



**X MCAD**

**SUSTAINABLE DESIGN**

**PROGRAM**

A large yellow 'X' symbol is positioned to the left of the word 'MCAD'. To the right of 'MCAD', the words 'SUSTAINABLE DESIGN' are stacked in bold black capital letters. Below 'DESIGN', the word 'PROGRAM' is written in a smaller bold black font. A thin vertical yellow line is located to the right of 'PROGRAM', and a diagonal yellow line extends from the bottom of the 'X' towards the center of the 'PROGRAM' text.

Minneapolis College  
of Art and Design

Where passion for sustainability meets innovative design.



► **[mcad.edu/sustainable](http://mcad.edu/sustainable)**

**Sustainable Design Online Program**

**MCAD Online Learning**

**2501 Stevens Avenue**

**Minneapolis, MN 55404**

**sustainable\_design@mcad.edu**

**612.874.3618**

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## Meet the Director

I confess: I am not a “designer” in the dyed-in-the-wool sense of the title. I grew into the field of sustainable design after a career focused on the impacts of climate change on seabirds and an epiphany that designers were having more influence over the future of the ecosystems that I studied than all of my science colleagues put together. Despite the fact that my biology background may seem a far cry from sustainable design, I see the two fields as bound together by one common theme: passion for change. After being trained in the field of biomimicry, I began to see that I had a role in the expanding field of sustainable design because I believe that designers hold the key to changing the world for the better in all that they create, build, and envision for humanity. I discovered that by working with designers we would create long-lasting and prosperous change for the planet and its people.

MCAD’s Sustainable Design Online program is underpinned by a systems-thinking approach to collaborative, interdisciplinary, and innovative design and decision making. We are continually future casting and employing blue-sky thinking in order to grow, develop, and evolve our program and push the leading edge of sustainable-design education. You’ll see that our courses blend theory, practice, leadership skills and experiences into a complete yet customized professional learning experience. You’ll also notice that our diverse faculty and student body span geographic boundaries, cultural backgrounds, and disciplinary perspectives to create a dynamic network of practicing professionals. And all of this happens 100 percent online to cater to the busy working and personal lives of our students.

I invite you to join our movement to effect positive change. The sky’s the limit.

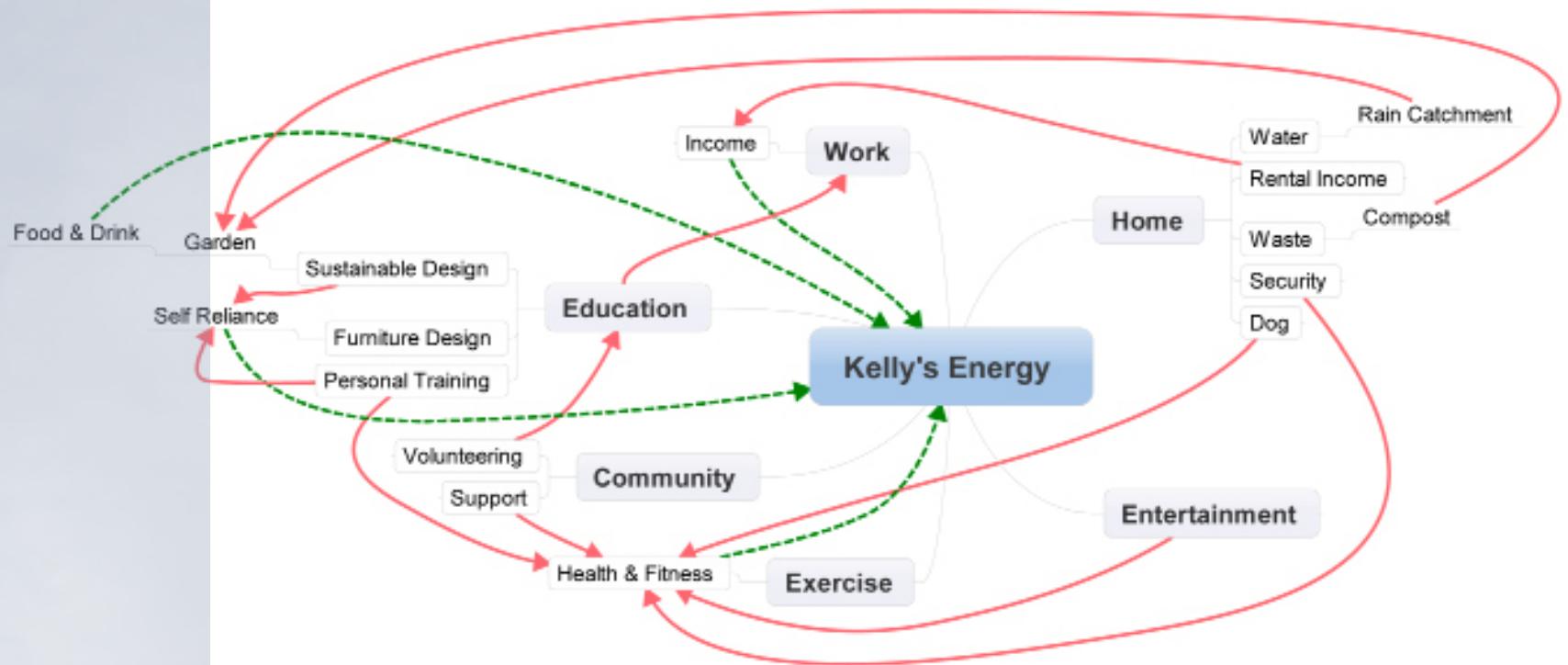
All the best from big sky country,  
Cindy Gilbert, MS, MEd



“The MCAD Sustainable Design Online Program isn’t just for people who want to save the planet; it’s for people who want to save their careers. Every company, every client is looking for ways to increase efficiency, reduce waste, and boost marketing opportunities—all of which are inherent to sustainable design principles and methodologies.”

— Rita Penrod, Minnesota, alum





Kelly's Energy / Summer 2010  
Assignment for Permaculture and Design  
Student: K. Kokaisel

## About the Sustainable Design Online Program

**Completely online:** All course interactions, including lectures, discussions, feedback, and student assignments, are orchestrated online.

**Dynamic faculty:** Our faculty are practicing professionals in the field of sustainable design. Students will learn from faculty's professional experience, which keeps the program relevant, pragmatic, and current.

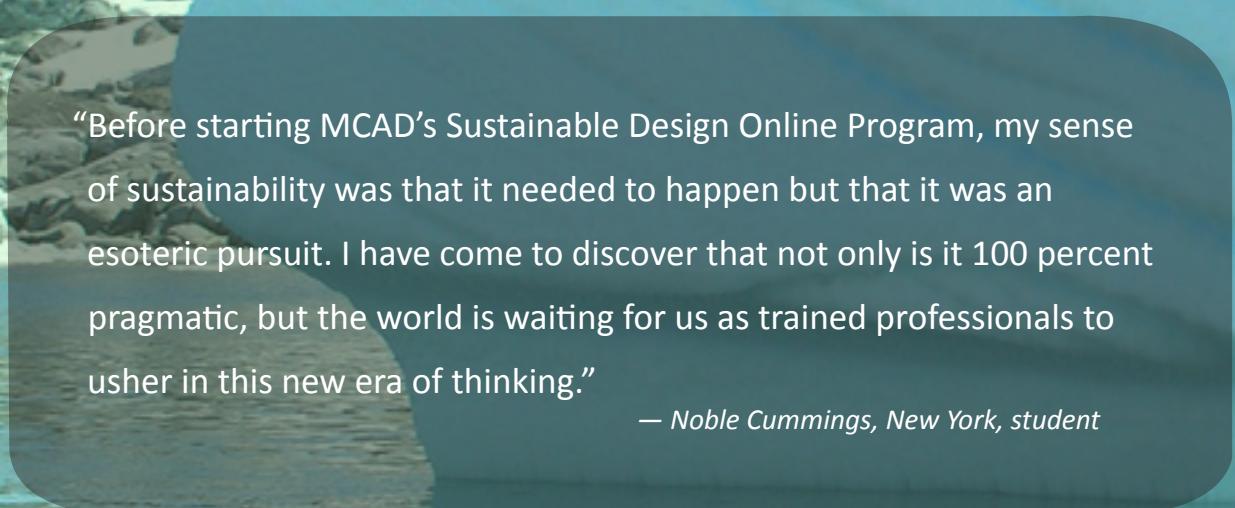
**Diverse:** Our students and faculty live and work across the United States and the world, bringing a diversity of cultures and perspectives to the classroom and conversations.

**Interdisciplinary:** Students and faculty represent a diversity of fields from designers of all stripes (product, packaging, graphic, fashion, furniture, etc.) as well as architecture, engineering, ecology, permaculture, business, social justice, executive leadership, and marketing.

**Collaborative:** Our students engage in cohesive and high-quality learning experiences that are grounded in positive collaborations and dynamic problem-solving opportunities.

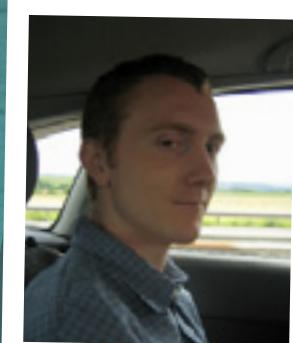
**Asynchronous:** Courses are offered asynchronously. This means that students and faculty enter the online classrooms according to their own schedules, at appropriate times for their geographic locations and time zones.

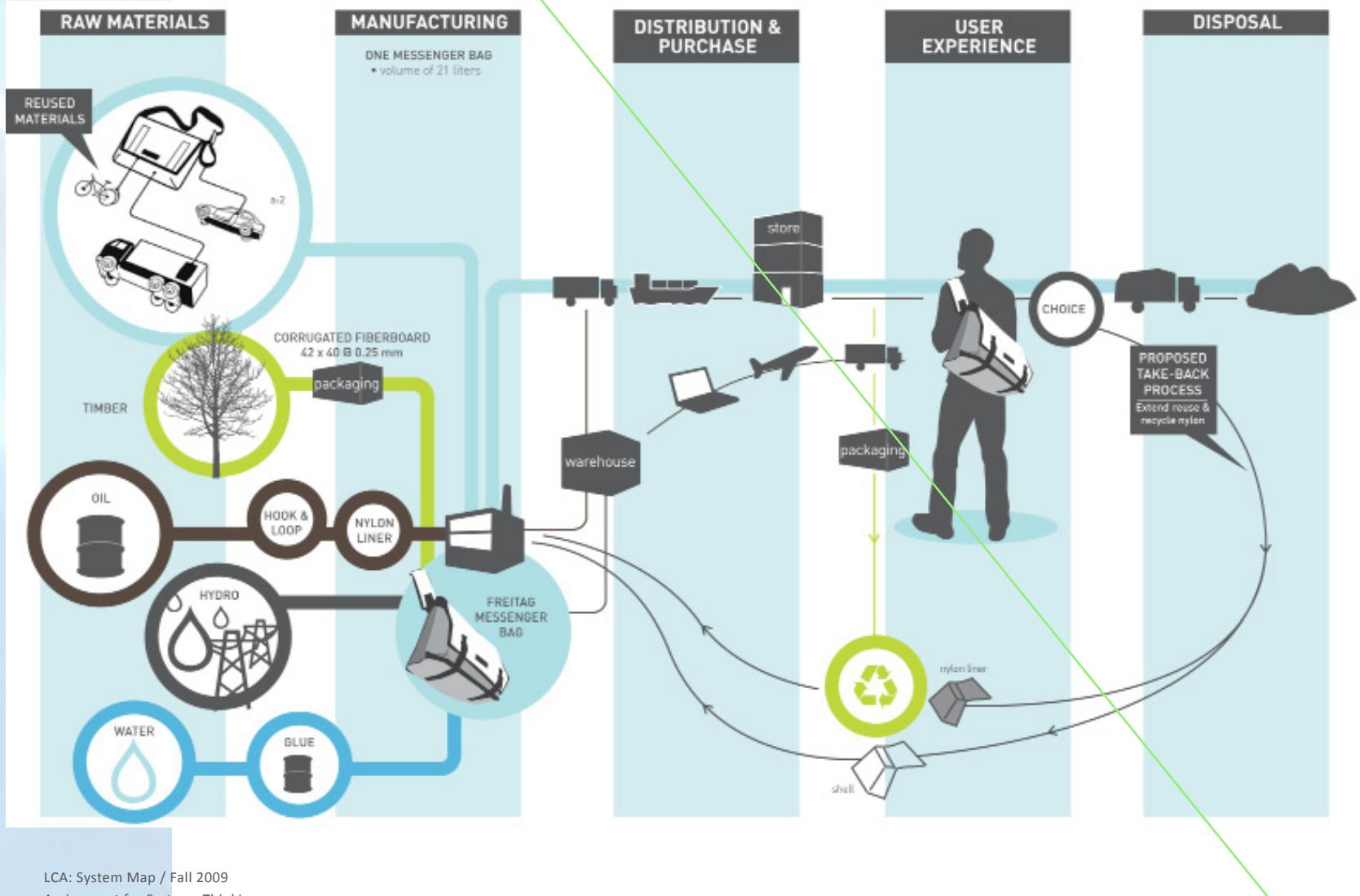
**Small class size:** Class sizes are limited to eighteen students.



“Before starting MCAD’s Sustainable Design Online Program, my sense of sustainability was that it needed to happen but that it was an esoteric pursuit. I have come to discover that not only is it 100 percent pragmatic, but the world is waiting for us as trained professionals to usher in this new era of thinking.”

*— Noble Cummings, New York, student*





LCA: System Map / Fall 2009  
 Assignment for Systems Thinking  
 Student: C. Johnson

## What You Will Become

**Collaborative problem solver:** Throughout the program you'll engage in cohesive and high-quality, e-team learning experiences. You'll learn to be a creative problem-solver, an agile leader, and a collaborative team member.

**Conscious social designer:** Through student-led projects, you'll arrive at novel, accessible, and affordable solutions that will address current, global human needs and environmental issues, in the form of new products, processes, systems, or services.

**Sustainable designer, innovator, and entrepreneur:** You'll experience professional development experiences nurtured through peer-to-peer and teacher-student mentorships that will lead you through product or technology to market goals.

**Member of a diverse e-network:** Dynamic interactions, cohort cohesion, and global networking opportunities between faculty and students will support you in your future sustainability endeavors.



“Online classes allow multinational students from all stages of their careers to come together and exchange information, experiences, and points-of-view. The MCAD Sustainable Design Online Program’s holistic approach to teaching sustainability provides students not only with skills and knowledge but also with tools with which to better their personal and professional lives. I would recommend this program to those who seek to broaden their horizons and gain comprehension on this highly relevant subject.”

— Evelyn Hussain, China, student

# 2

canvas sneakers  
canvas uppers, rubber soles,  
metal grommets



PVC flats  
PVC body, rubber soles, metal  
buckle, velcro strip

Lifecycle Analysis Project / Spring 2005  
Assignment for Sustainable Graphic Design  
Student: M. Lunneborg

## About Our Faculty

You'll learn sustainability from practicing professionals  
who put theory into practice on a daily basis:

- a visionary design consultant who studied with the Natural Step founder, Dr. Karl-Henrik Robèrt,
- a LEED-AP architect from one of world's largest firms,
- a certified packing professional (CPP) and national co-chair for O2 Global Network for Sustainable Design in the United States,
- a research biologist trained in biomimetic design by Janine Benyus of the Biomimicry Institute,
- a creative director from one of the most well-known department stores,
- an engineer who designs for the "Other 90%" and contributed to Worldchanging 2.0,
- an executive recruiter who specializes in career design for the field of sustainability,
- a European team who fosters business and organizational change using natural models,
- and freelance designers dedicated to sustainable design, from packaging, graphic, and product-design industries that work at Fortune 500 companies to boutique design firms.

## NeighborHopeMap: Whittier

## Ecofootprint Data Compiled From Eight Residents of the Whittier Neighborhood of Minneapolis, Minnesota

## Purpose

The Neighborhood Map, uses data collected from a survey of eight individual residents of the Whittier Neighborhood. The survey's were used to get an idea of how much waste a given person generates and how much area for land and water they take up for the resources that they consume.

Through this map, the goal is to encourage people to be more aware of their personal consumption, and to consider methods and means of reducing consumption habits. This is a hope map because with effort and awareness, it is possible to make changes and better decisions that will ultimately benefit the world we live in.



OpenOffice.org  
StarPoint 3.2.5

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**SOURCE:**  
Ankona Int'l Survey/Beats 1 Media  
Completed in April 2006.  
Eight respondents part of the  
Whitney community  
8000000P Herkimer County  
STREETMAP Google  
  
Surveying, writing, and cartography  
by Joey Reimus, April 2006

■ Legend: Size of Ecofootprints in Acres



■ Legend: Four Key Ecological Footprint Categories, by Color



#### ■ Neighborhood Ecofootprint Volunteers



Mark B. / Shelter



Marcus S. / Mobility



The four volunteers shown, scored low in each of the four categories: food, shelter, mobility, and goods and services. The four were willing to be used as examples and models to serve as model citizens, to encourage other neighbors to reduce consumptive practices. Mark, Marcus, Ashley and Opal of Whistler neighbor hood form this committee.



Ashley T. / Goods + Services



### Opal B / Food



Cindy Gilbert

Cindy Gilbert is the program coordinator and student advisor for MCAD's Sustainable Design Online program. In this role, Gilbert fosters a culture of awareness and creativity through the evolution of this groundbreaking, fully online design program that brings together sustainable innovation and collaborative problem solving; her ultimate goal is to create an ecosystem of change agents committed to environmentally responsible and socially just design. She has extensive research experience in the fields of climate change and polar ecology, and she has taught several courses and workshops in the fields of sustainability, biomimicry, biology, and natural history. She was the founding program coordinator of the University of Montana's campus-wide sustainability program and most recently served three and a half years as the founding director of university education at the Biomimicry Institute, where she developed and managed all higher-education programs, including the Biomimicry Professional Certification Program, the annual Biomimicry Education Summits, and the Biomimicry Affiliate and Fellows Programs. Gilbert teaches Biomimicry for Designers, Biomimetic Design, and Global Design Challenge 1 and 2 in MCAD's Sustainable Design Online program. (BSc, University of Guelph, Canada / MEd, Griffith University, Australia / MS, Oregon State University)

NeighborHopeMap: Whittier / Summer 2006  
Center for Visual Communications for Sustainability



### Arlene Birt

Arlene Birt is an information designer whose work has been featured in *BusinessWeek*, the Dutch publication *Morf*, and the UK-based magazine *Creative Review*. A former Fulbright Scholar who speaks internationally about her approach to visual storytelling, she joined the public relations agency Haberman & Associates in 2006, where she leads visual-storytelling efforts in graphic design, website development, and visual identity development. Birt teaches Visual Communications for Sustainability and co-teaches Life Cycles with Curt McNamara in MCAD's Sustainable Design Online program. (BSc, Minneapolis College of Art and Design / MDes, Design Academy Eindhoven)



### Prasad Boradkar

Prasad Boradkar is program director of industrial design and associate professor in the Design School at Arizona State University in Tempe. He is also the director of Innovation-Space, a transdisciplinary laboratory at ASU, where students and faculty partner with researchers and businesses to explore human-centered product design concepts that improve society and the environment. He recently published *Designing Things: A Critical Introduction to the Culture of Objects* with Berg Press, and he will be on a sabbatical in 2012, gathering research for his next book about the role of design in promoting sustainable economic development in India. Boradkar lives in India and Arizona and teaches Special Topics in Sustainability: Economics of Sustainable Growth—India as a Case Study in MCAD's Sustainable Design Online Program. (BEng, Maharaja Sayajirao University, India / MDes, Industrial Design Centre, India / MA, Ohio State University)



### Denise DeLuca

Denise DeLuca is project lead for Swedish Biomimetics 3000 and is excited to be a part of the emergent Biomimicry Collaborative for Innovation. Her career has spanned both the public and private sectors and has included running her own sustainable resource consulting business, Emergent Solutions. As former outreach director for the Biomimicry Institute, she has presented numerous lectures and workshops, helped expand the tools and concepts of biomimicry, and worked to integrate biomimicry into university-level education. DeLuca lives in North Wales, UK, and co-teaches Natural Leadership and Creative Leadership for MCAD's Sustainable Design Online program with Giles Hutchins and Andy Middleton. (BSc, University of Wisconsin / MS, PEng, Montana State University / LEED-AP)

# THE POSITIVES AND NEGATIVES OF IMAGINE BISTRO ORGANIC CUBAN BLACK BEAN BISQUE



Imagine Bistro Organic Cuban Black Bean Bisque - Macro Impact View / Fall 2010

Assignment for Innovation Tools and Techniques

Student: R. Penrod



## Stefan Doering

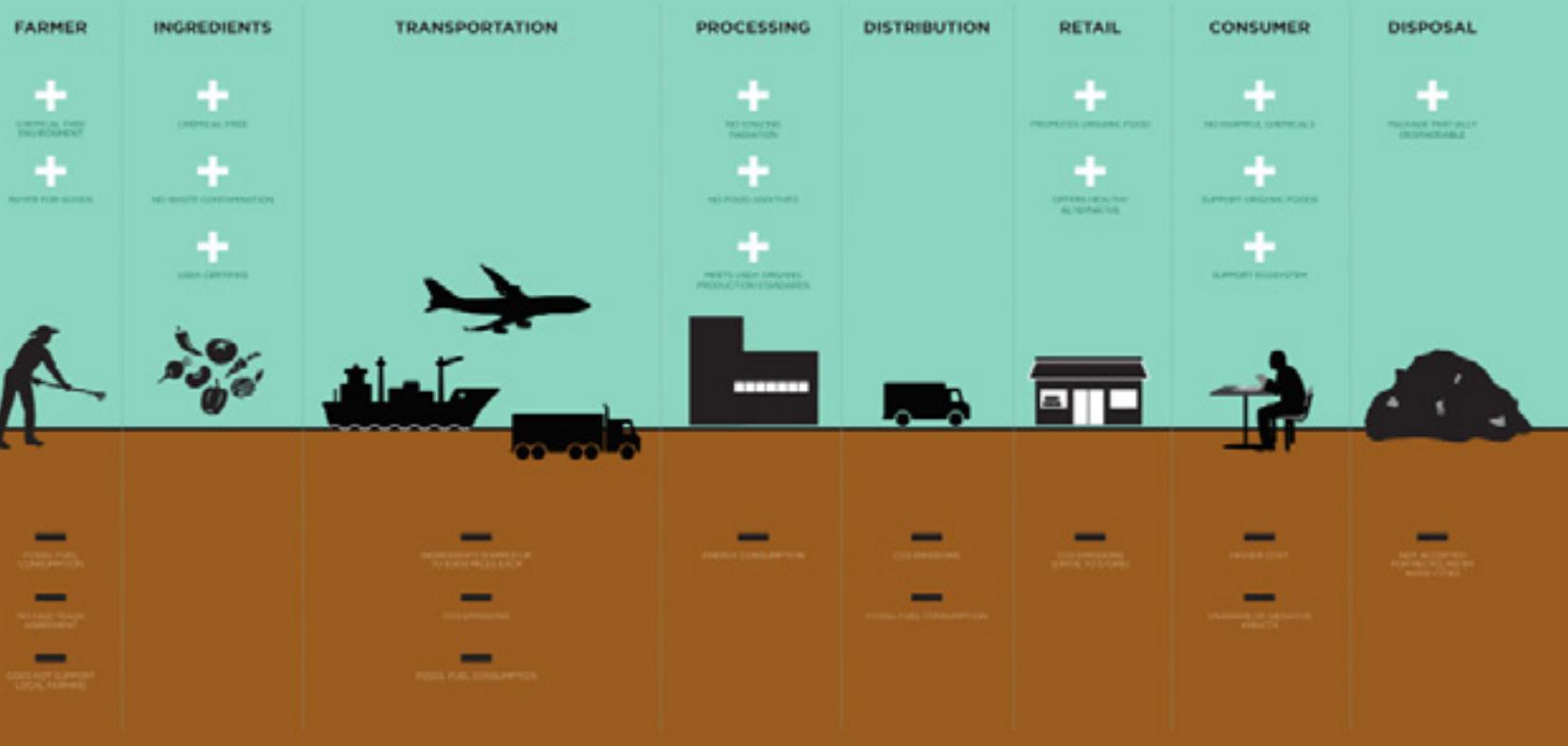
Stefan Doering is an instructor at Columbia University with the Center for Environmental Research and Conservation, where he teaches Environmental Intrapreneurism and Environmental Entrepreneurism. After having started one of the first green retail businesses in the country and growing it to one of the largest, he now works as a master coach with Fortune 500 executives, entrepreneurs, and intrapreneurs, helping them to define and achieve their sustainability goals. He has been featured on the *CBS Evening News*, *Good Morning America*, and Bloomberg TV and in the *New York Times*, the *Wall Street Journal*, and dozens more. Doering teaches Career Coaching in MCAD's Sustainable Design Online program. (MBA, Pace University)



## Jeremy Faludi

Jeremy Faludi is a sustainable-design strategist and researcher. He has taught green product design at Stanford and MCAD, and he has contributed to five books on sustainability, including *Worldchanging: A User's Guide for the 21st Century*. A bicycle that he helped design was in the Cooper-Hewitt, National Design Museum's exhibit *Design for the Other 90%*, and he designed the prototype of AskNature.org for the Biomimicry Institute. In the past, he has been sustainability research manager for Project Frog, and he has worked for Rocky Mountain Institute and Lawrence Berkeley National Labs, among others. Faludi gives lectures and workshops at conferences, schools, and businesses around the world, and he teaches Collaborative Product Design in MCAD's Sustainable Design Online program. (BA, Reed College / MEng, Stanford University / LEED-AP)

## IMAGINE BISTRO ORGANIC CUBAN BLACK BEAN BISQUE - MACRO IMPACT VIEW



### Joshua Foss

Joshua Foss is an outspoken advocate for the integration of sustainable development into mainstream society. He runs Thrive Design Studio out of Minneapolis, using it to creatively apply sustainability into the aesthetic and strategic design of businesses and residences throughout North America. He is an ambassador for the Living Building Challenge, a transformational and aggressive green-building standard aimed to develop a built environment that eliminates negative impacts. As a means to share his vision of a brighter future, he created a blog, *Metro Hippie*, which explores the relationship of design, urbanism, and sustainability. Foss lives in Sweden and has been a frequent lecturer at conferences, summits, schools, and businesses around the world. He teaches Introduction to Sustainable Design for MCAD's Sustainable Design Online program. (BFA, Principia College / MSc, Blekinge Institute of Technology / LEED-AP)



### Terry Gips

Terry Gips is a widely published ecologist, sustainability business consultant, speaker, and author. He is president of Sustainability Associates, where he works with organizations to reduce costs, improve performance, and achieve ecological soundness. Previously, he served as Aveda Corporation's director of ecological affairs and sustainability and also helped develop the CERES Principles for Corporate Environmental Responsibility, which have been signed by eighty companies. Gips was a White House aide to President Jimmy Carter and was also cofounder of the International Alliance for Sustainable Agriculture (now the Alliance for Sustainability). He teaches Steps to Personal Sustainability and Sustainability and Everyday Choices in MCAD's Sustainable Design Online program. (MPM, Yale University / MS, University of California–Davis)



### Daniel Halsey

Daniel Halsey is a certified permaculture designer and workshop presenter, a member of the Institute of Packaging Professionals, and a twenty-five-year independent advertising creative in the Twin Cities. He is presently working on a degree in the area of ecosystem design at the University of Minnesota. Halsey teaches Permaculture and Design in MCAD's Sustainable Design Online program.



### Garth Hickle

Garth Hickle, a Bush Foundation Leadership Fellow, is the product stewardship team leader with the Minnesota Pollution Control Agency. He has been with the MPCA since 1996, working on product stewardship for various products including packaging, electronics, and carpet. He sits on the board of directors for the Carpet America Recovery Effort and is the chair of the Sustainability Subcommittee of the Association of State and Territorial Solid Waste Management Officials. He has published articles in *Corporate Environmental Strategy*, *Pollution Prevention Review*, *Environmental Quality Management*, *Resource Recycling*, and *The Environmental Forum*. Hickle is a doctoral candidate in industrial ecology and sustainability at Erasmus University in Rotterdam, the Netherlands. He teaches International Strategies for Product Policy and Emerging Trends in Product Policy in MCAD's Sustainable Design Online program. (BA, College of Wooster / MESL, Vermont Law School / MA, Hamline University)



### Giles Hutchins

Giles Hutchins is global director of sustainability solutions at Atos Origin, an international information technology services company, where he balances educational and operational responsibilities. Giles seeks to bring sustainability into the mainstream of all business behavior and to develop focused and practicable sustainability initiatives for Atos Origin and its clients. With over a decade of business and IT transformation experience, he is focused on helping organizations evolve to become more sustainable. As a founding member of the emergent Biomimicry Collaborative for Innovation, Hutchins is particularly interested in how business models can mimic those found in nature to create resilience under volatile conditions. He lives in the UK and co-teaches Natural Leadership and Creative Leadership for MCAD's Sustainable Design Online program with Denise DeLuca and Andy Middleton. (BSc, London University / MSc, Cass Business School / MRICS / FRSA)



### **Wendy Jedlicka**

Wendy Jedlicka, a certified packaging professional, is president of Jedlicka Design Ltd. and national co-chair for the O2 International Network for Sustainable Design in the United States. A national-caliber speaker on sustainable design and business, Jedlicka writes the regular Sustainability Update feature column for *Package Design Magazine*, and she was a contributing editor for two books from Wiley Publishing, *Packaging Sustainability: Tools, Systems and Strategies for Innovative Package Design* and *Sustainable Graphic Design: Tools, Systems and Strategies for Innovative Print Design*. Jedlicka teaches Elements of Sustainability, Making the Business Case for Sustainability, Ethics-Based Marketing, and Packaging Sustainability in MCAD's Sustainable Design Online program. (BS, University of Bridgeport / MIM, University of St. Thomas / IoPP / CPP)



### **Krista Leraas**

Krista Leraas has dedicated her work to the emerging field of sustainability for over a decade, with experience ranging from organic farming to nonprofit programming. In 2001, she cofounded the Living Green Expo, an annual sustainable-resource event held in St. Paul. She holds a graduate degree in culture, ecology, and sustainable community and is a certified permaculture designer. Currently, Leraas is the coordinator and cofounder of a new backyard-farming and permaculture program called Backyard Harvest. She teaches Design for Community and Sustainable Life Choices in MCAD's Sustainable Design Online program. (MA, New College of California)



### **Curt McNamara**

Curt McNamara is a practicing designer with twenty years' experience in commercial and industrial markets. He is a scholar of R. Buckminster Fuller and has authored the entry on Fuller in the UNESCO Encyclopedia of Life Support Systems. An active Institute of Electrical and Electronic Engineers member, McNamara received the IEEE Millennium Medal in 2000 for his ongoing work in education. He teaches Geometry of Thinking, Innovation Tools and Techniques, Systems Thinking and co-teaches Life Cycles with Arlene Birt in MCAD's Sustainable Design Online program. (BS, University of Minnesota / MEng, Portland State University)



### Scott Meyer

Scott Meyer is the cofounder of 9 Clouds, a digital-marketing and education firm that improves the digital literacy of businesses. A frequent speaker and teacher, Meyer has taught around the world, helping businesses and organizations of all sizes find effective digital solutions for their specific markets, from local hamburger shops in South Dakota to the European Union. He writes about using technology to live and work effectively from anywhere in the world at [9clouds.com/blog](http://9clouds.com/blog) and makes a mean Spanish tortilla. Meyer lives in South Dakota and teaches Special Topics in Sustainability: Digital Media Marketing in MCAD's Sustainable Design Program. (BA, Luther College / MA, University of Tromsø, Norway)



### Andy Middleton

Andy Middleton is founding director of the TYF Group, a leadership, adventure, and sustainability education business that takes over twelve thousand people a year to play and work in wild and natural landscapes. Andy is co-organizer of the Do Lectures and the Hay on Earth sustainability seminars. He serves as a speaker, facilitator, and organizational change specialist for Biomimicry Collaborative for Innovation, and he has worked for over twenty years, in fifteen countries, with government and business to close the gap between common practice and common sense. His current research interests include the use of open-source collaboration for sustainability problem solving and mapping the pathways for food security and integration of ecological awareness in schools and universities. Middleton lives in a self-built eco-house in Wales, UK, and co-teaches Natural Leadership and Creative Leadership with colleagues Giles Hutchins and Denise DeLuca for MCAD's Sustainable Design Online program. (BSc, University of Sheffield / FRSA)



### Barbara Parks

Barbara Parks is founder of Green Career Tracks, one of the first online career-coaching services in the United States, launched in 2004 to serve career seekers committed to working for a sustainable future. Serving over a decade in counseling and coaching roles, Parks has helped thousands of college graduates, first-time job seekers, dislocated workers, and mid-career changers gain meaningful work. She co-authored *The Complete Idiot's Guide to Green Careers*, has been interviewed by media hosts and journalists, and is frequently asked to speak at conferences and professional associations for her perspective on career tracks in emerging green industries and market sectors. Parks is dedicated to applying integrative design thinking to career-planning principles and strategies. She teaches Career Coaching in MCAD's Sustainable Design Online program. (BA, Metro State University / Leadership Certificate, Hubert H. Humphrey Institute)



### Douglas Pierce

Douglas Pierce is a practicing architect with thirty-five years' experience in the design and construction of residential and commercial projects. He leads the Sustainable Design Initiative at the Minneapolis office of Perkins+Will and has trained more than one hundred LEED-accredited professionals. As a consultant, Pierce helped Target Corporation earn its first LEED certification, and he currently leads the sustainability efforts for more than five hundred thousand square feet of LEED-certified Silver, Gold, and Platinum projects. Pierce chairs the board of the Clean Water Action Alliance of Minnesota and the AIA Minnesota Committee on the Environment, and he serves on the Sustainable Building Products Committee of the Institute for Market Transformation to Sustainability. He teaches Sustainable Materials and co-teaches The Practice of Sustainable Design with Holly Robbins in MCAD's Sustainable Design Online program. (BArch, Kansas State University / AIA / LEED-AP)



### Caitlin Pulleyblank

Caitlin Pulleyblank is founder and CEO of Open Colony, a company devoted to redesigning work. Open Colony operates across disciplines and industries through a transparent, progressive, and integrated model. They discover innovative tools and insights in collaboration with a diverse board of industry, domain, and cultural experts. Open Colony has provided worldwide retained search, organizational, service, and research design services for a diverse set of companies, start-ups, and design firms, among them Fuseproject, Frog Design, Disney, SAP, Johnson & Johnson, Continuum Innovation, and many more. Pulleyblank lives in San Francisco and teaches Career Design for MCAD's Sustainable Design Online program. (BA, University of California Berkeley / MFA, San Francisco State University)

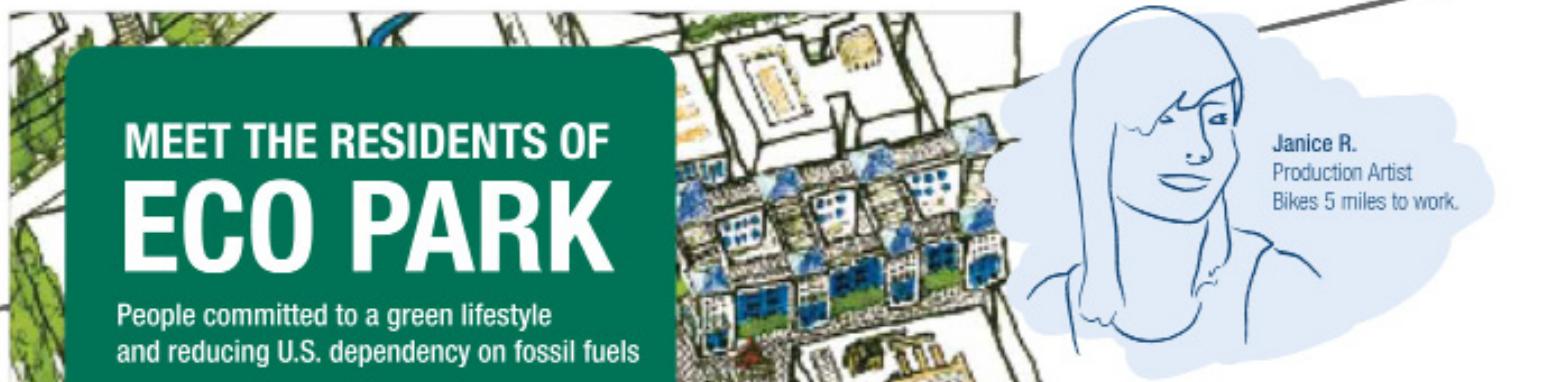


### Holly Robbins

Holly Robbins is a creative manager for Target Corporation and is a representative to the Sustainable Packaging Coalition. In addition to receiving a degree in graphic design, *cum laude*, she studied graphic design and art metals in Hildesheim, Germany, at the Fachhochschule Hildesheim/Holzminden. For nearly six years, Robbins and her partner, John Moes, operated Studio Flux, a boutique design firm focused on ecologically sustainable design and quality, award-winning work. Her work has appeared in *Print* magazine, *American Corporate Identity*, American Graphic Design Awards, *Graphic Design USA*, *How* magazine, *The Big Book of Logos*, *Creativity Annual*, and local and national AIGA shows. She teaches Paper, Inks, and Printing; Sustainable Graphic Design; and co-teaches The Practice of Sustainable Design with Doug Pierce in MCAD's Sustainable Design Online program. (BFA, University of Wisconsin-Stout)

# GOAL: SIGNIFICANTLY REDUCE # OF CARS ON L.A. FREEWAYS

Los Angeles has an estimated 232 million cars, 12 million on the freeway on any given day.



Janice R.  
Production Artist  
Bikes 5 miles to work.

Eco Park / Summer 2010

Assignment for Elements of Sustainability

Student: R. Guillory



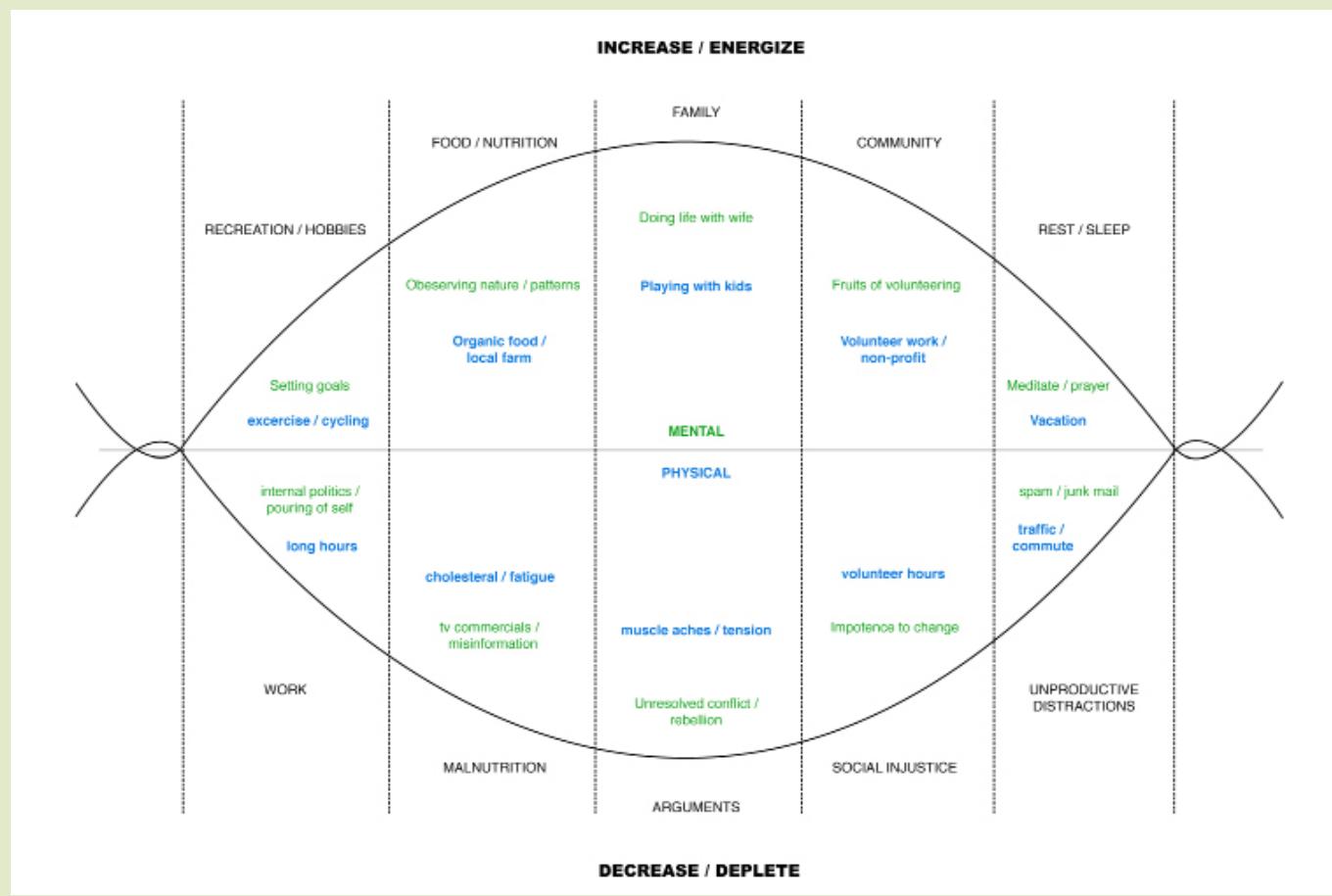
## Kakee Scott

Kakee Scott is a freelance sustainable-design researcher, consultant, and educator who specializes in issues of consumption and user behavior. She is particularly focused on the sociology of ordinary consumption, including the habits, routines, and norms of everyday life. Through her work with the European Union Living Lab project and Parsons The New School for Design, Scott has been developing innovation methodologies that incorporate the social dynamics of consumer practices and technologies. She lives in New York and teaches Sustainable Consumption in MCAD's Sustainable Design Online program. (BA, Wesleyan University / MSc, Delft University of Technology)



## Dion Zuess

Dion Zuess has over a decade of design experience in eco-design and visual communications. She is a green advocate who believes designers have a unique opportunity to integrate talent, communication strategies, and social responsibility. Her studio, EcoLingo, is dedicated to green design, blending design ecology, style, and sustainability. The award-winning studio is an approved member of Green America's Green Business Network, a charter member of the Phoenix Green Chamber of Commerce, and a member of 1% for the Planet, Design Can Change, the Designers Accord, and the O2 International Network for Sustainable Design. Zuess's work has been published in a variety of publications, and she is frequently invited to be a guest speaker, guest teacher, mentor, and consultant. In 2006, she received an American Graphic Design Award for excellence in communication from *Graphic Design USA*, and, in 2007, she was nominated as a candidate for a Communications Design Award, as part of the prestigious Smithsonian Cooper-Hewitt National Design Museum's National Design Awards program. Zuess teaches Working Smarter, Smart and Sustainable Business Practices, Citizen Design, and Design for Global Change in MCAD's Sustainable Design Online program. (BA, Humboldt State University)



Capacity Chart / Fall 2010  
Assignment for Permaculture and Design  
Student: C. Pena

## Course List

### CORE COURSES

#### ■ Seminars + Practicums

Sustainability Internship	SD 6010	3 cr.
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#### ■ Theory

Introduction to Sustainable Design	SD 6500	3 cr.
Systems Thinking	SD 6510	3 cr.
Life Cycles	SD 6520	3 cr.
Making the Business Case for Sustainability	SD 6530	3 cr.

#### ■ Practice

Innovation Tools and Techniques	SD 6600	3 cr.
The Practice of Sustainable Design	SD 6620	3 cr.
Collaborative Product Design	SD 6630	3 cr.

#### ■ Leadership

Visual Communications for Sustainability	SD 6700	3 cr.
Design for Community	SD 6710	3 cr.
Creative Leadership	SD 6750	3 cr.
Career Design	SD 6760	3 cr.

## ELECTIVE COURSES

<b>Seminars + Practicums</b>		
Graduate Sustainability Seminar	SD 7000	3 cr.
Graduate Sustainability Practicum	SD 7010	3 cr.
Graduate Sustainability Project	SD 7020	3 cr.
Topics in Sustainability	SD 7031	1 cr.
<b>Theory</b>		
Elements of Sustainability	SD 6501	1 cr.
Geometry of Thinking	SD 6540	3 cr.
Introduction to Geometry of Thinking	SD 6541	1 cr.
International Strategies for Product Policy	SD 6550	3 cr.
Emerging Trends in Product Policy	SD 6551	1 cr.
Ethics-Based Marketing	SD 6560	3 cr.
Marketing for Sustainability	SD 6561	1 cr.
Smart and Sustainable Business Practices	SD 6570	3 cr.
Working Smarter	SD 6571	1 cr.
Permaculture and Design	SD 6581	1 cr.
<b>Practice</b>		
Biomimetic Design	SD 6610	3 cr.
Biomimicry for Designers	SD 6611	1 cr.
Global Design Challenge 1	SD 6640	3 cr.
Global Design Challenge 2	SD 6650	3 cr.
<b>Leadership</b>		
Sustainable Life Choices	SD 6720	3 cr.
Steps to Personal Sustainability	SD 6721	1 cr.
Sustainability and Everyday Choices	SD 6731	1 cr.
Design for Global Change	SD 6740	3 cr.
Citizen Design	SD 6741	1 cr.
Natural Leadership	SD 6751	1 cr.
Career Coaching	SD 6761	1 cr.
<b>Discipline-Specific</b>		
Sustainable Materials	SD 6800	3 cr.
Packaging Sustainability	SD 6810	3 cr.
Greener Packaging	SD 6811	1 cr.
Sustainable Graphic Design	SD 6820	3 cr.
Paper, Inks, and Printing	SD 6821	1 cr.



Mind Puzzle / Spring 2008  
Assignment for Innovation Tools and Techniques  
Student: P. Salen

# Course Descriptions

- Seminars + Practicums
- Theory
- Practice
- Leadership
- Discipline-Specific

## ■ Seminars + Practicums

### **SD 6010 Sustainability Internship 3 cr.**

Internships are academic learning experiences in which students work on sustainable design projects in collaboration with experienced professionals to put into practice the principles of sustainable design. Working on site, students apply their skills to real-world projects, enhancing their sustainable networks and building their professional portfolios. This internship or project requires at least 135 logged hours, a journal or blog of activities, and regular online discussions and evaluations of the experience. Course content is the completion of the graduate project in the field of sustainable design and innovation determined by the student and mentor in consult with the sustainable design program office.

### **SD 7000 Graduate Sustainability Seminar 3 cr.**

Contemporary trends and issues related to the evolving field of sustainable, innovative, and collaborative design will be approached through various levels of student participation including introduction to the work, practice, and philosophies of global and national leaders in this field, engagement with the critical discourse around them, and consideration of individuals' points of view. In this course, students will review recent and relevant research papers, articles, blogs, and videos, as well as engage with guest lecturers, fellow students, and instructors to gain a contemporary perspective of this field. Discussion-based course sessions will be organized by issues, topics, and leaders that are important to this field.

### **SD 7010 Graduate Sustainability Practicum 3 cr.**

The professional practicum will provide an opportunity for students to gain practical experience in the evolving field of sustainable design and innovation. The practicum may be arranged by the director of career services, the sustainable design program office, or initiated by students, and all practicums must be pre-approved by the sustainable design program office. For a practicum to be approved, a mentor relationship and learning experience must exist beyond a simple employment opportunity. Three-credit professional practicums require working 135 hours toward the practicum project (can be accomplished remotely) and keeping a journal or blog to document hours, activities, and learning process.

### **SD 7020 Graduate Sustainability Project 3 cr.**

The completion of the graduate project in the field of sustainable design and innovation determined by student and mentor in consultation with the sustainable design program office.

### **SD 7031 Topics in Sustainability 1 cr.**

This seminar focuses on a current topic in sustainable design. Special emphasis is given to points of thematic overlap between economic, environmental, and ethical issues as they relate to sustainable design. Theory, practice, and leadership skills and experiences will be developed through the production of an original portfolio piece (research paper, business plan, prototype, presentation deck, etc.). Topics are chosen by the instructor.

## **Theory**

### **SD 6500 Introduction to Sustainable Design 3 cr.**

In this foundational course, students will be introduced to hands-on and holistic approaches to sustainability. This course will cover current sustainability frameworks, principles, and materials assessments, as well as the history and logic behind them, providing students with useful research tools to apply to the ever-changing demands of sustainable design, business, development, and policy-making.

### **SD 6501 Elements of Sustainability 1 cr.**

Imagine a world where living systems matter, where people live in harmony with the planet, and where economy and ecology go hand in hand. This founda-

tional course will introduce the key frameworks of sustainability and prepare designers, planners, and decision makers to apply systems thinking and pragmatic action to their future sustainable design endeavors.

### **SD 6510 Systems Thinking 3 cr.**

We are transitioning from the age of design for the part to the age of design for the whole. This course provides students with the tools required to succeed in today's dynamic market and a world of uncertainty. Systems thinking, languages of design, and product life cycles are integrated and they form the solid foundation for innovative products. Actionable theory is absorbed through market specific projects.

### **SD 6520 Life Cycles 3 cr.**

Designers need to know the fundamental properties of materials, how they combine, and how they exist in the cycles of industry and the earth. In short, life cycles. Where do materials come from? How are they changed during manufacturing? What happens to the design while it "lives" and where does it go at the end of life? This course covers life-cycle-related topics, along with product-service systems and collaborative consumption, through weekly discussions, analysis, calculation of impacts, and visual illustration of the life cycle. Students will work individually and collaboratively.

### **SD 6530 Making the Business Case for Sustainability 3 cr.**

How do market forces shape the way we live, work, and even play? Students will look at business through a designer's eye to understand the interplay between producers and consumers, governments and people, stockholders and stakeholders, man and the environment, and how all of these factors interconnect and ultimately direct how our products, processes, and systems are created. Students will gain an understanding of the implications of their decisions, how to identify risk areas, long-term thinking strategies, and best practices for sustainable business models through weekly exercises, special projects, and the creation of a business plan.

### **SD 6540 Geometry of Thinking 3 cr.**

At a fundamental level, sustainability is working with nature by integrating our activities into natural cycles. In this course, students will learn how natural systems can inform our design and practice. Weekly assign-

ments will cover the principles of design science, the geometry of nature, and the ways to put these principles to work.

#### **SD 6541 Introduction to Geometry of Thinking 1 cr.**

Buckminster Fuller invented and inspired. His design practice was part geometry and part philosophy, underpinned by rules derived from nature. This course will explore his methods and techniques, giving students a set of actions to guide their work and interactions with the world.

#### **SD 6550 International Strategies for Product Policy 3 cr.**

In this course, students will examine the history and rationale for emerging public policy frameworks that promote design for the environment, product stewardship, environmentally preferable purchasing, and other strategies embracing product policy. Students will investigate the business case for product stewardship and other strategies to reduce the environmental footprint of products. Students will hear from several leading product-policy experts from government, industry, and environmental advocacy communities. European, Canadian, and Asian policy experience with product policy will be considered as well as an analysis of the tools available to policymakers to promote product policy, including laws, voluntary agreements, and demonstration projects.

#### **SD 6551 Emerging Trends in Product Policy 1 cr.**

Driven by innovations in product design and government policy, the landscape for environmentally preferable products and materials is changing rapidly. Throughout this course, students will examine product design through the lens of a design-for-environment toolkit and consider the alternatives and constraints facing designers today. We will explore international product policy approaches that seek to reduce the environmental impacts of products and conclude with in-depth investigation of emerging marketplace tools (i.e., product certification and eco-labeling standards). Students will gain an understanding of the design drivers pushing and pulling new products onto the market and how government policy is shaping the growth of environmentally preferable products.

#### **SD 6560 Ethics-Based Marketing 3 cr.**

From production methods, business practices, and stakeholder relationships to corporate giving and

vendor associations, people are paying attention to who is serving their needs as much as what they are being sold. More and more, consumers are searching for ethical values in the products and services they are buying. In this course, students will discover opportunities for applying ideas based on corporate values as well as how to establish and profit from healthy and long-term stakeholder relationships.

#### **SD 6561 Marketing for Sustainability 1 cr.**

People today are looking for products or services that not only “whiten and brighten” but deliver an intangible extra—ethical values. Through readings and discussions, students will conceptualize values-based businesses and marketing strategies.

#### **SD 6570 Smart and Sustainable Business Practices 3 cr.**

Savvy designers, entrepreneurs, and business people go beyond typical green efforts and strive to underpin their businesses with sustainable values, principles, and actions. Inspiring examples drawn from eco-leaders will guide students with the development of best or better practices. Students will further their understandings of industry standards and green business certification components and put them into practice by developing written action plans and policies that can be tailored to their workflows or businesses. Students will learn how to grow their businesses in innovative ways, making a difference step by step, but with a smaller eco-footprint than ever before.

#### **SD 6571 Working Smarter 1 cr.**

Eco-leaders understand that working smarter conserves resources, habitats, energy, and money. It also provides opportunities to reflect values and goals for greener living and environmental stewardship. Students will explore industry-standard sustainable business practices in classroom discussions and will gain tools and resources to make their workflows or businesses more sustainable.

#### **SD 6581 Permaculture and Design 1 cr.**

Permaculture design uses holistic principles to design living systems that yield benefits without depleting resources. Students will learn the Holmgren principles of permaculture design and map the environmental relationships and ecological requirements of their lifestyles, resulting in more opportunities for self-sustaining permaculture design.

## Practice

### **SD 6600 Innovation Tools and Techniques 3 cr.**

Innovation is applied creativity. Designers need to know personal practice, innovation techniques, and how to implement their ideas. This course teaches all three techniques through a combination of reflection, focused exercise, and the creation of plans. Each week, students learn one technique for idea generation along with one technique for sustainable innovation. Students will reflect on their personal practices (e.g., how they reflect sustainability, what their best practices are, and how they can improve) and will engage in on-going dialog with fellow students to learn and critique their practices. The course projects stress multiple approaches to design situations, focusing on the design customer and implementation of ideas.

### **SD 6610 Biomimetic Design 3 cr.**

Students will learn how to abstract functional strategies from nature to apply to the process of innovative design. This project-oriented studio course will cover core biological principles, astound students with the wealth of design solutions available in nature, and provide numerous case studies of innovative designs inspired by natural models. Overall, this course provides powerful metaphors and methods for looking to nature as model, mentor, and measure in our designs.

### **SD 6611 Biomimicry for Designers 1 cr.**

Nature offers boundless inspiration for sustainable design, but how do we access the wealth of biological information available and apply it effectively to design? This course provides an introduction to the tools and principles of biomimicry, a new discipline that emulates nature's best ideas and blueprints in order to solve human design challenges.

### **SD 6620 The Practice of Sustainable Design 3 cr.**

How do we actively design to create truly sustainable results? Students will examine this question and apply leading-edge practice methods for innovative sustainable and regenerative design solutions. Recommended for novice and veteran designers and innovators alike, this course explores the theoretical frameworks, green standards, and practice techniques used by leading sustainable designers, thinkers, and architects. The designmethods applied in this studio course fit any discipline at any scale, from the smallest object to the most complex system. Through studio

projects and exercises, students will learn to integrate the theory of sustainable design frameworks into their practices (i.e., systems thinking, life-cycle analysis, material health, green standards, eco-labels, supply chain topics, etc.).

### **SD 6630 Collaborative Product Design 3 cr.**

How do we design real products for real companies, benefiting customers, the companies themselves, and the rest of the world? And how do we know they are better? This studio course provides tools for sustainable design innovation and metrics to measure success. Students will use creative and analytical skills, generating new ideas and 3D CAD renderings and evaluating designs with screening-level life-cycle assessments and two eco-labeling systems (Cradle to Cradle and EPEAT). Green innovation tools taught will include systems thinking, energy effectiveness, lightweighting, design for lifetime (repair, recycling, etc.), material choice, biomimicry, and persuasive design. Some assignments will be individual and theoretical, but the bulk of the course will be spent working in groups, using tools such as message boards and screen-sharing video chats.

### **SD 6640 Global Design Challenge 1 3 cr.**

This studio course will provide the foundation for a cohesive, high-quality, yearlong e-team learning experience that is grounded in positive collaborations and dynamic problem-solving opportunities. Through student-driven projects, participants will move from a design challenge to design concept. Students will work in small, collaborative, and interdisciplinary teams to arrive at novel, accessible, and affordable solutions that address current global human needs and environmental issues in the form of new products, processes, systems, or services.

### **SD 6650 Global Design Challenge 2 3 cr.**

This studio course will nurture students' professional-development experiences through real-life business interactions, peer-to-peer and teacher-student mentorships, and product or technology to market goals. Students will develop design concepts, arrived at from Global Design Challenge I, through continued collaborative design and entrepreneurial processes into prototypes and business plans. Students will use meeting forums for design collaborations and discourse and will build a global network by interacting with a team of diverse global experts.

## Leadership

### **SD 6700 Visual Communications for Sustainability 3 cr.**

We are increasingly surrounded by data, and information is collected and categorized in the smallest of increments. Data on sustainability is no exception. How do we use and present data in a way that is relevant for consumers? In this course, students will learn about the growing field of information design and critically evaluate how it relates to communicating sustainability. Customized project-based assignments will take students deeper into real-life situations.

### **SD 6710 Design for Community 3 cr.**

Sustainability is the commonsense notion that long-term prosperity, social equity, and ecological health not only go together but also depend on one another. Making a sustainable way of life requires changes in the design of most everything. In this introduction to sustainability, students will look at how to do this within their businesses, considering energy and materials use, how our cities and buildings are constructed, and how we live day to day. Students will study sustainability frameworks and patterns in economics and habitation in preparation for critiquing and redesigning organizations and places in their own communities. Design projects, weekly online discussions, essay quizzes, and brief visual presentations make up the course assignments.

### **SD 6720 Sustainable Life Choices 3 cr.**

In this course, students will envision a sustainable lifestyle, design it, and start to live it. Using a popular framework for sustainability, this course will serve as a guide for students who want to deepen their understanding of sustainability by experiencing it every day. Through weekly journals, exercises, visual presentations, quizzes, and discussions, students will develop the critical skills and confidence necessary to bring about sustainability in their homes, workplaces, organizations, and communities.

### **SD 6721 Steps to Personal Sustainability 1 cr.**

What does a healthy, balanced, and sustainable life look like? Students will research, keep a journal, and share results of investigations into lifestyle choices, including meditation, exercise, laughter, visioning, and purpose-driven work. The experiences in this course will help you to develop the conviction and confidence necessary to bring about sustainability in your home, workplace, organization, and community.

### **SD 6731 Sustainability and Everyday Choices 1 cr.**

Do you ever feel overwhelmed by the challenges our society faces? Have you ever questioned whether our daily choices really make a difference? Is it really possible to save time, money, and the planet? Students will explore sustainability through positive, creative, and engaging hands-on learning. Students will apply widely used sustainability principles from the Natural Step Framework (TNSF) and, by the end of the course, will know what sustainability is and have used TNSF to save money and help the planet.

### **SD 6740 Design for Global Change 3 cr.**

Designers, brand leaders, and manufacturers can play a powerful role in effecting change on both local and global levels. Design roles shift when we view design as a tool or opportunity to enrich and add value to people's lives. Designers can use their communication skills and talents not only to create or sell products but to educate, engage, and inform society through design. Students will further explore both past and current discourses on design roles and responsibilities within the context of sustainability, and they will work together as a creative team to create and implement a project or campaign that raises awareness and inspires social and environmental change.

### **SD 6741 Citizen Design 1 cr.**

It has been said that good design is good business. Yet, what is good design? Can "good" design help or harm others? A citizen designer or cause designer understands that design can play a vital role in social, political, or cultural change. Students will examine their design roles and responsibilities within the context of sustainability and conceptualize projects or campaigns that raise awareness and inspire change.

### **SD 6750 Creative Leadership 3 cr.**

Economic, environmental, and ethical crises present leaders with new and complex challenges. Effective, resilient, and agile leaders employ a diversity of skills, experience, and resources to respond to humanity's greatest challenges with creative, innovative, and humane solutions. Students will build their capacities to become creative leaders and to work constructively as part of dynamic and collaborative teams through the integration of an ecological perspective for their work, organizations, communities, and the planet.

### **SD 6751 Natural Leadership 1 cr.**

Students will learn the principles and practices behind natural leadership as they build their capacities to become effective leaders and work constructively in dynamic and collaborative teams through the integration of ecological perspectives for their work, organizations, communities, and the planet.

### **SD 6760 Career Design 3 cr.**

This course will guide you through discovery and exploration of sustainable career choices in the growing green economy. Students will learn cutting-edge tips and strategies (e.g., employer assessments, market research, personal branding, and developing their T-shaped profiles) that they will use to make conscious career choices based on a better understanding of the changing marketplace, finding work-life balance, focusing their sustainability values, and creating a vision for the future.

### **SD 6761 Career Coaching 1 cr.**

Course content will be determined each semester by the student and professional in the field of sustainable design who will serve as a coach. A learning contract will be completed by both the student and coach and submitted to the sustainable design program office for approval. Students are required to meet on a regular basis with a career coach for a minimum of 15 hours per semester and keep a journal or blog to document hours, activities, and the learning process.

## **■ Discipline-Specific**

### **SD 6800 Sustainable Materials 3 cr.**

Students will use current sustainability frameworks, material rating systems, and analytical tools to practice designing with sustainable materials. Students will source and analyze materials with the help of product manufacturers, representatives, suppliers, and free or low-cost information available on the Internet. The tools provided in this course will help students to select and analyze materials for application to print, packaging, and product design.

### **SD 6810 Packaging Sustainability 3 cr.**

We handle packages every day and they account for the majority of our waste stream. Using the format of a product-repositioning study, students will examine the core ideas of consumer perception and market

triggers, material selection, environmental impact, and long-term strategic thinking. By the end of this course, students will be able to maximize a package's appeal while minimizing environmental impact.

### **SD 6811 Greener Packaging 1 cr.**

During this course, students will review successes and catastrophic failures and explore avenues to help create sustainable, highly effective, and profitable solutions. Conducted through a series of secret-shopper exercises, this course will allow students to explore their own real packaging challenges.

### **SD 6820 Sustainable Graphic Design 3 cr.**

The future of graphic design is sustainable design. Students will discover how to incorporate sustainable design principles into their graphic design work through pragmatic exercises. Students will learn the latest discipline-specific information while applying sustainable design principles and frameworks through design projects and exercises. Students will gain a solid understanding of design strategies, eco-labeling, materials, processes and techniques, and design tools and resources.

### **SD 6821 Paper, Inks, and Printing 1 cr.**

In this course, students will explore the fundamentals of specifying more sustainable papers, inks, and printing, be introduced to sustainable trends and theories, and leave with actionable tools and guidelines for sustainable print design. Topics examined include the supply chain of the paper industry and material sources, material health or toxicity of materials, art supplies, inks and solvents, understanding key eco-labels for printing materials, and tools and resources.

# 2011/12 Course Calendar

2011

## Summer

Citizen Design  
Permaculture

1 cr.  
1 cr.

## Fall

Design for Community  
Systems Thinking  
Collaborative Product Design

3 cr.  
3 cr.  
3 cr.

2012

## Spring

Life Cycles  
Packaging Sustainability  
Topics in Sustainability: Digital Media Marketing  
Topics in Sustainability: Economics of Sustainable  
Growth—India as a Case Study

3 cr.  
3 cr.  
1 cr.  
1 cr.

## Summer

Introduction to Geometry of Thinking  
Geometry of Thinking  
Natural Leadership  
Topics in Sustainability: Sustainable Consumption

1 cr.  
3 cr.  
1 cr.  
1 cr.

## Fall

Introduction to Sustainable Design  
Systems Thinking  
Making the Business Case for Sustainability

3 cr.  
3 cr.  
3 cr.

# About Our Program Pathways

We recognize that our students have different goals for the future, are at different points in their careers, and have varying life, cultural, and work experiences. Our three diverse and flexible pathways cater to our students' objectives, budgets, and timelines. And each option offers a unique blend of relevant courses in theory and practice in the field of sustainable design. Our courses and pathways build upon each other to guide students from foundational knowledge to leadership in the field.

## 30-Credit Post-Baccalaureate Certificate

The post-baccalaureate certificate in sustainable design online offers a tangible way to gain in-depth, actionable knowledge that will keep you and your organization at the forefront of this exploding field. The post-baccalaureate certificate is ideal for students seeking a deep understanding of the cutting-edge theories, practical applications, and leadership strategies of sustainable design in order to forge new paths in this expanding field. Our accredited post-baccalaureate certificate is dedicated to collaborative design and interdisciplinary learning. Practitioners from across and outside of the design field are encouraged to apply, including anyone involved with graphic, packaging, fashion, and product design, engineering, architecture, urban planning, permaculture, environmental science, business and entrepreneurship, marketing and branding, consulting, management and facilitation, and executive leadership.

### Curriculum

- Seven required, 3-credit courses:  
Introduction to Sustainable Design, Systems Thinking, Life Cycles, Making the Business Case for Sustainability, Innovation Tools and Techniques, Design for Community, Sustainability Internship
- Nine elective course credits

### Admissions

- Undergraduate degree is required
- Start the application process online at [mcad.edu/apply](http://mcad.edu/apply) (the application fee is \$50)
- Send the following supporting materials to MCAD Online Learning: statement of interest, letter of recommendation, résumé, official transcripts
- The deadline for Spring 2012 admission is November 1, 2011

## 18-Credit Professional Certificate

The professional certificate in sustainable design online is designed to provide students with a broad, foundational knowledge of the field of sustainable design over the course of one year. Our certificate appeals to both new and experienced professionals who engage with the design industry, including graphic, packaging, fashion, and product designers, brand managers, product planners, buyers, and executives. Enroll online today, and we'll customize a professional certificate to meet your needs.

### Curriculum

- Eighteen course credits

### Admissions

- No undergraduate degree required
- No application required
- Enroll at [mcad.edu/sustainable](http://mcad.edu/sustainable)

## 9-Credit Topic Series

Topic series offered in Sustainable Design Online are created to give students a solid foundation in one aspect of the field of sustainable design. Theme-based materials are presented throughout three courses over the period of one year **and you save 15 percent in total tuition when you take a series**. Anyone with an interest in the expanding field of sustainable design would be a perfect candidate for a topic series (or a few!). Combine two 9-credit topic series to earn an 18-credit professional certificate.

### Curriculum

- Three 3-credit courses

### Admissions

- No undergraduate degree required
- No application required
- Register at [mcad.edu/sustainable](http://mcad.edu/sustainable)

### UPCOMING TOPIC SERIES

#### Ecological Design Topic Series

- Systems Thinking (Fall 2011)
- Life Cycles (Spring 2012)
- Geometry of Thinking (Summer 2012)

## Our Affiliates

Partnership for Academic Leadership  
on Sustainability

The Biomimicry Institute

O2 Global Network

Biomimicry for Creative Innovation



# LARSEN



THE DESIGNERS ACCORD

## Our Sponsors

Larsen Design

National Science Foundation

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Innovators Alliance

## Endorsed Frameworks

The Natural Step

Cradle to Cradle

The Living Principles

The Designers Accord

“MCAD’s Sustainable Design Online Program has helped me to develop a strong understanding of the social and environmental issues we face today, and how innovative techniques and design may be used to help solve these problems.”

*— Dawn Keene, Georgia, student*





## Join the Conversation

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