

# DESIGNEDGE CANADA

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## New 'Do Good Design' edition sports eco-friendly pages



The second edition of *Do Good Design: How Design Can Change the World* launches today on Earth Day, and is a shade or two greener.

The book, written by designer David Berman (who [blogs for Design Edge](#)) and published by Peachpit/Pearson in partnership with AIGA Design Press, was first released in 2009. According to Berman, the re-release allowed the team to re-visit the book's production process to

further align it with the content's do-good messages.

"We've learned some lessons about sustainable design," Berman said. "And so we wanted to improve the production values. We wanted to demonstrate: Can you use sustainable materials, inks, processes and all, and get really good printing results? The first time around, frankly, there were compromises in that area."

This time around, Berman and Peachpit tapped Mohawk Papers to provide the pages. The American paper mill matches its electricity with wind power renewable energy credits, and the book is printed on its Mohawk Options 100% PC White Vellum 80 stock, which contains 100% post consumer waste fibre. Environmentally-friendly paper doesn't have to equal a lower quality product, Berman said.

"You'll be able to see that we've got true blacks, high

readability, and we've got a really nice treatment on the cover that doesn't require the shipping weight of a hardcover," he said. The book also uses vegetable-based inks, which Berman notes still yielded a great tonal range for the edition's updated black-and-white photographs.

Aside from new photos and correcting of errors and outdated information, the book's content remains much of the same, highlighting environmental challenges, exploring how design thinking can be at the core of solutions, and urging designers to commit to a code a ethics and devote time to projects that make a difference.

"I think the future of civilization is our common design project," Berman said. "Designers, clients, suppliers, publishers, everyone together, I don't think it's overstating it to say that it's in our hands. There's so much innovation going on in the world today and, as **Bruce Mau says**, 'Now that we can do anything, what will we do?'"

— Jef Catapang

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