Sustainability Inspired Product and Service Design ("SID")

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Beyond our focus on Sustainability, learning outcomes for this course include:

Integrating discrete knowledge into a more holistic understanding of the interdependency of people, functional disciplines, socio-cultural systems and physical resources

Nurturing your creative instincts and confidence

Gaining comfort with complex, ambiguous problems and the uncertain path towards specific, viable solutions

Appreciating the importance of process to guide your thinking without constraining it

Developing a greater sense of purpose and empowerment; exploring your mission and meaning in life
Sustainability Inspired Product & Service Design

Course overview

- **AUG**: Intro
- **SEP**: SUSTAINABILITY
  1. Big Picture
  2. Biz P.O.V.
  3. Consumers
  4. Sust. Frameworks
  5. Design Principles
  6. Brands and Promo
- **OCT**: DESIGN
  1. Empathizing
  2. Defining
  3. Ideating
  4. Prototyping
  5. Testing
- **NOV**: Fall Break
- **DEC**: Tksgiving Break
- **Pres.**
Our initial module on Sustainability will culminate in an assignment based on the Living Principles framework.
Four Streams of Integrated Sustainability

- **Environment**: Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.

- **People**: Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

- **Economy**: Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.

- **Culture**: Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.
We’ll then use the Stanford Design School’s methodology to apply what we have learned about sustainability to a product or service design challenge of your choosing.
## Assignments/learning opportunities

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<thead>
<tr>
<th>Group</th>
<th>Individual</th>
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<tbody>
<tr>
<td>• Living Principles Analysis</td>
<td>• Journal/blog (25% of course</td>
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<tr>
<td>Analysis</td>
<td>grade)</td>
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<tr>
<td>• Design Project</td>
<td>• Class participation</td>
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<td>(40% of course grade)</td>
<td>(15% of course grade)</td>
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Weekly BLOG assignments will help you reflect on what you are learning in class and what you are doing in the Studio.
Space is the “body language” of an organization.

- *make space (book)*
And for the “studio” work, we’ve turned the shell of a classroom in the Mason Business School...
...into a Design Studio