

## DESIGN BRIEF

### GOAL:

Work in a team to design a product that addresses a global challenge.

### CONTEXT:

At its essence, sustainability means ensuring prosperity and environmental protection without compromising the ability of future generations to meet their needs. A sustainable world is one where people can escape poverty and enjoy decent work without harming the earth's essential ecosystems and resources; where people can stay healthy and get the food and water they need; where everyone can access clean energy that doesn't contribute to climate change; where women and girls are afforded equal rights and equal opportunities.

Over the next decade, it will be our responsibilities to be global citizens, acting with passion and compassion as we design and create a better world in which to live. Consider the sustainable development goals, choose a problem that you see in your community or in the larger global world that fits into a specific goal category. Develop a product that can help meet the goal set forth by the UN. What product will you design? What problem will you solve? And how will this piece move us forward in our lives? Think small or large scale on this, how can you help create a better world?



Take a closer look at the goals here:

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>



### TASK:

1. Groups should review the UN Global Sustainability Challenge Diagram.
2. Individuals should brainstorm problems that could be solved within the 17 categories.
  2. Groups will take individual ideas, research inspiration, and discuss concepts for their product.
    - They will define their goal category and problem
    - They will sketch their product concept to address that goal
3. Prototypes will be designed to show different pieces of the design and/or the complete object (teams will decide what needs to be presented 3D vs. 2D) Build models, draw examples to help show how your product works
4. Product will be branded with a name/color concept
5. Final prototypes and design process will be presented through a 30 second video

### DELIVERABLE:

Name/Brand of your product

Prototype/drawings/sketches

30 Second video explaining/advertising your design - upload to: [tinyurl.com/designblitzupload](http://tinyurl.com/designblitzupload)

