

Pratt Design Challenge: Call for Proposals

Art Supply Recycling Initiative

Summary:

This is a call for proposals from the Pratt community to design an identity program for an Institute-wide recycling initiative that is for the benefit of students. The goal of this challenge is to design a system that offers students used art supplies **free of charge**. An initial proposal for operations has been submitted to the administration and we are now looking to the creative talents' of our Pratt students, faculty and staff to develop a design and identity for the implementation of this new initiative. The components of the design include (name them here: branding/identity, graphics, packaging, storage) for possible uses across all media.

This design challenge is open to Pratt students, faculty and staff from any department, Undergraduate or Graduate. We encourage collaborative, cross-disciplinary teams.

Purpose of Initiative:

Pratt Institute is committed to establishing a viable program of recycling art supplies and offering recycled supplies to students. Student Government Association (SGA), the Center for Sustainable Design Strategies (CSDS), The Academic Senate and the Sustainability Coalition are collaborating to develop a sustainable model that can be effective long term, and is inclusive of, and supports, the Institute's commitment to sustainability.

Key Objectives:

At the end of every semester tremendous amounts of usable art and design materials are carted away to end up in landfills. This practice is wasteful, toxic, and costly. The following needs are identified:

- Need for a new institute-wide model that is sustainable over time, is inclusive and supports the Institute's waste management efforts.
- Need to design a system that is integrated into each department
- Need to design a system that offers students used art supplies with no exchange of money

Design Opportunity:

The Center for Sustainable Design Strategies, SGA, The Academic Senate and the Sustainability Coalition are looking for design proposals for the new, Institute-wide Art Supply Recycling Initiative. Below are ideas, constraints and requirements that were included in the recycling initiative proposal. Please consider them in your design.

General Rules

- No exchange of money in giving and getting used art supplies at Pratt.
- No re-selling of material obtained through Pratt's Up-Cycling Center.
- Initial phase of the initiative will be restricted to Pratt students as beneficiaries. Any person or organization within and outside of the Pratt community will be welcome to donate supplies.
- Opening up the resource to a larger community may be considered later.
- Consider providing tax-deductible receipt for donation.

Staffing

- Student workers (paid through Student Employment) to staff the re-distribution center and collect/maintain inventory.
- The Director of the Center for Sustainable Design Strategies (CSDS) will serve as the advisor and oversee hiring/staffing of students.

Metrics

Analyses and assessment of impact of the waste management/recycling initiative on Pratt, the community and the environment may be used in annual reports, institutional advancement, messaging to outside community, and Pratt sustainability page on website.

- Volume/weight of waste recovered from waste stream.
- Financial value to Pratt - \$ saved in carting fees.
- Financial value to students.
- Student employment.
- Education and awareness of environmental issues.

Kick-Off Design Charette:

On Saturday, January 30, CSDS and SGA will host the Art Supply Recycling Program Design Challenge Kick-Off Event. At least 1 participant from each group participating in the Design Challenge is strongly encouraged to attend the Kick-Off Design Charette. We will discuss the details of the Design Challenge and begin to brainstorm possible solutions as a group.

12:30 pm - 4:00 pm

Center for Sustainable Design Strategies

Engineering Room 001

Finalists and Winner:

5 finalists will be selected from the proposal submissions and will be displayed during Green Week. Each of the 5 finalists will be awarded \$100. The Winning submission will be announced during the Opening Reception of Green Week on April 5th. A \$1000 prize will be awarded to the individual or group who submitted the winning design.

Submission Format:

- PDF file
- Size: 11" x 17" pages (max 5 pages)

- Landscape orientation

1. **Page 1: Title + Summary**

- 1.1. Title
- 1.2. Names of individual/team participants
- 1.3. Department & Major
- 1.4. Graduation year of each participant
- 1.5. Primary contact email address
- 1.6. **Product title and description.** A brief but clear description of your proposed system.
- 1.7. **Illustration of the proposed system.** Create a high resolution image of your system, using whatever means you wish—hand-illustration, CAD rendering, photo of physical models, your choice.

2. **Pages 2 + 3: Initiative Identity**

- 2.1. **Name.** What will this new initiative be called?
- 2.2. **Logo.** Develop an easily identifiable logo that can be used to communicate the location of drop off locations and re-distribution. This can also be used in the marketing campaign to raise awareness about the new initiative. How else could the logo be used?
- 2.3. **Marketing Campaign.** Develop a marketing campaign to promote the new initiative. Consider both printed and digital means of communication. Also, consider the use of social media.
- 2.4. **Other opportunities to create initiative recognition.** Get creative! How else can people find out about the initiative?

3. **Pages 4-5: Application of Identity: Use these pages to describe and illustrate how your design will be applied to the entire collection/sorting/redistribution system. Below are some key areas to focus on.**

- 3.1. **Staff:** Student workers will act as ambassadors of the initiative. In addition to working in the “store” and sorting area, they will be walking through studios and hallways to help recover art supplies for redistribution. How can these ambassadors be identified?
- 3.2. **Re-distribution center or “store” location.** The re-distribution center will most likely be located in Chapel Hall. Propose a name and identity concept so that members of the Pratt Community can locate it.
- 3.3. **Collection receptacles/area.** Where/how will students donate used supplies? What will these look like? Receptacles will most likely be bin and/or barrels. How can these be transformed so that they stand out and are not used as trash cans? How can their location be communicated in other areas of campus?
- 3.4. **Transportation.** Materials will be transported between campuses and from departments in coordination with Facilities. Materials will be collected by the janitorial staff each night and brought to a sorting area. Student staff of the initiative will then transport sorted materials to the ‘Store’.

3.5. **Sorting.** Sorting will take place in one or two shipping containers that will be located in the back parking lot. Items collected by facilities will be dropped here to be sorted by student staff. Items will need to be sorted/categorized by: art supplies (e.g., markers, pencils, rulers, cutting mats, erasers, brushes, sprays, paints), equipment (e.g., hand tools) and raw materials (e.g., wood, plastics, paper, fabric, acrylic, metals and glass) etc. How can the sorting container be identified and branded using your design?

3.6. **Peak Collection Times:** How will peak collection times be handled? (final presentation week, studio clean out, end of semester/year). How can this be communicated to the Pratt community?

Requirements:

- Individuals or groups of Pratt Students may submit proposals.
- Proposals are welcomed from students in any department, Graduate and Undergraduate.
- Proposals are to be submitted electronically via email or in person via USB drive to csds@pratt.edu no later than Monday, March 21st at 12:00pm.
- All proposals must be submitted as a PDF.

Review Committee:

Jenny Lee - President, Academic Senate

Tetsu O'Hara - Coordinator of the Sustainability Coalition

Carolyn Shafer - Director of the CSDS

Debera Johnson - Executive Director of the CSDS

Pratt Publications staff member - TBD

Communications Design Faculty Member - TBD

Cathleen Kenny - Vice President for Finance and Administration

For more information, please visit the Center for Sustainable Design Strategies in Engineering Room 001 or contact Carolyn Shafer at csds@pratt.edu.