

GCM 3518

Sustainability in Graphic Communication

Fall 2022

Instructor: Dr. George B. Glisan

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Class Meeting Time & Room: MW 10:00 – 11:50 AM; 122 Katherine Harper Hall

Office Hours: see comments below on page 2

CATALOG DESCRIPTION

This course investigates manufacturing practices, and the steps required to 1) implement standards that address environmental, health and safety certification, 2) development and implementation of a Sustainable Management System (SMS); 3) best Sustainability practices within the printing industry, and 4) pursue the foregoing within the 3P model of planet, people and profit. Lecture 2 hours, laboratory 2 hours; 3 semester credit hours.

COURSE OVERVIEW & OBJECTIVES

This course will introduce to you the foundations of Sustainability. During the course it is vital to learn the *terminology* and understand fundamental *concepts* that relate to the subject of Sustainability. In addition you will need to learn and make *application* of this knowledge as it applies to the discipline of Graphic Communications Management. Within the discipline you will learn how Sustainability impacts the various roles of sales, graphic design, estimating and production. Finally, you will learn how various “certification” schemes impact Sustainability and lead to cleaner manufacturing (including print).

While there is no text there will be assigned readings that you are to read prior to each class meeting. Each assigned reading will help form the next class’ lecture as well as provide the basis for class discussion.

EVALUATION – Grading Criteria

Grades will be determined by points earned on *examinations* and *assignments*. Your final grade will be determined by the total points you earn from the exams and assignments. A ten-point grading scale will be used as a guide for assignment of final letter grades (i.e., 90% or more of total points earned results in an “A”, 80-89% points earned is a “B”, etc.). Attendance and quantity/quality of discussion in class will be used where a student is on the border line between two grades. “Border line” is interpreted as within 1% or less of the next higher grade.

There will be three (3) examinations. The exams will be a mixture of short answer questions, problems and essay. The content of all exams will emphasize terminology, concepts and application. In turn, exam content will come from lecture, class discussion and assignments. Each exam will be worth 150 points, for a total of 450 points for the semester. Each exam will cover only the material presented in class to that point. In other words, exams #2 and #3 will cover only the material presented since the prior exam. The third exam will be administered at

the time specified by the University for final exams. For this class it is December 14, 2022 at 8 AM. The final exam will be administered in person.

There will be a total of six (6) assignments given throughout the semester. They will be assigned during class and due the following class period. Your response to the assignments should be a minimum of 2 pages in length and are due at the beginning of class. Each assignment will be graded and worth a maximum of 25 points each, for a total of 150 points for the semester.

CLASS STRUCTURE

There are 110 minutes to each class meeting. Class meetings will be devoted to a mixture of lecture and lab.

OFFICE HOURS

Office hours will be 2-4 PM on MW and 12:00 PM to 2:00 on Tuesdays. If none of these days or times work for you contact me to schedule a virtual meeting.

COVID-19 Requirements of Students

Appalachian State University requirements for both faculty and students on campus are as follows: wear a face mask when in doors at all times.

Special Needs/Accommodations

Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Those seeking accommodations based on a substantially limiting disability must contact and register with The Office of disability Services (ODS) at <http://www.ods.appstate.edu/> or 828-262-3056. Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations.

Required Statement on Attendance and Religious Observances

It is the policy of Appalachian State University that class attendance is an important part of a student's educational experience. Students are expected to attend every meeting of their classes and are responsible for class attendance. Since attendance policies vary from professor to professor students should refer to the course syllabus for detailed information. Regardless of what reasons there may be for absence, students are accountable for all academic activities and faculty may require special work or tests to make up or the missed class or classes.

In addition, faculty members are required to make reasonable accommodations for students requesting to miss class due to the observance of religious holidays. All ASU students are allowed a minimum of two absences per year for religious observances. Up to two absences for such observances will be excused without penalty to the student, provided that the student has informed the instructor in the manner specified in the syllabus. Notice must be given by the student to the instructor before the absence occurs and no later than three weeks after the start of the semester in which the absence(s) will occur. Arrangements will be made to make up work missed by these religious observances, without penalty to the student. For the purposes of this policy ASU defines the term "religious observance" to include religious holidays, holy days, or similar observances associated with a student's faith that require absence from a class.

Faculty, at their discretion, may include class attendance as a criterion in determining a student's final grade in the course. On the first day of class faculty must inform students of their class attendance policy and the effect of that policy on their final grade; both policies must be clearly stated in the class syllabus.

A student who does not attend a class during one of its first two meetings may, at the discretion of the academic department, lose her or his seat in that class. Further, if a class meets only one time per week – e.g., a laboratory or an evening class – the student must attend the FIRST meeting of that class or risk losing her or his seat.

Building Security - The outside entrances to Katherine Harper Hall/Kerr Scott Hall will be locked from 9:00 pm to 7:00 am Monday through Thursday, and from Friday at 6:00 pm through Monday morning. Students currently registered in classes can gain entrance to the building via the swipe card accesses at the main entrance and at the east door of the Kerr Scott wing.

To ensure the safety of our students and labs, we ask that students keep doors closed after hours; refrain from propping open exterior doors; and lock windows and doors when exiting a classroom or lab after hours. Please help us to monitor the facility, and report any situations of concern to your professor, to the main office staff, or to University Police (828.262.2150 for after-hours non-emergencies; or 828.262.8000 for emergencies).

Schedule of Assignments

August

- 22 Discussion of expectations, and overview of course and Sustainability. To be successful in understanding Sustainability requires critical thinking. An in-class exercise will help to demonstrate and understand the challenge.

For next class meeting be prepared to answer the following questions ...

- *Who is Gros Brundtland?*
- *When was “Our Common Future” published?*
- *What are the 17 UN Sustainable Development goals?*
- *When the General Assembly of the UN adopt the SD goals?*

- 24 Foundations of Sustainability I – what is Sustainability

- *Defining Sustainability using the UN definition*
- *What is Sustainable Development & what are the goals?*
- *Why is the world confronting a Sustainability challenge; what are its causes?*
- *Exhaustible vs. renewable resources*
- *How has the world responded to the challenge of Sustainability?*

For next class period complete Assignment #1 (posted on AsULearn)

- 29 Foundations of Sustainability II – what are the historical roots of Sustainability

- *Sustainability’s historical roots*
- *Sustainability in literature, song, social movements*
- *Sustainability as a moral/religious perspective and in education*
- *Sustainability in the larger popular culture*
- *Sustainability protections from the political/legal/regulatory domain*

Assignment #1 due

- 31 Foundations of Sustainability III – the economic perspective of Sustainability

- *Economic perspective of Sustainability – an analytical tool that helps us understand how economic behaviors and choices impact Sustainability individually & collectively;*

- **For next class period complete Assignment #2; read the article, “The Cuban Example”. (The article and the assignment are posted on AsULearn)**

September

- 5 State Holiday – no classes

- 7 Foundations of Sustainability IV – can an entire country achieve Sustainable outcomes?

- *All In – can an entire country become Sustainable?*
- *What did Cuba achieve?*
- *How does Cuba’s achievements match up against the UN SD goals?*
- *How did the Cubans do it?*
- *Can the United States accomplish what Cuba did?*
- **Assignment #2 due**

- 12 Foundations of Sustainability V – the financial perspective of Sustainability
- *Finance/Accounting review/discussion*
 - *ROI/revenue/cost/profit*
- For next class period Read article, “The Triple Bottom Line”, posted on AsU Learn and respond to Assignment #3**
- 14 Foundations of Sustainability VI – measuring & reporting Sustainability
- *The Triple Bottom Line framework*
 - *What is the value of the TBL framework?*
 - *How can an organization implement TBL?*
 - *How do you measure the non-financial legs of TBL?*
 - *How can TBL be improved?*
- Assignment #3 due**
- 19 Foundations of Sustainability – can we improve the Triple Bottom Line?
- 21 Review for First Exam
- 26 **Exam #1**
- 28 Printing as a Communication Process – *History & Development*

October

- 3 Printing as a Manufacturing Process – *Linear vs. Circular production; principles of the Circular Economy (CE); functions of the Environment and relationship to production*
- 5 Printing as a Process – *Mapping inputs, outputs and the production process for achieving Sustainability*
 For next class period **Read** articles from *The Journal of Business & Design*, “Interface Chairman Ray C. Anderson on Sustainable Design”, “Pangea Organics” and “Design for Life” and complete Assignment #4
- 10 Designing for Sustainability – *deriving principles of design to achieve Sustainability in the field of Graphic Communications*
Assignment #4 due.
- 12 Paper – *Printing’s largest input & its impact on Sustainability*
 For **next** class period **Read** the AF&PA Sustainability report and complete Assignment #5 (an assessment and critique of the report).
- 17 Fall Break
- 19 Paper – *Printing’s largest input con’t: and discussion of Assignment #5.*
Assignment #5 due.

- 24 Print and materials beyond paper – *what is the Sustainability impact?*
For **next** class period **Read** assigned articles on materials used in print other than paper and complete Assignment #6, which will be handed out in class.
- 26 Print and materials beyond paper (con't) - *Discussion of non-paper materials used in print.*
Assignment #6 due.
- 31 Review for Second Exam

November

- 7 **Exam #2**
- 9 Sustainability schemes – *review/assessment of certification schemes; certification vs. greenwashing; valid certifications*
- 14 Sustainability certification for print production – *what does the research show? Does it favorably impact the environment? Is it profitable?*
- 16 Sustainability certification for print production (cont.)
- 21 Lean Manufacturing – *central concept and tools to enable print production Sustainability; an essential tool and philosophy of manufacturing to improve both efficiency and quality.*
- 23 Lean Manufacturing (cont.)
- 23 **Thanksgiving break begins**
- 28 Leveraging Sustainability for the triple bottom line – *can we document and measure improvements to people, planet and profit? Is this myth or reality?*
- 30 Review for Third Exam

December

- 5 Review for Third Exam
- 14 **Exam #3 @ 8:00 – 10:00 AM**
- 19 Final Grades Due @ 1 PM