

**Understanding Design**  
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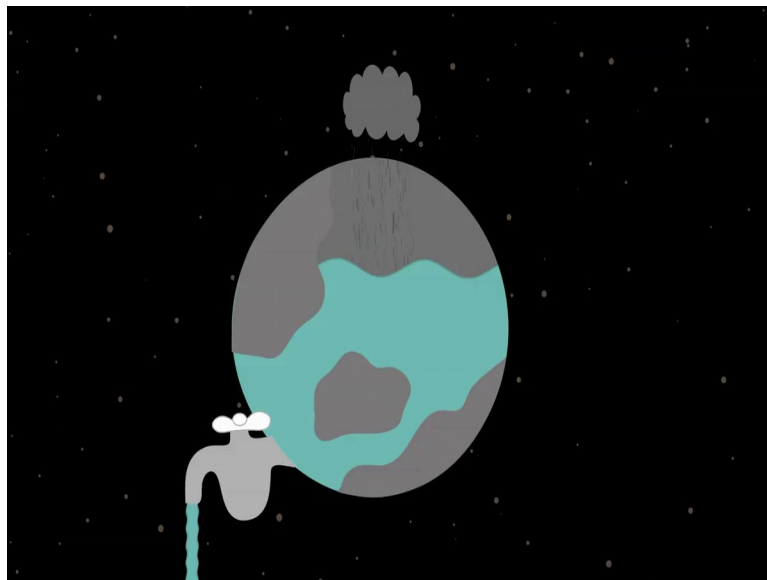
**Module - 04**  
**Start of Section 1**  
**Lecture - 18**  
**Design & Sustainability**

Hello there, welcome back to Understanding Design. Last time we spoke about design for society, today's topic is design for sustainability. To discuss this we have with us Geetanjali Sachdev faculty at the Srishti Institute of Art Design and Technology at Bangalore good to have you here Geethanjali.

Thanks Nina.

The concept of sustainability has become increasingly relevant in all spheres of living.

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It plays a key role in addressing environmental and social concerns which are critical today. Let us take a closer look Geetanjali, do explain to us the concept of sustainability and what are design got to do with it?

Sustainability has to do with being environmentally conscious, but it is also much more than that, it also has to do with social equity and economic development. It implies meeting one's own needs without compromising the ability to meet the needs of the future generation. Sustainability really applies to all kinds of design product design, textile design, furniture design, systems and services design.

My background is in visual communication and, but I trained in pedagogy that is what I do at Srishti I teach art and design and really because sustainability has become such a critical concept today and it is so, relevant you have to bring it into all kinds of design whether it is cost design or like I said you know the earlier genres of design product systems and services design.

Tell us more.

So I am how does sustainability relate to design what is the relationship and how do you bring ideas in, it can be underpinning to the design you do. It has certain core principles that if you apply to design it shapes your environment and your society in particular ways. So, at the end of this course, what I really write to do is for students should be able to evaluate how good or bad a design is based on the criteria of sustainability that they apply to their work. And I am going to talk about a few designers who have deployed the concept in their work and show some videos that we looked at while we were discussing the idea.

So, Nina I have been talking to some of my colleagues at Srishti and around the areas of sustainability, there is a gentleman by the name of Ravi Mani. He is a sustainable development consultant, in the areas of architecture and energy solutions and he teaches our undergraduate students on courses on sustainability and I like to share with you some of the videos he shared with me a some of his ideas.

How let us see.

The conventional approach to product design called manufacturing use to be focused primarily on the economic factors. Which were cost, quality and lead time. How much does this product cost. At what quality level should we pitch it in the market? And how long will it take to produce the product and also to manufacture and ship it to the customers.

But typically the rate at which materials were consumed or how the ways to it is being processed, going back in to the environment was not a major part of their consideration. Because the rate of consumption became really very high compared to the rate at which nature can regenerate these resources, sustainability became a very important factor you can say, in product design. So, sustainability in terms of responsible consumption and also the waste management became a central core concept to address in prompt design.

So really when doing design for sustainability, there are three lenses which are design and needs to look at.

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One is environmental factors, two is economic factors and three is socio cultural factors.

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That is not very hard to remember.

So, let us watch a very well known video it is called 'The story of stuff' and some of you may have seen it already.

By now we know the drill, go to the next tab and click and then come back to us when you're done.