



Jack Adams

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'Isan': Sustainable Clothing Brand

The 'throwaway fashion' trend is an ever-increasing issue in today's world. This, coupled with the sometimes-negative views of the eco-movement creates a critical problem for the future of the fashion industry. This project mainstreams a sustainable fashion line, downplaying the sustainable aspects of the clothing, promoting a strong brand identity and allowing it to compete with existing high street brands. I aim to incorporate modern, sustainable and realistic perspectives for all my future design work.



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re think - Sustainable Creative Studio and Retreat, 'changing the way we think'

What is a graphic designer's role? We are manipulators of stuff, we are message makers and we are agents of change.

We have a serious problem with over-consumption and bad design, the effects it has on human well-being. There are many design agencies out there already doing good stuff, but clearly not enough.

This is an area that needs to be investigated, in my role as a designer and one who is passionate about positive design and creating green brands.



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Threads - A Sustainable Clothing Company

Fast fashion is causing severe environmental and social problems. Lack of awareness, constant fashion change and not wanting to look “out of fashion” means volumes of waste are being sent to landfill.

As a fashion conscious designer, I have created a sustainable solution to this problem. Threads is an environmentally friendly clothing brand that remains fashionable. My main aims and goals are to use sustainable materials wherever possible, minimise clothing miles and to educate and raise awareness of critical issues.



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G*HUB - Sustainability Within the Home

Sustainability and protecting the environment starts in the home. G*HUB aims to provide resources and information for the general public to combat the causes of climate change in a practical way. Through encouragement rather than guilt, G*HUB aspires to ingrain sustainability within the daily lives of the average person.

Being a web-based organisation, it is a free and easy to access resource, opening it up to the widest possible audience in an environmentally friendly way.

The logo for 'E-Connect' features a stylized '@' symbol on the left, followed by the word 'Connect' in a dotted font. To the right of the text are three curved lines representing a Wi-Fi signal.

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‘E-Connect’ – An Sustainable Green Technology Company Concept

E-connect is a sustainable technology company that uses sustainable materials and reuses those materials to rebuild energy efficient technology. This concept also minimises transport and avoids e-waste disposal to third world countries. The focus for my major project is to encourage consumers to learn about sustainable technology and be aware of how efficient it can be. As a designer I look forward to incorporating sustainable values into all aspects of my future design work.



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Sea the Mess

Our beaches are drowning in plastic; our oceans are a floating rubbish dump. Sea the Mess aims through conservation, education and information to highlight the impacts of plastic and litter in our marine environment, by raising awareness of plastic pollution and advocating a reduction in single use plastics.

Sea the Mess aims for a global marine environment that is healthy, sustainable, and productive for all living creatures, free from plastic pollution.



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London 2012 Olympic Games Environmental Sustainability

The next Olympic Games are in London in 2012. The whole world will be watching them for over a month. People from different countries will visit England because of the Olympics. Their impact is massive and there will be a need for new buildings such as stadiums, swimming pools, parks, sporting venues etc. This will give people from around the world the chance to share cultures and friendship. It's not just about sport; it is about showing what different countries can offer and how we are all different from each other.



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Geco Hydrogen Car Conversions – Keep your car, change your fuel

We take the convenience of cars for granted, yet despite all of the positives the current fossil fuels used to power cars are causing massive environmental damage. 'Geco' is a car company that can convert cars that run on diesel or petrol to more environmentally friendly hydrogen. I believe that eventually, sustainability will become 'normal' within design rather than a specialist area.

I feel that after completing this course I now have an in-depth understanding of considering sustainability within all design.



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‘Rewind’: Making Cinema More Sustainable

UK cinemas are an ever-increasingly popular way of spending a night out with friends, but over time has the atmosphere slowly deteriorated? Are we really happy with the same cinema snacks that have been served up for decades? Rewind aims to focus on the materials and energy used but also creating a more sociable community based atmosphere to overall improve the ethos of your local cinema. I will be looking to provide a sustainable outcome for design related issues in the future.

The logo for 'root.ed' features the text 'root.ed' in a sans-serif font. 'root.' is in orange and '.ed' is in green. To the right of the text is a stylized orange carrot with a green leafy top.

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Rooted – Conveniently Local Produce

Supermarkets currently dominate the food market. Although they are convenient, food has often travelled thousands of miles, is excessively packaged and promotes globalisation. So what is the alternative?

'Rooted' is a new chain of environmentally friendly shops that sell local ingredients targeted at young consumers. The idea behind it will hopefully encourage young consumers to buy local food, integrate it into their everyday lives, and inspire them to cook from scratch with fresh, core, seasonal ingredients.