTUNITIES EXIST

FOR REDESIGN WITHIN A MUSIC FESTIVAL??

CONTEXT

- EITHER
- PRODUCT (P)
  - SERVICE (S)
  - ENVIRONMENT (E)

## \* FESTIVAL STRUCTURES \*

- stages
- lighting
- toilets / amenities
- stalls
- greenroom (where the band hangs out)
- props!!
- seating
- tents / marquees
- camping - accommodation
- VENUE
- portable structures for stalls
- retail shops
- food venues
- bar venues
- fencing etc.

farm?  
land?  
building?  
tent?

## \* PEOPLE \*

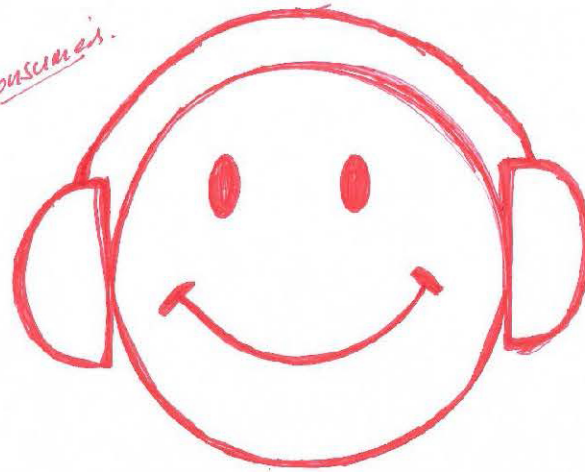
x STAFF!!!!

- \* SECURITY STAFF - SAFETY
- \* CLEANING STAFF
- \* FESTIVAL ORGANISERS
  - event managers
  - promotions
  - money? budget / accounts?
- x SPONSORS ?? - like triple J?
- \* LICENSING
- x FESTIVAL GOERS !!
- x ARTISTS AND CREW (MUSICIANS)

event organisers

(S)

conscious



## \* PROMOTIONAL MATERIAL \*

- signage
- billboards
- social media
  - facebook site
  - instagram site
  - webpage?
  - snapchat
  - mobile app - calendar -> band times / planning tool
- road signs
- maps
- photographs
- bloggers
- radio / tv promotional stuff
- tent signage
- postcards
- brochures
- ticketing - arm bands
- branding

# FESTIVAL

- Glastonbury - England
- Coachella - USA
- Tomorrowland - Belgium
- Burningman - Black Rock City
- EXIT - Serbia!
- Splendor in the Grass - <sup>Byron!</sup> the best!
- Groove in the Moo - <sup>Australia</sup> WADE
- Falls festival - AUS
- Laneway - St James
- Unearthed - TBA
- Big Day Out :-
- Rabbits eat Lettuce - <sup>old</sup>
- Woodford Folk Festival - <sup>old</sup>
- Byron Bay Blues Fest - <sup>old</sup>
- Valley Fiesta - <sup>VALLEY DRINKING</sup>
- Stereo Sonic ???
- future music festival :-
- Fuji Rock - JAPAN
- Gympie Muster - <sup>old</sup>
- Tamworth County Music Fest
- Parkes Elvis Festival - NSW
- Kuranda Roots - <sup>NTH old</sup>
- Happy Daze
- pleasure garden - <sup>melb</sup>

no longer!! why??

no longer!! why??

Exploring [4-5]  
appropriate analysis of redesign opportunities using data about existing designed solutions and sustainability to identify features and constraints




# Possible identified opportunities...

where is the gap?  
what/who can benefit?

WHAT COULD I REDESIGN??

(ADAPT / REPURPOSE / REIMAGINE)



Identified that HUMAN CAPITAL plays a big part in success of a good music festival. The artists have to be good, the venue has to be safe, it needs to have a brand, extras like merch, food and place to stay is important and social media plays a large part. People have to want to pay to go and essentially it's a business \$\$\$

## PRODUCT?

WHAT IF ICONIC FESTIVAL T-SHIRTS COULD BE PRINTED ON SITE??

- TO REDUCE WASTE
- INCREASE PERSONALISATION OF PRODUCT
- GIVE ADDITIONAL 'CRAFTSMAN' APPROACH TO FESTIVAL MERCHANDISE (NOT ALL THE SAME)

The stall could provide screen printing facilities and colours/inks etc and a range of environmentally friendly t-shirts of all sizes etc to print design on. Each year this could be updated with dates and logos and this would make them a collection item without the main production and wastage that occurs from over production and fast fashion?

## ENVIRONMENT?

WHAT IF A COMPREHENSIVE DATA BASE COULD BE REUSED AND DESIGNED FOR THE DISTRIBUTION OF THE PROPS OF A FESTIVAL?  
LIKE THE BIG STRUCTURES USED TO DECORATE WOODFORD ARE NOT USED AT ALL BETWEEN FEB - NOV AND OTHER FESTIVAL ORGANISERS COULD LOCATE THE PROPS AND HIRE THEM DURING THE YEAR...

perhaps this is more a service ??? and it may already exist? Surely...

## SERVICE?

Common element in all festivals/events is staff and consumer. Me and my friends all want to go the festivals but can't always afford. Plus it would be really cool to work at them to see how it works and for future job prospects.

What if I could redesign one of the temp apps that finds people jobs and businesses good people to work for them? Make it so that there was an easy form of communication for staff (like my friends - juniors!) to go to these events and see events people to have some free labour to help keep their events going ??? ???

EXPAND THIS ONE!

## PRODUCT?

TICKETS ???  
ARMBANDS

WHAT IF THE FESTIVAL-GOER WHO ABLE TO HAVE AN ARMBAND THAT GOT RE-USED WITH EACH FESTIVAL? LIKE RELOADED WITH EACH YEAR ATTENDED? OR UPGRADED TO SHOW HOW MANY FESTIVAL YOU ATTEND?

IT WOULD BECOME A STATUS SYMBOL AMONGST CONCERT GOERS AND WOULD BE TREATED AS COMMEMORATIVE. NOT WASTFUL? SAME TICKET SYSTEM COULD BE USED?

- SOMEONE COULD DESIGN THE ACTUAL BAND OUT OF SUSTAINABLE PRODUCTS AND COST WOULD BE (ENTRY) REDUCED IF YOU HAD ONE?
- LIKE FRONT OF LINE PASS @ 15 WEEKS
- OR GOLDEN TICKET - TRIPLE??

### Exploring [4-5]

adequate description of features and sustainable requirements that define a redesign problem and some design criteria based on the requirements of the opportunity and the principles of good design



# what already exists...

## adult workforce

- found!!

- \* temp service - BACKPACKER GO ABOARD
- \* uber based - lift / USER - / SWEZAR
- \* SEEK - corporate / business
- \* super retail groups - like REBEL / SRG
- \* hospitality services - pinnacle / zenith  
Chefs on run / front line
- \* Gumtree
- \* SIMBI
- \* AIR TASKER
- \* job sharing
- \* staffing websites

How ARE THESE ACCESSED?? DELIVERED?? MARKETING??

## volunteering

- \* volunteering org .. / look up . can.
- \* facebook groups / business pages
- \* festivals currently - online application portals
- \* snapchat group
- \* instameet
- \* word of mouth !!

- humans talking to humans!



# PLATFORMS

database

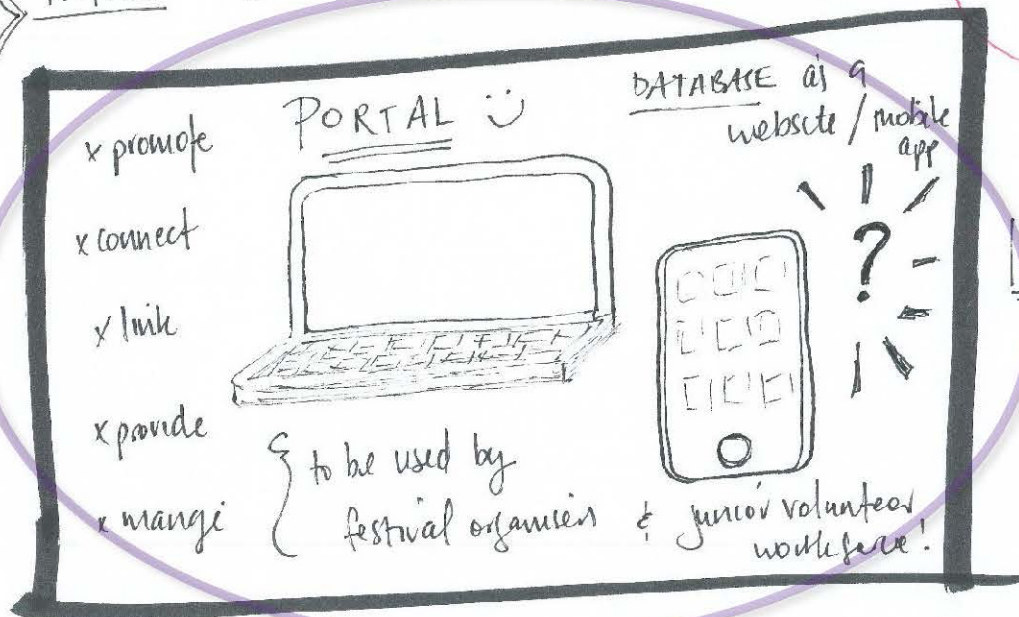
portals

profiles

resumes

website

mobile app



like **Found**  
next generation hiring.

### CONSIDERATION

- \* <sup>music</sup> Festivals have closed... why?
- \* what is the economic viability of a volunteer workforce
- \* would sponsorship be an option??
- \* is this a social benefit?
- \* how do you sustain a music festival?

HOW TO ADAPT THIS... Concept - adult workforce / volunteering ⇒ business ...

festival organisers



junior volunteer workforce

construct a platform as a way of linking the two stakeholders to ensure well being and benefit to both



# OPPORTUNITY

Platform for which high school peeps could 'work' at festivals and create employment skills and networking... ++ so much more...

ECONOMIC ?  
SOCIAL ?  
ENVIRONMENTAL ?

WILL IT EXTEND THE LIFE BEYOND ORIGINAL INTENDED PURPOSE ??

WHAT CAN I REDESIGN ??

identified stakeholder ...

look into further ...  
③ potential paid staff members (to consider - economic cost)...

- ① festival organisers / event managers
- ② junior volunteer workforce? (Me and my friends? - music festival attendees that can't always afford (music lovers) (live music)!!! ∴ to go?)

## ① FESTIVAL ORGANISERS

- HAVE :
- staff already ∴ but not guaranteed. (casual workforce)
  - cool event with musicians.
- NEED :
- young hipsters! to help promote their event to keep it relevant
  - low cost ways of ensuring staffing their events.
- WANT :
- a sustainable business that has a socio-economic conscience.
  - growth workforce - like people have worked their as young adults, attended as consumers and promote their event as the best - (promotional market for free)!!!
  - ongoing business - to make money also.

## ② JUNIOR VOLUNTEER WORKFORCE (students aged 15-18)

- HAVE :
- different interests, music, food, tech, sport, values
  - varied availability and free time
  - already a bank of skills and attributes to offer employers
  - school / work / family commitments
- NEED :
- opportunities to build their resume whilst still at school
  - to increase their 'social network' for future #adulting
- WANT :
- to volunteer to help others and be part of the bigger community
  - meet other 'like minded' people in an environment that is fun and awesome.
  - exposure to work environments that are varied and different to the usual
  - to increase employability skills and increase future money making potential.
  - to attend cool music festivals and other events for minimal \$\$ money.

### Exploring [4-5]

adequate description of features and sustainable requirements that define a redesign problem and some design criteria based on the requirements of the opportunity and the principles of good design



ideas appropriately devised... with each idea incorporating credible and detailed attributes... using a divergent thinking strategy and aspects of circular design methods in response to a redesign problem in the develop phase

# Develop

a database "hub" dedicated to music festival organisers and the junior volunteer workforce. A platform where social connection can occur to benefit all involved to ensure successful music festivals!! and happy teens :)

what will it be?

- 1 web page with 2 main points
- 2 each is themed and aimed at the appropriate audience
  - business like for festival organisers
  - cool easy profiles/images etc for junior workforce volunteers
- 3 able to upload profile - think facebook/insta? to see history and skills etc. (~~just~~ junior workforce)
  - business/event organisers have their own profiles. (think user)?
- 4 only for age 15-18 - exclusivity/contemporary/vibrant. - can progress to other job seeking apps after school.
- 5 rating systems can apply for both users and venue preference etc can be added.
- 6 festival organisers can utilize the social media skills of their volunteer workforce to promote their event.

festival organisers

junior workforce volunteers

Need a brand? a name? - Identifying + PORTAL

WHO CAN BENEFIT? HOW WILL IT LOOK? with whom look after it??

Strengths

Limitations

Implications



a living portal which will change and evolve as the users age + change.

sponsorship? or paid for website maintenance by the employers i.e.: the businesses involved

- festival/event organisers
- community events
- possible government???

live feeds of photos of work/skills learned/friendship made etc.

businesses can create more paid jobs at festivals by increased patronage created by the junior workforce.

the economic benefits are for both parties

- cheap music festivals for students
- free workforce/labour for event organisers

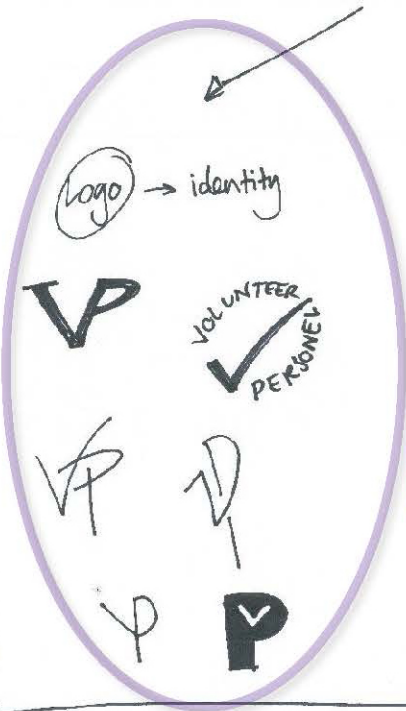
BENEFITS.....



# IDEAS

Volunteers. ↔ Festival organisers.

Communicate  
Talk to one another



Compile info to generate a CV for volunteer

- Identify volunteers on site
  - armbands
  - caps
  - vests
  - lanyards
- Allocate jobs.
  - app
  - texts
  - SMS
  - registration board
  - digital kiosk
- record jobs completed
  - sign in
  - sign out

## FESTIVAL ORGANISERS

One site for organisers to post jobs for volunteers that need doing.

Must be easy to contact others  
- contact details.

Include statement on bottom of your side about what the volunteer gets for hours work.

Possible contact for next festival.

## CHALKBOARD

Other side for volunteers to post time availability and skills they have.

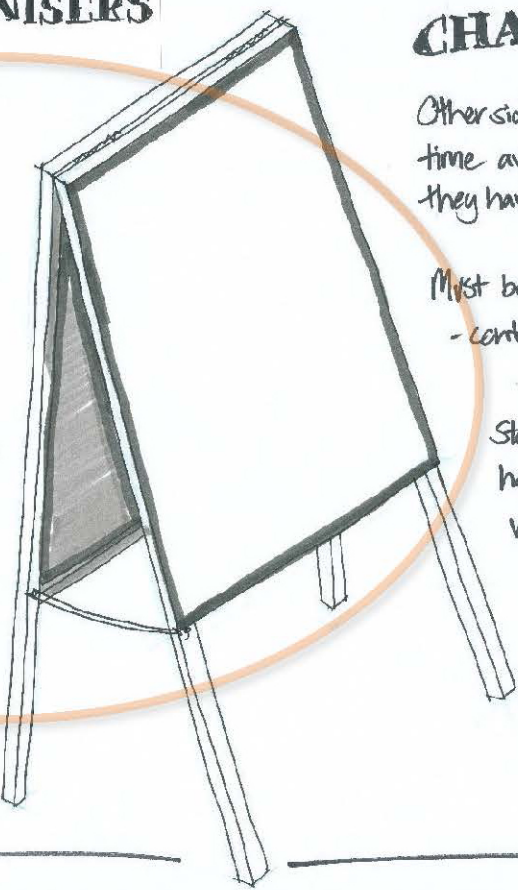
Must be easy to contact others  
- contact details.

Statement about what volunteer hopes to be offered by volunteering.

Possible contact for next festival.

	+	-
useful		✓✓
accessible	✓	
aesthetic		✓✓
innovative		✓✓
sustainable	✓	

- single location, outdated, easy to ignore.
- hard to control, no usable record.



### Representing and communicating [5-6]

considered representation of ideas, a design concept and sustainability information using proficient schematic sketching and ideation sketching and/or low-fidelity prototyping to progress understanding in the explore and develop phases

### Devising [2-3]

ideas appropriately devised — with each idea incorporating credible and detailed attributes — using a divergent thinking strategy and aspects of circular design methods in response to a redesign problem in the develop phase

### Synthesising and evaluating [2-3]

feasible evaluation of the strengths and limitations of ideas and sustainable design concept against some design criteria to make adequate refinements

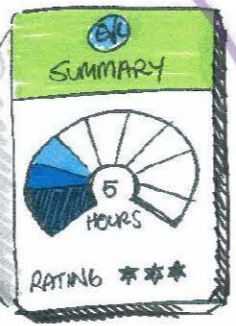


**Representing and communicating [5-6]**

considered representation of ideas, a design concept and sustainability information using proficient schematic sketching and ideation sketching and/or low-fidelity prototyping to progress understanding in the explore and develop phases

**APP**

- Events Volunteer Logbook



	+	-
useful	✓	
accessible	✓✓	
aesthetic		✓
innovative		✓
sustainable		✓

- convenient to use
- data can be kept and reused by both parties.
- familiar format, a redesign of learners logbook.

**Synthesising and evaluating [2-3]**

feasible evaluation of the strengths and limitations of ideas and sustainable design concept against some design criteria to make adequate refinements

	+	-
useful	✓✓	
accessible	✓	
aesthetic	✓	
innovative	✓	
sustainable	?	✓

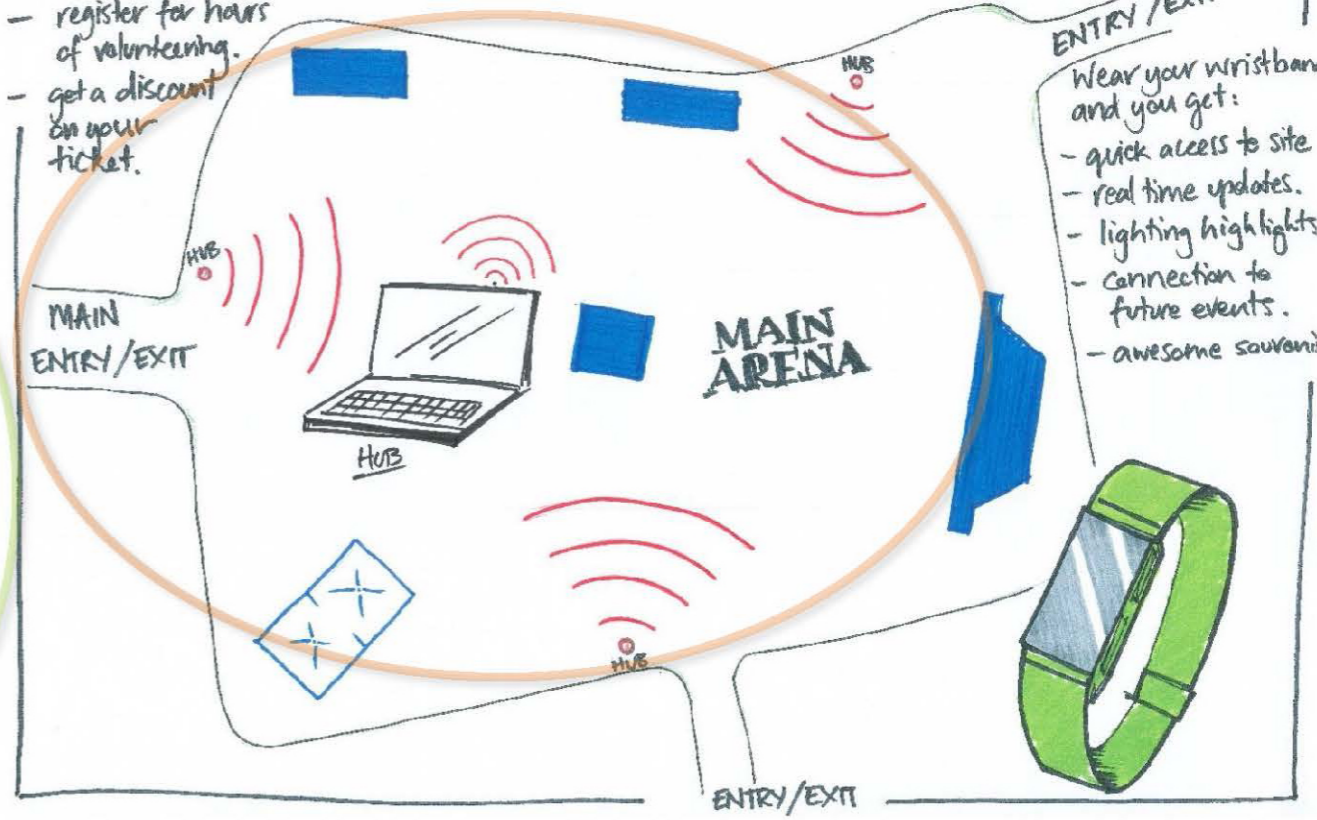
- has its own local network
- upfront cost
- colour easily identifies volunteers.
- reusable for future festivals.
- could be less complex and cheaper in a paper only function.

**Devising [2-3]**

ideas appropriately devised with each idea incorporating credible and detailed attributes using a divergent thinking strategy and aspects of circular design methods in response to a redesign problem in the develop phase

**FESTIVAL WRISTBAND**

- When you register your interest you can:
- pay a deposit + get the wristband.
  - register for hours of volunteering.
  - get a discount on your ticket.



- Wear your wristband and you get:
- quick access to site
  - real time updates.
  - lighting highlights
  - connection to future events.
  - awesome souvenir!



## Part C

### Representing and communicating [2-3]

effective decision-making about, and proficient use of, illustrations and/or low-fidelity prototypes to promote a design opportunity with sustainable attributes for relevant stakeholders

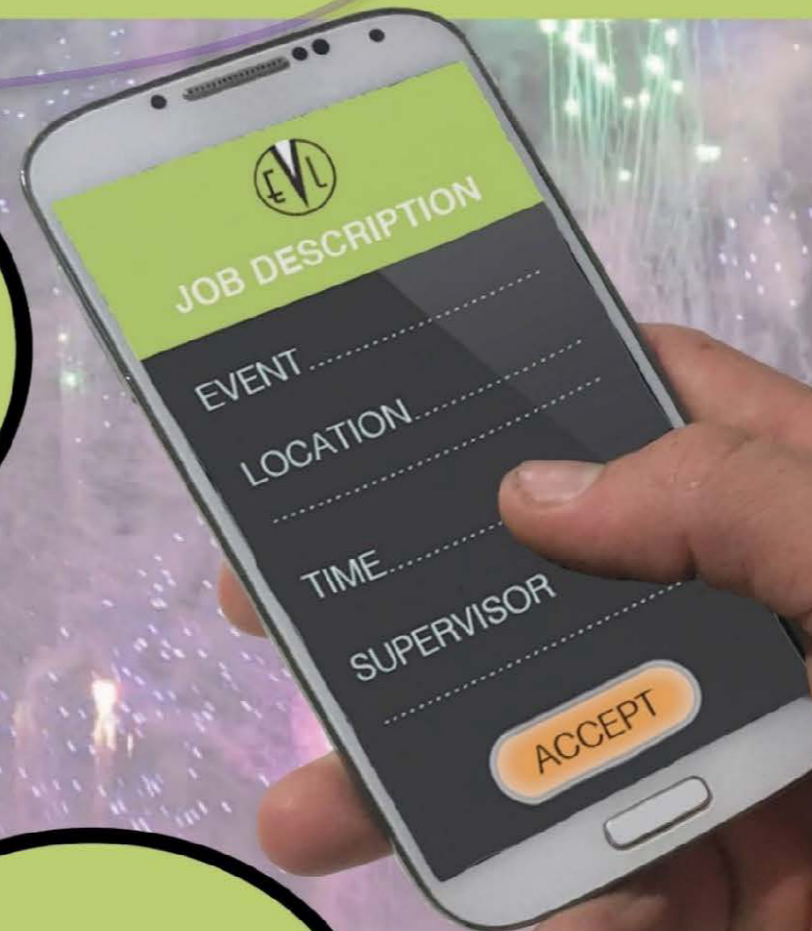


# Event Volunteer Logbook

*a service for 21st century festivals connecting volunteers and event organisers.*

### App Strengths

- task description and history with performance rating
- familiar format, easily understood, minimum training
  - redesign based on Qld Learner Logbook



### Wristband Strengths

- multi festival use
- volunteers easily identified
- notifications received during festival, light and vibrate function
  - app & band linked to festival wifi hubs

### Limitations

- cost
- distribution of wristbands
- app must be downloaded prior to festival where internet is not available

### Implications

- field testing is needed to identify how well EVL will relate to and encourage young people to volunteer



### Synthesising and evaluating [2-3]

simple synthesis by combining ideas and sustainability information to propose a sustainable design concept

### Synthesising and evaluating [2-3]

feasible evaluation of the strengths and limitations of ideas and sustainable concept against some design criteria to make adequate refinements