Graphic Communication students tackle ‘Real World’ sustainable development issues.

Graphic Communications students have recently designed various sustainable development campaigns as part of their ‘Real World’ final year projects.

In a collaborative project led by the Learning Teaching and Development Unit, Cardiff Met staff from our Estates department became ‘real world’ clients posing genuine project briefs which the students designed their campaigns around.

During the project the students addressed a range of sustainable development issues faced by Cardiff Metropolitan staff responsible for running various aspects of our Halls of Residence. The students’ proposed campaign solutions were to instil long term behavioural change among halls residents such as reduction of gas, electric and water, promotion of recycling and the Met Rider as a sustainable transport option.

At the recent presentation event, the Graphic Communication students pitched their campaign ideas to module leader Wendy Keay-Bright, lecturer Neil Angove and the ‘clients’ from Estates. The student picked as having the best campaign idea would win £100 voucher for Park Plaza Hotel - kindly donated by the Accomodation team.

Several of the projects will be taken forward and implemented by Cardiff Met.

Highly regarded projects included ‘Popcycle’, that hopes to encourage cycling uptake among students through the development of a cycling communication platform and ‘Looking Hot’, a range of visual reminders which aim to encourage halls residents to avoid unnecessary use of radiators and thereby reduce gas consumption.

However, the overall winner, by a unanimous decision was ‘The Market’ a campaign addressing the issue of food packaging waste by bringing fresh, healthy and local food produce to Cardiff Met halls and campuses in the form of an onsite market- thereby minimising unnecessary food packaging and at the same time encouraging healthier and more sustainable eating alternatives.

Richard James (Energy and Environmental Engineer), Neil Woollacott (Deputy Accommodation Services Manager / Travel Plan Manager) and Diane Bryant (Cyncoed Halls Manager) felt that ‘The Market’ demonstrated a ‘‘Creative approach, with a keen consideration of the sustainability issues involved, a range of enterprising professional skills and above all a very attractive visual branding design’’.

How can the Sustainable Campus scheme help you?

* Are you responsible for students who could benefit from a discipline related engagement with sustainable development issues and gain valuable professional experience in the process?
* Perhaps you have a sustainability oriented opportunity or problem that would profit from the application of Cardiff Met students’ creative and strategic talents?

By coordinating direct collaboration between students and Cardiff Metropolitan University as an organisation, the Sustainable Campus scheme seeks to create valuable opportunity for students to engage in participatory approaches to the tackling of sustainable development issues in authentic professional settings.

For more information or to get involved with the scheme please contact Stuart Abbott, Learning Development Officer, x5736 or sabbott@cardiffmet.ac.uk.