

# Design School Themes

1	2	3	4
<b>Health &amp; Wealth</b>	<b>Mobility</b>	<b>Security</b>	<b>Community</b>
Food	Living	Data	Inclusive Practices
Ecologies	Travelling	Identity	Social Groups
Resources	Working	Privacy	Cultural Heritage
Goods	Socio-Economic	Safety	Generational
Wellbeing	Structures	Protection	Individuals &
Relationships	Systems	Technologies	Collectives
Care	Services	Communications	Global
Environments	Networks	Ethics	Citizen

In our first meeting as a group, we considered how our individual research on the design school themes could be brought into our group project. We all shared which aspects we were most interested in (highlighted above) and found we were all interested in the community theme. Once we settled on the town idea, it became evident that we would be able to investigate the other themes centred around the idea of community. We can aim to improve the health and wealth of citizens by improving their mobility, all in a collective setting.

I believe that community action is required to tackle climate change and that no amount of individual changes can have the same impact as targeted collective adjustments.

# Individual Research

## *Climate-based design*

“For those in the privileged position of not sensing the effects of the climate crisis in their day-to-day lives, dense infographics and photographs of droughts and forest fires might do little to make the situation more immediate. Wielding design to tell stories, activists have found novel ways to foster more tangible relationships with our surroundings and draw critical attention to the non-human entities living around us. Better storytelling, in short: whether in the form of a comic, or an ingenious use of seaweed in a product, can prompt more inclusive conversations around issues pertaining to the environment, and likewise nurture a more inclusive and comprehensive understanding of the fragility of the world we inhabit”

*What does graphic design have to do with the end of the world?*

DAZED, A Future World

My Findings	Response
People reject messages that seem corporate and trust grassroots organisations more	Avoid corporate minimalism and have a more local, personal identity
Emotion has more impact than data	Find a middle ground where I can present data in an emotionally communicative way
Greenwashing and putting responsibility on consumers is disliked	Focus on sustainable production processes and waste management
Images such as deforestation and melting ice prompt cynicism and fatigue	Telling new and emotional local stories which offer solutions with real people has more impact



# Individual Research

## *Social media activism*

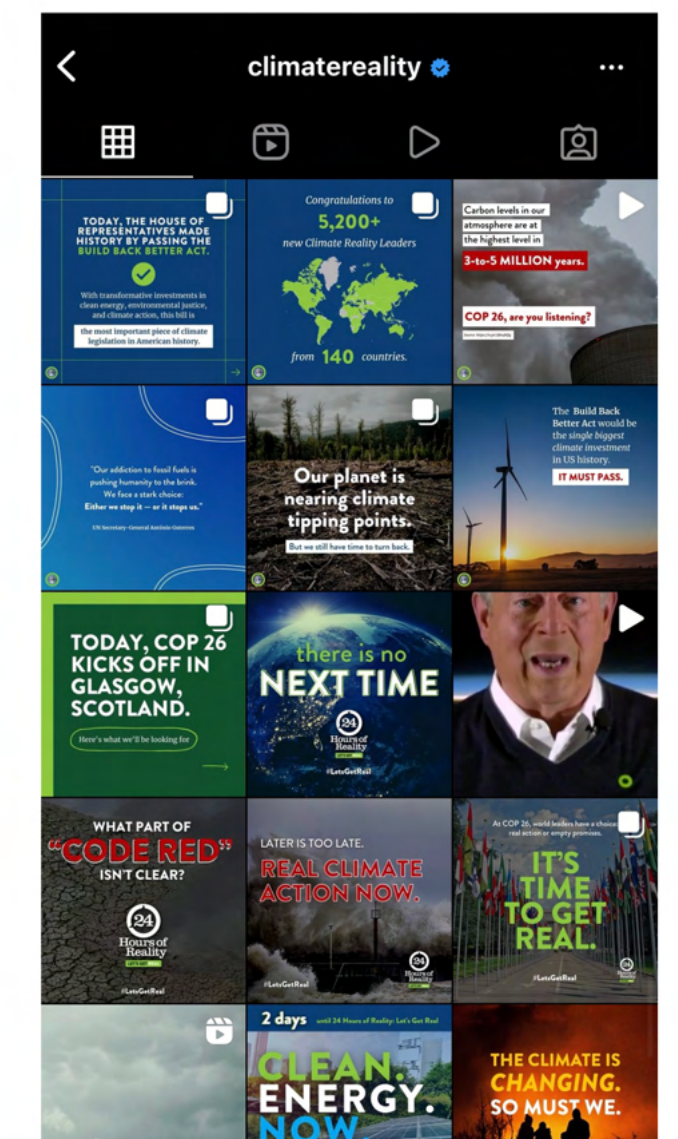
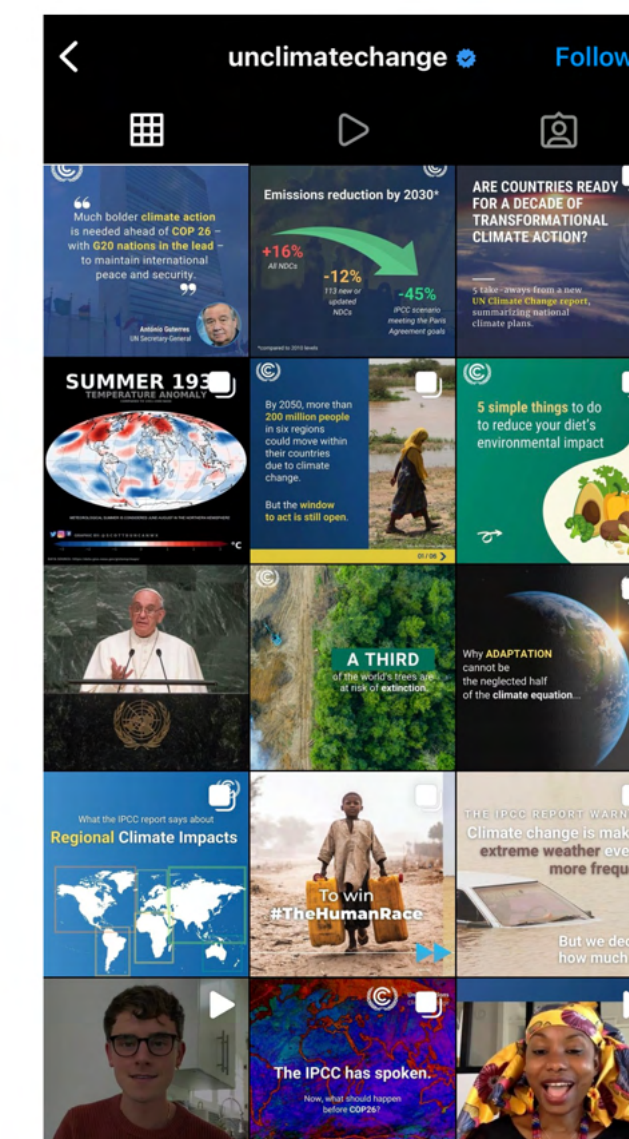
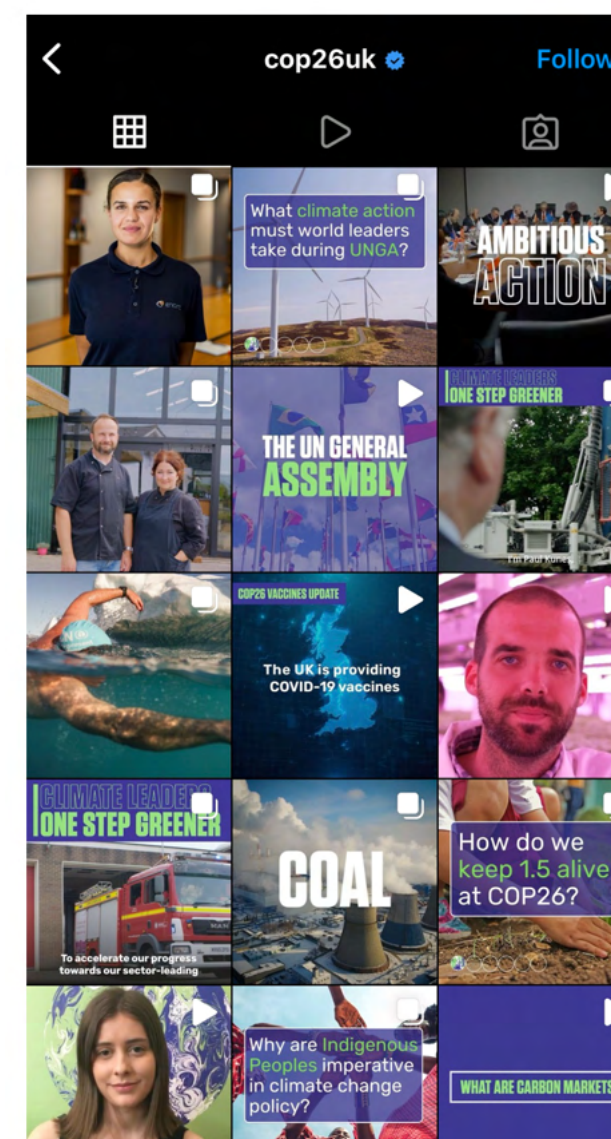
An inescapable aspect of life as a part of Generation Z is social media, and with it comes social media activism. From elections to racial justice to climate change, there are eye-catching infographics about any current affair, accessibly phrased and written for Gen Z by Gen Z. It's also a way to bring attention to niche issues which won't be reported by mainstream media.

The posts are easily shareable to stories, helping make millions of people aware of an issue within a matter of hours (I have my own qualms about these posts to do with slacktivism and peer pressure/aestheticisation/ not encouraging further research).

On the other hand, corporate social media design appears cold and unrelatable to the youngest social media users.



*The largest climate-focussed accounts on Instagram*

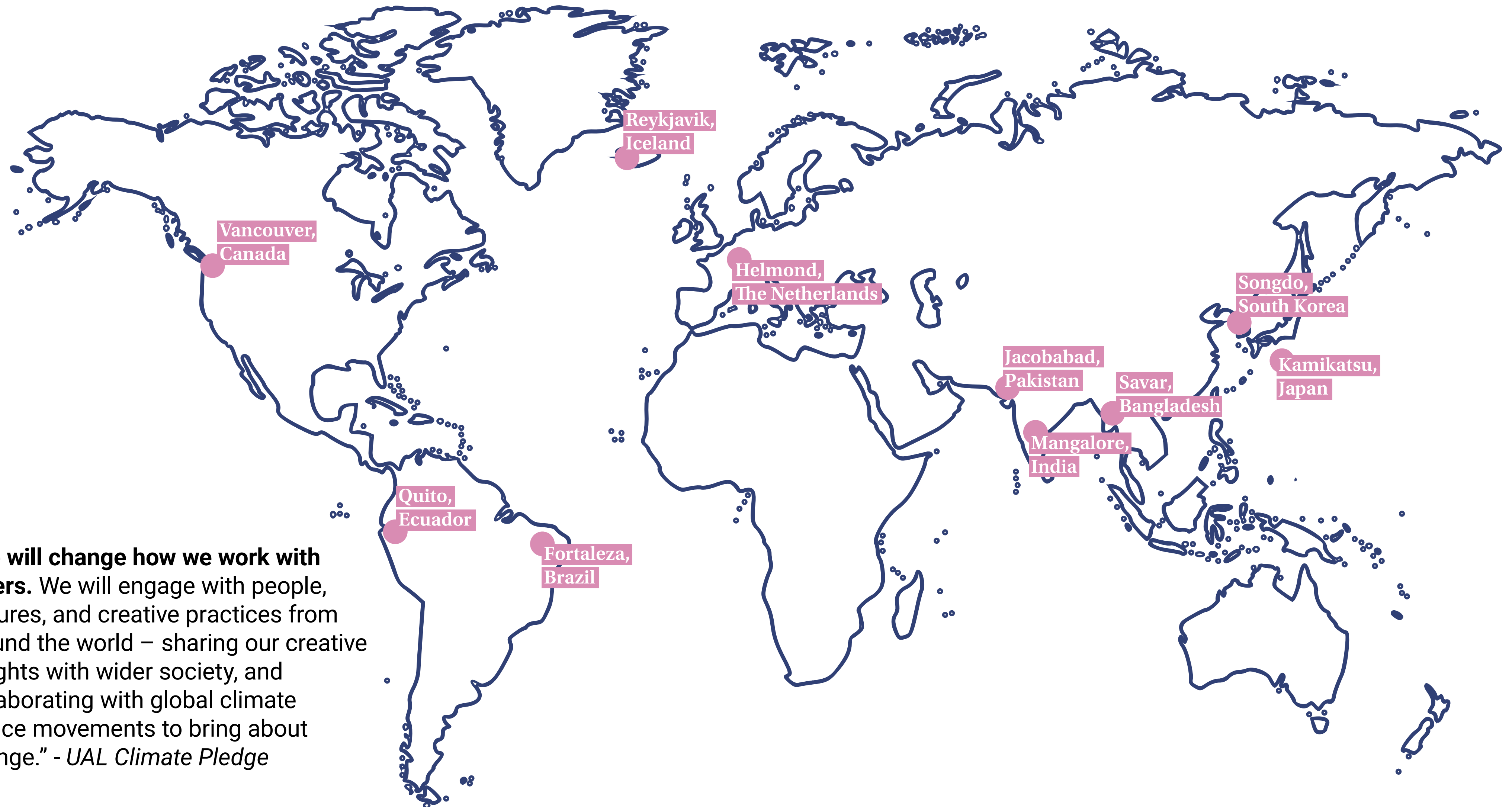


*Company owned climate accounts on Instagram*



# Collaborative Research

## *Case studies of cities affected by climate change*



**“We will change how we work with others.** We will engage with people, cultures, and creative practices from around the world – sharing our creative insights with wider society, and collaborating with global climate justice movements to bring about change.” - *UAL Climate Pledge*



# Group interview with Virginie Little

During a meeting, Boris suggested that we try interviewing a teacher of his from Poland who lives a sustainable lifestyle. He contacted her over Facebook and she was glad to do a Zoom interview for us. While I couldn't attend the actual interview, we decided on the questions together. I listened to the 1-hour long meeting recording and transcribed all of Virginie's answers for a magazine interview article. She had very insightful answers about how an individual can live a green life, along with suggestions on how towns can have better mobility to help residents, relevant to the design school theme of mobility. It was helpful to directly talk to someone passionate about climate change and actually solving issues rather than relying on secondary studies and information.

## Questions asked:

How do you live your day-to-day life and make it as green as possible?

On a community scale, what action can lead to climate improvement?

What type of diet would you consider best for yourself and the environment?

Is it not true that vegan alternatives are much more expensive than animal products?

What are the main obstacles you encounter when trying to live more sustainably?

Do you think people would be keener to adapt to a greener lifestyle if they were aware of how their consumption worked?

Is it possible to go completely waste-free?

How would you describe the perfect sustainable individual?

Virginie gave us permission to turn her into one of our mascots and Alvina's illustration of her can be found in the newspaper article of her interview.





# Residential Urban Theories

## *15-Minute City*

Explained to us by Virginie when she was asked about mobility in the interview, a 15-minute city is a city in which every essential facility can be reached within 15 minutes by foot or bike.

Carlos Moreno introduced the six essential functions as:

- living
- working
- commerce
- healthcare
- education
- entertainment

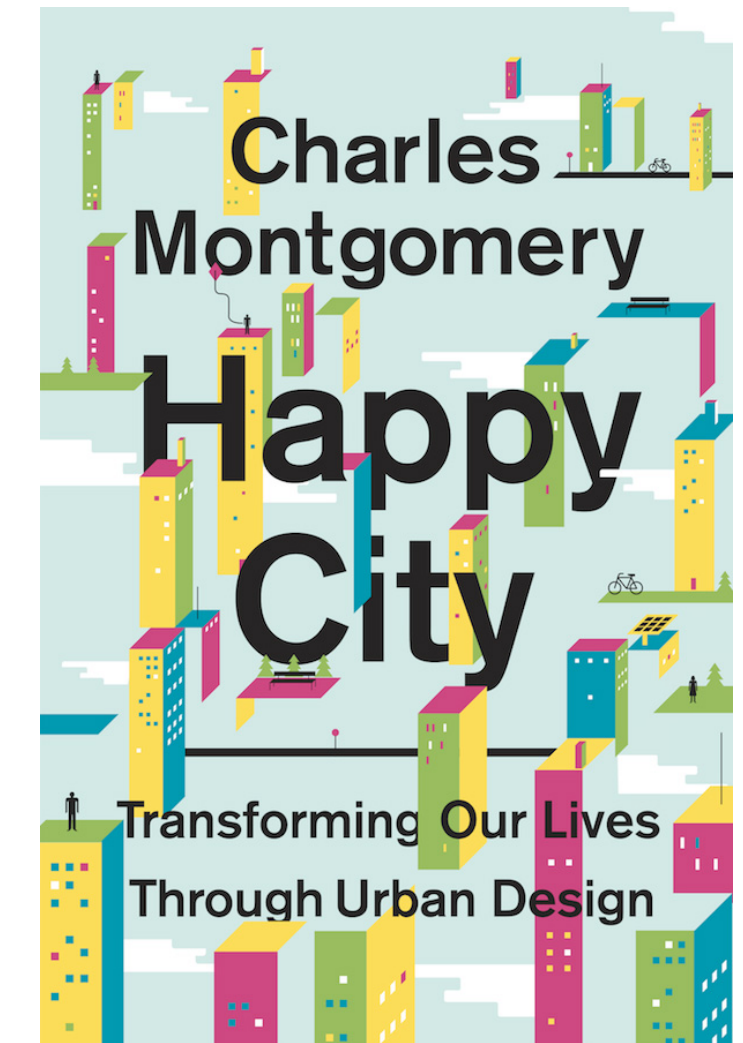
This concept helps disadvantaged groups such as the disabled, children and the elderly access vital parts of living without dependence on others.

## *Happy City*

Charles Montgomery argues that cities should be built around the happiness of residents, which consequently improves their wellbeing and makes cities safer.

Urban sprawl means long commutes from the suburbs to the city centres to work, making people unhappy and wasting time that could be used to enrich one's life through productive activities which could also help the environment, such as gardening and cooking at home.

Montgomery also states that the community aspect of a smaller and greener city is vital to happiness and residential proximity connects people and builds relationships.





# Town Case Studies

## *New British Towns*

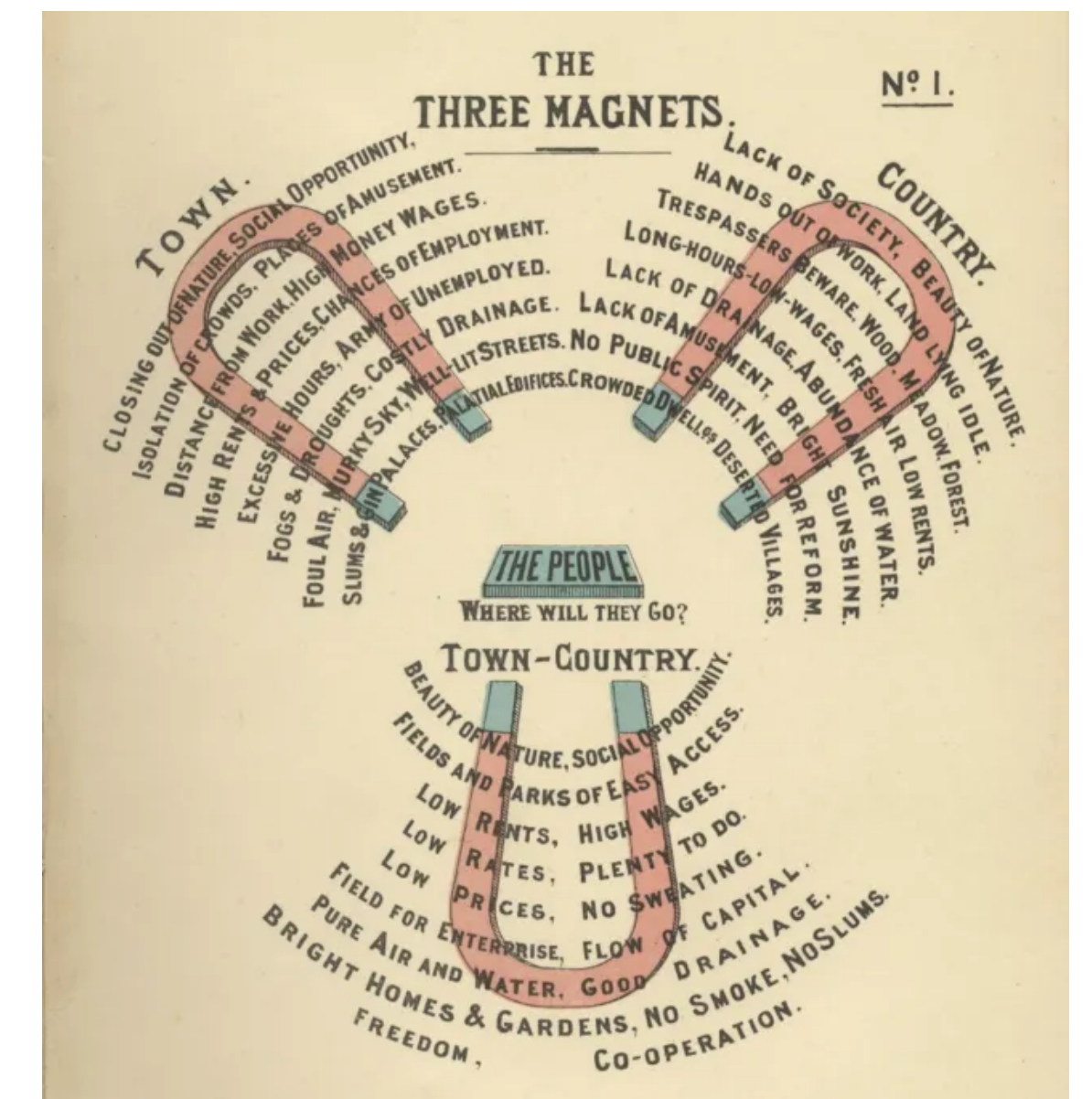
- This movement began after WW2 when much of the British working class was displaced
- People moved out of towns because the majority of jobs were in the cities
- Towns started to decay and cities became congested and polluted
- This movement sought to improve living conditions in towns to move people away from cities and suburbs

## *Garden City Movement*

- Combining the benefits of city and countryside living while avoiding the disadvantages
- The city is enclosed by gardens/farmland for the residents to use
- The city would have the jobs, transport and infrastructure of a city with the space, fresh air and access to nature of the country, improving the quality of residents' lives
- The first implemented Garden City was Letchworth in Hertfordshire, founded 1903 and there have since been replicas of the theory all over the world
- (Right) Ebenezer Howard's 'The Three Magnets' depicting the unity between town and country

## *Intention Communities*

- A society designed to work together voluntarily
- Residents have common views and lifestyles
- Similar to utopian societies
- Much smaller scale than towns
- Usually large households





# The Big Idea

## *Defining our objectives*

Creating a sustainable town that produces zero-waste

- The town will be a fictional futuristic utopia, there is no budget or excessive lamentation of politics, although we acknowledge that those are vitally important parts of the climate conversation
- We will create a maquette of the town with buildings that show how environmentally friendly the town is
- We will create a newspaper to exhibit the actions of the town to create a community of people who work together to act against climate change
- The town's main industry will be sustainable textiles, solving issues we found regarding fast fashion and unethical factories
- Our final outcome will be presented in an exhibition
- The town will provide a blueprint on how people can live sustainably
- We aim to show an optimistic outcome through community action to contrast the hopeless panic that is often used to convey climate information
- An emphasis is put on the fact that the climate crisis can't be solved individually but requires the masses to act together

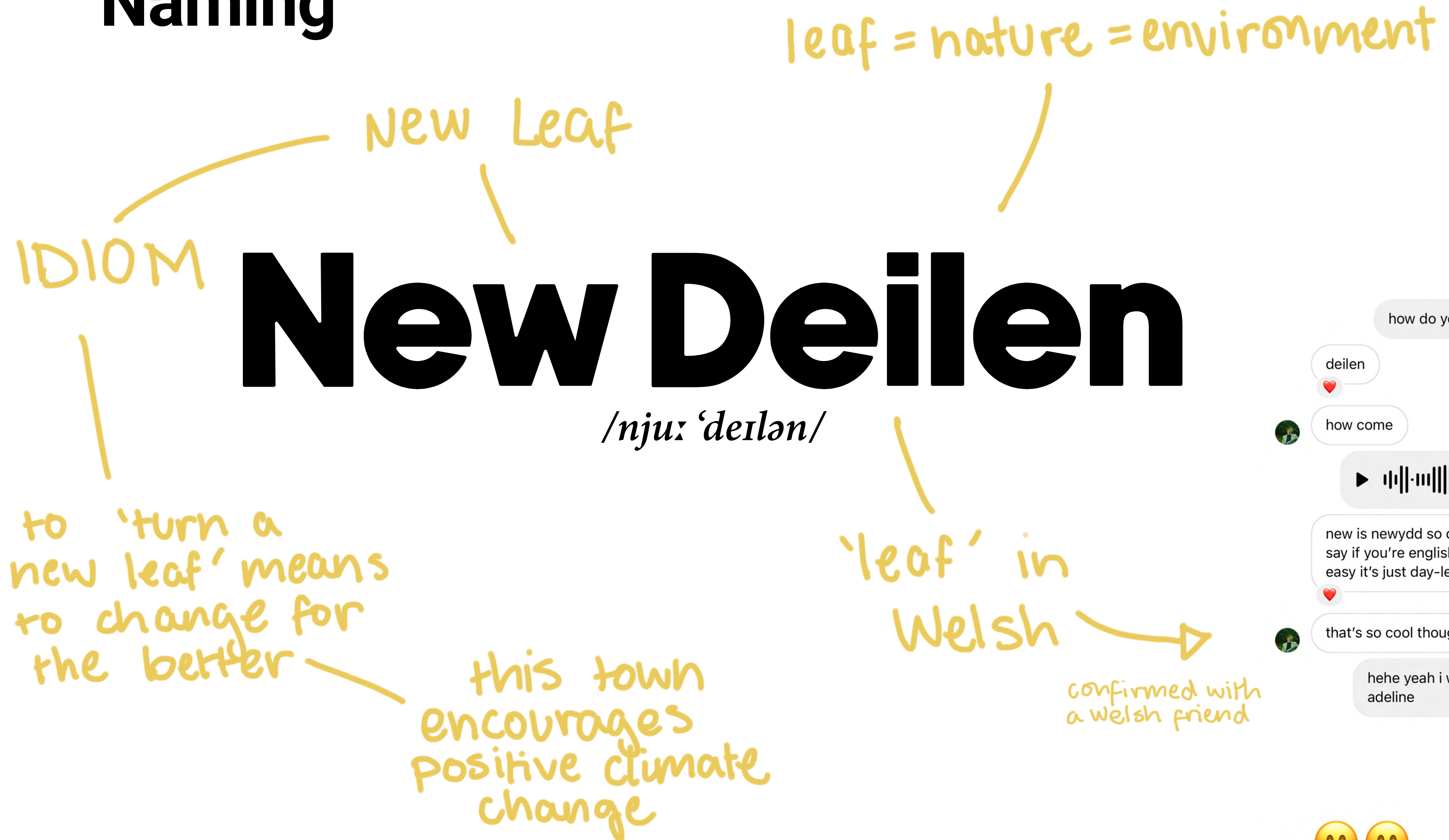


# Urban issues we aim to solve

Issue	Naomi Klein's demands*	Our solution
Carbon emissions from cars	Cheap public transport and clean light rail accessible to all	The town will have several cheap bus routes and a nearby train station
Public transport is difficult to access for many	Energy-efficient housing along those transit lines	There will be no 'suburbs', the flats will be a part of the town transport lines
Large houses waste land and energy, more people deserve housing	Cities planned for high-density living	Our town will only have apartment blocks
Cycling is often arduous and dangerous in cities	Bike lanes in which riders aren't asked to risk their lives to get to work	The roads will revolve around the needs of bikers and buses
Imported supermarket produce is often the only option	Land management that discourages sprawl and encourages local, low-energy forms of agriculture	The town will have a greenhouse for residents to grow their own plants and farms nearby
Without cars, it's impossible to access all the services a person requires around a town, especially for poorer people	Urban design that clusters essential services like schools and health care along transit routes and in pedestrian-friendly areas	All the town's main amenities will be a 15-minute walk away from residential areas
Consumers are overwhelmed with responsibility for waste	Programs that require manufacturers to be responsible for the electronic waste they produce	A waste recycling system that holds local retailers accountable

\*Klein, N. (2021) *Hot Money*, p.33

# Naming



how do you say leaf in welsh

deilen



how come



new is newydd so quite hard to say if you're english but deilen is easy it's just day-len



that's so cool though!!

hehe yeah i was gonna do New adeline

Deilen

thank u :)))





# Colour Scheme

We decided to implement a central colour scheme for the town so that our work looks cohesive regardless of our different styles and backgrounds. Each of us picked a colour palette and presented it to the group, settling on Charlie's as one we all liked.

Nature is full of rich pigments which reflects in the colours we chose, balancing both the natural hues of the world with futuristic saturation as the town is set in the near future.

While we didn't strictly use the colour scheme, it was a good reference point for the mood and aesthetics of the town.



# Typefaces

For the newspaper, I wanted to combine a bold sans-serif headline font with a serif body font, combining the futuristic town with the traditional aesthetics of a newspaper. I printed out these samples to present to the group in a meeting and we decided on combining Newake with Utopia Std.

Digitally, sans-serif fonts are more legible so I have been using Roboto as the body font for my presentation and whenever else font variation is necessary

## New Deilen

New Deilen is a sustainable town with a population of 50,000. The town aims to produce zero waste through its production of reusable goods and waste management facilities which filter recyclable waste into small categories, ensuring minimal landfill. Any excess waste is used to generate energy alongside the town's large-scale wind and solar power schemes.

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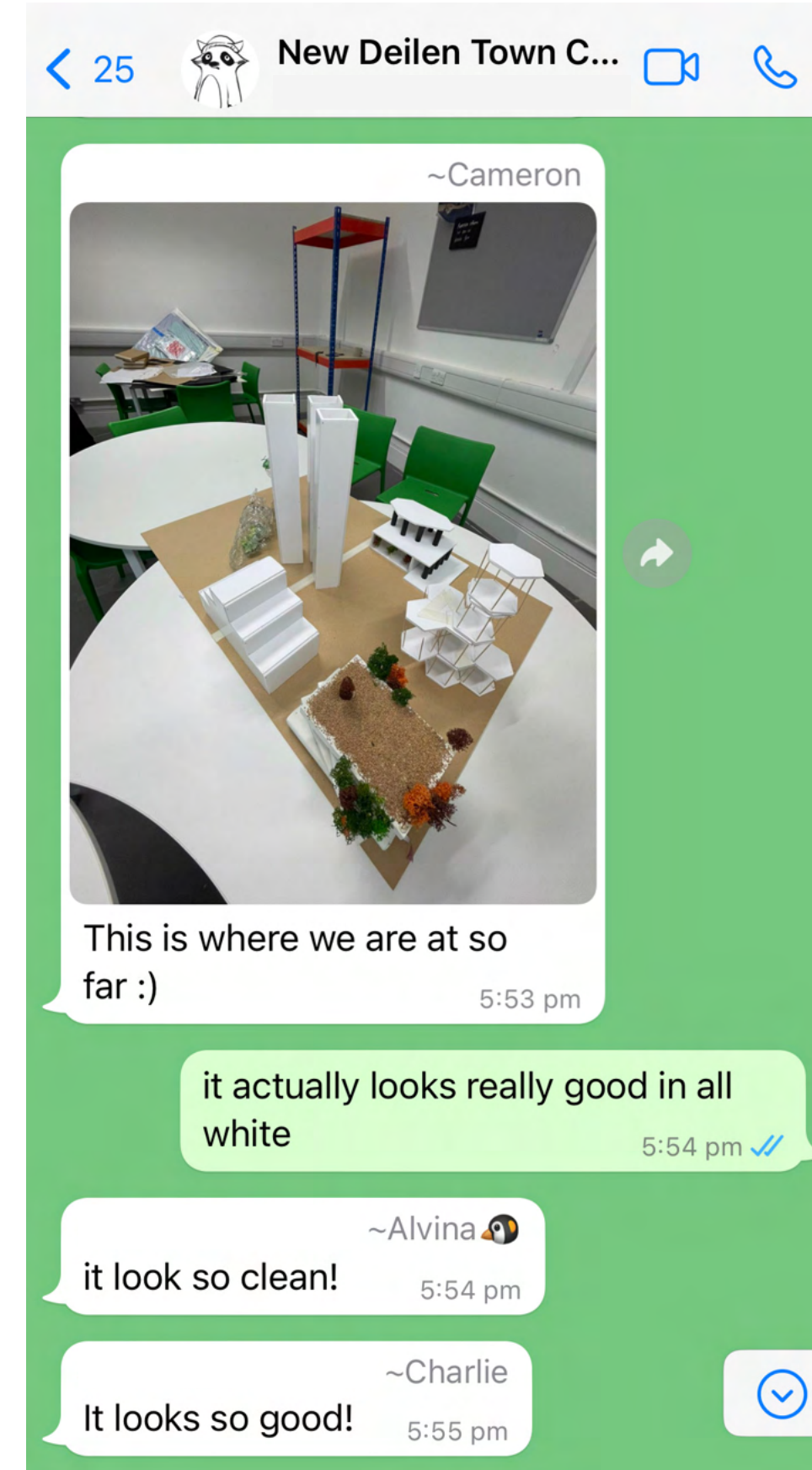
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# Maquette

The main maquette makers were Boris and Cameron, with Maria and Rhea contributing textiles. This meant I wasn't directly involved with the creation of the maquette but we had all designed the buildings for it.

I was able to check up on the maquette progress when I was in Chelsea by visiting the Product and Furniture Design studios where it was being made. We were also kept updated through the WhatsApp group, constantly receiving photo updates and giving our feedback.





# Map of the Town

It was exciting to work with illustrators and see how they can create whatever they can imagine. Together, we decided on the layout of the town and Charlie sketched it out with Alvina doing the lineart and colour. We spread it across the front and back of the newspaper, creating a map that can be pulled out and displayed.

We delayed the creation of the map over the holidays since the illustrators had never done something like this and we wanted to coordinate with the maquette creators and it was created over the 2 weeks back on campus. It ended up working well, and the newspaper was sent to print at the end of the week and got printed a week before the deadline.

The unbound nature of a newspaper means that the map spread can be removed and used as a wall poster, giving it another function.



Editor  
Illustrators  
Writers

Mominah Aslam  
Alvina Leung, Charlie Halabi  
Mominah Aslam, Yichen Liu (A Golden Event),  
Maria De Almeida (Meet Malin), Cameron Jeffrey  
(How to Make Paper), Boris Popoff (Where's Our  
Waste?), Zhirui Hao (Green is the New White)

**The New  
DeilenDaily**

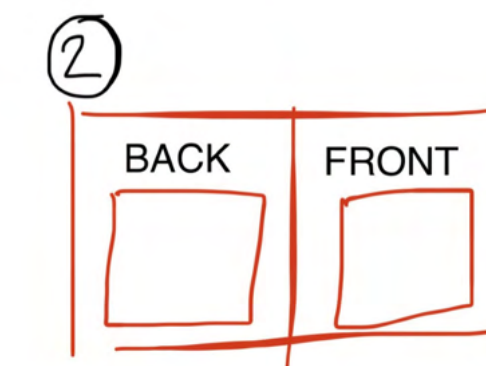
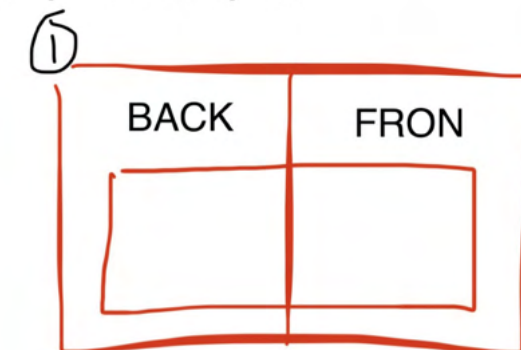
MONDAY 8 FEBRUARY 2072

50p

Scan the QR code to  
read online for free  
newdeilen.gov.uk



2. Is the margin supposed to be completely blank? I was hoping to spread an image across the front and back covers, meaning it would be printed on the same sheet of paper (see image 1), would that be possible, or would it need to be split where there's the margins (see image 2)?



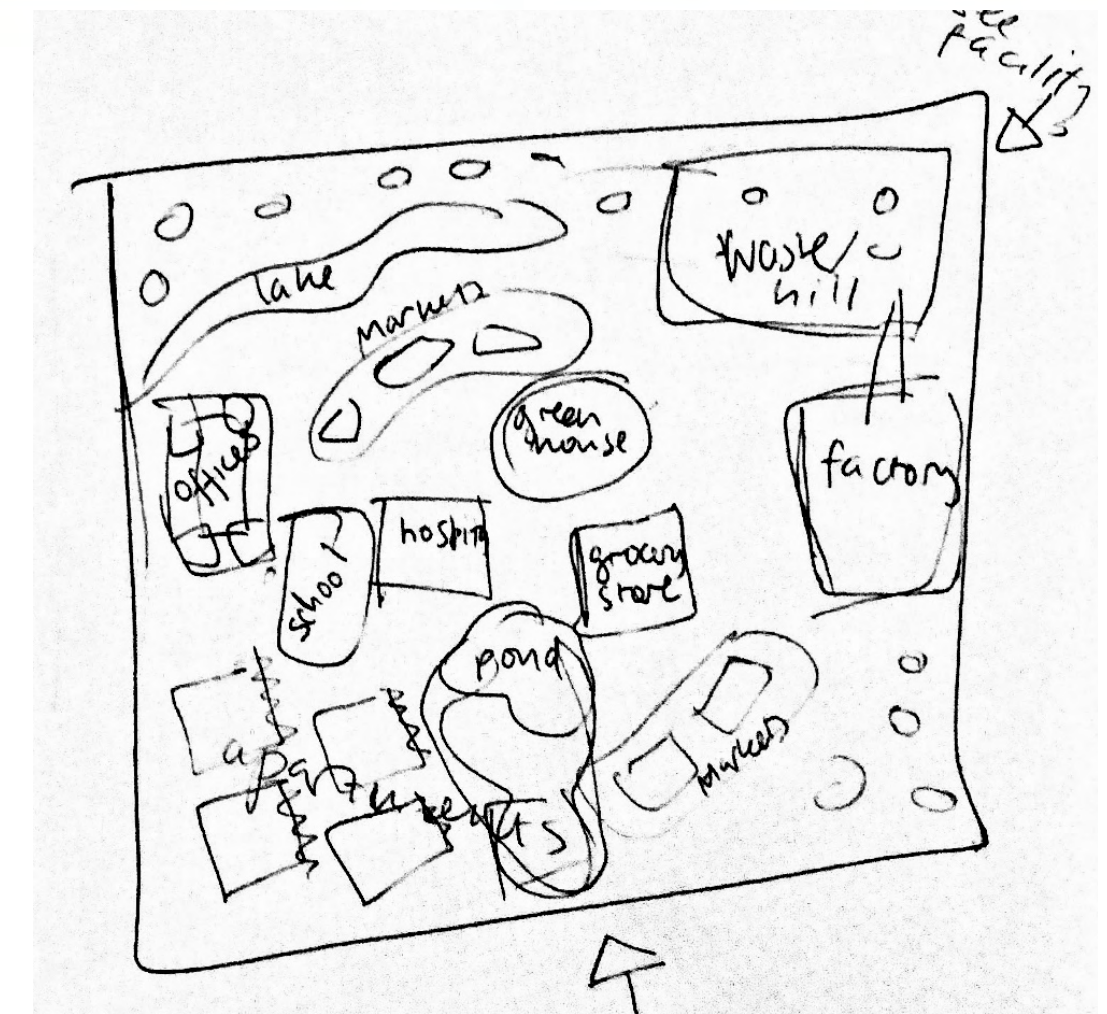
2. The margin around the outside of the whole sheet needs to be blank, but you can print an image across the middle of the sheet. So your image 1 would work as long as the top, bottom and outside margins are completely clear.

Hope that helps. If there's anything else we can do, please let us know.

Best wishes,

Anne

*Email exchange with the Newspaper Club to ask if we could use the inner margins of a spread*



*The first map draft in my sketchbook*

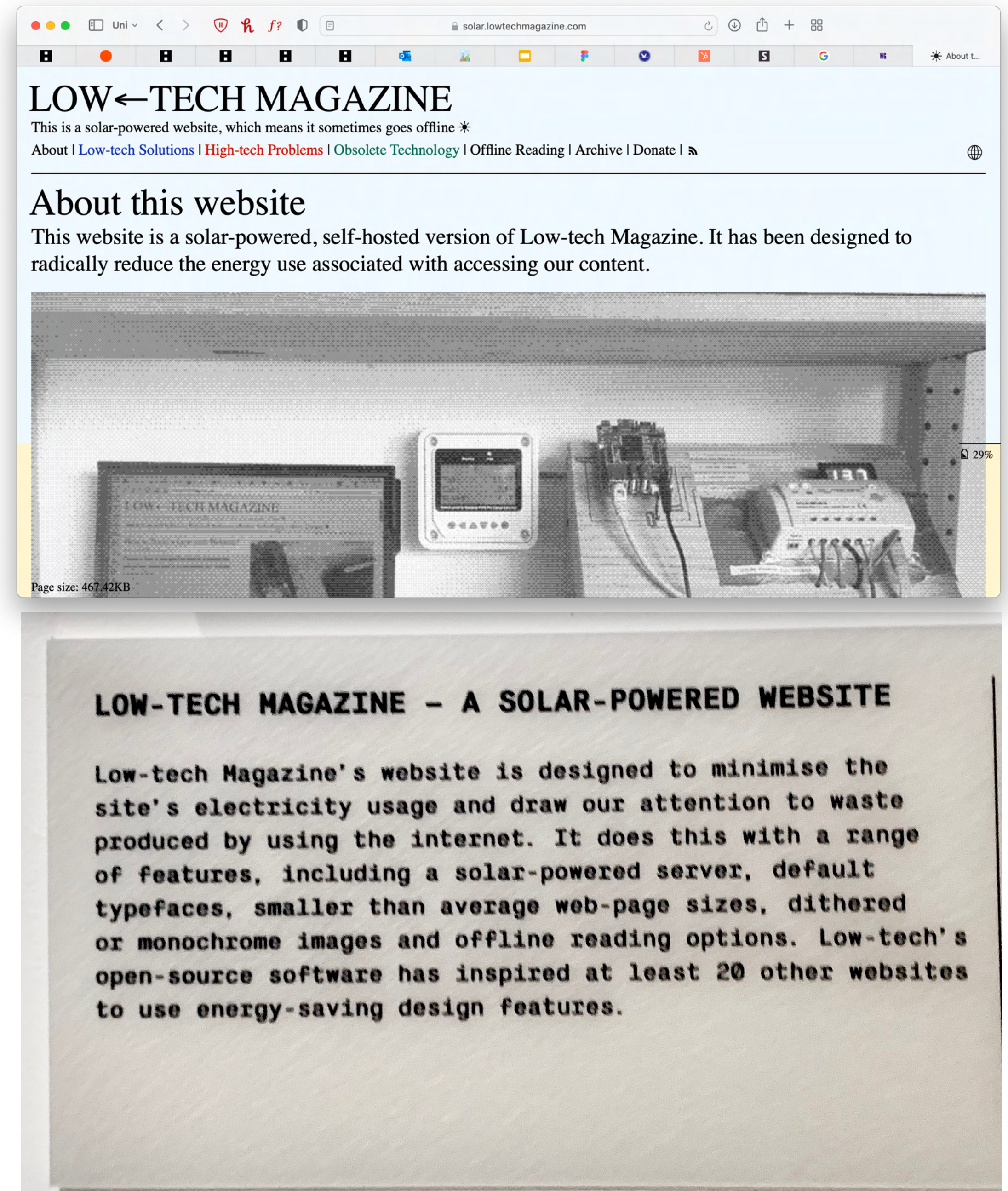


# Website

As the newspaper project progressed, I felt it wasn't enough to only have a printed version and that the audience should have some way of seeing New Deilen's digital world.

At first, since I haven't made a website before, my designs were full of motion and pictures, but I recalled seeing an energy-efficient solar powered website at the Waste Age exhibition, which uses default fonts, dithered images and offline reading. The internet requires an extreme amount of energy and the hot servers are causing global warming, so low-energy websites make sense for a town like New Deilen. Additionally, this would be my first website so not having to worry about learning the intricacies will save time.

I've been teaching myself Figma to build the website and have been looking at low-energy websites for inspiration. I ended up making the prototypes in InDesign since I didn't have time to create a functional wireframe.

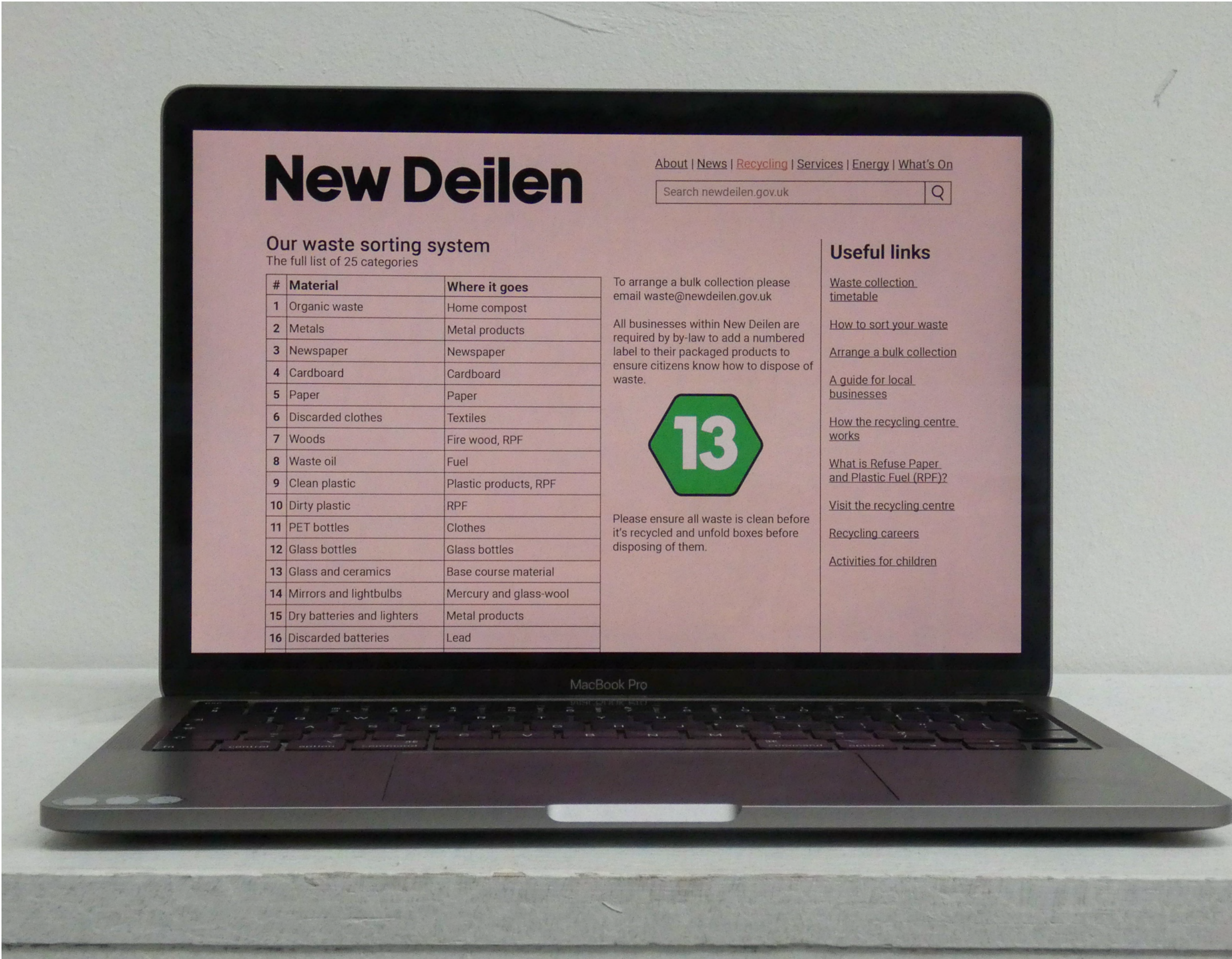
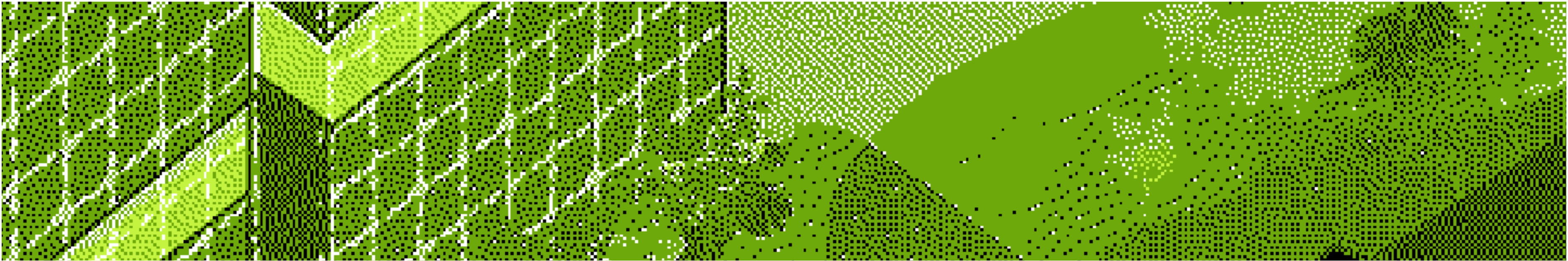






About page

I dithered the images and made them monochrome to reduce the size and consequently the energy required to load them on the website. This is why print is also important, as the newspaper shows the images in high quality.



Recycling page







