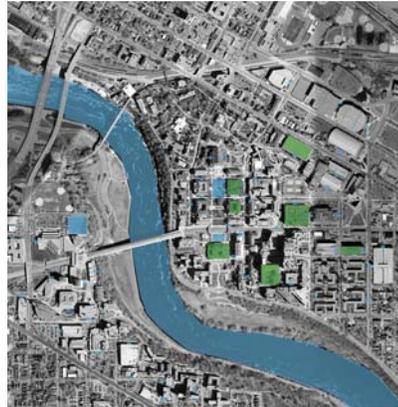


# Envisioning the Sustainable Campus: *Video as an ecological design tool*

*towards zero: integrating carbon, energy, water and ecological impacts*



W. Byrd, stormwater interventions, UVA



Aerial view of campus



Center for Urban Agriculture, Mithun

*“It’s all a question of story. We are in trouble just now because we do not have a good story. We are in between stories. The old story, the account of how we fit into it, is no longer effective. Yet we have not learned the new story.” - Thomas Berry, Eco-theologian*

*“Each building is a unique ecosystem within the larger ecosystems of landscape and region... Ecologically designed buildings and institutions afford a chance to make such relationships explicit, thereby becoming part of the educational process and research agenda organized around the study of local resource flows, energy use, and environmental opportunities.” - David Orr, The Chronicle of Higher Education*

## Guest Instructor

**JEFF SYLVESTRE: Producer/Director/Composer**

**Blue Moon Productions, <http://www.bluemoonpro.com/>**

Jeff has produced and directed video programs for regional and national organizations for over twenty years. He is one of three principle owners and producers at *Blue Moon*, a Twin Cities-based media production firm. Blue Moon specializes in artistic media that is powerful, compassionate and intelligent. Blue Moon produces marketing, educational, documentary and dramatic projects. Their services include creative direction, writing, producing, directing, SD/HD video production, video editing, audio recording, music composition, and interactive authoring. Clients include Heifer International, Medtronic, Hazelden, U of M, Target, and The Institute of A Sustainable Future, to name a few.

*Visiting guest and reviewer:*

**SCOTT SPICER: Media Outreach and Learning Spaces Librarian**

University of Minnesota Libraries, Walter Library

## Hosts

**Mary Guzowski**, Associate Professor, School of Architecture

**Loren Abraham**, AIA, LEED AP, Adjunct Assistant Professor

## Why Video?

### VIDEO AS A DESIGN AND COMMUNICATION TOOL On Video: Jeff Sylvestre, Blue Moon Productions

*The process of creating a video has an uncanny ability to focus efforts and attention on a subject area or area of study.*

*When presenting information (particularly complex ideas) different elements of a story come from many experts and locations. Each has just one part of the message, part of the story. Video can present aspects of a subject as a unified*

*presentation with many different parts - patching together elements of a subject into a quilt-like whole.*

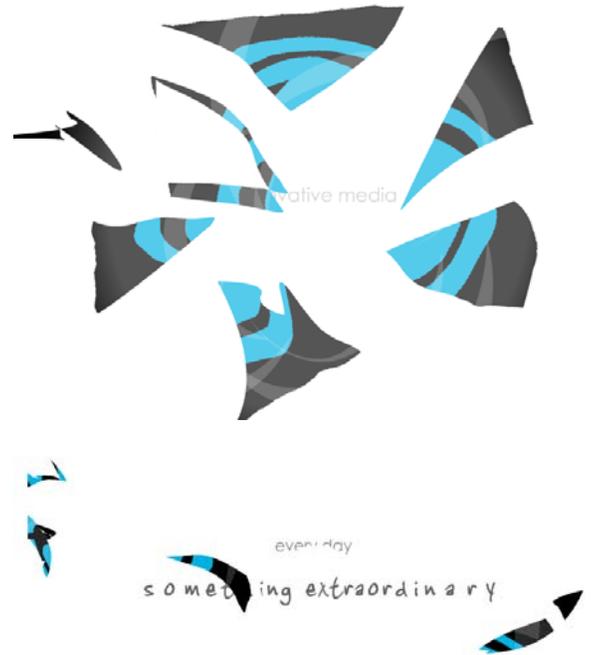
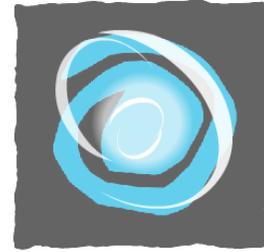
*Video allows for presenting information in many modes - visually, aurally, narratively, graphically, experientially, emotionally. They tend to be better at reaching different types of learners.*

*The power of video often flows from first person testimonials. The best presenters have a passion for what they are talking about. You can tell on video when someone is speaking from the heart. You get a "sense" of what a person is saying not just by listening to words but through non-verbal cues.*

*Videos are fun to watch. They go beyond lecture, PowerPoint, or the printed page. They can engage the heart as well as the mind (combining visuals, text, music, testimonial, narrative = emotionally response as well as intellectual. They peak curiosity on many levels.*

*Videos can be experiences alone or in large or small groups. They can stand alone or spark discussion in a larger presentation. They are not tied to a timeline. When you are ready, you watch it. They are easily repeated.*

Jeff Sylvestre  
Blue Moon Productions



<http://www.bluemoonpro.com/>

## OVERVIEW

### Catalyst Objectives

This catalyst will use off-the-shelf digital video and editing software to envision the interrelationships of energy, waste, water and carbon emissions across the building and site scales on the University of Minnesota Campus. Video will be used to both observe and assess existing ecological design conditions on campus and to visual possible ecological design interventions. The primary goal of the catalyst is to explore the creative design potential and opportunities of video as a temporal and spatial ecological design tool. Students will work in teams to investigate ecological design solutions and interventions that could inspire the University of Minnesota towards becoming a zero emissions, zero-energy, zero water, zero runoff, and zero-waste campus. The catalyst objectives are to:

1. *Explore digital video production as an ecological design and communication tool.*
2. *Use digital video to explore an “ecological provocation” or question on the UMN campus.*
3. *Consider the unique integrative and experiential design opportunities of video.*

### Catalyst Outcomes

Working with film producer and guest instructor Jeff Sylvestre and UMN Multi-media Librarian Scott Spicer, students will collaborate in small teams to produce a 1-2-minute video “provocation” that inspires students, faculty, administration, and the public to imagine the sustainable design opportunities of the University of Minnesota Campus. *Digital video multi-media exploration will be used to:*

- *Assess existing ecological conditions at the University of Minnesota (a select site or sites will be assigned to the student teams; 2 on each of 3 sites)*
- *Visualize energy, water, and/or resource flows and integrated ecological opportunities on campus.*
- *Present design concepts and interventions to reduce ecological impacts (e.g. issues such as water and energy consumption, greenhouse gas emissions, waste generation, stormwater runoff, urban heat island, pollution, habitat and biodiversity) through ecologically strategic design interventions.*

## GRADING

Grading for this course is S/N. For team work a *passing* or *no passing* grade will be given to the team, and it is important that work is coordinated between individuals and that each team member participates fully. Criteria for passing or no passing grade includes: level of engagement with instructor’s agenda, provocative addition of students’ agenda, demonstrated understanding of methodology proposed by instructor, overall attitude of “high risk/high reward”.

## VIDEO AND SUSTAINABILITY RESOURCES: Related links

*Example Video Clips – Students and Nonprofessional Videos*

- AIA Minnesota Video Competition: [http://www.aia-mn.org/ext\\_architecture-mn/videotect/Videotect/Videotect/Videotect.html](http://www.aia-mn.org/ext_architecture-mn/videotect/Videotect/Videotect/Videotect.html)
- Open Space Workshop, Blaine Brownell et al., Summer 2010, student videos of skyway (see video clips at the bottom of screen): <http://transstudio.com/open-space-an-international-workshop/>
- Parcing Tokyo, Blaine Brownell et al., Summer 2009, student video studies of Tokyo (see video clips at the bottom of screen): <http://transstudio.com/japan-studio-embarks/>
- RE/MAX Results.net Film Festival: 2010 Minneapolis City and Neighborhood Film Festivals; top six winners: [http://www.results.net/About\\_Us/Results\\_net\\_Film\\_Festival](http://www.results.net/About_Us/Results_net_Film_Festival)
- Water Sustainability Digital Stories (example student videos on water from UMN Linda Buturian’s “water seminar”): <http://www.cehd.umn.edu/PSTL/Water/Stories/Default.html>

*Image Resources and Sustainability – Beyond Current Practice*

- UMN Photo Library (campus photos): <https://www1.umn.edu/brand/photo-library/>
- Zero+ Campus Design Project: <http://zeropluscampus.umn.edu/>
- Biomimicry Institute, <http://www.biomimicryinstitute.org/>
- Living Building Challenge V2.0, <http://ilbi.org/the-standard/version-2-0>
- Center for Ecoliteracy, “Systems Thinking,” <http://www.ecoliteracy.org/education/sys-thinking.html>.

## TENTATIVE SCHEDULE:

### Meeting Locations:

- Please note the varied meeting locations and times for each day
- UMN SMART COMMONS RESOURCES; Walter Library, Room 204 (2nd floor)

### Monday: Catalyst kick-off

#### Rapson Courtyard

- 10:00: Rapson Courtyard – Catalyst introduction meeting

#### Rapson Room 71

- 11:00-12:00: Introduction: *The Provocation – An Ecological Design Question* (class/team concept exercise)
- 12:00-1:00: Lunch break
- 1:00-2:00: Jeff Sylvestre: *Video for Storytelling and Communication*
- 2:00-3:00: Scott Spicer, Video Librarian, Walter Library: *UMN Resources and Technology*
- 3:00-4:00: Explorations: *Concept Development* (class/team exercise on scripting/storyboarding)
- 4:00-5:00+: Independent Team Work
  - TUESDAY TASKS: scripting and storyboarding review; begin gathering digital images if appropriate

### Tuesday: Developing the Problem

- Morning: Independent team work: scripting and storyboarding

#### Rapson Room 71

- 1:00-2:00: Class discussion: Jeff Sylvestre: *Developing the Story: Video Production*
  - TUESDAY DELIVERABLES at 1:00 p.m.
    - Bring computer, script/storyboard and images to class at 1:00 in Room 71
- 2:00-4:00: Team critiques and discussions (sign-up for meeting time with Jeff Sylvestre); work period
- 4:00-5:00+: Independent Team Work: digital image collection, video filming, early production
  - WEDNESDAY TASKS: scripting and storyboarding review; gathering digital images, video filming

### Wednesday: Preliminary Production and Editing

- Morning: Independent team work: video filming; digital image collection; early stages of production

#### Walter Library Smart Commons, room 204

- 10:00-12:00: Scott Spicer: *Introduction to Production Technology*; meet at the “Smart Commons” Walter room 204
  - WEDNESDAY DELIVERABLE at 10:00 a.m. meeting at Smart Commons at Walter Library Room 204
    - Bring computer, digital images, video film, script/storyboard to Walter room 204

#### Rapson Room 71

- 1:00-2:00: Class discussion: Jeff Sylvestre: *Focusing the Story: Editing & Multi-media Methods*
- 2:00-4:00: **Production Help** (sign-up for meeting time with Jeff Sylvestre); Walter room 204 or room 204 (location TBD)
- 4:00-5:00+: Independent Team Work
  - THURSDAY TASKS: video production and editing

### Thursday: Production and Editing

- Morning: Independent team work: production

#### Walter Library Smart Commons, room 204

- 10:00-12:00: **Production Help** (sign-up for meeting time with Scott Spicer); Walter Library Smart Commons

#### Rapson Room 71

- 1:00-2:00: Class discussion: Jeff Sylvestre: *Production and Editing Troubleshooting*
- 2:00-4:00: **Production Help** (sign-up for meeting time with Scott Spicer or Jeff Sylvestre); Walter or Rapson (location TBD)
  - THURSDAY DELIVERABLE at 2:00 p.m. meeting at Smart Commons at Walter Library Room 204
    - Bring video in production and editing to Walter room 204 or room 204 (location TBD)
- 4:00-5:00+: Independent Team Work
  - FRIDAY TASKS: final video production and editing

### Friday: Video Screening

- Morning: Independent team work: final production
- 12:00: Room 71: Video due to Mary (please be on time as the videos need to be set up for the 1:00 review)
  - FRIDAY DELIVERABLE: Final video due to Mary at 12:00 p.m. noon in Rapson room 71
- 1:00-2:30: Room 71: *Video Screening and Discussion* with Jeff Sylvestre and Scott Spicer
- 3:00-5:00: Rapson Courtyard: *Catalyst Celebration and Video Screening*

# “WHAT IF” the UMN campus....?

*“It’s kind of fun to do the impossible.” - Walt Disney*

*“For my part I know nothing with any certainty, but the sight of the stars makes me dream.” - Vincent van Gogh*

*“Man cannot discover new oceans unless he has the courage to lose sight of the shore.” - Andred Gide*

## PROBLEM STATEMENT:

FINAL DUE: Friday, March 11 at noon in Rapson Room 71:

During the coming week we will be working with Jeff Sylvestre and Scott Spicer to explore the potential and unique opportunities of video and multi-media in communicating ecological design concepts and strategies. The emphasis this week is on process and exploration rather than the final video outcome. You will be working in small teams of two students on three different campus sites (e.g. two teams will be assigned to each of three site to provide alternative ecological design and multi-media video concepts).

- **“What If...” DESIGN CHALLENGE**

*Your charge is to take the coming week to create a 60-90 second video using multi-media (words, images, sound, text, video) to explore and graphically illustrate ecological interventions in response to your team’s assigned chosen “provocation/question” and the site on the UMN campus.*

- **“What If...” TOPICS**

*Focus ecological issues include: energy, water, carbon, habitat, and biodiversity.*

## PROCEDURE:

1. **Define the Ecological Provocation:**

The digital video will be used to define an ecological design “provocation” focusing on the question “What if...” (exploring a stated ecological hypothesis, question, or design challenge to be defined by the team). The “What if...” provocation will be used to develop and present a possible ecological design intervention (or interventions) to imagine the ecological design potential on the UMN campus. A video review will be hosted the last day of the catalyst.

2. **Develop an Ecological Design Intervention (or interventions):**

Use video and multi-media to explore and develop a 60-90 second video proposal foar an ecological design intervention (or interventions) on your assigned site. Use your chosen ecological design “provocation” (question, hypothesis, or design challenge) to explore one or more ecological issues related to energy, water, carbon, habitat, and/or biodiversity.

3. **Submit your video proposal at noon on Friday, March 11 in Rapson room 71.**

The videos will be published online as part of the “Zero+ Campus Design Project” at the UMN (please sign your copyright release for publication).



From ARCH 8561: Student work: Babst, Choi, Christian, Sanchez Rodriguez

## ON ECO-EFFECTIVENESS

-- William McDonough and Michael Braungart, *Cradle-to-Cradle*



*Consider the cherry tree:*

"...thousands of blossoms create fruit for birds, humans, and other animals, in order that one pit might eventually fall onto the ground, take root, and grow. Who would look at the ground littered with cherry blossoms and complain, 'How inefficient and wasteful!'"

- WM & MB

*Consider a community of ants, as part of their daily activity they:*

- Safely and effectively handle their own material wastes and those of other species
- Grow and harvest their own food while nurturing the ecosystem of which they are a part
- Construct houses, farms, dumps, cemeteries, living quarters, and food storage facilities from materials that can be recycled
- Create disinfectants and medicines that are healthy, safe, and biodegradable
- Maintain health for the entire planet

# WHAT IF the UMN Campus...

...ran on sunlight and wind?

...was a bird sanctuary, an arboretum, or a wildlife refuge?

...created wetlands?

...**HAD AN EDIBLE LANDSCAPE?**

...transformed waste into food?

...had living walls...?

...created no carbon emissions?

...was pollution-free?

...inspired change?

