

# Green Design Strategy Checklist:

Why create this document, brochure, flyer, or \_\_\_\_\_?

Who is your audience?

Who needs this?

What do you want people to do with this?

Budget?

Timeline?

Likely Quantities?

Lifespan?

**FORMAT: Paper and/or Digital?**

**PAPER:** Recycled Paper  
FSC Paper  
Alternative Fibers or “Paper”

**Print on your document a description of your recycled/recyclable choices.**

**Print on both sides of the sheet whenever possible**

**In-House Printing or local “digital” Printer?**

**Offset Printing? 1000 or more copies**

- visit your print shop, see how they handle waste
- consider an FSC printer
- print local, print WMBE
- visit early and ask about paper & sizes
- price different printers for different jobs
- gang-up
- think about smaller and more unique sizes

**Use fewer words**

**Use less ink coverage**

**Use lighter weight paper**

**Other Eco-Options:**

Banners: Eco-Canvas

Exhibit Boards: Eco-Board or EnviroBoard

Promotional Items -- carefully research for eco-options

## go digital!

**Cons:**

requires equipment & costs on the user end  
excludes certain populations  
not as portable

**Pros:**

accessible from anywhere  
uses fewer resources  
searchable  
more accessible to the visually impaired

## .PDFs

- easily posted online
- Acrobat Reader is free
- publishes your documents as designed
- documents can be secured to prevent alterations
- can publish powerpoints and other documents significantly smaller than original size
- can be read at any size
- can read out loud documents to the visually impaired
- interactive – links, videos
- virtual printing

**Forms:** Data can be collected and stored in a paperless workflow

**.PDF e-books** Hundreds of pages can be published onto one disc. Document(s) are searchable and linkable unlike the printed page.

**.PDF editing** Can distribute documents for commenting and markups, and then compile edits into one document.

## .graphics in a nutshell

**Readability & Clarity**

- reach as many people as possible
- transparency
- creating documents that get read
- minimize waste

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## .Links

**Mohawk Environmental Calculator** – [www.mohawkpaper.com/resources/resources-calcs/](http://www.mohawkpaper.com/resources/resources-calcs/)

**Chris Jordan Photography** – [chrisjordan.com](http://chrisjordan.com)

**101 Things Designers can do to Save the Earth.** – <http://onehundredthings.wordpress.com/>

\* new sharepoint for sharing ideas/graphics/files @ <http://dpd-sharepoint/graphics>