

FOR



background

**BA Fashion Branding with Communication
specialist art and design institution**

~ 40-50 students per year group

~ 670 hours contact time (all tutors)

engaged tutor team

**students from range of backgrounds including
non-art and design**

‘generalist’, concept-driven course

specifically talking about Level 5 / second year

challenges

fundamental un-sustainable nature of discipline

overconsumption > environmental degradation
(WRAP, 2017)

systemic racism (Legesse, 2020; Delgado and Stefancic, 2017)

unjust and unhealthy labour (Loscialpo and Mongelli, 2021)

materialism's glamour: long term dissatisfaction
(Chancellor and Lyubomirsky, 2011) vs momentary
hedonic pleasure

+ the addictive quality of casting spells

teaching paradigm



self reflection

critical theory

place based



NON-CHRONOLOGICAL THEORETICAL
POSITIONS OF ART EDUCATION CONCERNED
WITH 'EARTH IN MIND', E. SNARE (2021)

A photograph of a wooden bridge with a railing, spanning a small stream in a lush, green forest. The water is calm, reflecting the surrounding foliage. The scene is peaceful and natural.

place based

“aims to contribute to the production of educational discourses and practices that explicitly examine the place-specific nexus between environment, culture and education” (Gruenewald, 2003, p.10)

?? re-presencing students to place

?? mutable (im)permanence

LAUFBC 501

to see what i'm teaching each week for LAUFBC501,
take a look at [this spreadsheet](#)

place: leeds

interdisciplinarity: group roles (weakest link)

THE GROUP ROLES

PLAN + PITCH You are responsible for organising the project, from start to finish, to be done, team communication, sit with tutors and finally presenting the project.

RESEARCH You are responsible for researching the customer, current marketing outputs, conducting both secondary and primary research and putting this research into a legible format.

ANALYSE + STRATEGISE You are responsible for reading and applying relevant theories to the work to the rest of the team and coming up with a strategy to achieve the desired outcomes.

CONCEPTUALISE You are responsible for being aware of the events, taking the 'big picture' strategy specific, meaningful, innovative, practical help achieve the desired outcomes.

CREATE You are responsible for creating the final product, including styling, creative direction, design and creating the final mock-up work.

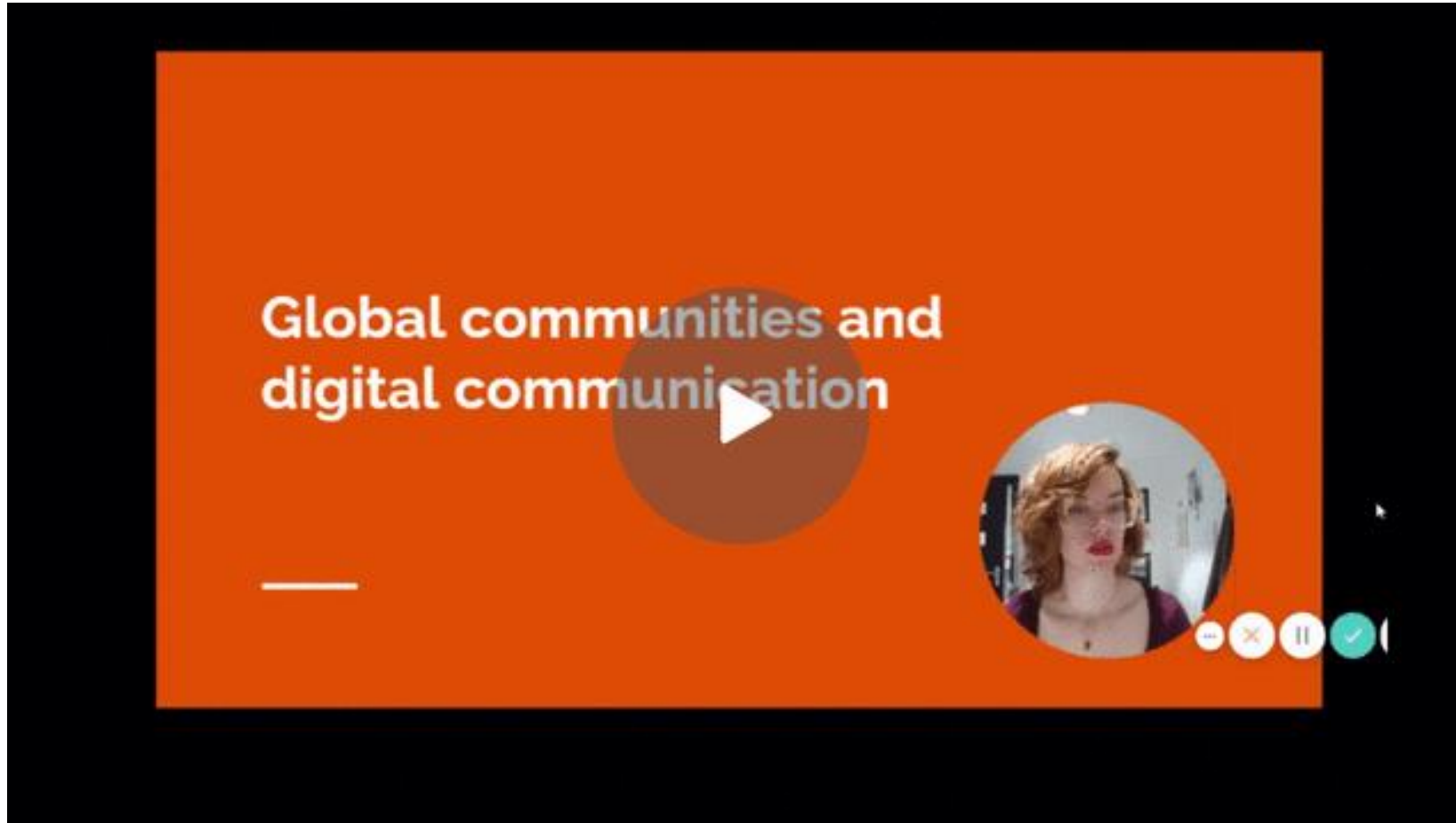
List of local organisations:

- All Blues Co
- Bridal Emporium
- Chirpy
- EcoTopia
- Fabrication Crafts
- Global Tribe
- ID Aromatics
- Katie & May
- Our Handmade Co
- Rebel & Rose
- Ryan Vintage
- The Bookish Type

[More information here](#)

critique: lecture series

[Global communities and digital communication - Watch Video](#)



Email - Eleanor Snare

2022: A sustainability

Whole Institution App

The Industrialisation

Global communities a

502 Students + Engag

LAUFBC501 Team Pro

padlet.com/eleanorsnare/l48s6eiwoyz6x259

28 Unusual Things...

1 Minute Timer - Yo...

Systems Thinking_Ic...

Other bookmarks

eleanorsnare + 18 3mo

LAUFBC501 Team Projects

Showcase! Share! Celebrate!

Olivia Geikie-Cobb 5mo

CHIRPY TEAM 4

PDF

Chirpy

0

Add comment

Fraya Begbie 5mo

Global Tribe - Group 6

Global Tribe

PDF

Global Tribe

0

Add comment

Fraya Begbie 5mo

Group 6 - Influence - All Blues Co

All Blues Co
Task 2 - Influence

Group 6
Fraya, Zoe, Natalie, Ellie & Kalliah

PDF

Influence - Group 6 - All Blues Co

0

Add comment

Anonymous 5mo

PDF

Untitled presentation

0

Add comment

Anonymous 5mo

Chirpy

PAGES

Blank Landscape

0

Add comment

Kennedy Hughes 5mo

PDF

global tribe

0

Add comment

Olivia Geikie-Cobb 5mo

Team 4

PDF

The Bookish Store

0

Add comment

Fraya Begbie 5mo

Bridal Emporium

Group 6

PDF

Bridal Emporium

0

Add comment

Erin Leaver 5mo

PDF

Ecotopia

0

Add comment

Molly Oxley 5mo

Team Five

PDF

Untitled presentation

0

Add comment



Brief

Task

Build out a creative communications strategy defining what the Circular Economy is, what it entails, how it applies to students from all disciplines at Leeds Arts University and how students can implement its principles and practices within their work.

Objectives

- ☐ Increase awareness of Circular Economy practices and principles amongst students
- ☐ Increase uptake of Circular Economy practices and principles amongst students
- ☐ Encourage students to challenge Circular Economy practices and principles and innovate

Target Market

- ☐ Students from all disciplines at Leeds Arts University
- ☐ Students will have varying levels of existing awareness of sustainability and of the circular economy. We need to consider all levels of awareness and what different messages will appeal to different audiences.





The Legend of Robin Hood

- Lives in Sherwood Forest, Nottingham
- A criminal, but not a 'baddie'
- Steals from the rich to give to the poor
- Loyal to King Richard (off on Crusades)
- Fights against King John (a 'bad king')
- In love with Maid Marian
- Has a band of merry men

1

The History

- First recorded reference is in 1226 in a court register from Yorkshire
- Many stories pinpoint his origin in Yorkshire, not Nottinghamshire
- Multiple records attached to the name
 - = Likely to be more than one person
 - = An 'alias' for a certain type of fugitive
- From the 1400s Robin Hood appeared in written stories where he took on a more heroic identity
- Featured in literature from Shakespeare to the present day
 - = In lots of different forms ...



Prince of Thieves, 1991

2



Maid Marian and her Merry Men, 1989 - 1994

3



Robin Hood, 1973

Participation is Power

At Robinhood, the rich don't get a better deal



Robinhood

Investing for Everyone

It's time to democratize investing. Robinhood is the first mobile-only investment app that lets you invest in stocks, ETFs, and crypto. No fees. No minimums. No bullshit.

Robinhood

We're on a mission to democratize finance for all.

The legend has even inspired the name of a retail investment business



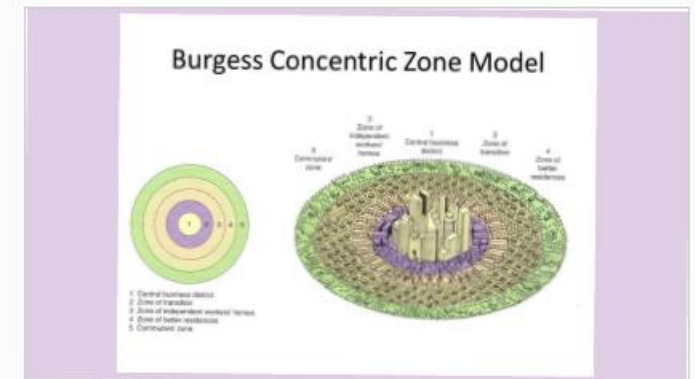
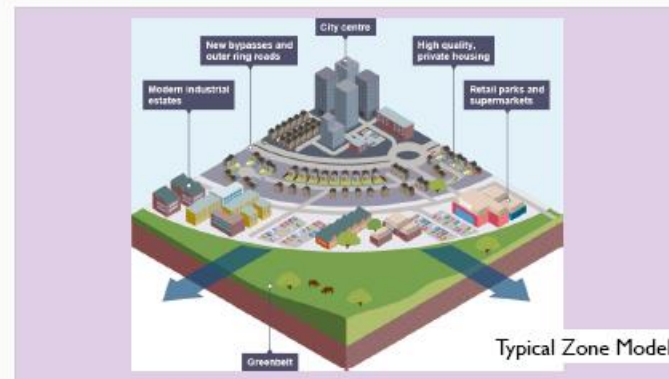
Why is Robin Hood interesting?

- Explores elements of English identity:
 - = The underdog
 - = The outlaw
 - = Close allegiances with non-family
 - = Romanticism
- Gives us messages about:
 - = Loyalty
 - = Alliances
 - = Money
 - = Power
 - = Leadership
- What would a modern-day Robin Hood look like?
- How would you style and photograph them?





The case for making Hebden Bridge the UK's second city



A civil war breaks out in the UK over the climate crisis. The current government are not attending to the crisis, but the people are worried and want to make a change. (Well most of them.) Those on the government's side stay or move to the south, and those who are against the government move or stay in the north. The war is not physical, but more of a protest. Many companies in the south are left without skilled employees and the government is missing a lot of their mp's. In order to try and bring the 'north' back the government cuts off all technology, water, food and all other supplies for the top of the country. This at first is a panic, however it makes sense for the climate conscious north to cut back on mass produced supplies. This leads to the north becoming fully self sufficient. Half of Boris Johnson's frozen brain is put into Marcus Rashford. Both sides of the two brains are battling eachother. Marcus however ignores the Boris sid of the brain, and continues to attempt to bring the people back together. Marcus goes to the south to try and speak to them and bring everyone back together again, but when he gets there he discovers that everyone is dead, and in their place- millions of robots.



conclusion

what works: consistent place-based teaching

what needs support: student interaction with local area

more space and resource needed for critical theory especially around contemporary and radical sustainability discourse

becoming local, thinking global