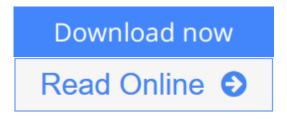


Green Graphic Design

By Celery Design Collaborative, Brian Dougherty



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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, ecoinnovative 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.

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