

ual: centre for
circular design

Thinking beyond circles

Developing collaborative cross-disciplinary
design education for circularity

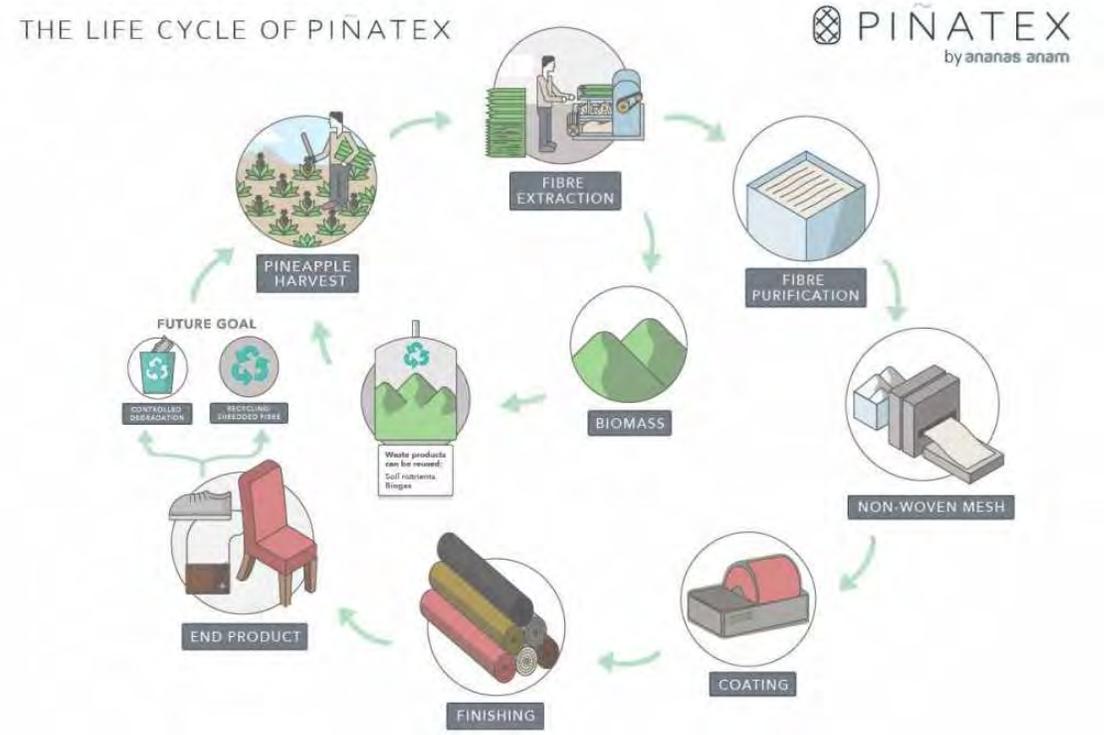
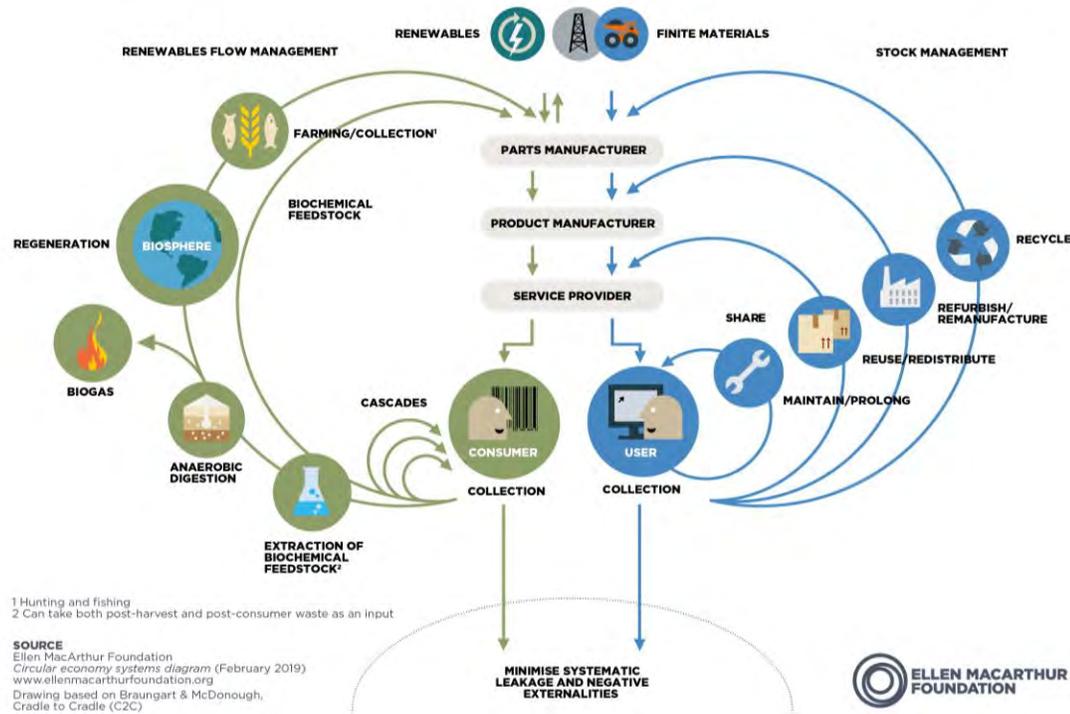
Design research for circular materials, models and mindsets.

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Project context

communicating circularity

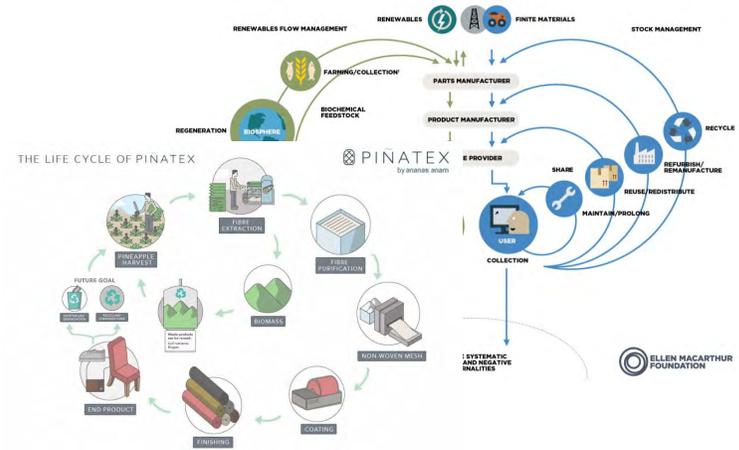


linear

abstract

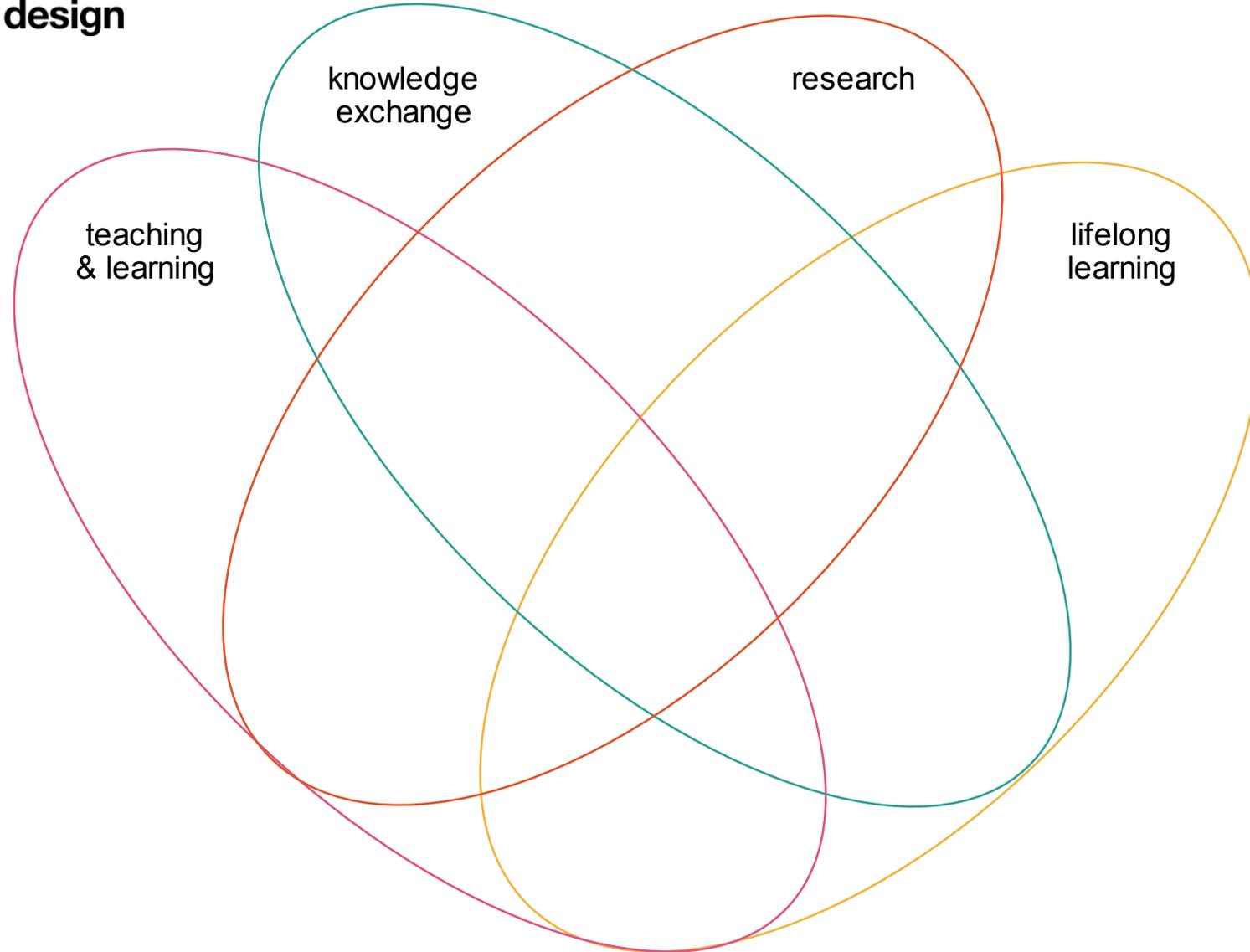
concrete

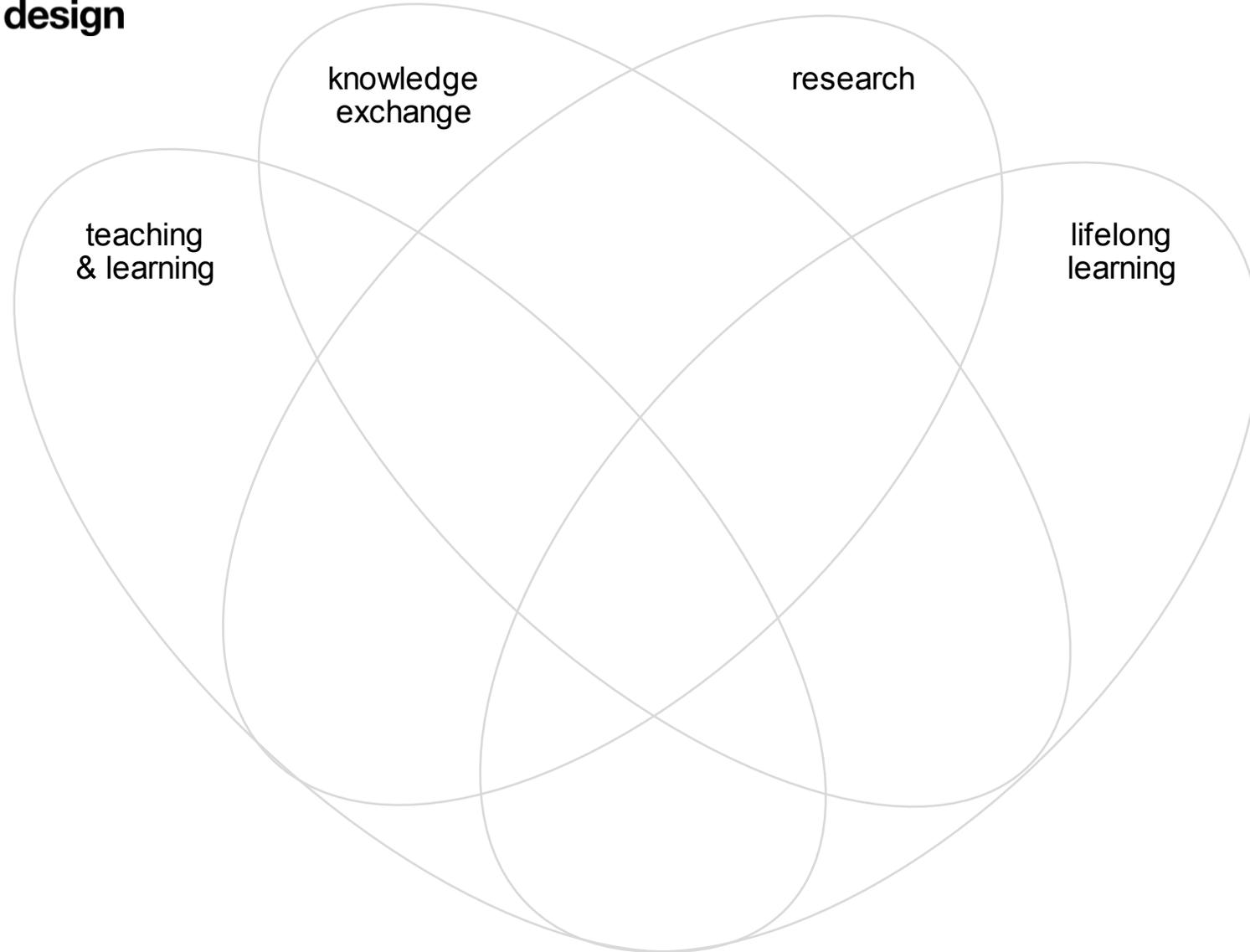
circular

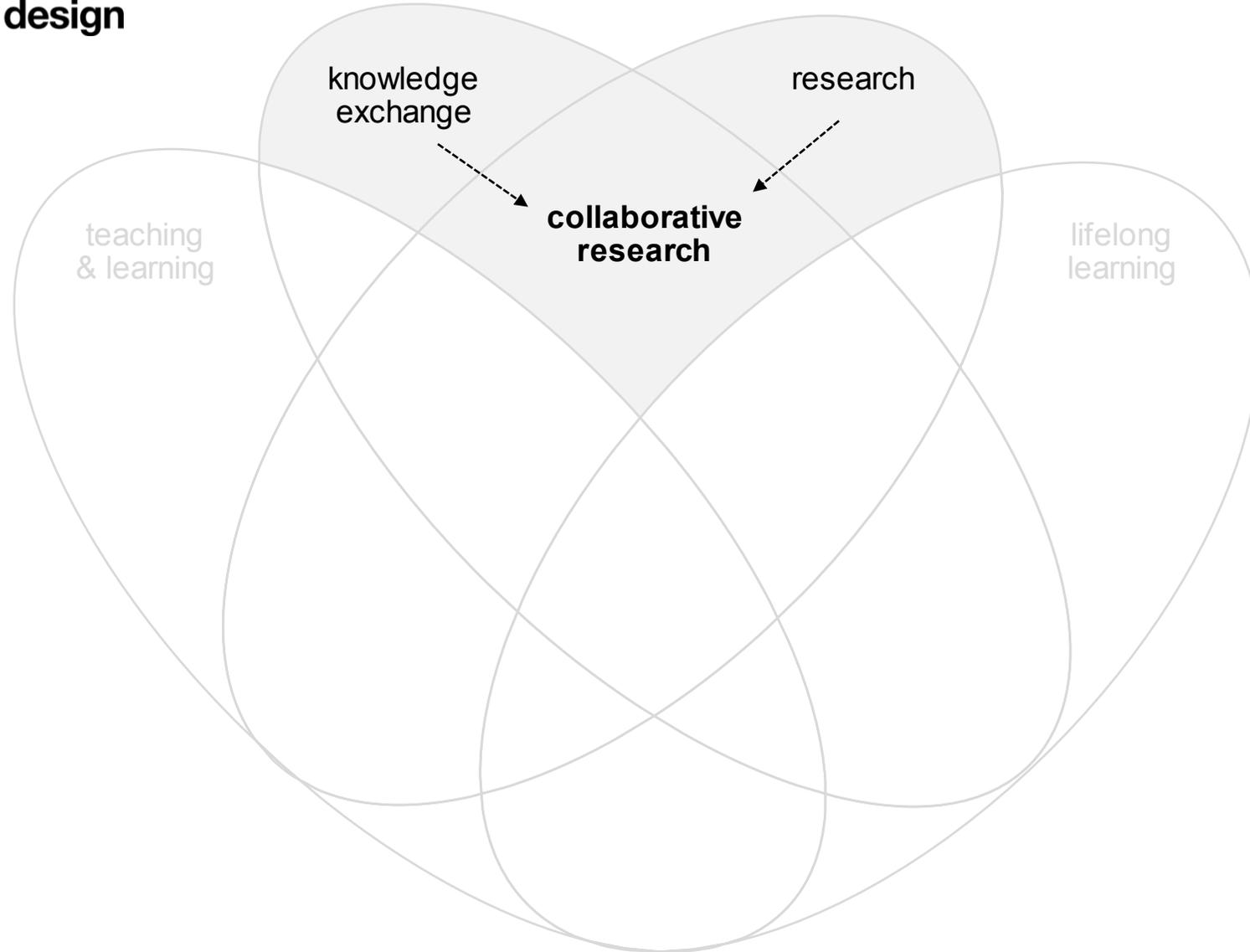


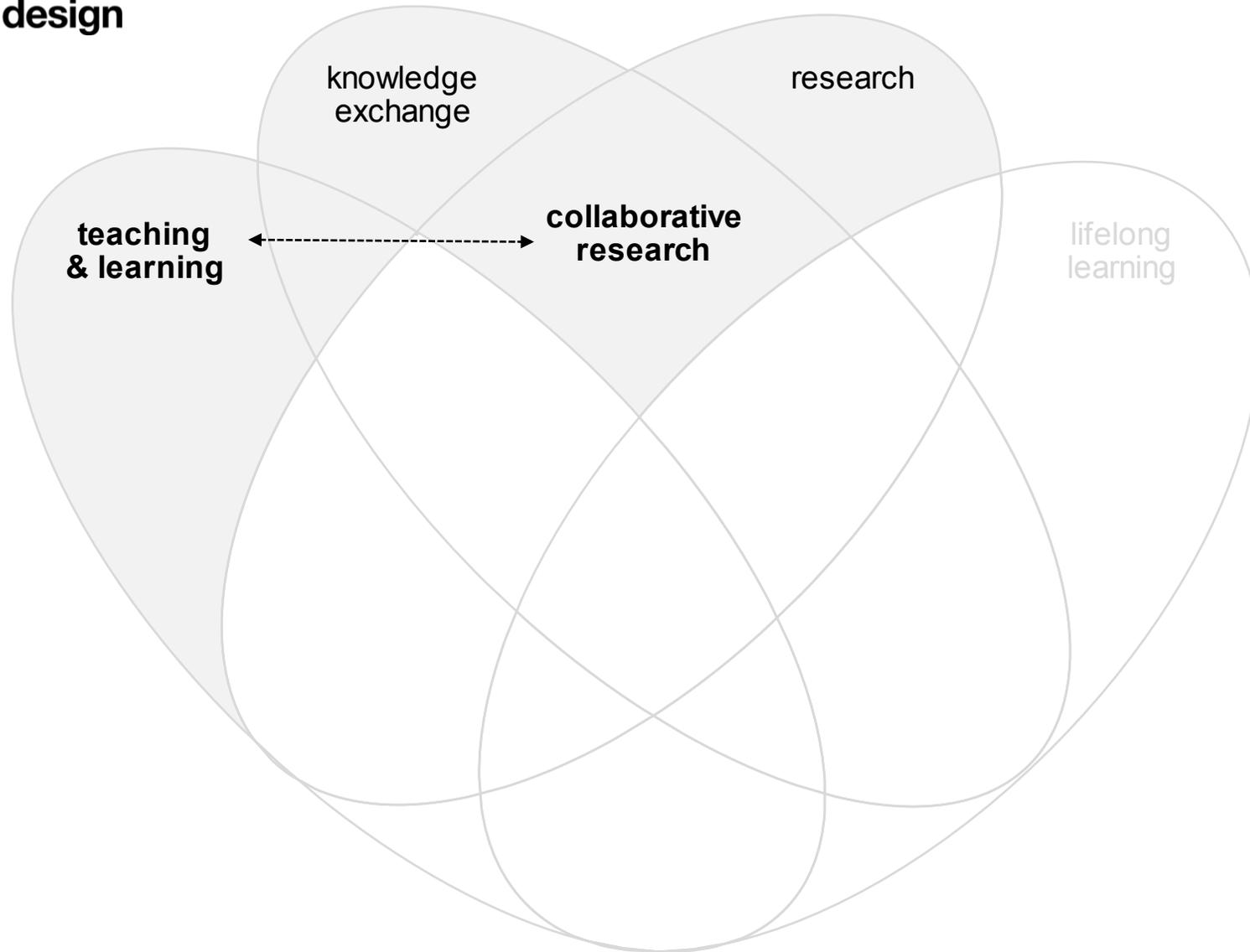
overview

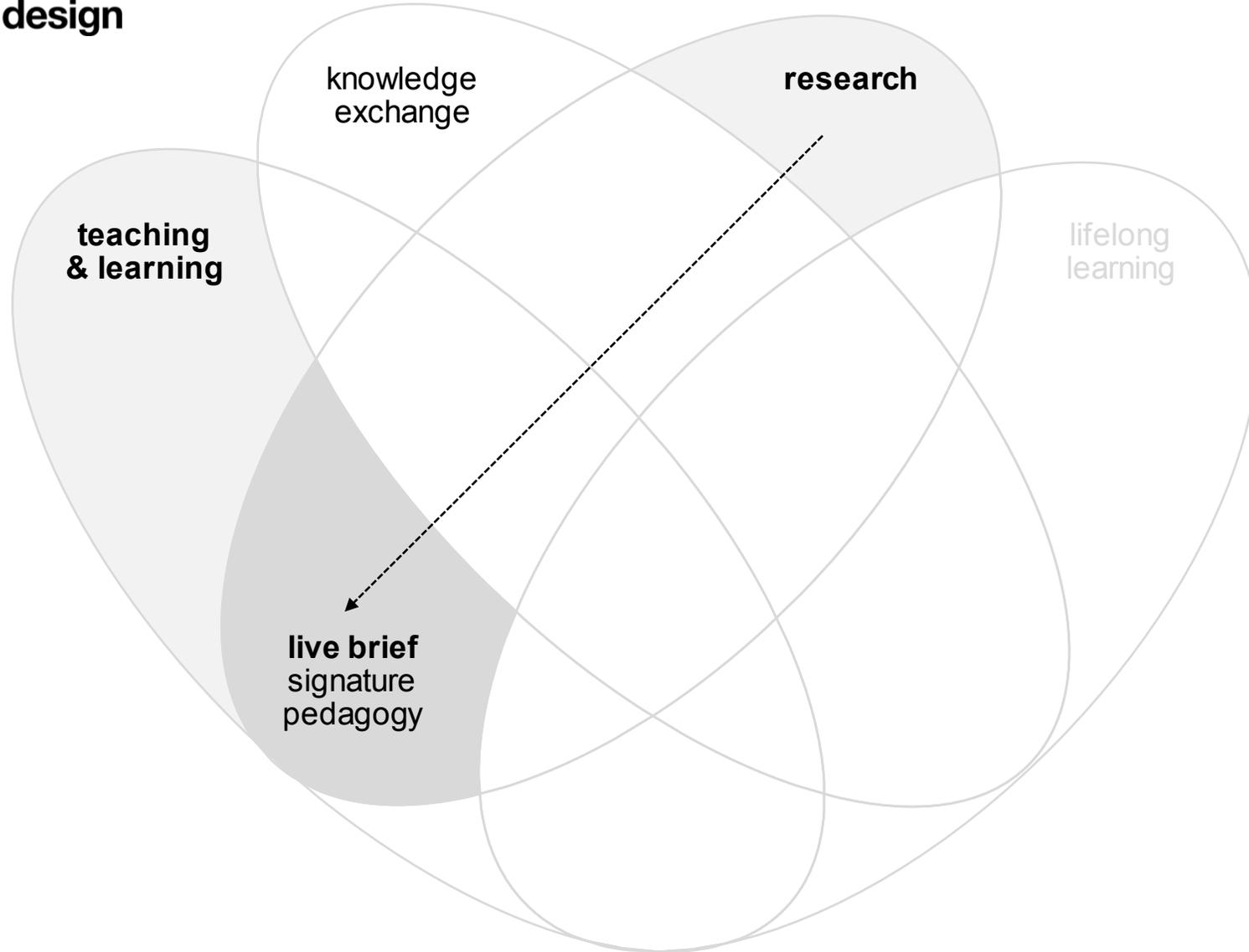
- material-lifecycle design project
- educators, textile researchers and industry
- one-week sprint,
- visualising product lifecycles











student as 'professional'

role

**student as
professional**



focus

problem solving
solutions-focused



producing

creative visual
solutions

“

**working as ‘design experts’
employing implicit knowledge
to conceive and develop original
communicative artefacts**

”

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Future graduates

“

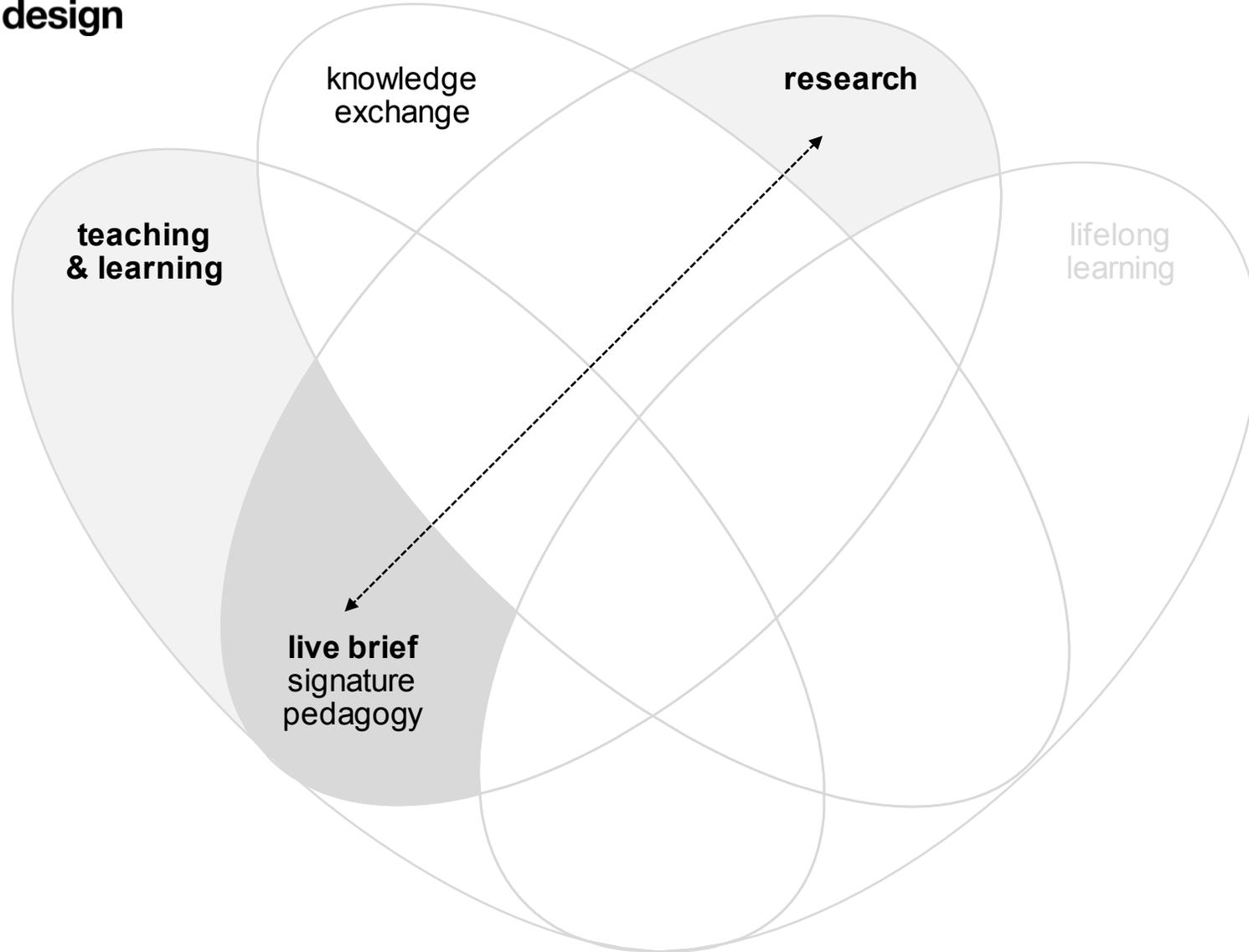
**... a bridge between research
and innovation and their
application to social practice**

”

“

**a new type of designer ...
with the expanded capacity
to undertake and participate
in research**

”



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The methodology

“

**how can the practical knowledge
of visual communication contribute
to the understanding of how images
generate meaning?**

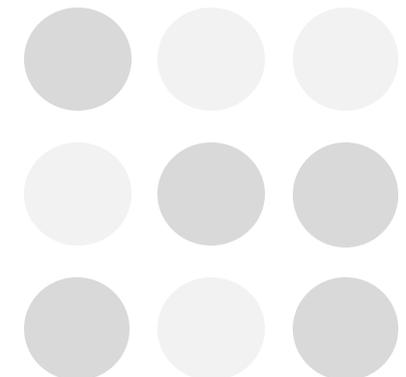
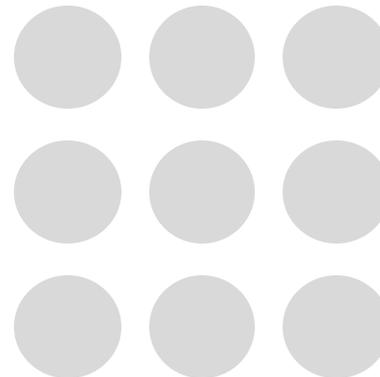
”

practice-based iconic research

generation of
visual variations

produces
field of options

enabling
evaluation by
comparison



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Project design

the online sprint

mon

project briefing
kate goldsworthy

tue

studio 1
visual language

studio 2
icons/symbols

wed

studio 3
diagramming

thu

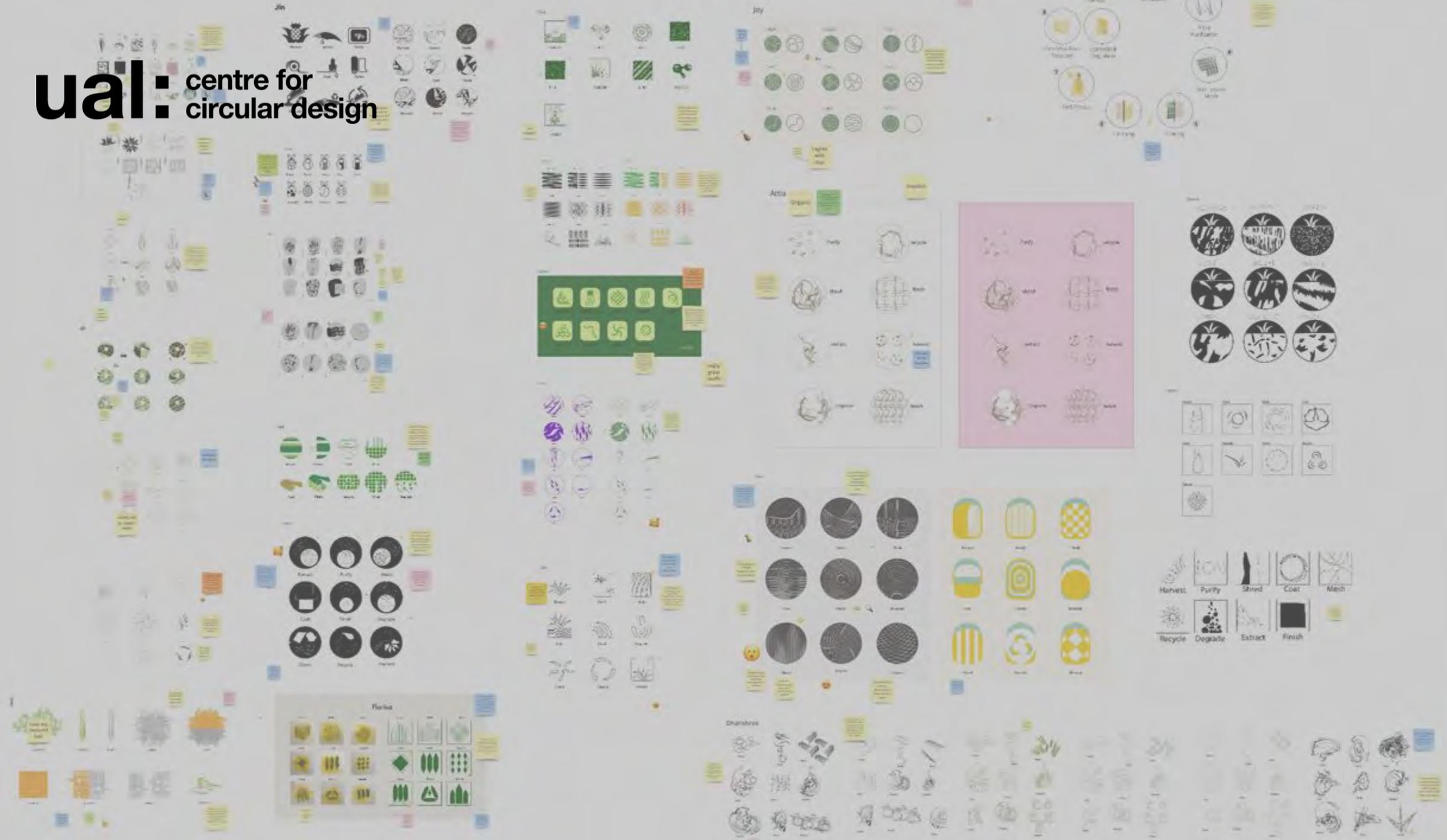
self-directed
development

fri

**submission
of prototypes**

ual ■ centre for circular design





JOY



Jasmine



Tina



Juni



Nero



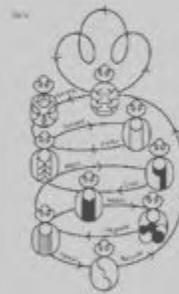
BINI



Attia



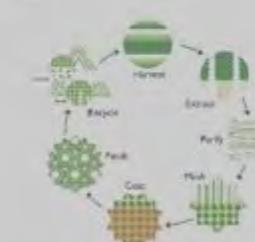
Zoe



Im



Yuri



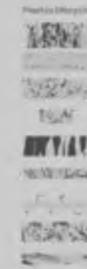
Dhanviree



Chris



Lucas



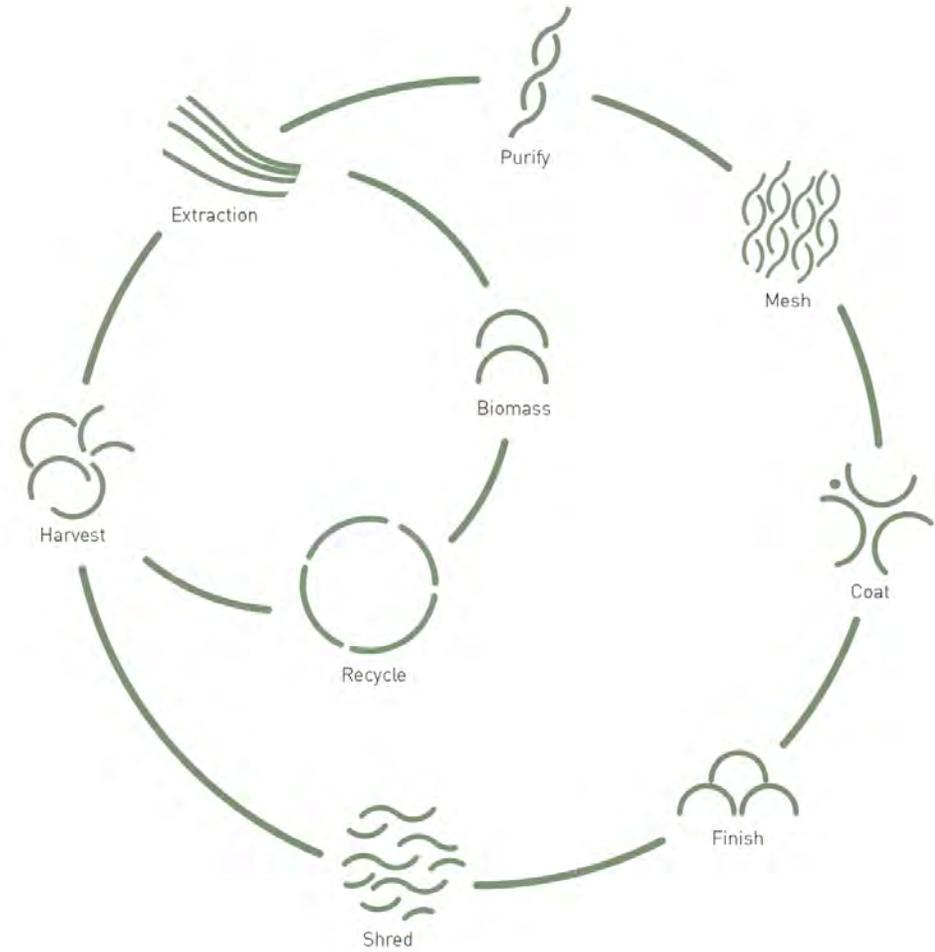
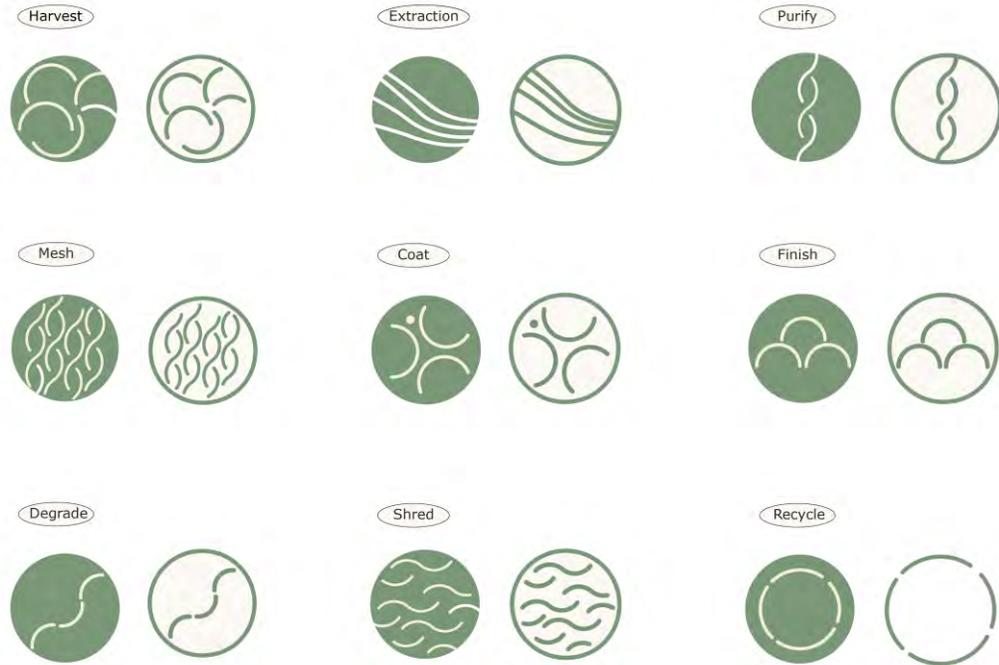
Christopher

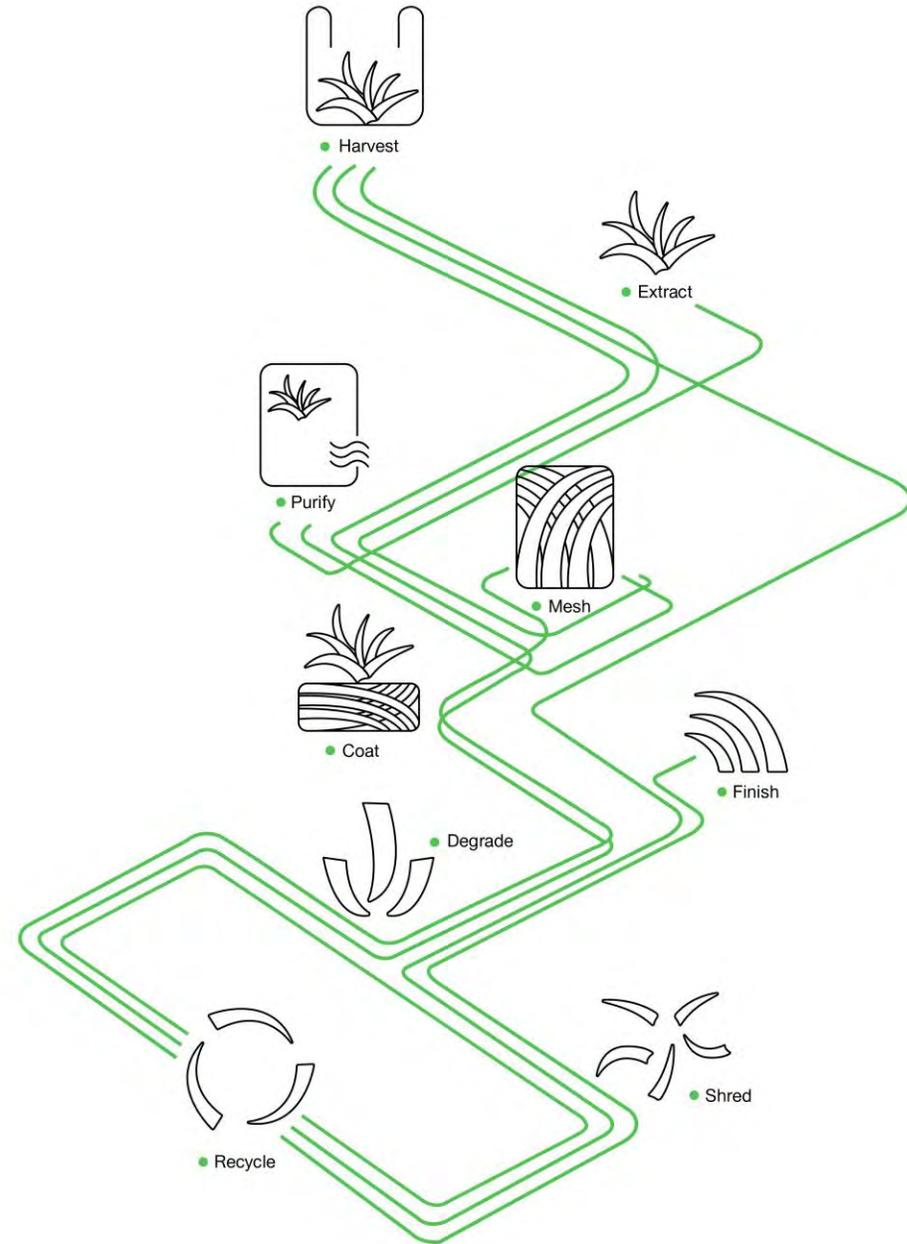
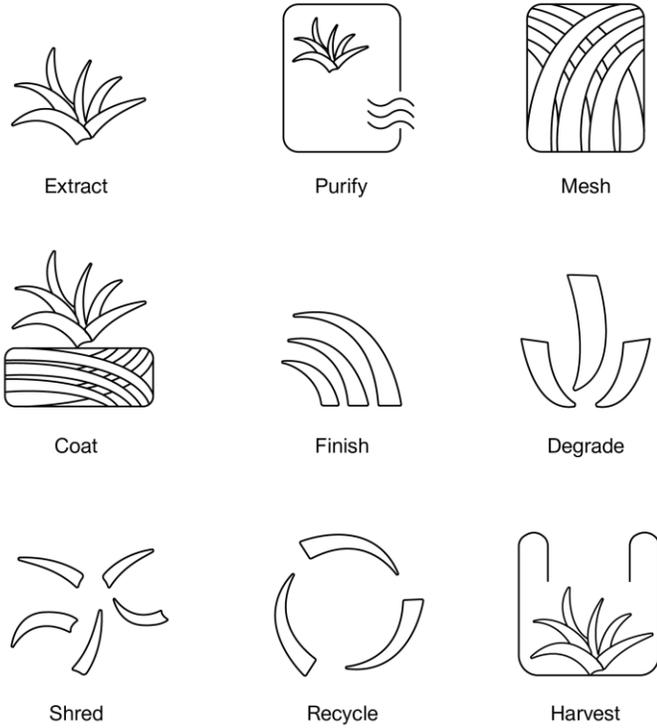


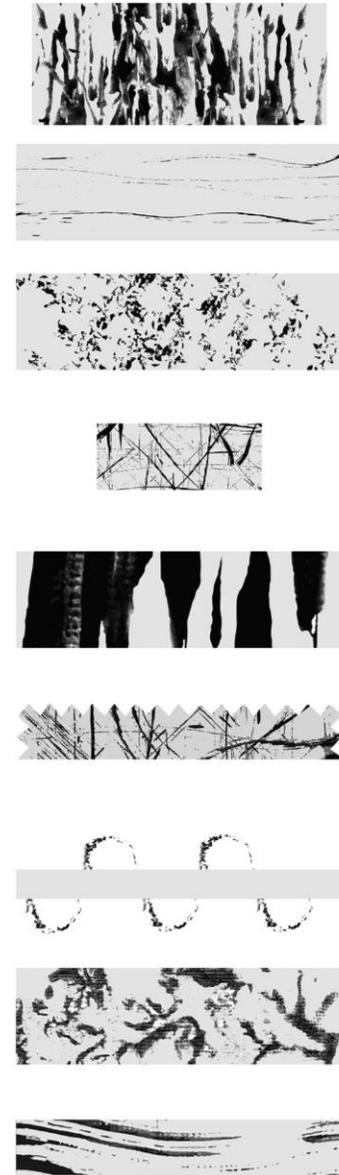
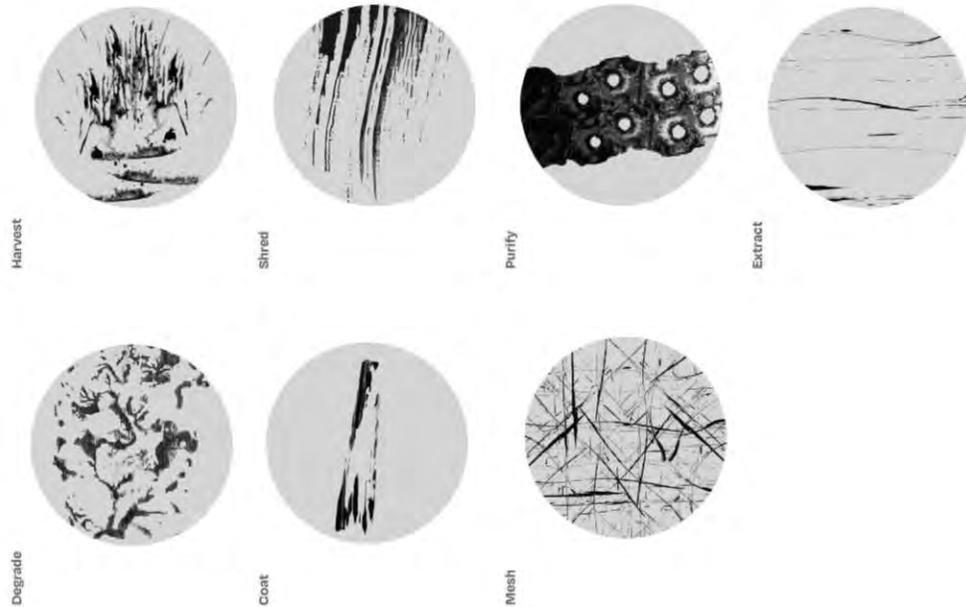
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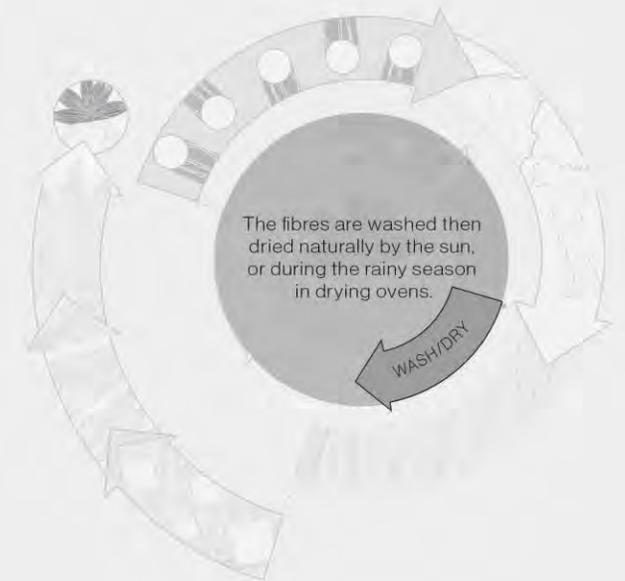
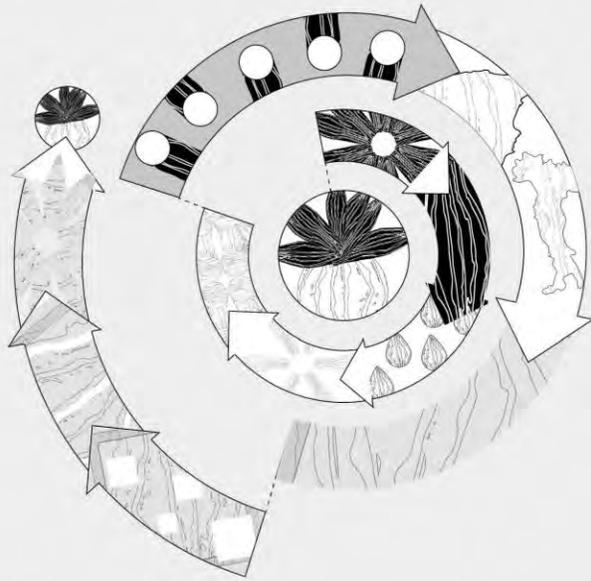
Thinking beyond circles

Outcomes







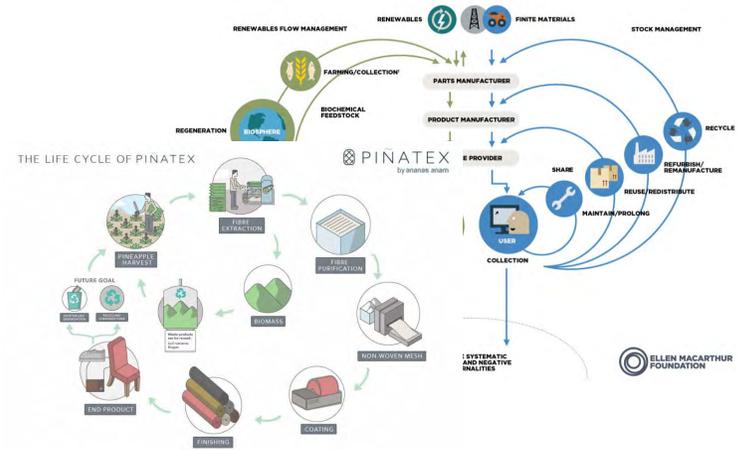


linear

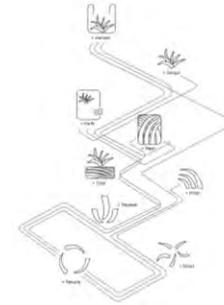
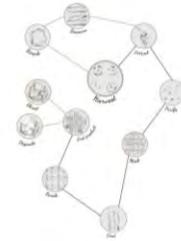
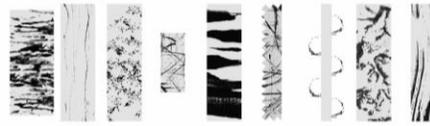
abstract

concrete

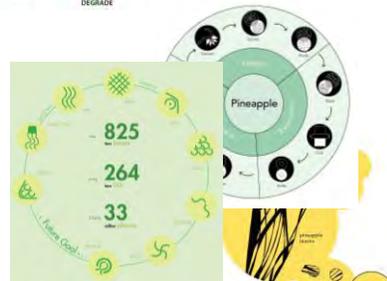
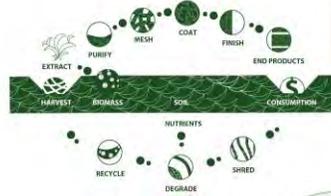
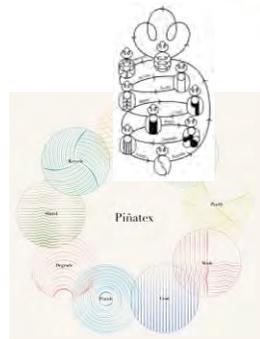
circular



linear



Abstract



concrete



circular

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Student perspectives

“

**at first, I didn't understand
why we were doing a textiles
project**

”

“

**the project made me realise
that I can apply my methods
to different types of problem
and content**

”

Bin Li

03-37-9H054C 
 371-415007(91-11)
 1366-04YA-2VB
 产地 中国
 MADE IN CHINA

L 175/100
 L Waist 84-92cm

大身/ 93% 棉
 7% 氨纶
 腰部分/ 76% 聚酯纤维
 12% 锦纶
 12% 氨纶

BODY/ 93% COTTON
 7% SPANDEX
 WAIST/ 76% POLYESTER
 12% NYLON
 12% SPANDEX



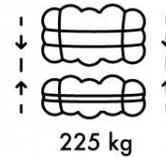
深色衣物请勿与其他衣物
 一同洗涤。请勿在水中
 长时间浸泡。在出汗或
 被雨淋湿时，会因摩擦而
 沾色到其他衣物上，敬请
 注意。



WASH DARK COLORS
 SEPARATELY.
 DO NOT SOAK.
 COLOR MAY RUB OFF.

企业名称 迅销(中国)商贸有限公司
 地址 上海市徐汇区虹桥路1号1幢19层
 1903、1904、1905单元
 售后服务电话: 021-62717200

compressing:



ship & truck & train:
 transportation:



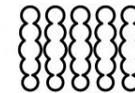
blend:



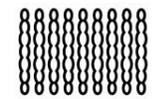
card:



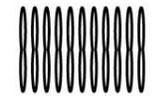
comb:



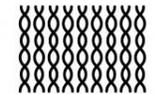
pull:



stretch:



twist:



buy this T-shirt,
you also consume...

10 L =



30 *

100 g =

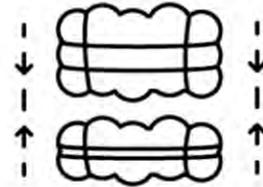
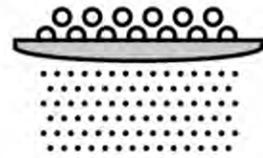
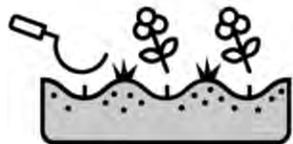
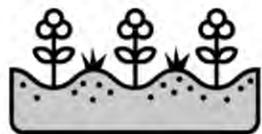


1 km *



...

you also consume...
(planting process)



(transportation process)



(production process)

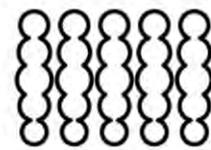
blend



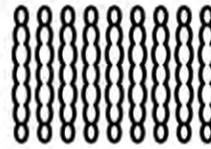
card



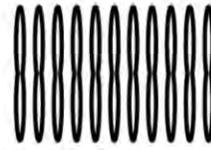
comb



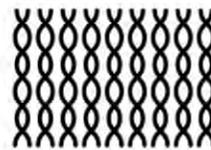
pull



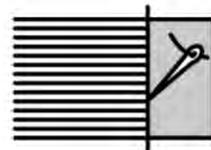
stretch



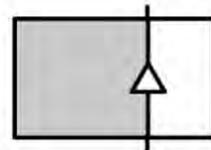
twist



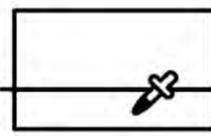
knit



bleach



dye

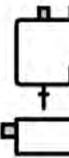


(transportation)



(production process)

sew



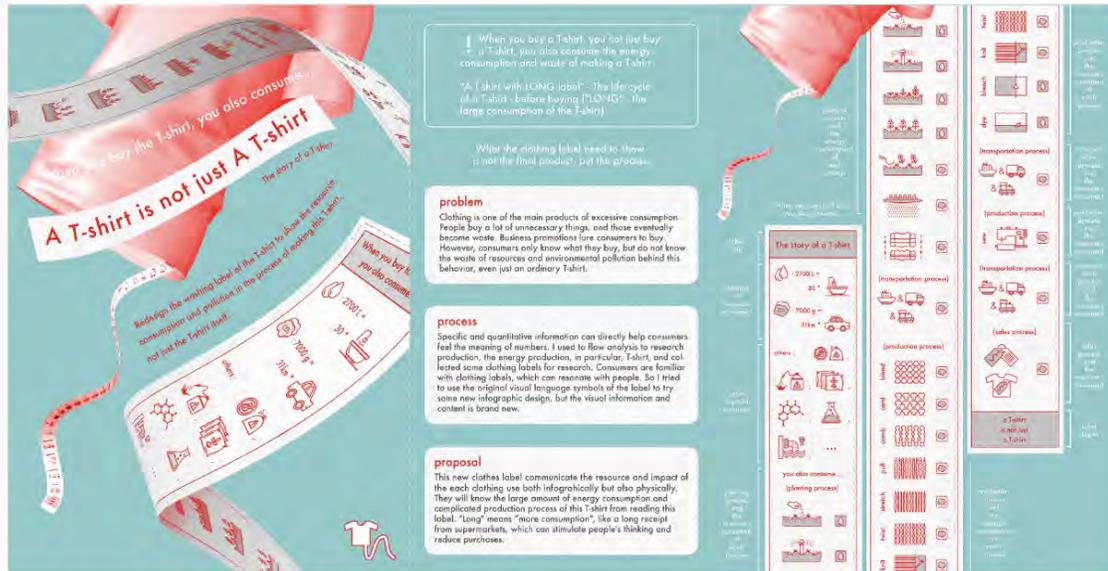
(transportation)



(sales process)



a T-shirt
is not just



Your entry:
Entry ID: 330335917
Category: 12 Responsible Consumption + Production

Concept:
A T-shirt is not just a T-shirt

Student:
U Bin

University:
University of the Arts London



Share: [f](#) [i](#) [t](#) [e](#) [l](#)

Responsible Consumption + Production

A T-shirt is not just a T-shirt

Environmental awareness label

Excessive consumption is a serious problem. People buy unnecessary things, and those things eventually become waste. Business promotions lure consumers to buy. However, consumers only see the purchase, not the waste of resources and environmental pollution. Clothing labels only indicate the material and washing instructions, which misleads consumers. The LONG clothes label offers consumers much more insight into the story of what they wear. They will discover, for example, how much energy is consumed in the complicated process of making a T-shirt. "Long" means "more consumption", like a long receipt, which can stimulate people to think and reduce their consumption.



Jury Statement: „Great design solution that is economically and environmentally feasible.“

EUR 3,500 in prize money:

Entry Name: **A T-Shirt is not just A T-Shirt | Environmental awareness**

label auxiliary

SDG: **12 Responsible Consumption + Production**

Design: **Bin Li**

University: **University of the Arts London, United Kingdom**

Excessive consumption is a serious problem. People buy unnecessary things, and those things eventually become waste. Business promotions lure consumers to buy. However, consumers only see the purchase, not the waste of resources and environmental pollution. Clothing labels only indicate the material and washing instructions, which misleads consumers. The LONG clothes label offers consumers much more insight into the story of what they wear. They will discover, for example, how much energy is consumed in the complicated process of making a T-shirt. "Long" means "more consumption", like a long receipt, which can stimulate people to think and reduce their consumption.

Jury Statement: „Sometimes responsible consumption starts by making sure people have access to reliable information, from which they can make informed decisions and change behaviors. This entry humorously and informatively tells shoppers about the provenance and production lifecycle of new clothes. The 'long label' is sure to grab attention and help persuade people to purchase sustainably sourced and produced clothing. It's a brilliant and neat solution that will also raise smiles (and shocks) amongst conscious shoppers.“

→ <https://ifdesign.com/en/winning/uk/project/a-t-shirt-is-not-just-a-t-shirt/335917>

EUR 3,500 in prize money!

Entry Name: **Hávitat | Nursing home**

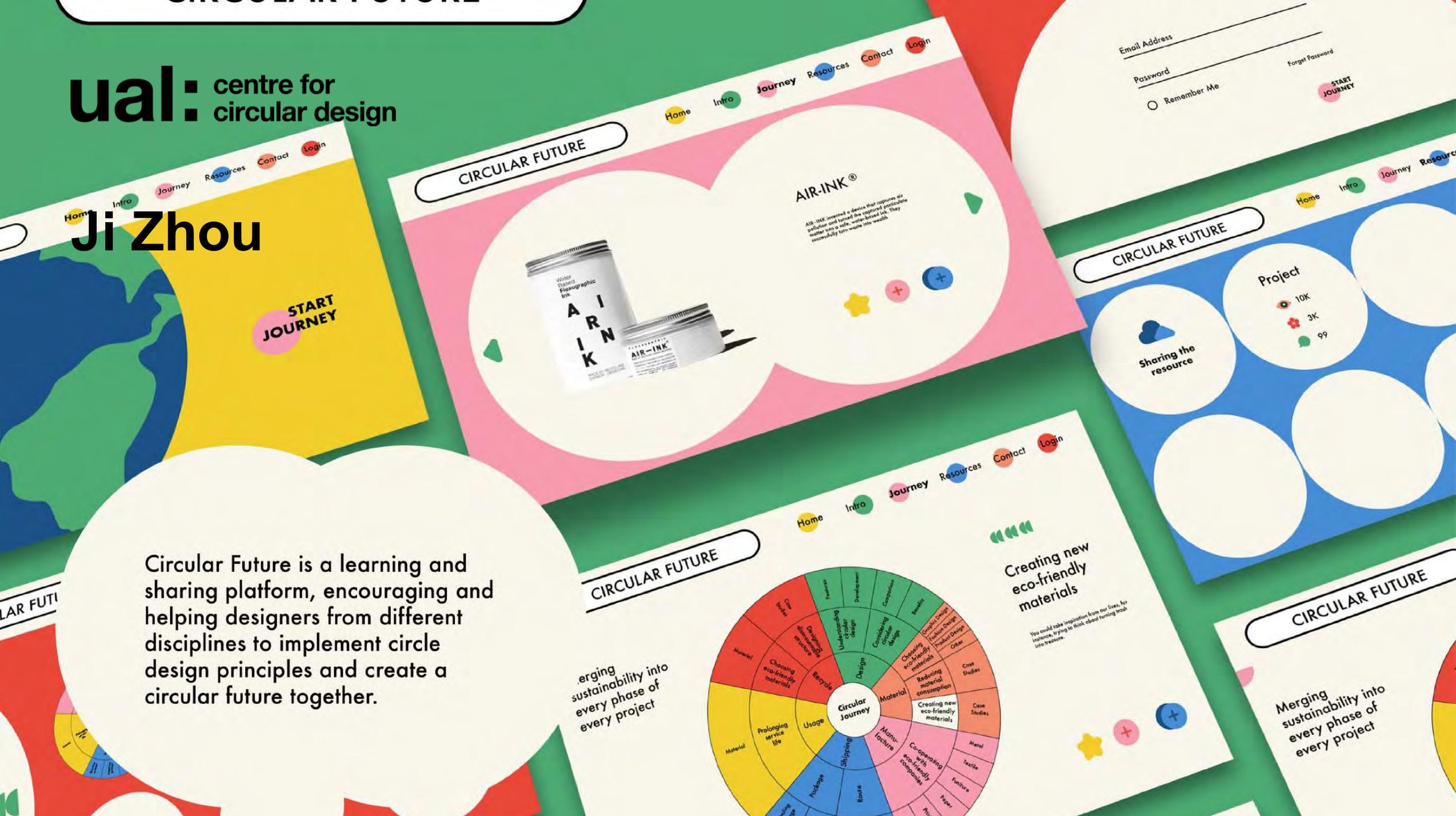
ual: centre for circular design

Ji Zhou

Circular Future is a learning and sharing platform, encouraging and helping designers from different disciplines to implement circle design principles and create a circular future together.

Merging sustainability into every phase of every project

Merging sustainability into every phase of every project



CIRCULAR JOURNEY

Designers could see the holistic circular journey on the journey page. They could save the phases which they need for their own project to help them create a sustainable product step by step.

Ji Zhou

Goal

Social and Environmental Impact
System Thinking

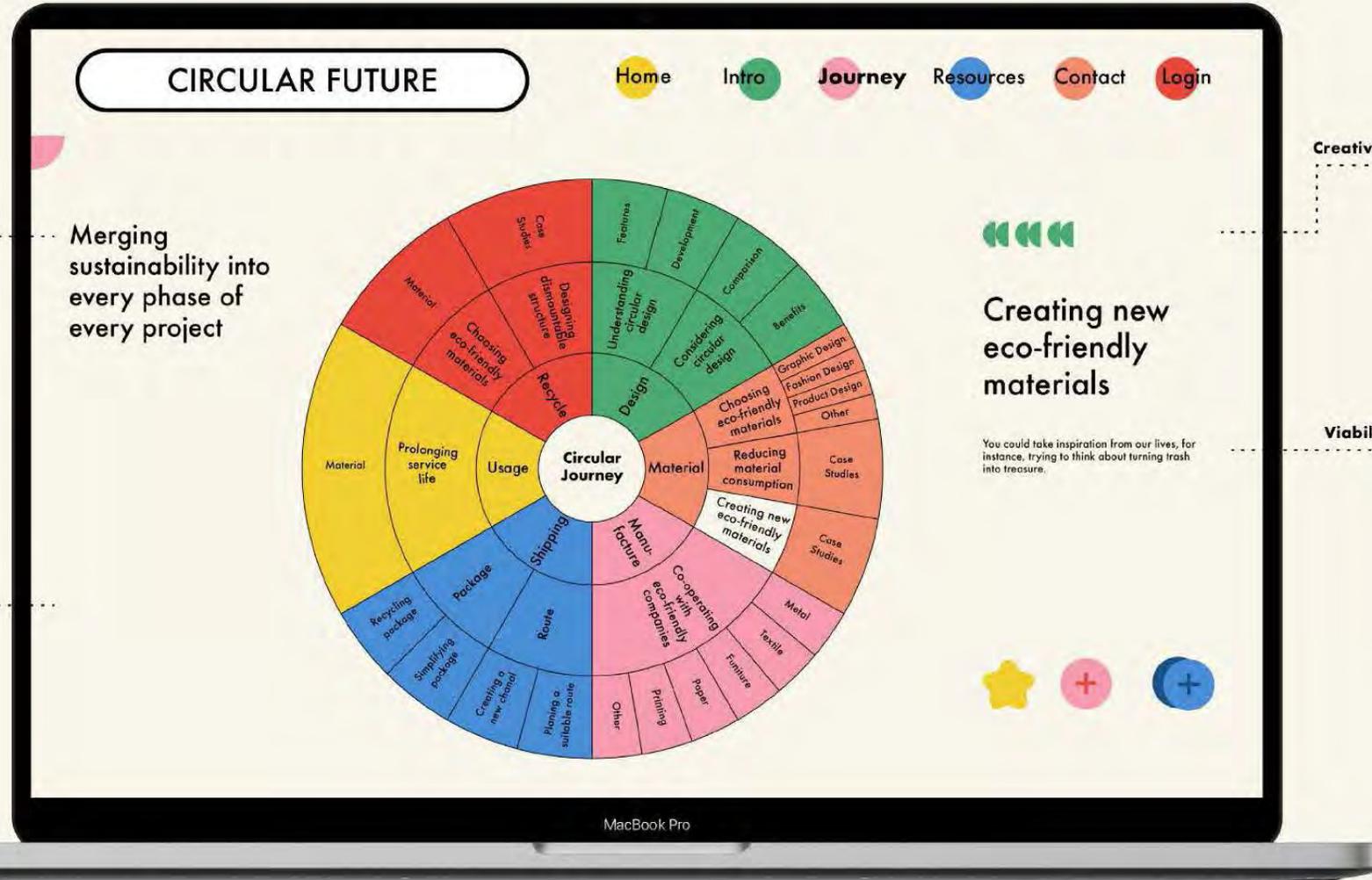
The bigger picture of Circular Future is to achieve 0 waste and 100% environmental protection.

In Circular Future, we divide the design process into six sections to will help designers understand the different circular principles.

Interface

Creativity

Platform is designed in a playful style to make designers do a circular design like playing a game.



Merging sustainability into every phase of every project

Creativity

Green Points

Green points increase with difficulty. The higher the points, greater the positive impact on the system and the environment.

Viability

Definition or Tips

Definition and tips based on academic research could help designer think about how to prolong the product lifecycle and make their design stay their value.

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Thinking beyond circles

Discussion

what we planned

role

**student as
professional**



focus

problem solving
solutions-focused



producing

creative visual
solutions

what happened

role

student as
professional



focus

problem solving
presenting solutions



producing

creative visual
solutions

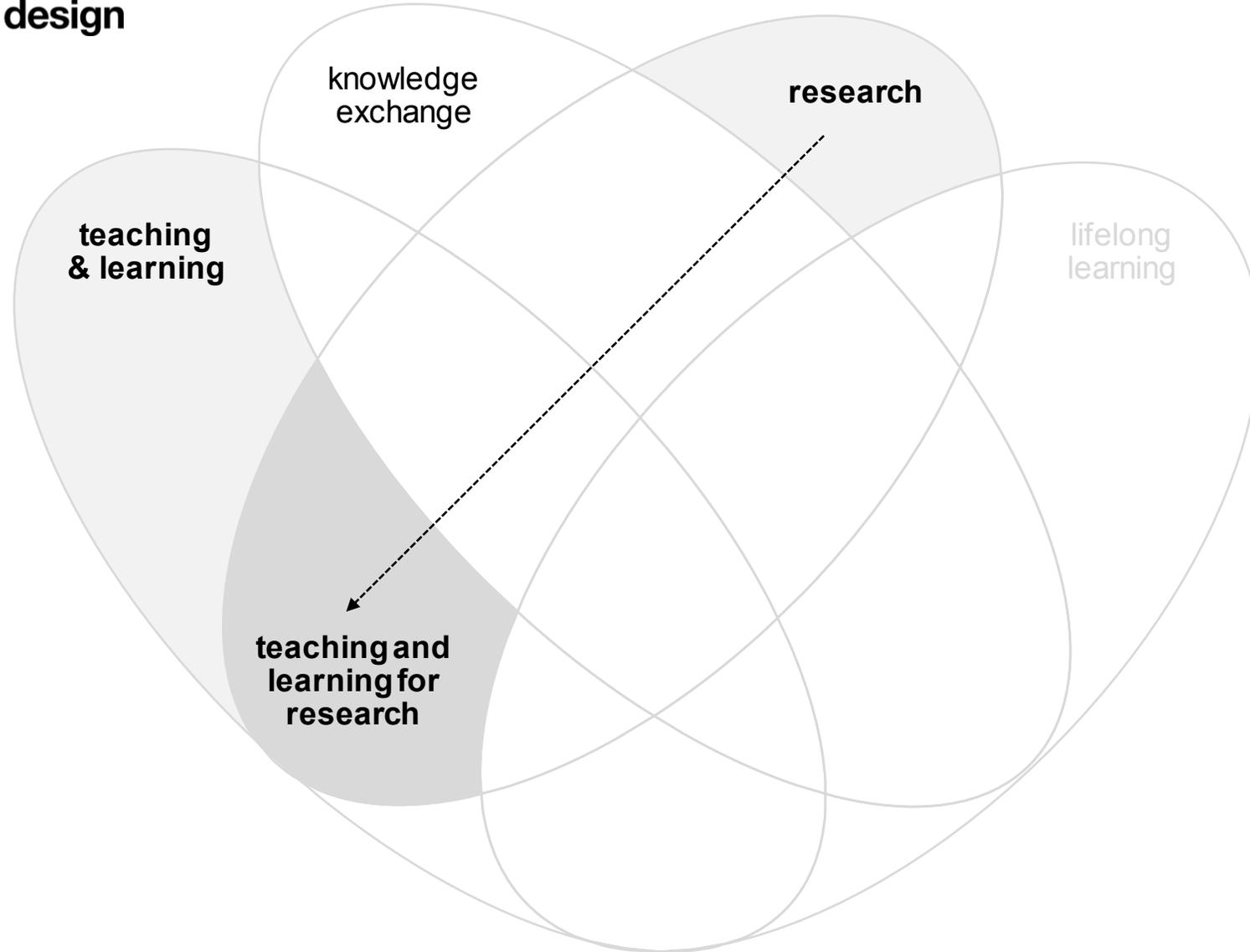
**student as
researcher**

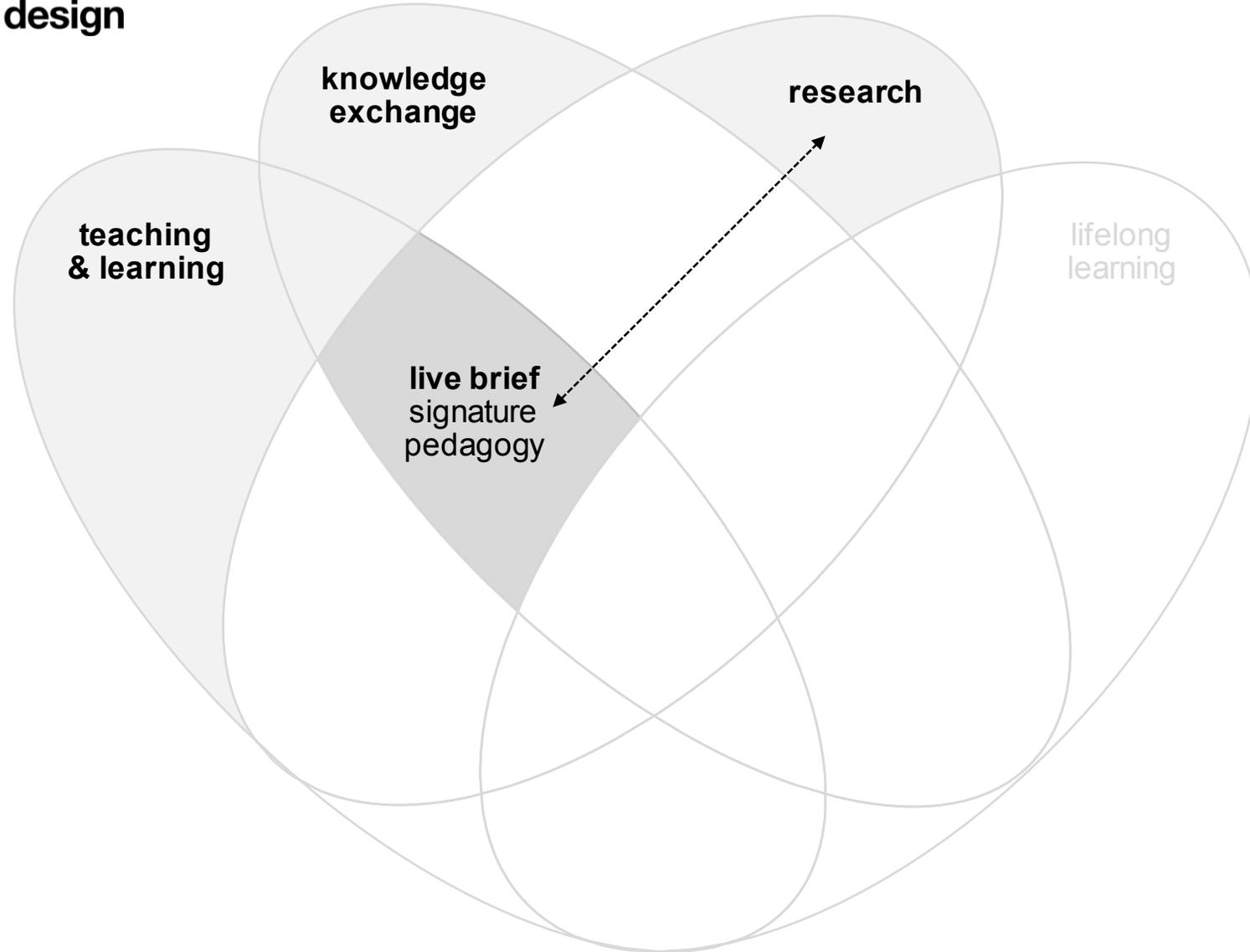


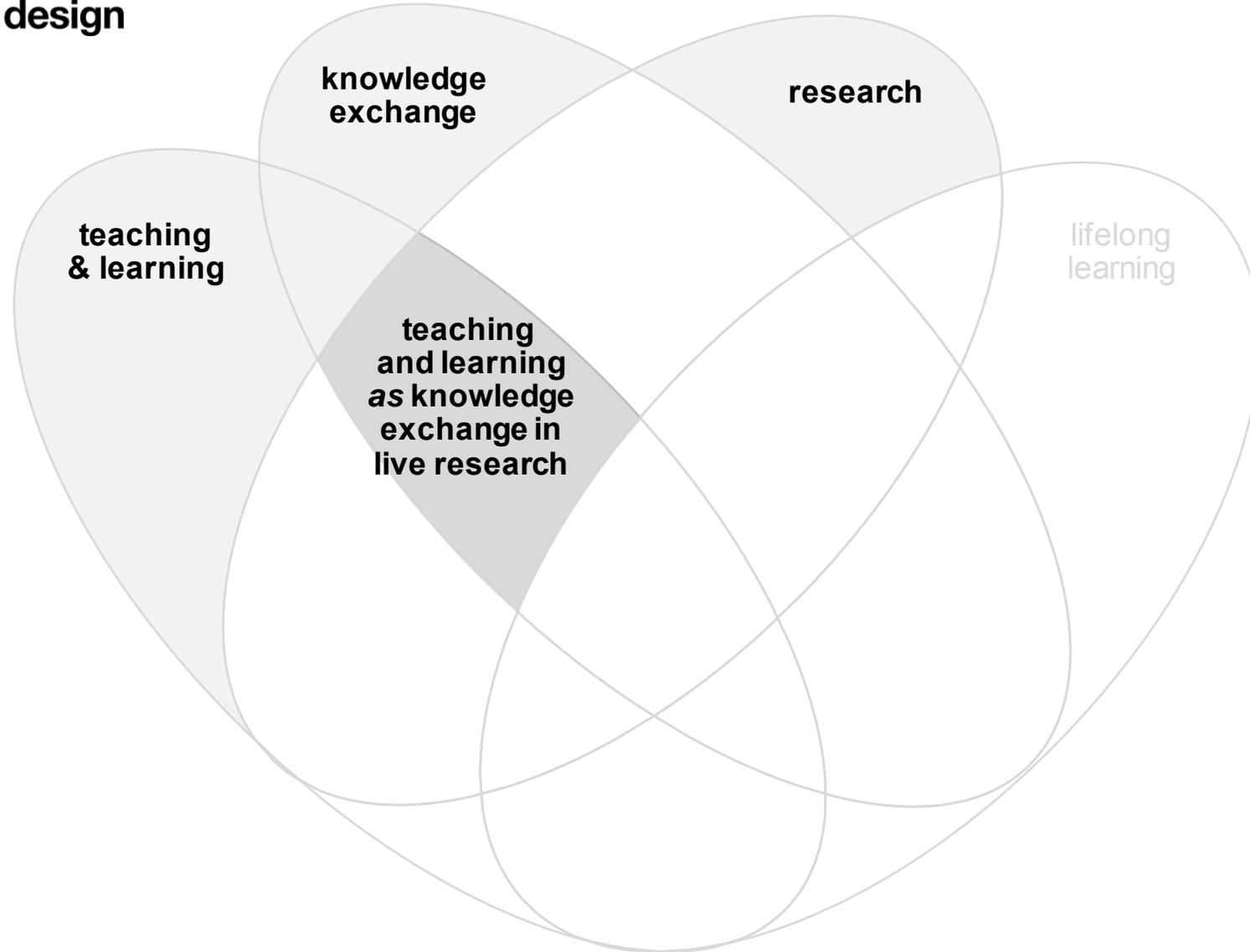
**problem finding
presenting prototypes**



**design
knowledge**



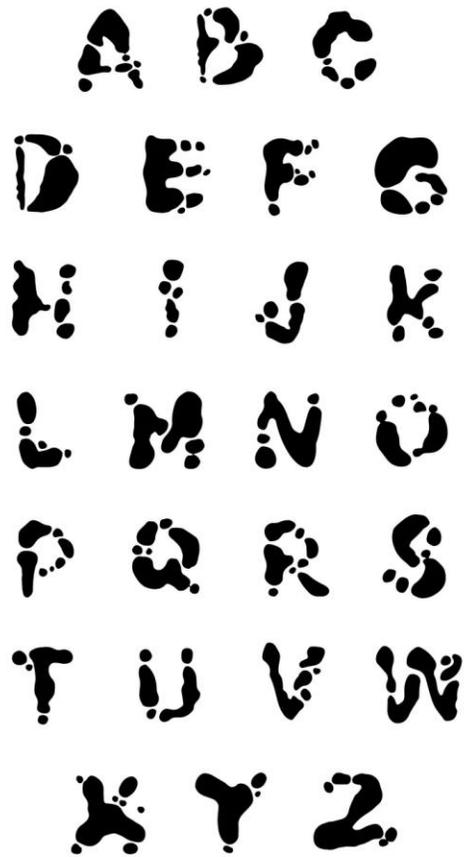




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Iterations



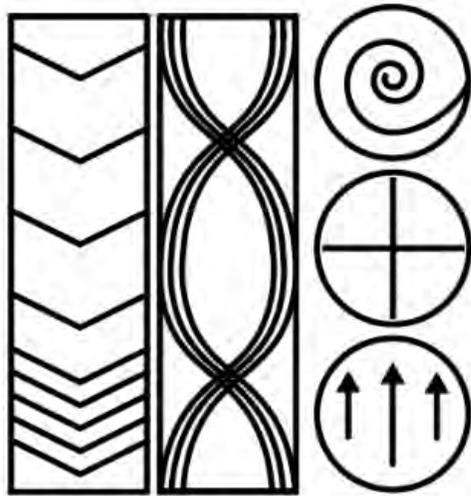
Gradient – Yuting Zheng & Haoxuan Li



Layer – Moeko Doi & Yujuan Cui



Fibrous Abby Richard & Kelly McCullough



Structures

Helical

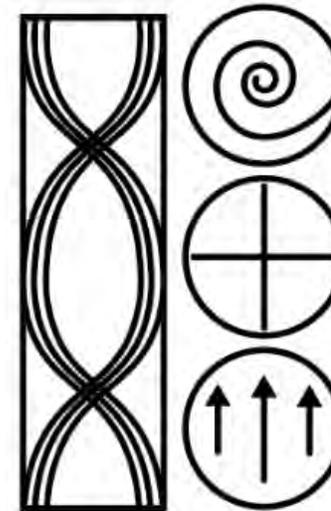
Gradient

Pillars

Longevity

Efficiency

Recovery



Structures

Helical

Pillars

Longevity

Efficiency

Recovery

“

**the methods we used and why
they are effective have provided
a framework for how to
approach a complex project**

”

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Researcher perspective

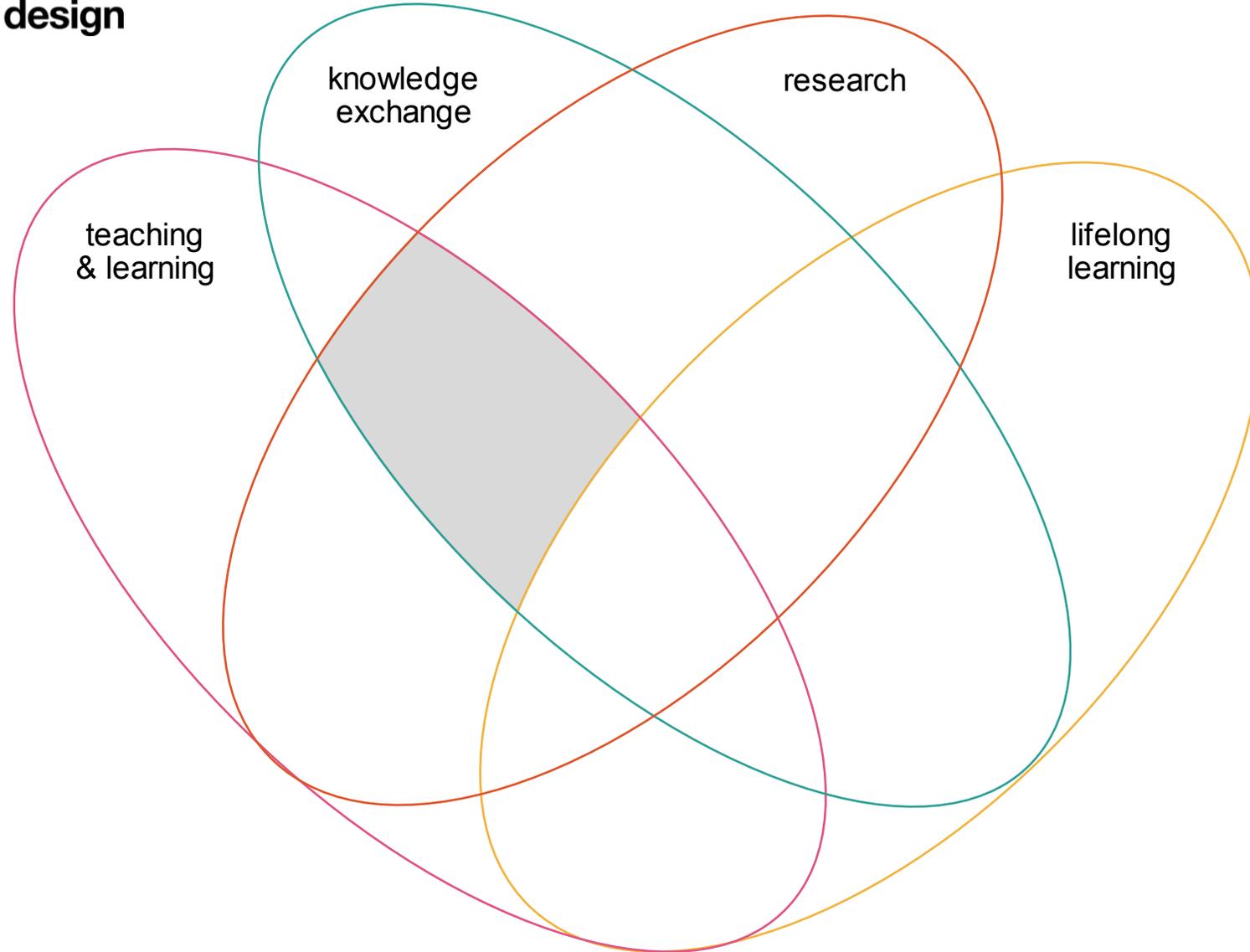
Key insights from CCD

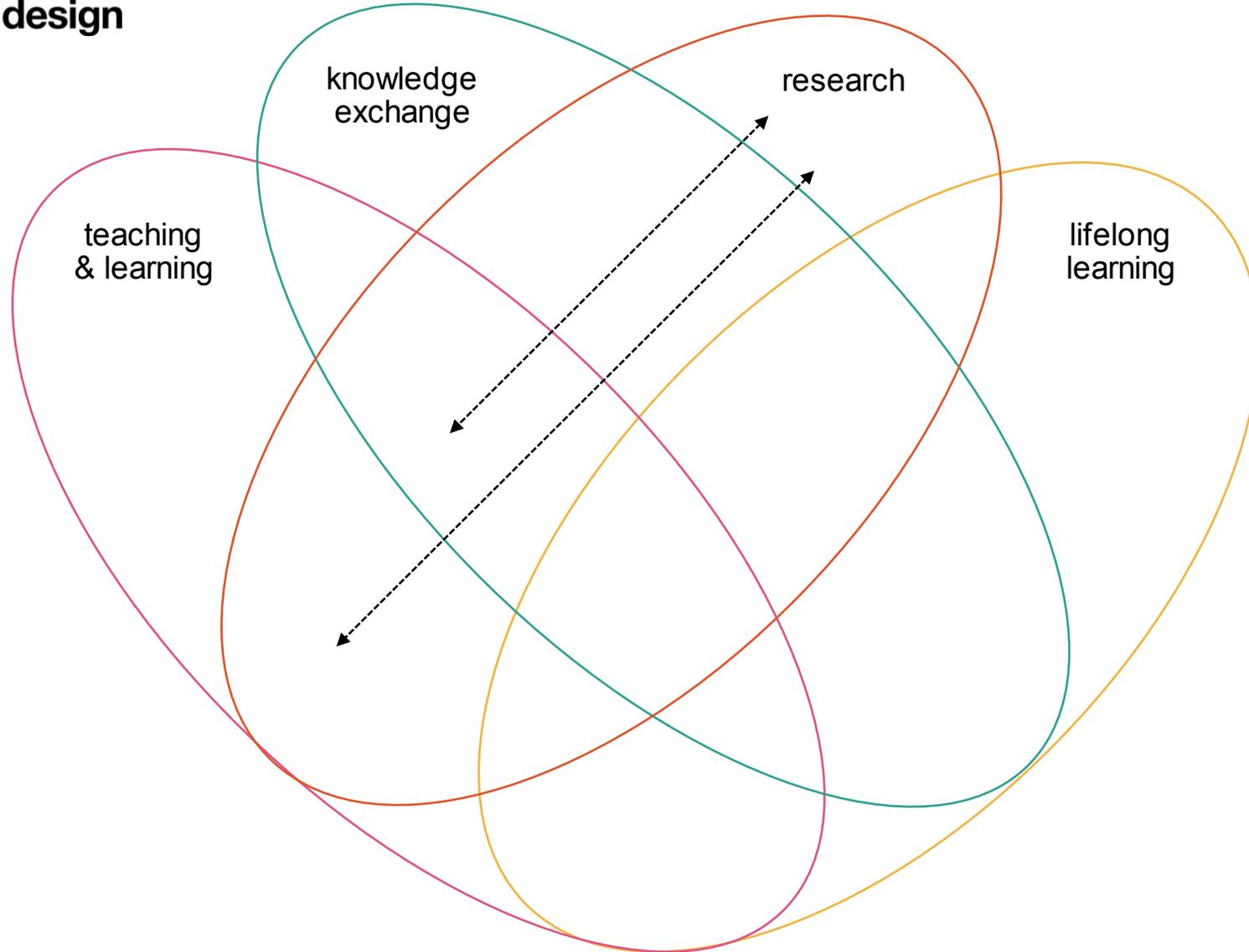
This joining up of live research & KE projects with genuine curriculum interventions, in particular across disciplinary boundaries, provides opportunities for meaningful engagement for students and in turn develops graduates with the creative skills the world needs.

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Future directions





upcoming research

**Thinking beyond circles:
Developing visual research methods
for circularity in design education**

Laura Knight, Kate Goldsworthy
& Sanne Visser

PLATE 2023, 31 May - 2 June 2023,
Aalto University, Finland

**Creating translational knowledge:
the role of visual communication
design and prototyping methods
in the research process**

Cathryn Hall, Laura Knight
& Veronika Kapsali

EKSIG 2023, 19-20 June 2023,
Politecnico di Milano, Italy.

Get in touch



Prof. Kate Goldsworthy

Professor of Circular Design
and Innovation

k.goldsworthy@chelsea.arts.ac.uk



Laura Knight

Associate Researcher

l.h.knight@arts.ac.uk