









coordinates— date: time: phone/@/GPS: address:	JOBS TODAY			
	1.	5.	9.	13.
	2.	6.	10.	14.
	3.	7.	11.	15.
	4.	8.	12.	16.

Workshop—setting up a spatial situation for WORK (prestart)
Spanning planned activities (falls, electricity, asbestos, biological, noise, vibration, UV/radiation, chemicals, plant, techno-/bio-mass):

Sustainability Site Survey (design 1):

Regrouping resources/assets (design 2):

<p>A—Logbook/“BlackBook”: spanning/surveying a FIELD</p> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div>	<p>C—PITCH: 3rd party readability</p> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div>
<p>B—ESSAY. Defining and acquiring a TOPIC</p> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div>	<div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: #4b612c; height: 15px; margin-bottom: 5px;"></div>
<p>X—KEY photos (project cartography).</p>	

Over time, keeping a diary/logbook is likely to help: 1) constituting a field of operations; 2) selecting topics of interest; 3) investigating a sensory approach to sense-making

The schema on the front page [*recto*] is an adapted version of the one found on the internet (1&7): a diary for apprentices created by [Butler diary](#) publishers. The adapted version would not satisfy the requirements of a diary for *in field* survey situations, but rather would work as an overview (or, index). First and foremost, it makes sense of the 3 assignments in Theory2/T2 as a *whole*.

That is, i makes a claim on a part-to-whole relation between the *logbook*, the essay and the *third* element devoted to 3rd party readability; which, this year, is pitch for the *Greenwasher of the year* submitted by the MA1 students. What the form does—if seen as a diagram—is to state that although the *logbook* is strictly the only diary-format, the essay & *pitch* are expanded diary-functions.

The form on display in this leaflet therefore constitutes a *design proposition* in which the following proposition is made: if a diary is to be professional it needs to have an assignable accuracy. If the essay is a key to individuation in the *logbook* (4/7), then the pitch is a key to 3rd party readability. That is, it is public in that it is readable to someone without prior relation to the author.

That is, to someone with a professional relation *only*. Which means that with the appropriate expertise the diary will be readable if it is a) regular [standard *logbook* requirement]; b) profiling [trailing *this* professional]; c) readable [to a *third*]. The claim made in T2 is that all 3 are subject to learning, and that the *logbook*, essay and pitch all provide *learning opportunities*.

As to whether/not the *actual* learning—in process and outcome—has 3 yields, that are deeply connected or separate, is a question that brings us to the pitch the students were asked to submit this year: relating specifically to greenwashing. *Greenwashing* being a particular case of what *symbolic accuracy* (1/7). That is, where information is accurate, but unassignable.

For instance, if statements of advertised/declared steps to an ecology of good environmental practice—in a corporation like Patagonia, IKEA or Google—are proportional to the problem and capable of enabling the a declared needed change. If *neither* the purpose *nor* the extent are accurate and assignable, but cater to the structural *self-erasure* of ads, is is symbolic.

As long as we rely on advertisements to be *viewed* and then *forgotten*, the claims they make are symbolic: signs of recognition. *Only* there to be corroborated, and *never* to be falsified. Take the form on the front page [*recto*]: it made in such a way that it yields a greener version of the diary-page than the Butler *Tradie-diary* that we started with (1/7). But is it?

Here we clearly have to make a difference *between* a prompt *and* a pitch. If the diary *prompts* behavioural change in hatching sustainable work-practices, then it has earned its keep. However, if what it does is to *pitch* an idea of a greener world simply projected onto the work-sphere, it will affect *percepts* more than practices. That is, it feeds a sensorial-symbolic imagination.

The realm of advertisement is typically where *patterns* of -perception and of -behaviour overlap. Which means that perception can substitute behaviour—we loose ourselves to dreams—or summon a correspondence with behaviour of a more ethical kind, that enables *consumers* to behave adequately in response to the environmental crisis. But what of *corporate* responsibility?