Green Graphic Design

By Brian Dougherty, Celery Design Collaborative

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Can a graphic designer be a catalyst for positive change? *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.

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Editorial Review

About the Author
Brian Dougherty is a partner at Celery Design Collaborative and a recognized leader in green design. A founding member of the board of advisors for the AIGA Center for Sustainable Design, he lives and works in Berkeley, California.

Users Review

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Brian Kelley:

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