The Good Guide

PEOPLE   PLANET   TECH

TO CREATIVE PRACTICE FOR STUDENTS

hey everyone

Welcome to our Student Guide for Ethical and Inclusive Creative Practice, also known as **The Good Guide**!

Our goal as a student community is simple: **to do our best not to harm people or the planet in our creative work**.

By keeping our eyes on the planet, the people, and using technology for good, we can make a real difference through our projects.

This guide is made by students like us, for students like us. It's all about helping you dive into sustainable and inclusive principles over the course of your studies in Creative Arts, Design, Media & Technologies.

We want to empower you with the basics and point you towards a bank of resources that can help you get a grip on:

— **sustainability**

— **equality, diversity, & inclusion (EDI)**

— **tech for good.**

to learn more

Access our online page for full report and resources.

alright

Before we start, keep in mind that you have got some real power in your hands. Every decision you make, every project you take on, it all adds up to something bigger happening out there in the world.

INTRODUCTION

Okay, so wrapping our heads around terms and concepts such as sustainability, EDI, and tech for good can be pretty overwhelming, right? There's a ton of information out there, but don't worry, we're here to help break it down for you.

The Good Guide will give you clear recommendations, along with references and resources to get you started.

And if you're up for more, we've got you covered with even more useful links and a full report of the research that brought us here.

On the back of the guide, we have included a bunch of key terms and a little glossary to help you out as you explore and learn more.

At the start of your projects, it's important to think about your goals. How can your work inspire positive behaviours and help build a sustainable future?

for example

If you're designing packaging, think about ways to promote recycling and reduce environmental impact.

Consider where your materials come from and look it up for eco-conscious suppliers that share your values and beliefs.

Check out if companies and organisations are members of B-Corp or FSC (see glossary). This is a good place to start.

Planet

PURPOSE AND MESSAGE

Let's think about the impact of our creative work. Does it encourage positive actions, both environmentally and socially? And are you sending the right message in the right way?

Remember, shifting the topic, message or theme of your project towards **positivity** can make a big impact. Celebrate success and highlight positive changes in your work!

Consider if your work itself can promote or provoke positive climate action and behaviour.

MATERIALS, PROCESSES & RESOURCES

When it comes to materials, every choice matters. From paper to fabric to energy use, be mindful of your resources and their impact on the planet.

Choose recycled stocks where possible and products without harmful chemicals. Read the labels to check before you purchase.

Don't forget to think about the entire lifecycle of your work and projects, from production to disposal.

Be mindful of waste and that you dispose of unwanted or excess materials responsibly, or that you store them for reuse in another project.

Consider what happens at the end of a project and to the materials used in it. Can you design, create and make work that is long-term, easily fixed and updated?
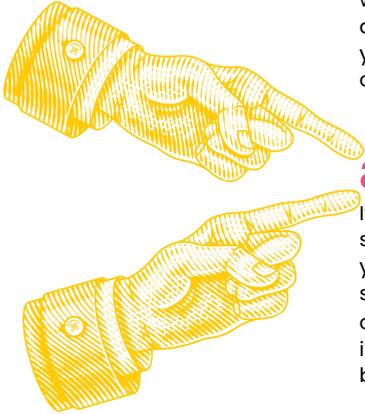
People

Let's talk about the people you're creating for. You want your work to be **accessible** and **inclusive** to everyone, right?

Create a **checklist** for yourself to make sure your projects consider the needs of all kinds of people. Think about how your work affects users, audiences and the environment. Share your checklist with your classmates and teammates.

also

It's never too early to start setting some ground rules for yourself, especially if you're just starting college. These are called **values**, things that are important to you, that you believe in.

The Good Guide promotes positive and ethical approaches in our creative process.

You might decide not to work in industries that you don't agree with, for example, gambling or animal exploitation.

It is worth doing research on companies and organisations that you have the opportunity to work with and for, to see if they share your values.

ETHICS IN CREATIVE PRACTICE

Here's the deal: our creations don't just impact the audience or end-user, they affect the world around us too. Let's keep our focus on the well-being of both people and nature. You can call this a **life-centric approach**.

Don't forget to embrace **inclusive design** practices, making sure everyone can access and enjoy your work.

EQUALITY, DIVERSITY & INCLUSION (EDI)

Diversity makes our creative teams stronger. So, let's seek out perspectives from all walks of life - different backgrounds, cultures, generations, etc.

When it comes to showing and representing diverse cultures and people in our work, let's do it right by being mindful of where our imagery comes from and avoiding appropriation.

Tech for Good

Now, let's talk tech. It's a big part of creative practice, so use it responsibly. That means making sure your online and tech applications are **accessible to everyone** and don't exclude anyone.

Try to consider all the types of interaction you are promoting with technology in the context of users' well-being. Balance is key, so keep an eye on the **screen time**.

DATA PROTECTION & ETHICAL CONDUCT

When it comes to data, less is often more. Only collect what you need for your projects and make sure you are transparent and accountable in how you handle it. Be sure to observe the rules in the data protection & ethics policies which you will find on the college website.

DATA CENTRE SUSTAINABILITY

Cloud computing might seem like magic, but it has an environmental footprint too. Be mindful of your energy consumption and practice good file hygiene to reduce the impact on the planet. Back-up your work, but delete any duplicates of files, photos, emails, etc that you don't need.

E-WASTE MANAGEMENT

When it's time to say goodbye to your old electronic devices, do it responsibly. Recycling and proper disposal are key to keeping our planet healthy. Old electronics contain many precious materials that can be used again, so don't let them sit in a drawer or a landfill.
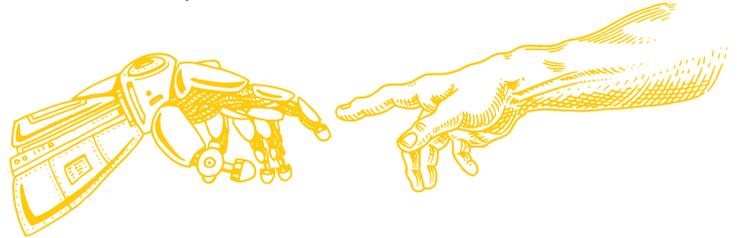
## ONLINE & OFFLINE INTERACTIONS

We all love being connected but don't forget about the real world too. Designing for balance between online and offline interactions is important for mental health and well-being.

Make sure to always include interfaces with screen time awareness, for example.

AI INTEGRATION & LEARNING

AI is pretty cool, but make sure you're using it responsibly. It should enhance and improve your capabilities, not replace them. You are the one with the creative brain!

Always be transparent and truthful if you use AI. Let your classmates, lecturers and users know if they are interacting with AI-generated projects.
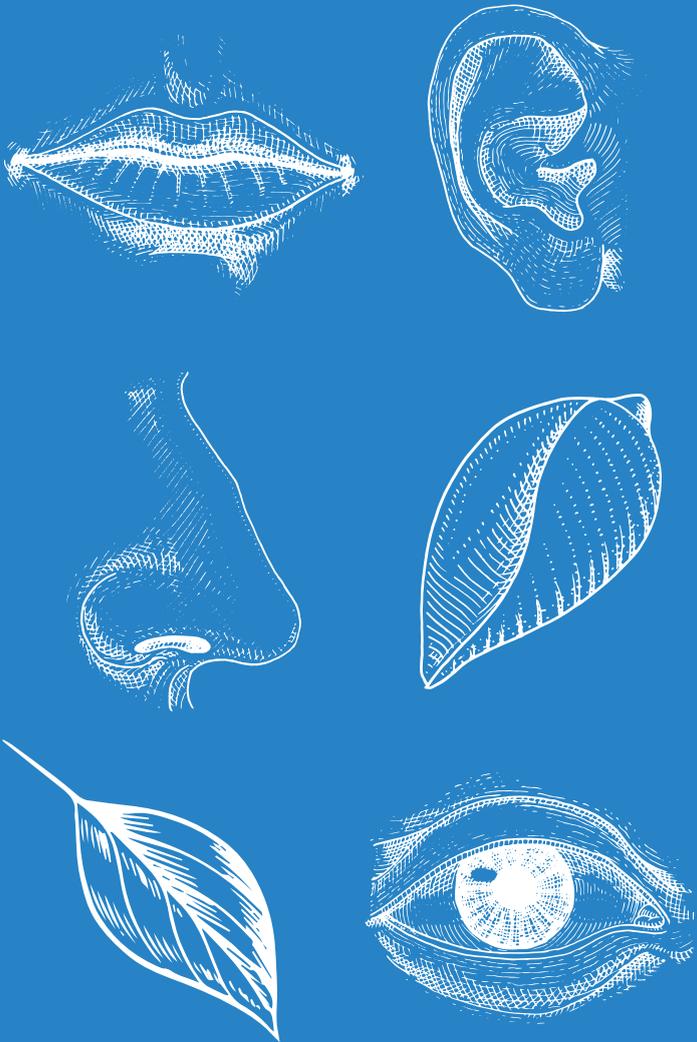
KEY TERMS

Here's a quick rundown of the key terms used in The Good Guide.

Planet-centred
Thinking about how our work affects the planet.

Human-centred
Putting people at the heart of our designs.

Life-centred
Considering the well-being of all living things, that's what we aim for.

Ethics
Doing the right thing in our creative practice.

Equality, Diversity, Inclusion (EDI)
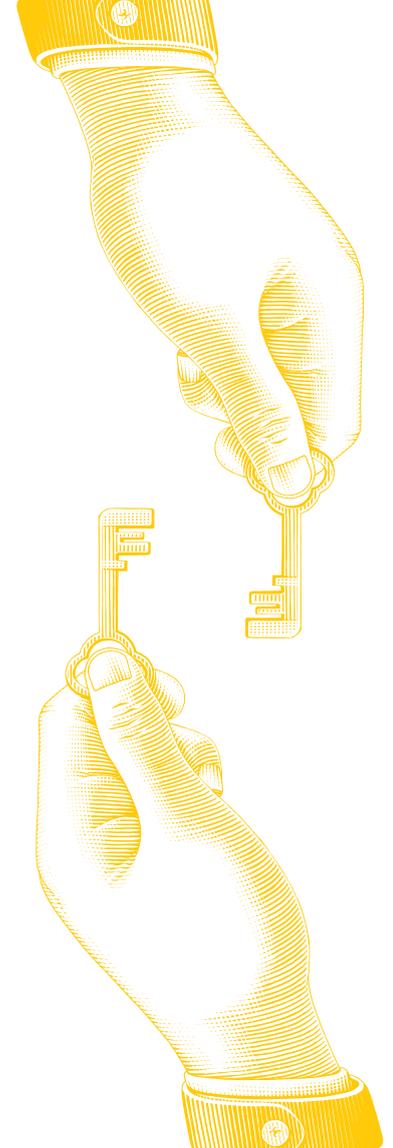Making sure everyone feels welcome and represented.

Sustainability
Taking care of the planet for future generations.

Tech for good
Using technology to make positive changes.

Creative Practice
Putting our creative skills to work in the things we make.

GLOSSARY

Anthropocene is basically the era we're living in right now, where humans have a big impact on the Earth's ecosystems and climate.

B-Corp Certification is a stamp of approval given to companies, that apart from profit, also prioritise environmental and social impact.

Biosphere is all the places on Earth where living things, like plants and animals, can be found - from the air we breathe to the oceans and land.

Carbon is an element found in living things and fossil fuels. When we burn fossil fuels, it releases carbon dioxide, which affects the climate.

Carbon Calculator is a tool that tells you how much carbon dioxide you're producing from things like driving or using electricity.

Circular Design concerns designing things in a way that they can be used over and over again without having to throw them away.

Circular Economy keeps products and materials in circulation through repair, reuse, refurbishment, remanufacture, recycling, and composting.

Climate Change is the result of factors like pollution and deforestation to the Earth's climate, it stands for occurrences such as extreme weather.

Climate Justice is about making sure that everyone is treated fairly when it comes to dealing with climate change, especially those who are most affected by it.

COP (Conference of the Parties) is an international meeting where countries get together to talk about how to deal with climate change and make agreements and commitments to help.

Degrowth questions global capitalism and its pursuit of growth at all costs, in favour of shrinking rather than growing economies, in order to use less resources.

Eco-centric Design is about designing things with nature in mind, so we're not just thinking about what's best for humans, but also what's good for the planet.

Ecocene is a cool idea for the future where the Earth's ecosystems are doing really well because we've learned to take care of them better.

Ecological Design is a way of designing that works well with nature and doesn't harm the environment.

Ecology is the study of how living things interact with each other and their environment.

Emissions are gases or particles that get released into the air, usually from things like cars or factories, and can cause pollution.

FSC (Forest Stewardship Council) is an international non-profit organisation that sets standards for the responsible management of forests.

Futures Thinking is recognised by UNESCO as thinking ahead and imagining a positive, ethical future for all so we can make better decisions now.

Holocene is the time period we're in now, where the Earth's climate has been pretty stable, making it a good time for humans to build civilizations.

Inclusive Design tries to ensure products, services, environments are usable for as many people as possible, particularly groups who are traditionally excluded.

Paris Agreement is an agreement between countries to cooperate to reduce greenhouse gases and slow down climate change.

Planetary Boundaries describe limits where the negative impact of human activities on the Earth system may go beyond repair and the earth is no longer able to self-regulate or regenerate.

Pluriverse implies the existence of many forms of life and knowing, in other words, the human world is connected to the natural world and they coexist in the same realm.

Regenerative is about doing things that help the environment heal and get better, like planting trees or cleaning up pollution.

Right to Repair is the idea that people should be able to fix their own stuff instead of having to throw it away and buy new things all the time.

Sustainable Development Goals (SDGs) are goals that countries around the world are working towards to make life better for everyone without hurting the planet.

Speculative Design is a design practice that imagines what the future could be like and uses design to explore different possibilities.

Transition Design is a way of using design to help society change for the better, especially when it comes to things like the environment and social issues.

Universal Design is another design theory, this one stands for designing things so that everyone, no matter their abilities or disabilities, can use them easily.

OTHER RESOURCES

Here is a list of links to useful information, explainer videos and animations, as well as toolkits and other helpful materials relating to the three key themes of The Good Guide.

Circular Economy

Irish Government – Circular Strategy

Donut Economics – A Better Economy

Need for Circular Design

Circular Design Guide

Transition Design by Terry Irwin

RSA Shorts Animations

George the Poet on Climate Change

Big Tech Capitalism

Is Our Attention for Sale?

The Truth About Algorithims

Rebel, Upholder, Questioner, Obliger: which are you?

Planet

Renourish by Eric Benson

Green Web Foundation and **Black Knight** (Irish option) are green web hosting providers

Design Declares Toolkit set of tools to reimagine, rebuild and heal our world. Design Declares is a moviment of creatives declaring climate and ecological emergency.

Website Carbon Calculator v3 estimates your web page's carbon footprint

**A Sustainable Design Handbook**

Also, download **here**:

Carbon Footprint Report
Kerry Climate Language Analysis
Messaging Guide Mobilizing
Towards Climate Justice
Design for Sustainability

People

Download **here**:

Usability Heuristics
Design and Social Impact
Design Principles for Government in Ireland
Design Justice Issue 1: Principles for Design Justice
Design Justice Issue 2: Emerging Design Practices
Design Justice Issue 3: Design Justice in Action
Design Justice: Local Nodes
Inclusive Microsoft Design Advocacy Handbook
From the Desk of: Principles at Work
Ethics for Designers
Moral Issues in Design and Technology
NDA Universal Design Module
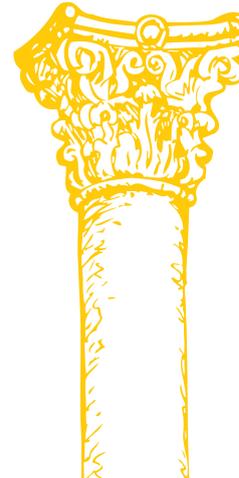
Tech for Good

The complete guide to sustainable Technology Lifecycle Management

A Comprehensive Guide to Eco-Friendly Technology Solutions

Ethical Issues in Technology & Ways to Manage Them

FORGOOD

Also, download **here**:

Greening Universities toolkit v2.0
Ethical Tech
Generative AI Guidelines for Educators 2023
The Tarot Cards of Tech
ChatGPT and Artificial Intelligence in Higher Education Quick Start guide
AI meets Design Toolkit

The Good Guide
To Creative Practice For Students
An N-TUTORR Fellowship Project 2024

Research
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Design
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Illustrations
Arthur Balitskii/Shutterstock.com