Sampling the Future
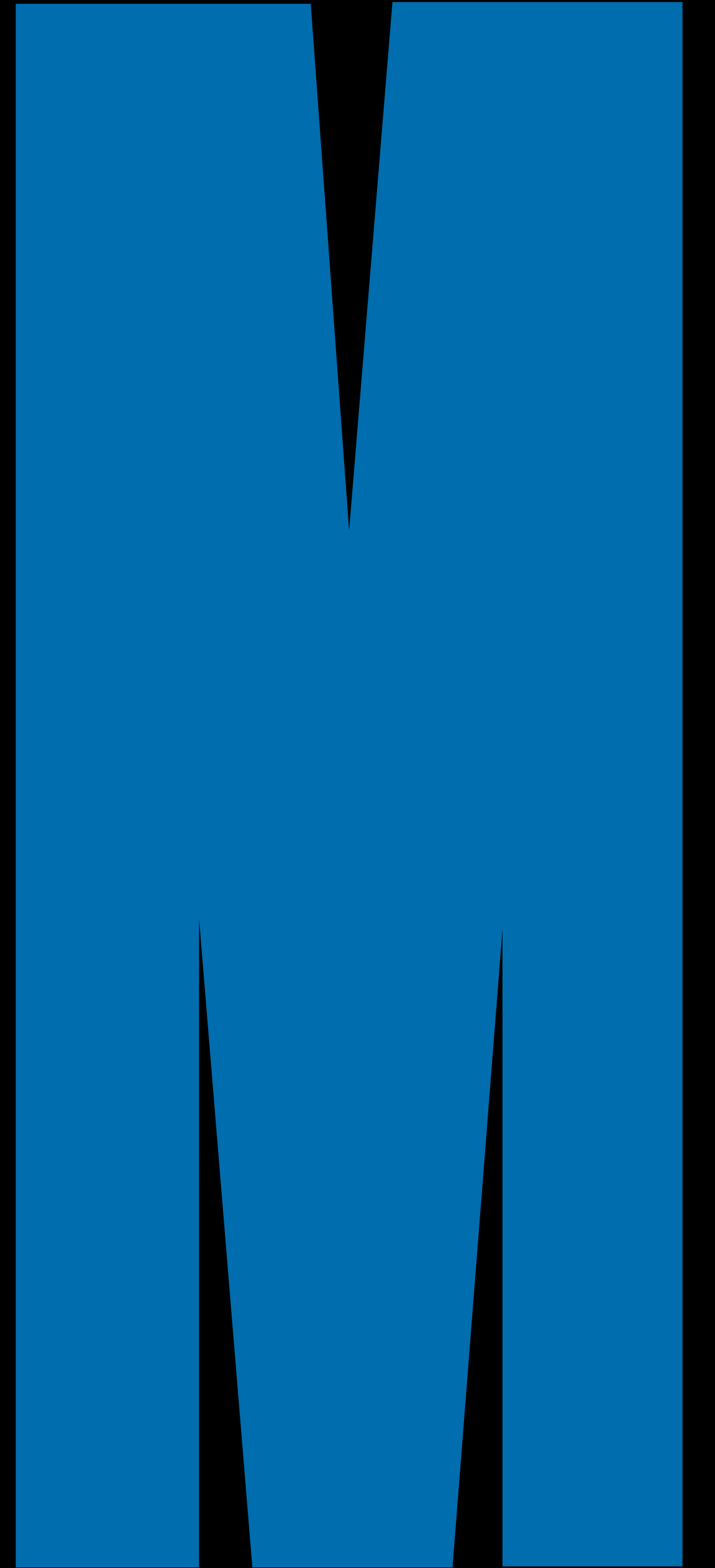Alex Goad &
Mars@NGV
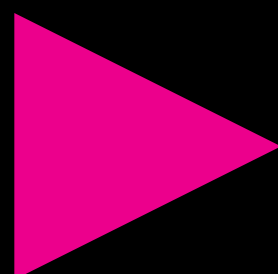
Design at Monash strives to lead, create and encourage a more equitable and sustainable world, through the intersection of creativity, technology, design thinking, making and interdisciplinary collaboration.

Designers are transformational
agents capable of translating ideas
into positive living experiences,
be it through objects, images,
spaces, behaviours, or interactions.

Bachelor of Design

Communication

Communication
Industrial

Communication
Industrial
Spatial
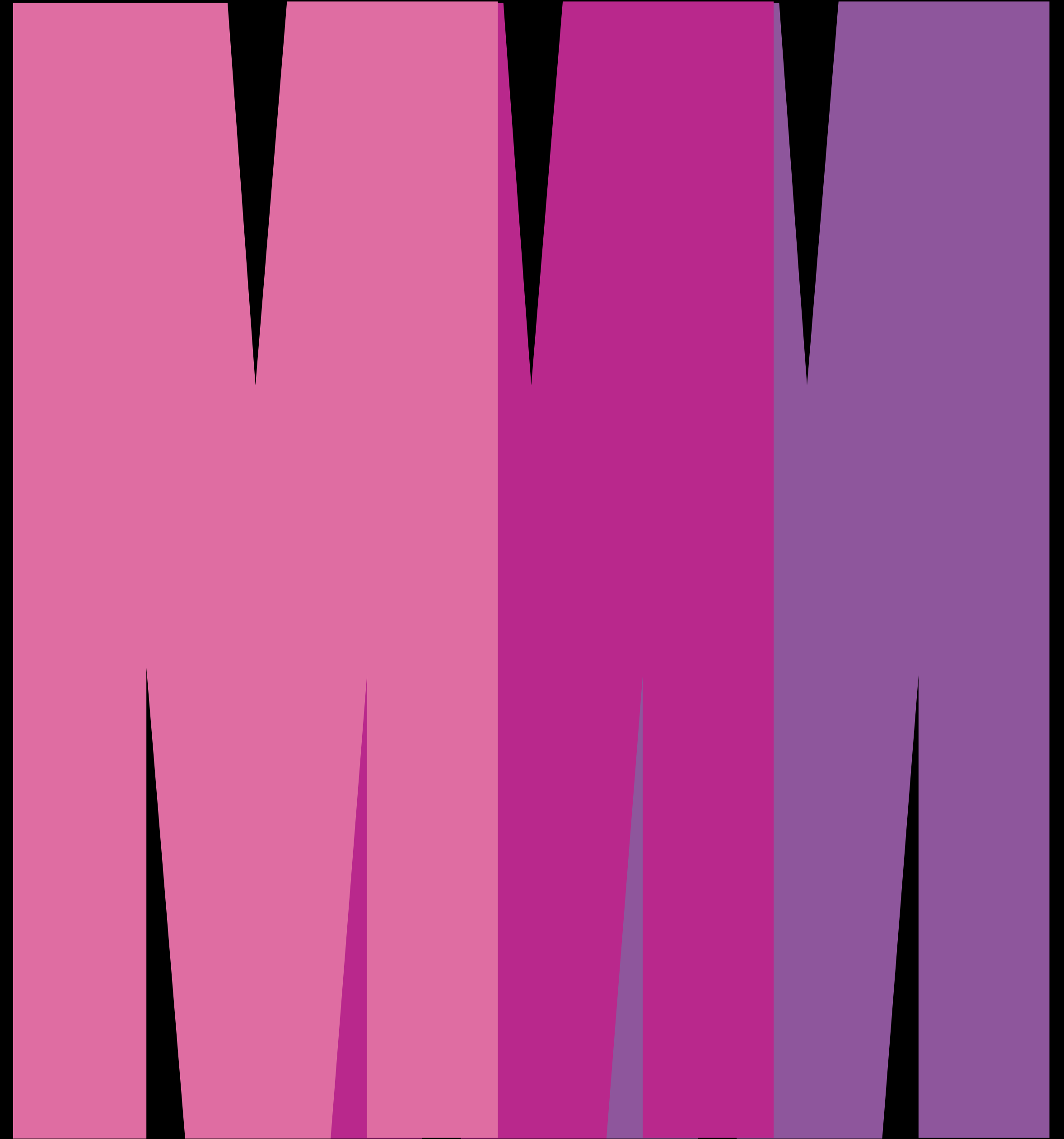
Communication
Industrial
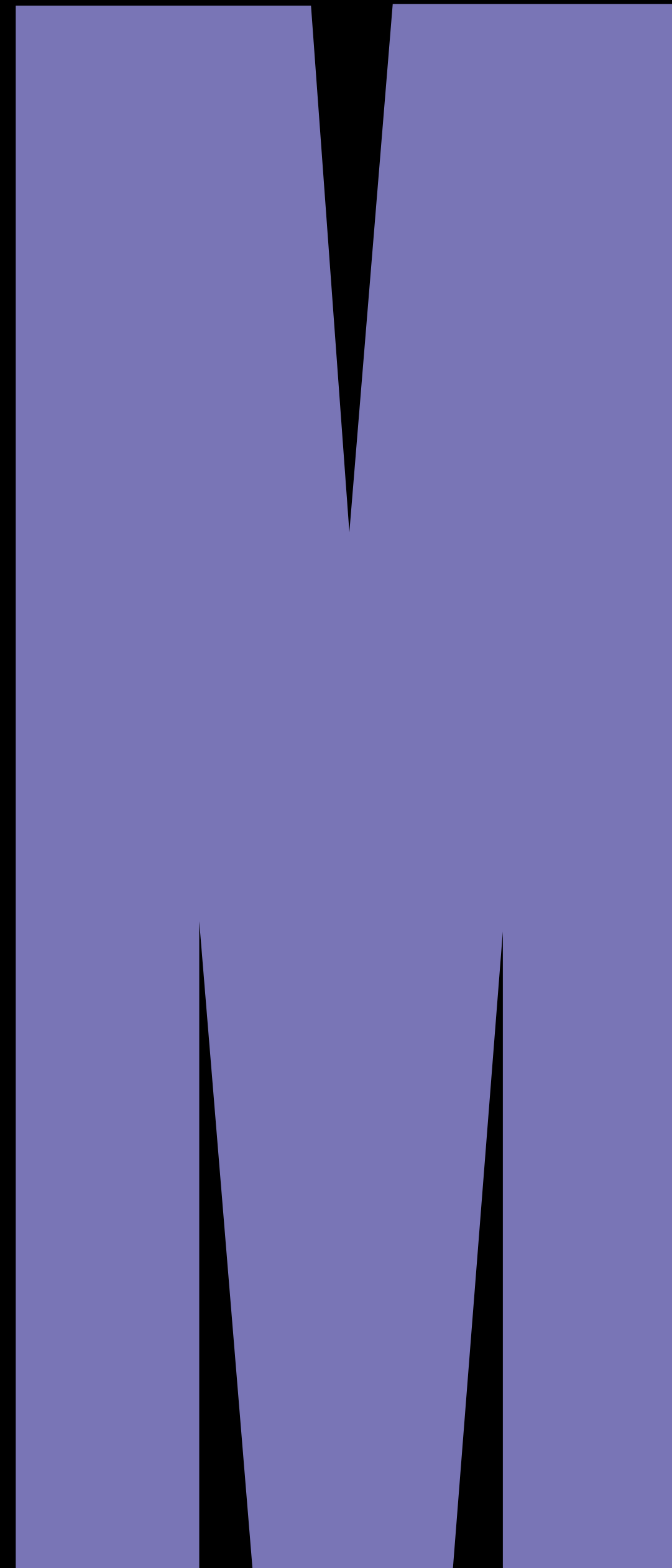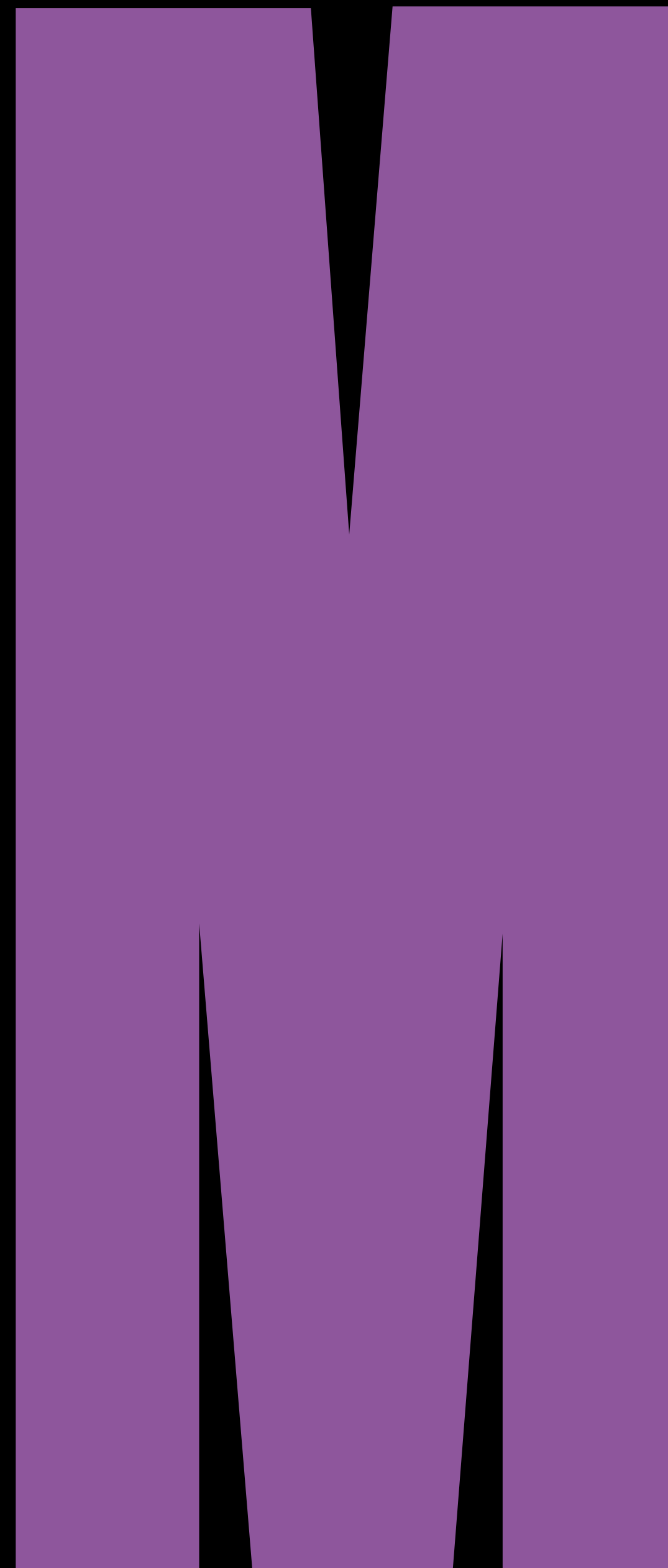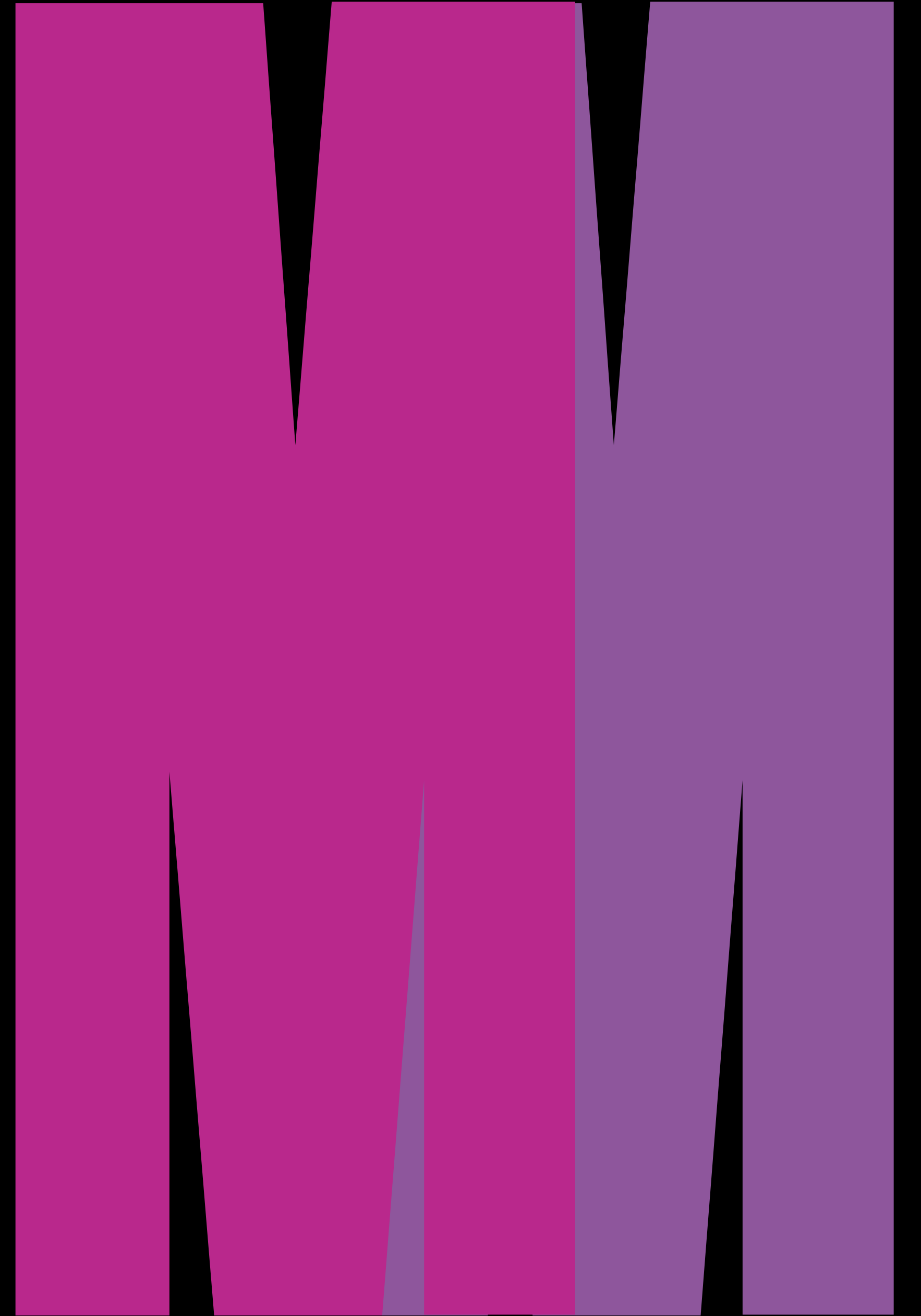Spatial
Collaborative
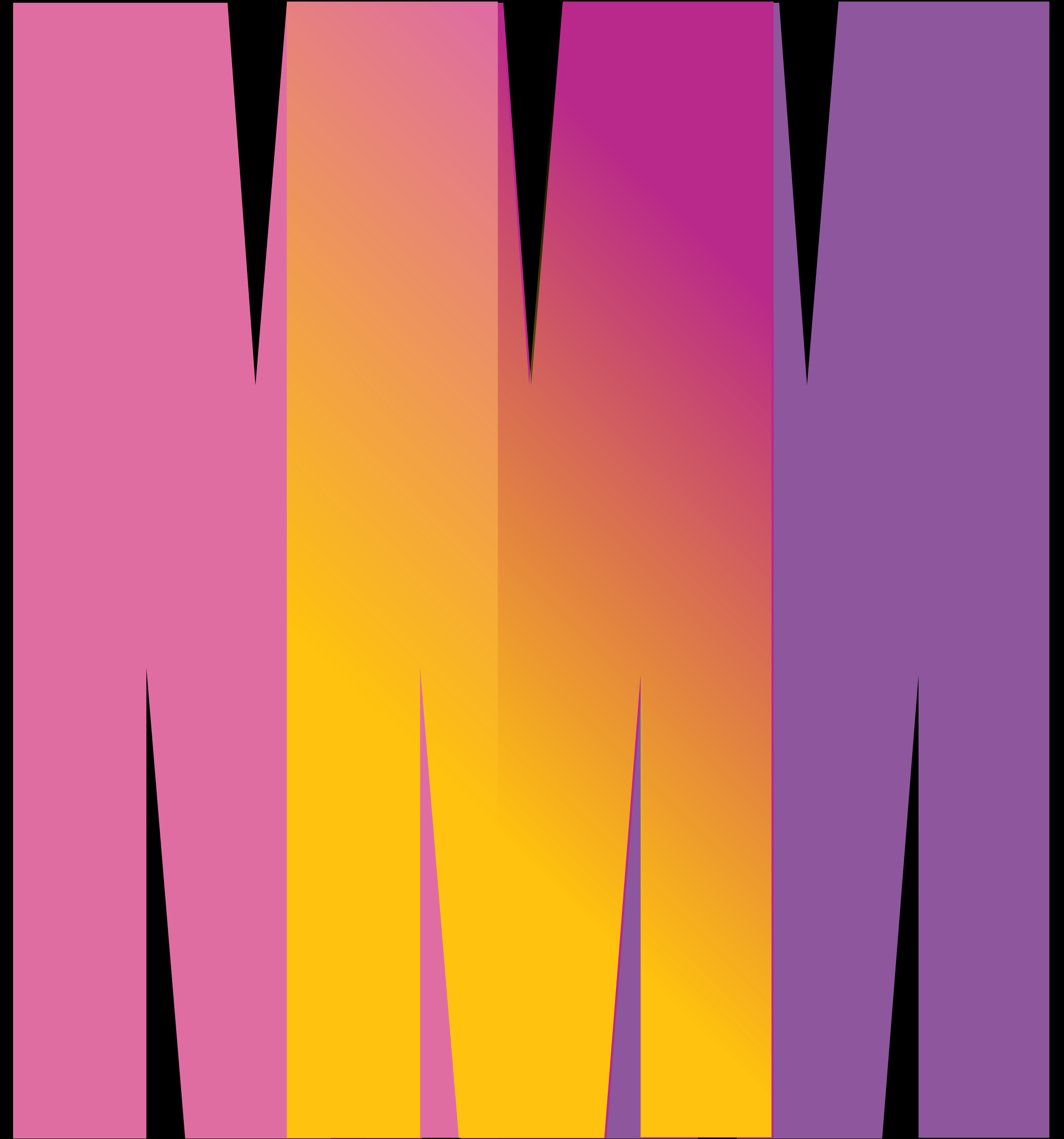
Double Degrees

Business
Information Technology
Media Communication
Engineering (ID only)
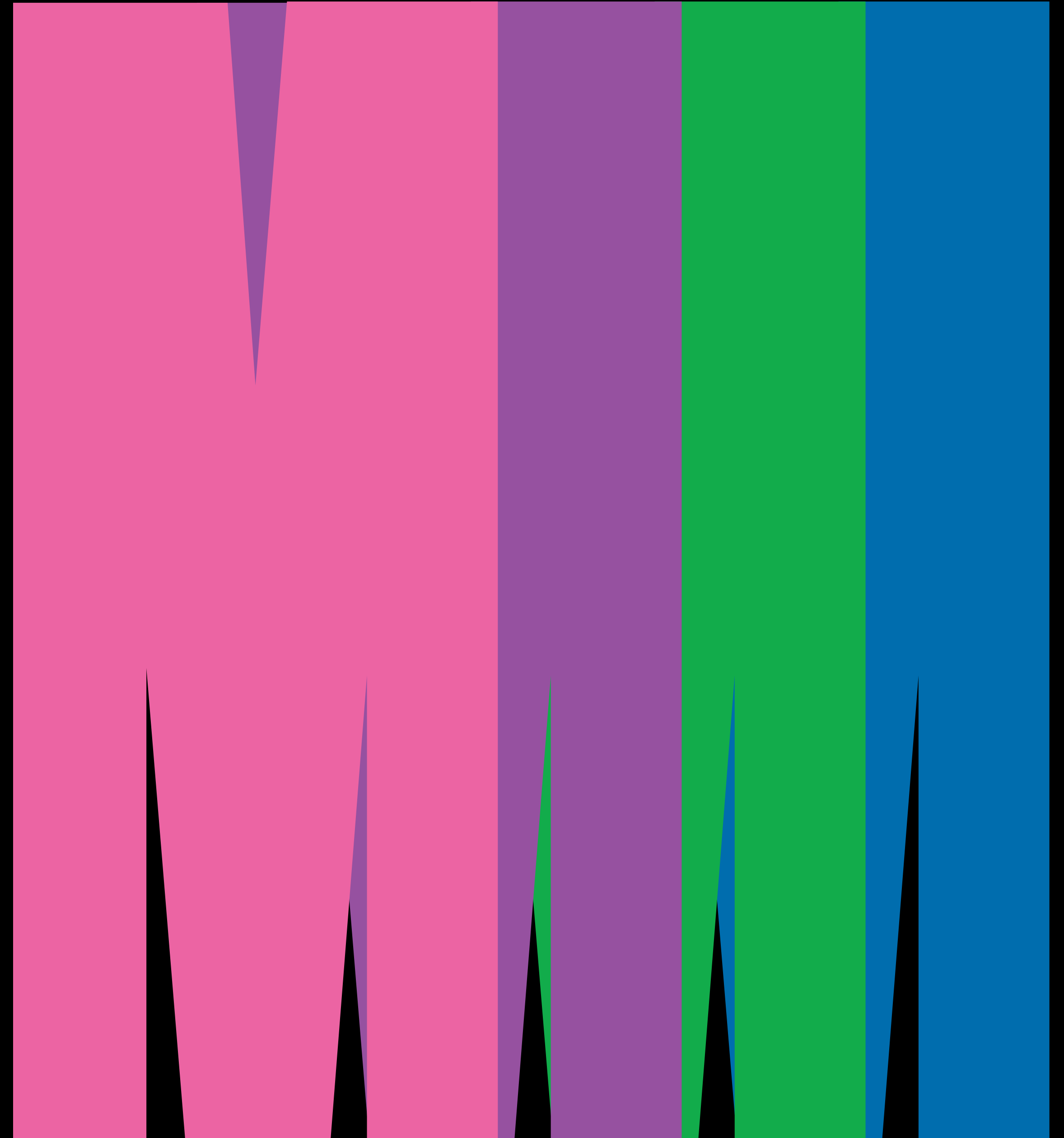
Structure

Year 1	Sem 1	**Design Studio** (together) (12cpts)	**Indigenous Knowledges** (6cpts)	**Drawing** (6cpts)
	Sem 2	**Design Studio** Specialisation 2001 (12cpts)	**Design Theory** (6cpts)	**Elective** (6cpts)
Year 2	Sem 1	**Design Studio** Specialisation 2001 (12cpts)	**Design Theory** (6cpts)	**Elective** (6cpts)
	Sem 2	**Electives** (24cpts)		
Year 3	Sem 1	**Design Studio** Specialisation 3001 (12cpts)	**Design Theory** (6cpts)	**Elective** (6cpts)
	Sem 2	**Design Studio** Specialisation 3002 (12cpts)	**Professional Practice** (6cpts)	**Elective** (6cpts)

+ Compulsory OHSE unit (OHS1000) must also be undertaken when first enrolled.

Studio Flexibility

	1	2		3	
Communication Design	Communication Design Studio (12cpts)	Communication Design Studio (12cpts)	Electives (24cpts)	Communication Design Studio (12cpts)	Communication Design Studio (12cpts)
Industrial Design	Industrial Design Studio (12cpts)	Industrial Design Studio (12cpts)	Electives (24cpts)	Industrial Design Studio (12cpts)	Industrial Design Studio (12cpts)
Spatial Design	Spatial Design Studio (12cpts)	Spatial Design Studio (12cpts)	Electives (24cpts)	Spatial Design Studio (12cpts)	Spatial Design Studio (12cpts)
Collaborative Design	Collaborative Design Studio (12cpts)	Collaborative Design Studio (12cpts)	Electives (24cpts)	Collaborative Design Studio (12cpts)	Collaborative Design Studio (12cpts)

Design Studio (12cpts)

What is **Communication Design?**

Communication design is the
practice of shaping the visual
language of society to make things
understandable and imaginable.

we support rather than compete? Arguing that in highly commercialised institutions, designers are pitted against each other for scarce work. They propose that a community needs to be created that shares knowledge, empowers collaborations and fosters a culture of care. The group acknowledges that it has struggled moving from a discussion group to a working group, describing their functional structure as 'uncertain'[13]. Both of these groups revolve around a focus on constructing an ethical structure for collectives.

INEQUALITY INHIBITS CO-OPERATION

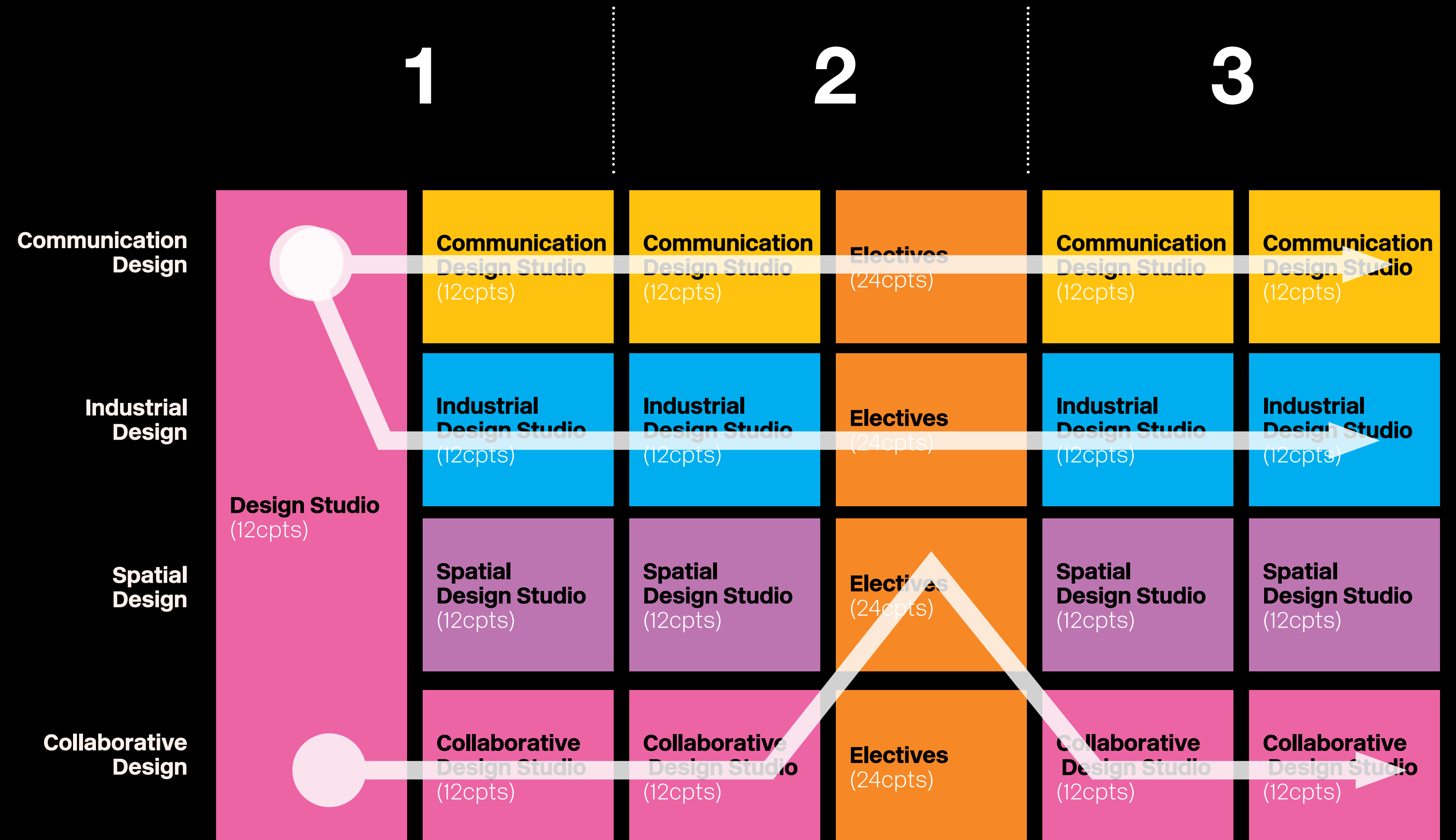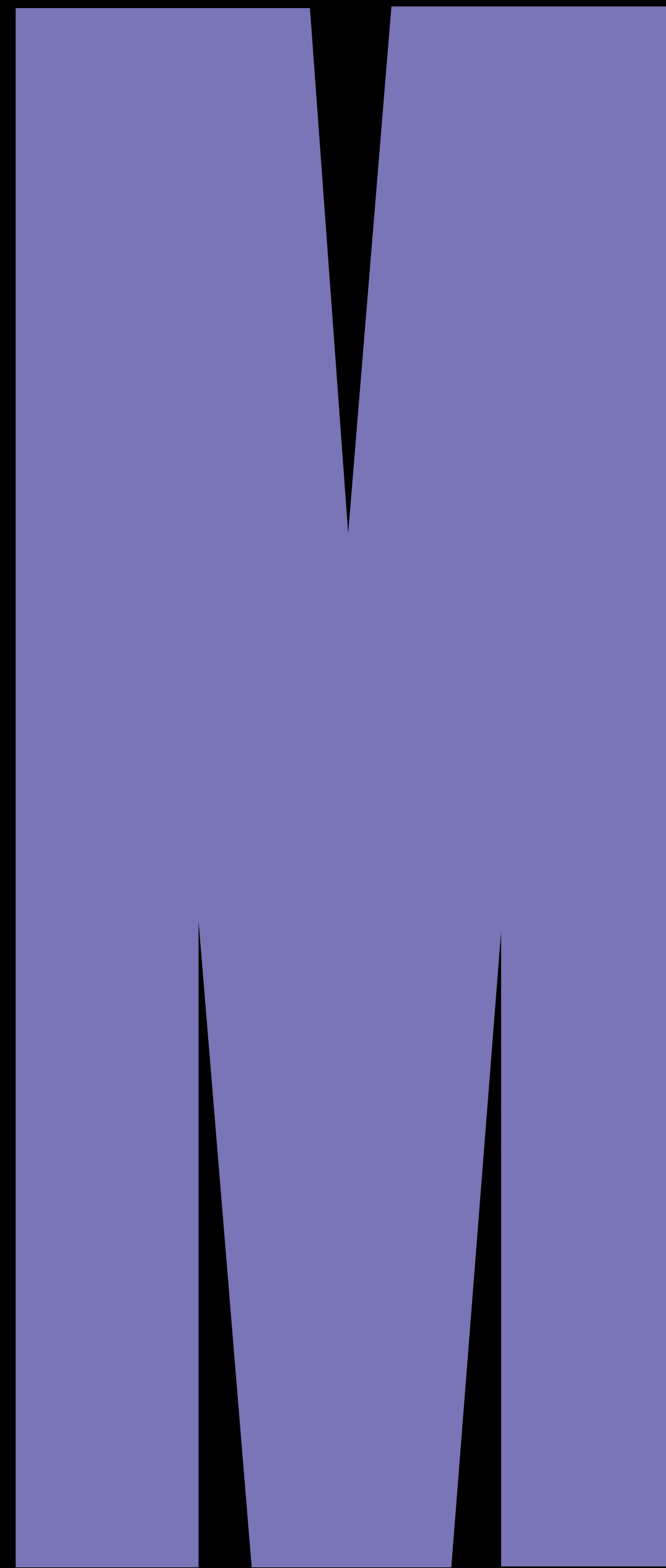What are the current issues we have with our social and economic structures? How could criticisms and solutions to these structures be built into a design studio? In Richard Sennett's book *Together*, he argues that inequality makes co-operation in society very difficult. With high wage differences, how is the banker and the truck driver able to see eye to eye and co-operate?[14] John Keane argues that our capitalist economy is producing a greater disparity of wealth and power than has ever been seen before. In Australia, this income inequality is now above the OECD average, where we have the top 10% of income earners holding 45% of all national wealth. In the US, 1% of households hold 38% of the national wealth[15]. Allan Patience, principle fellow from the University of Melbourne, argues that this disparity is 'fundamentally destructive of sustained economic growth' and proposes that in order to fix this problem, we will need a creative solution that creates a new societal framework to combat neoliberal-

NEOLIBERALISM IS THE IDEA THAT SOCIETY SHOULD BE SHAPED BY THE FREE MARKET, AND THE ECONOMY BE DEREGULATED AND PRIVATISED.

ism's vast failures[16]. Neoliberalism is defined as the idea that society should be shaped by the free market, and the economy should be deregulated and privatised[17].

Patience proposes that this could involve new forms of democratic governments that are truly representative, with states needing to intervene further in the free market. He argues that we must enter a post-capitalist world before neoliberalism starts to self-destruct[18]. John Keane looks at the past to show that social democrats have seen this disparity as a 'chronic gap' between winners and losers, that will eventually create a society that is defined by 'private splendor and public squalor'[21]. Predicting the future this gap will lead to, Erwin Montgomery in *Design is a Bureaucrat*, predicts a world in which 'post-capitalism' leaves the vast majority of society left as outcasts, as supply has greatly trumped demand, leaving consumers unemployed and redundant. He argues that this problem centers

13 Making Space. Making Sense. Melbourne, Australia, 2019.
14 Sennett, Richard. Together, the Rituals, Pleasures and Politics of Co-operation, Penguin Books 2012
15 Keane, John. "Money, Capitalism and the Slow Death of Social Democracy." The Conversation. August 30, 2018. Accessed April 19, 2019. https://theconversation.com/money-capitalism-and-the-slow-death-of-social-democracy-gf7103.
16 Patience, Allan. "If We Are Reaching Neoliberal Capitalism's End Days, What Comes Next?" The Conversation. October 14, 2018. Accessed April 19, 2019. https://theconversation.com/if-we-are-reaching-neoliberal-capitalisms-end-days-what-comes-next-70366.
17 Birch, Kean. "What Exactly Is Neoliberalism?" The Conversation. January 30, 2019. Accessed April 22, 2019. https://theconversation.com/what-exactly-is-neoliberalism-84755.
18 Patience, Allan.
21 Keane, John.

National Wealth — 38% United States

Income Earners — 1% United States

Income Earners — 10% Australia

National Wealth — 44% Australia

(NEGOTIATING NEOLIBERAL FUTURES)

Climate Change · Sea Level Rise

3

Climate Change

Climate change is the long term rise in the average temperature of the Earth's climate system.

Sea Level Rise

The average global sea level has been rising. This acceleration is due mostly to human-caused global warming, which is driving thermal expansion of seawater and the melting of land-based ice sheets and glaciers.

The new report said the world was on track to have average global temperatures rise to 3 degrees Celsius by 2100. 275 million people worldwide live in areas that will eventually be flooded at 3C of global warming.

Patrick Walby
Zero Waste Medication
Blister Pack
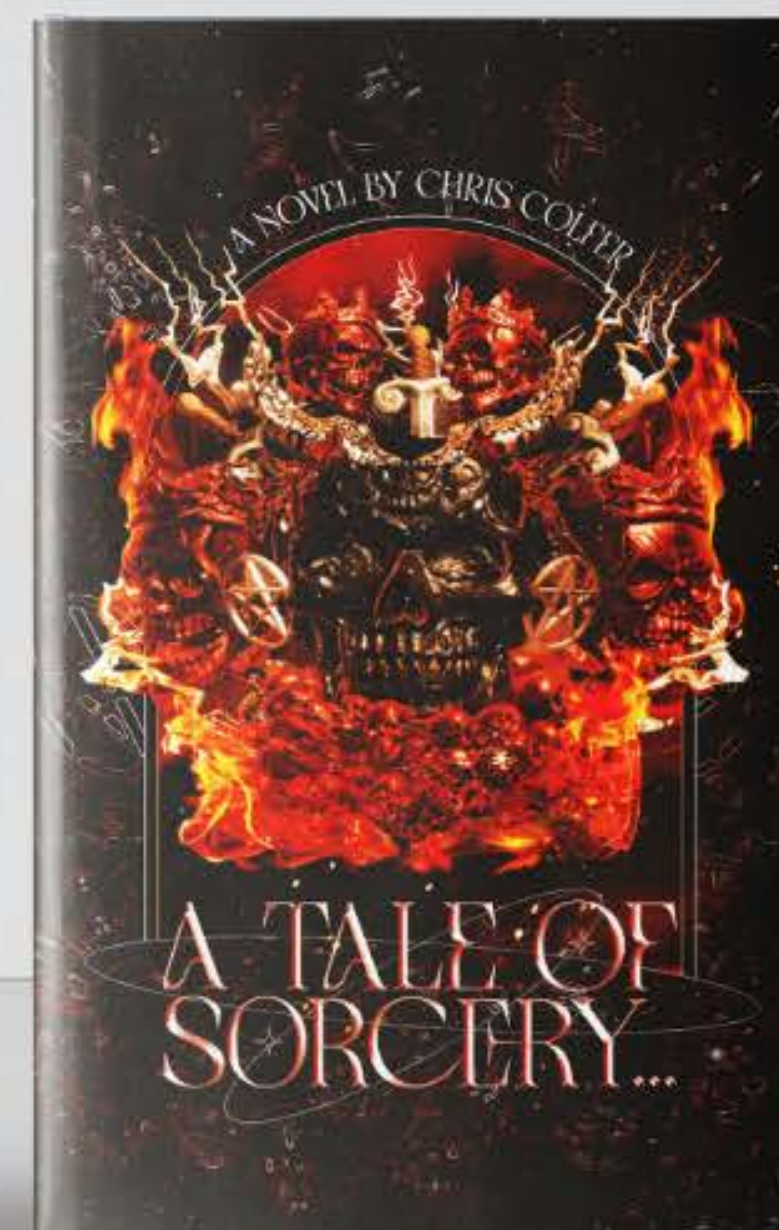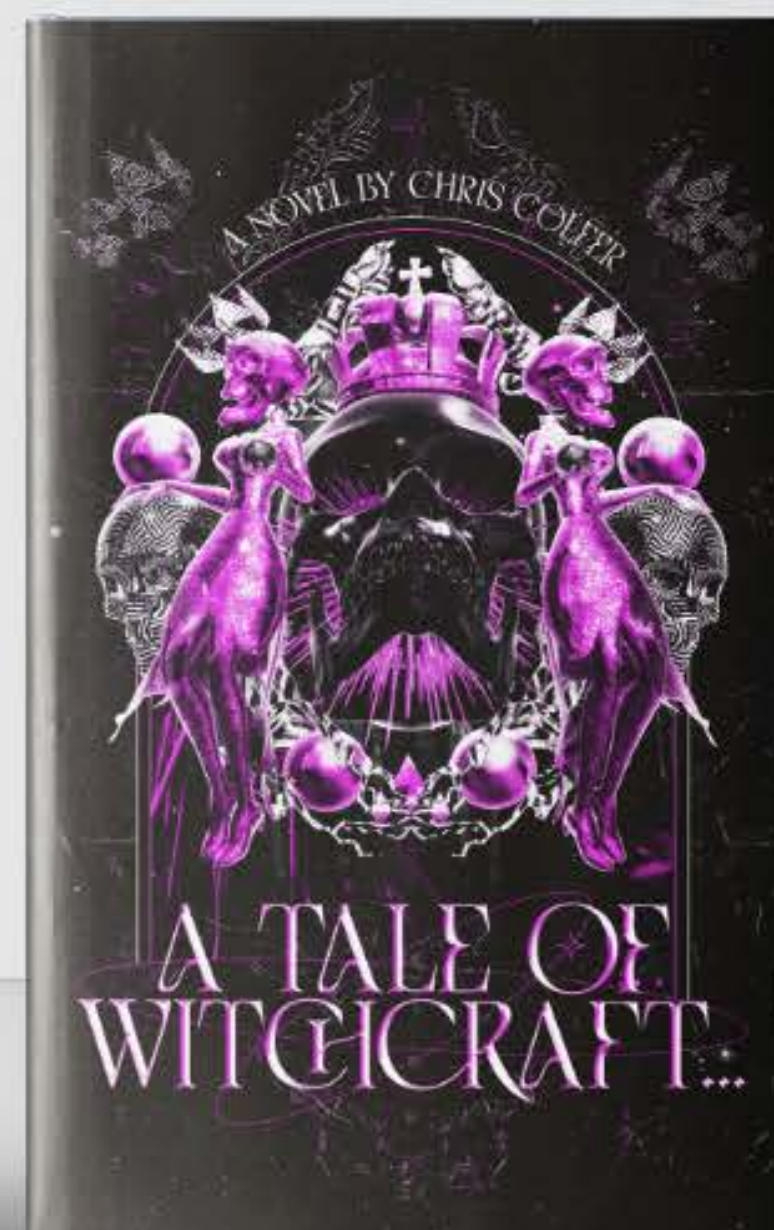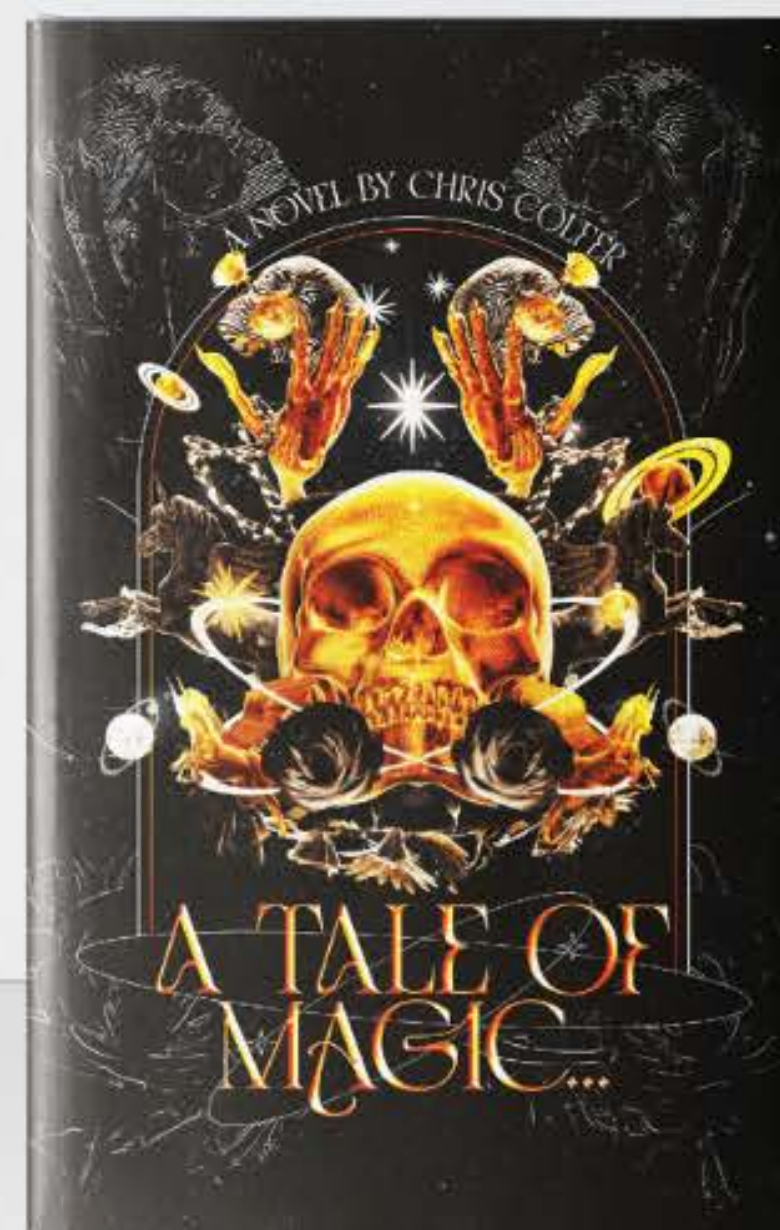2022/23 'Better with Less'
Student packaging
award winner

Jacob Pham
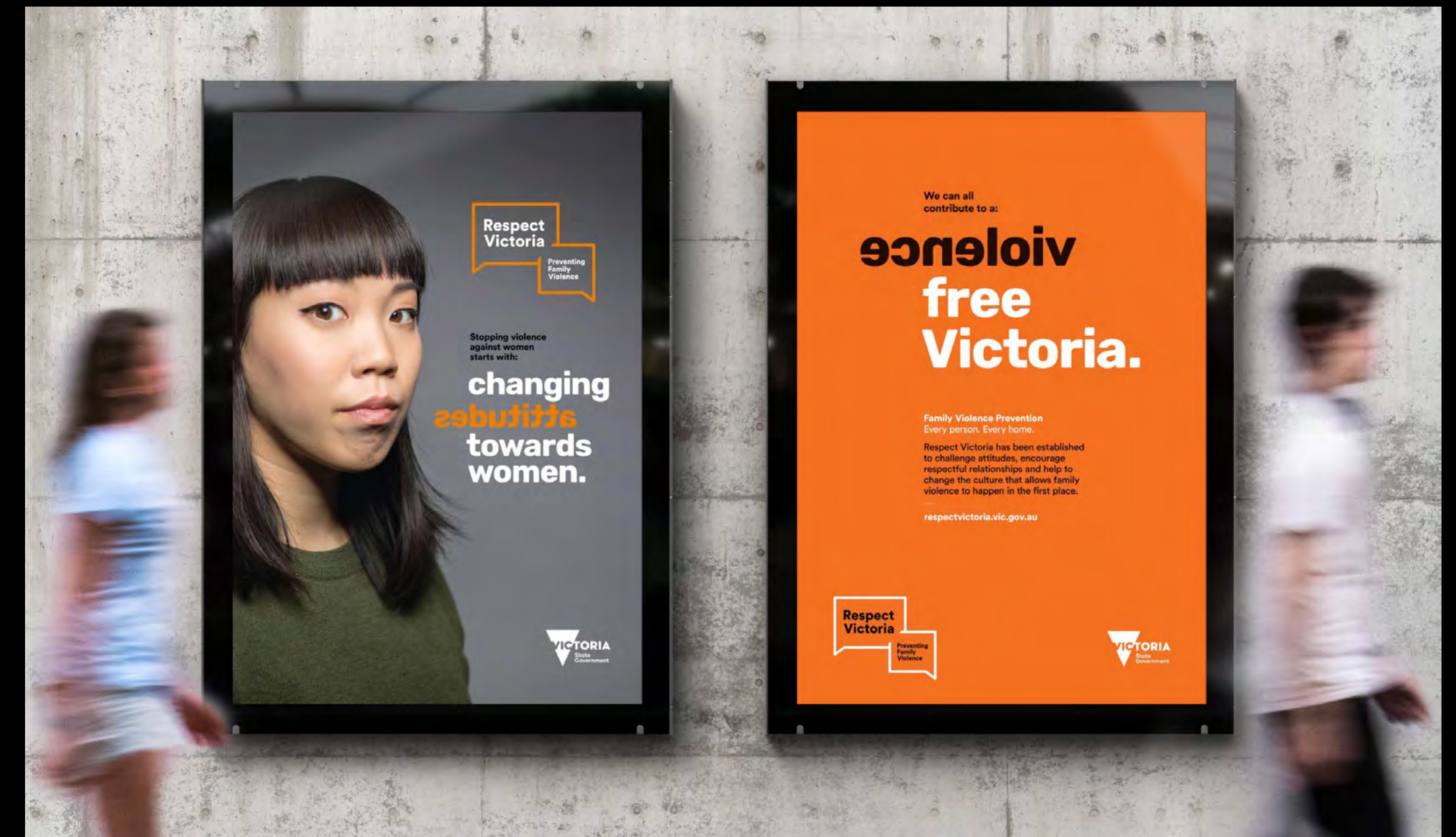The 70th Australian Book
Design Awards
Best Student
cover series

Lucinda Nguyen
Melbourne Cinémathèque
2022 AGDA
Student Merit Award:
Branding

Antra Švarcs
Causebox/ USA

Antra Švarcs
Causebox/ USA

Exploring the Monash Art, Design and Architecture community of creative thinkers, makers and professional practitioners

HORIZONS

Ilianna Ginnis

Design =
Empathy

Laura Cornhill
Studio Binocular/ Melbourne

What is **Industrial Design?**

Industrial designers develop products — both digital and physical — that improve society, enrich our culture and contribute to our economy.
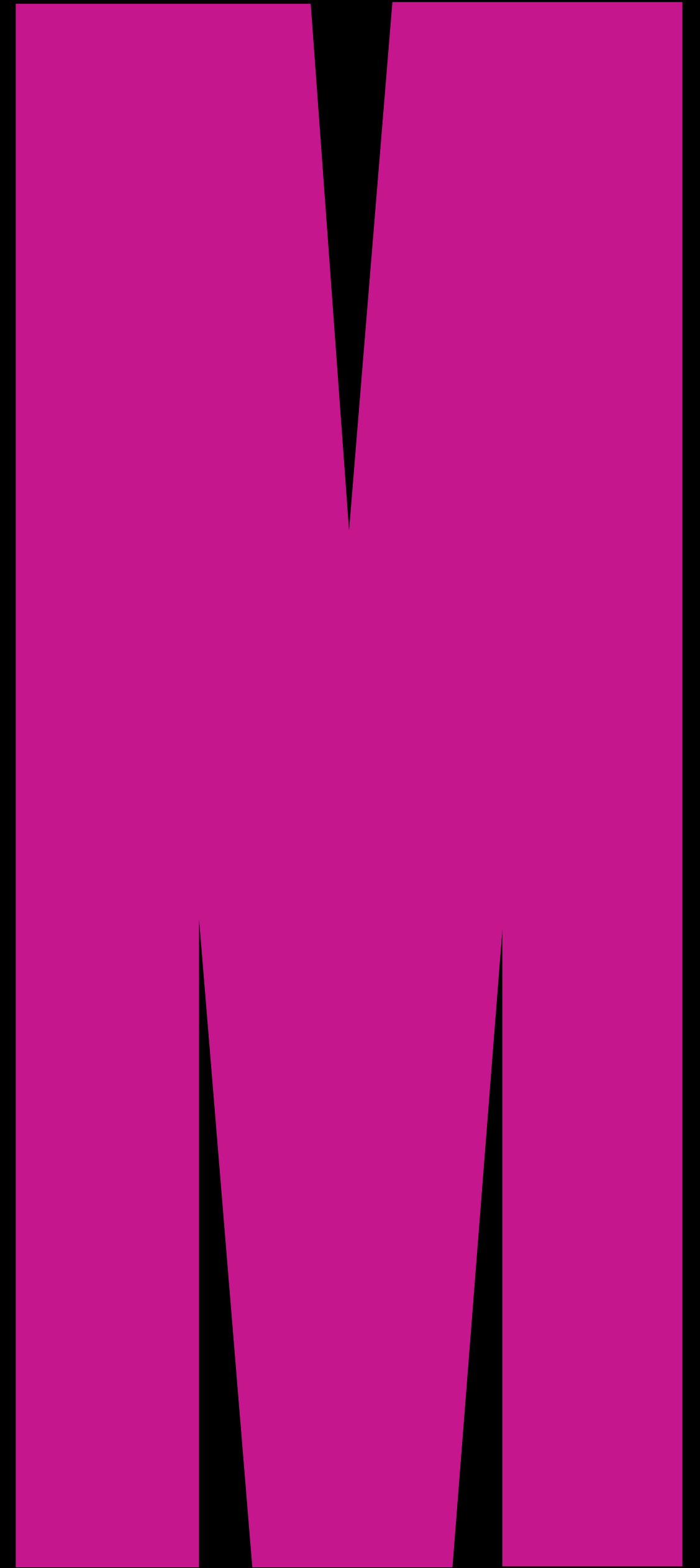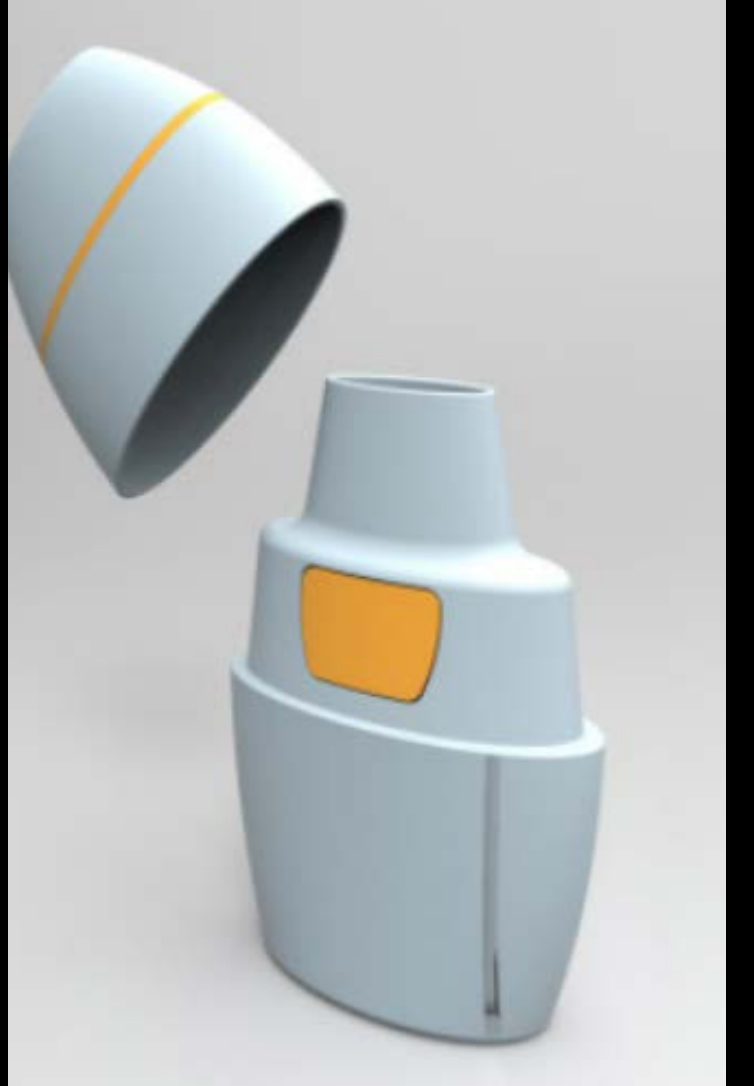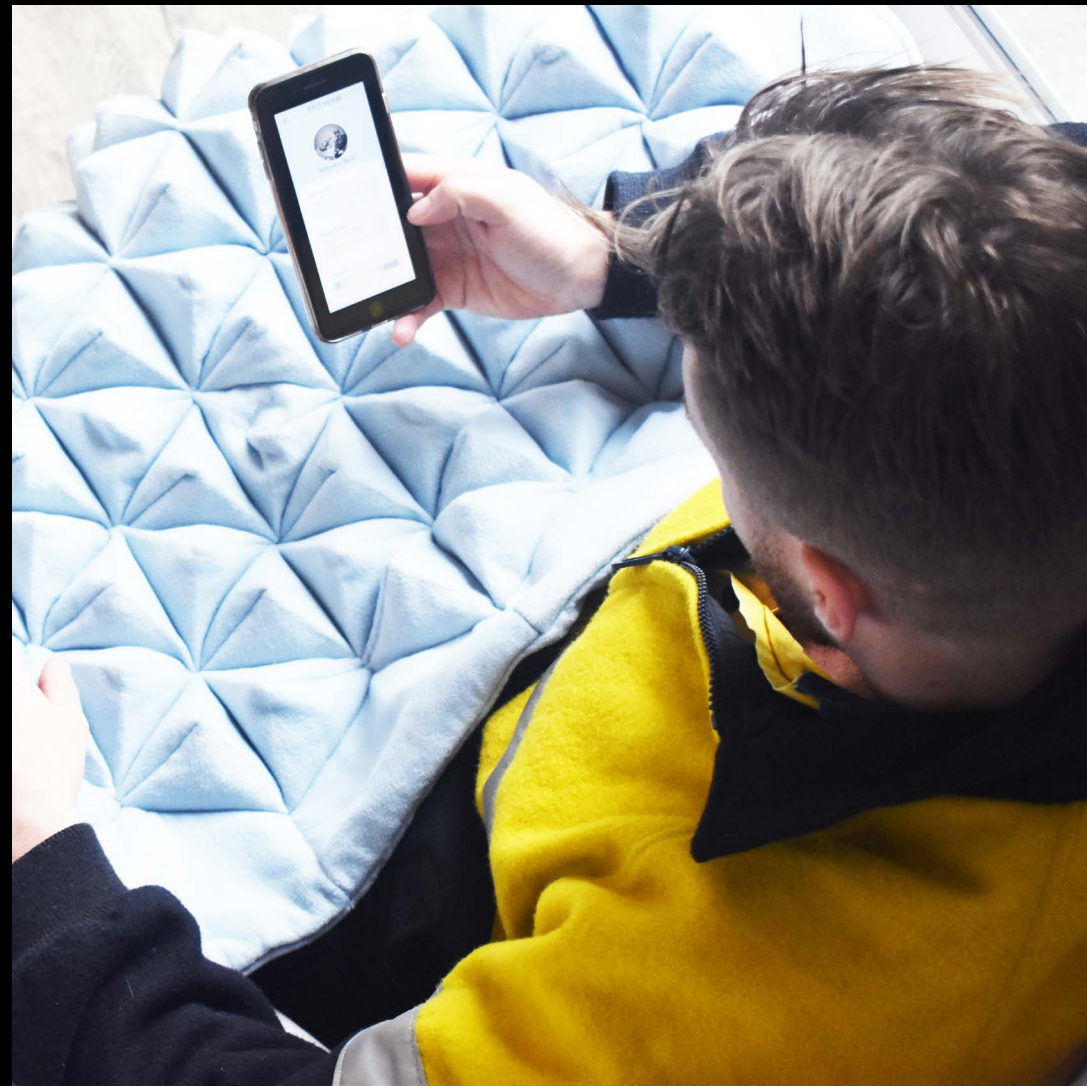
Vincent Chu: *ÅTERSTÄLL*
furniture recycle and repair
system
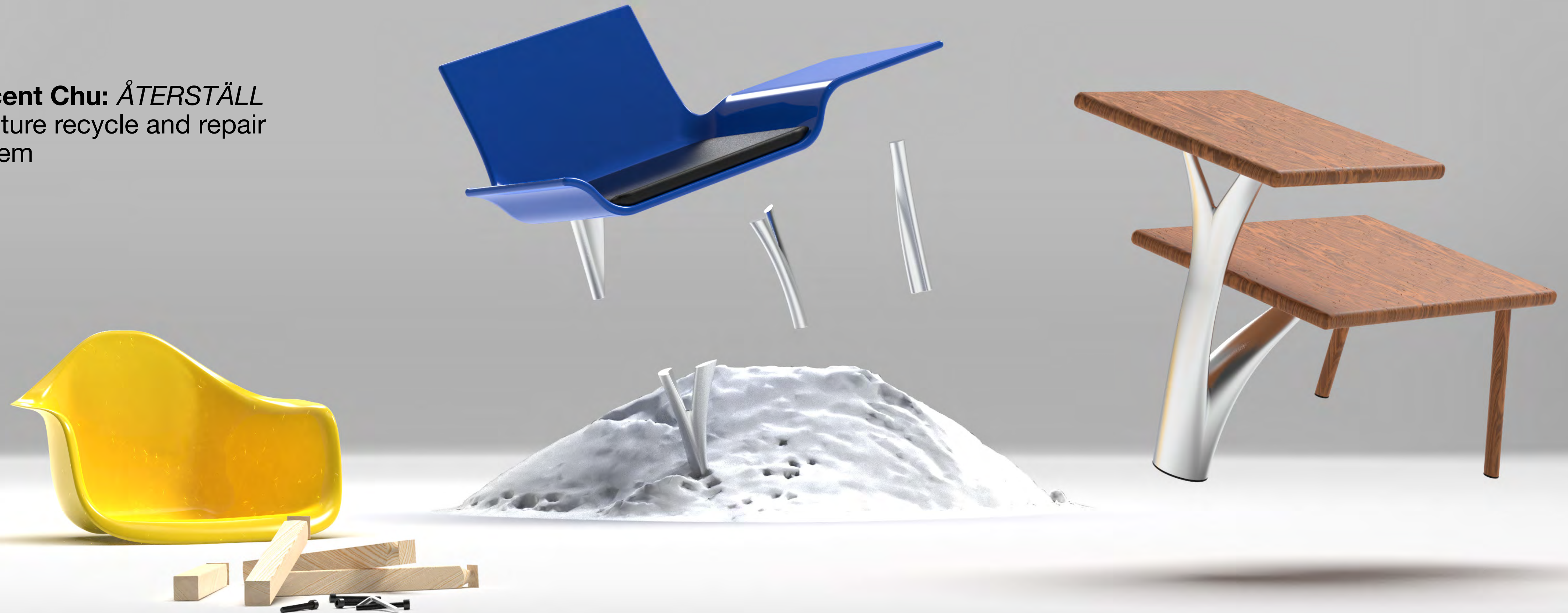
Amelda Norsworthy
Allevia
motion sickness device
Shortlisted for the 2022/23
Premier's Design Awards

Zac Vassallo
Habi
2022/23
Premier's Design
Awards

Merric French
Lyft e-bike ride share
San Francisco

Ross Gardam
Ross Gardam Design
rossgardam.com.au

Noon Lounge and
Ceto Chandelier

What is Spatial Design?

Spatial designers create new experiences that set moods, communicate ideas, address social issues and facilitate cultural expression through the innovative use of space, lighting, technology and form.
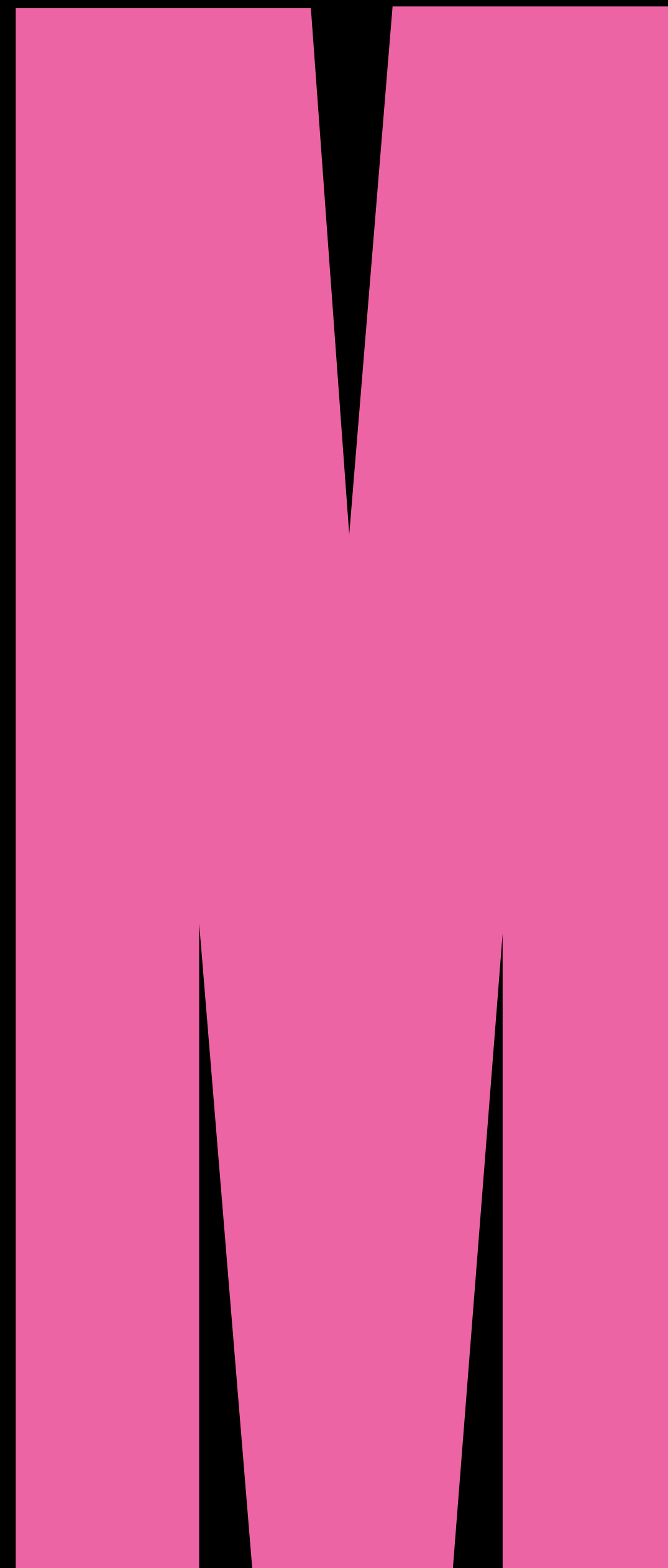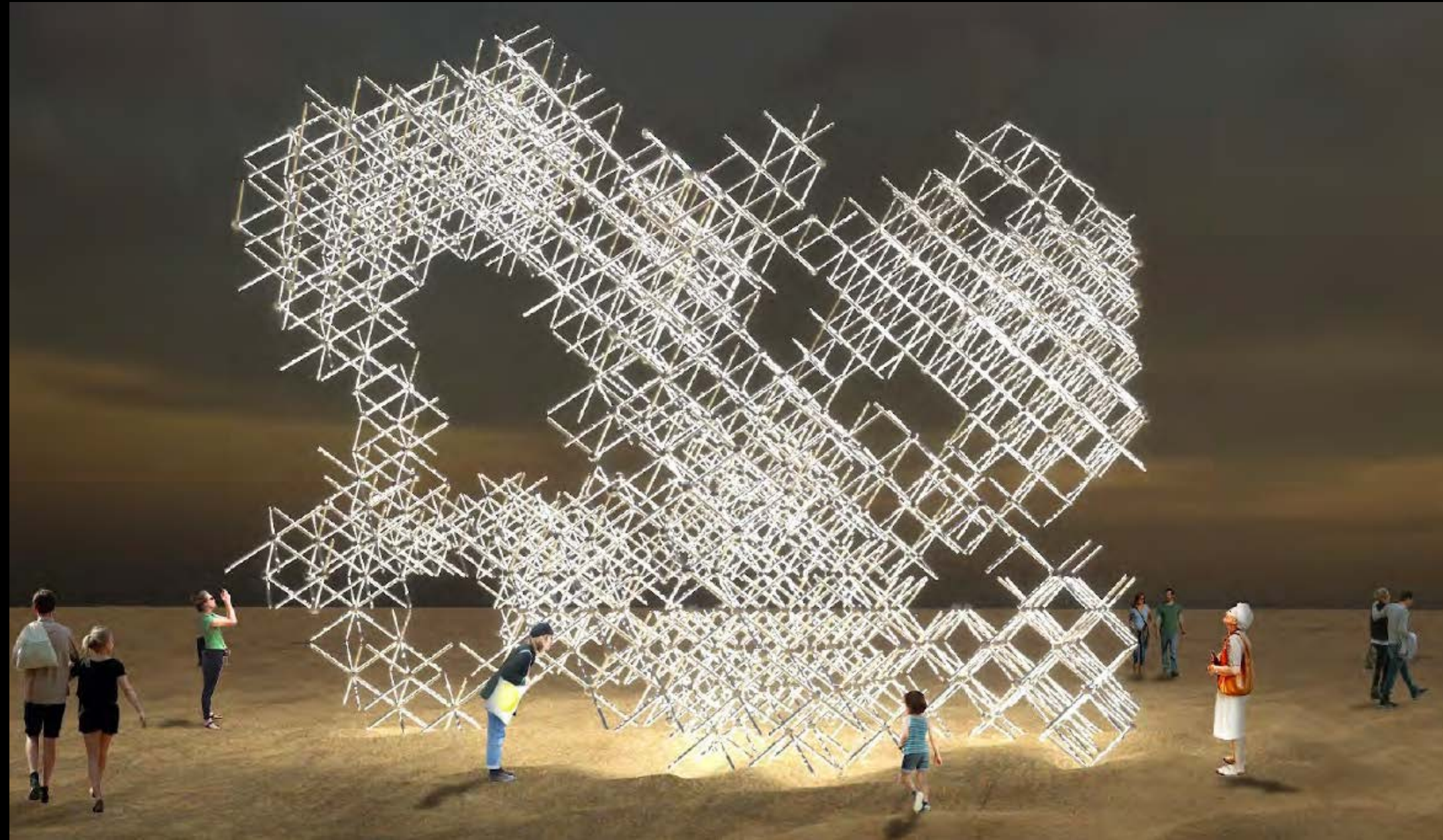
Natkanok Onratn
The Embrace
Pavillion Design

Rina Miyake
Kengo Kuma Architecture, Japan

Kengo Kuma: Carbon Hut

MONASH University

Mia Tiernan
Biohm, London.

Biohm Cocoa zero waste light

Sovannlee jimmy Bunche
Bloom Architecture, Cambodia
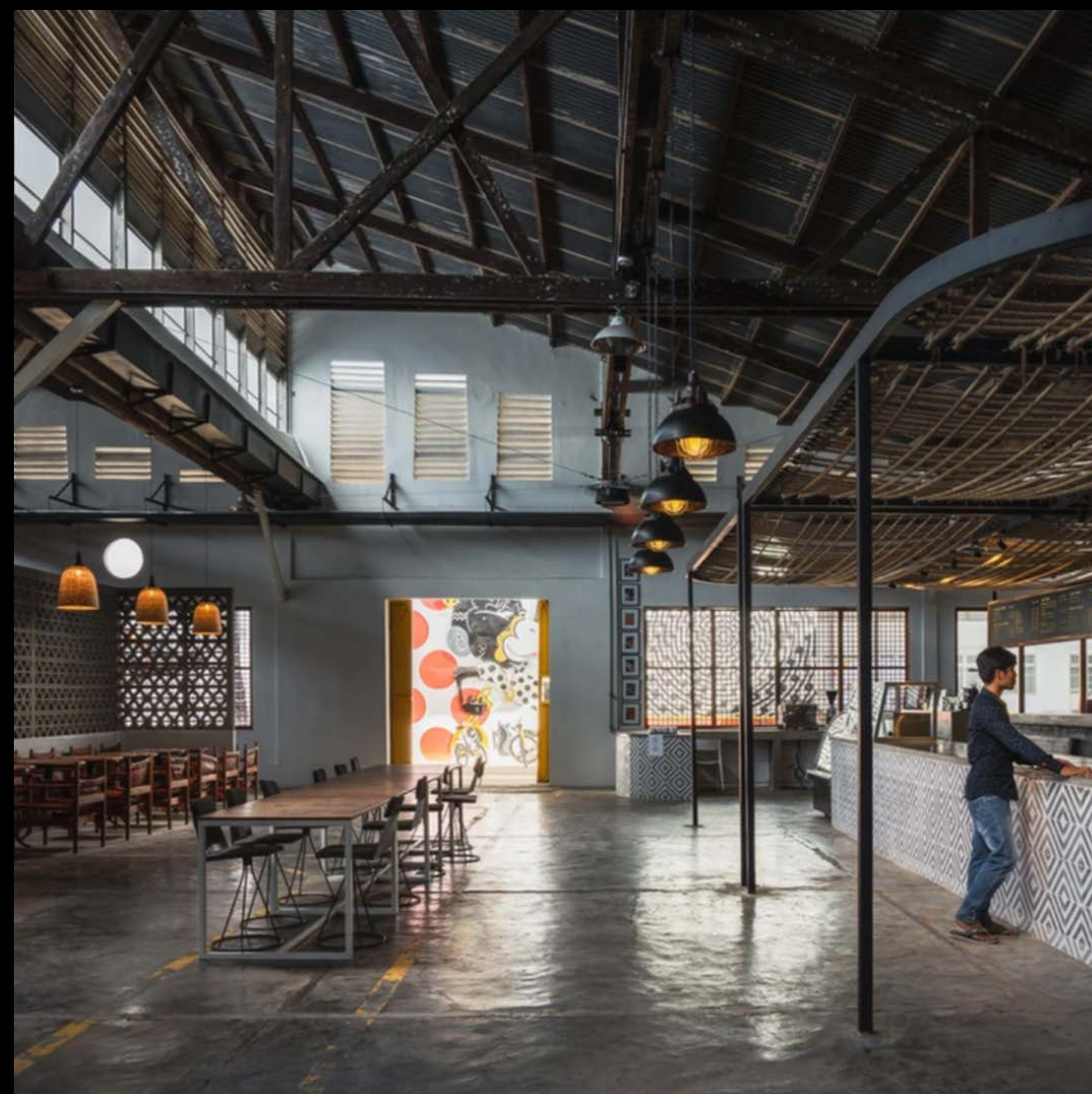
Bloom factory adaptive reuse, Phnom Penh

What is Collaborative Design?

Collaborative Designers intersect the essential, foundational learning required of all fields of design and learn to connect design to other disciplinary expertise.
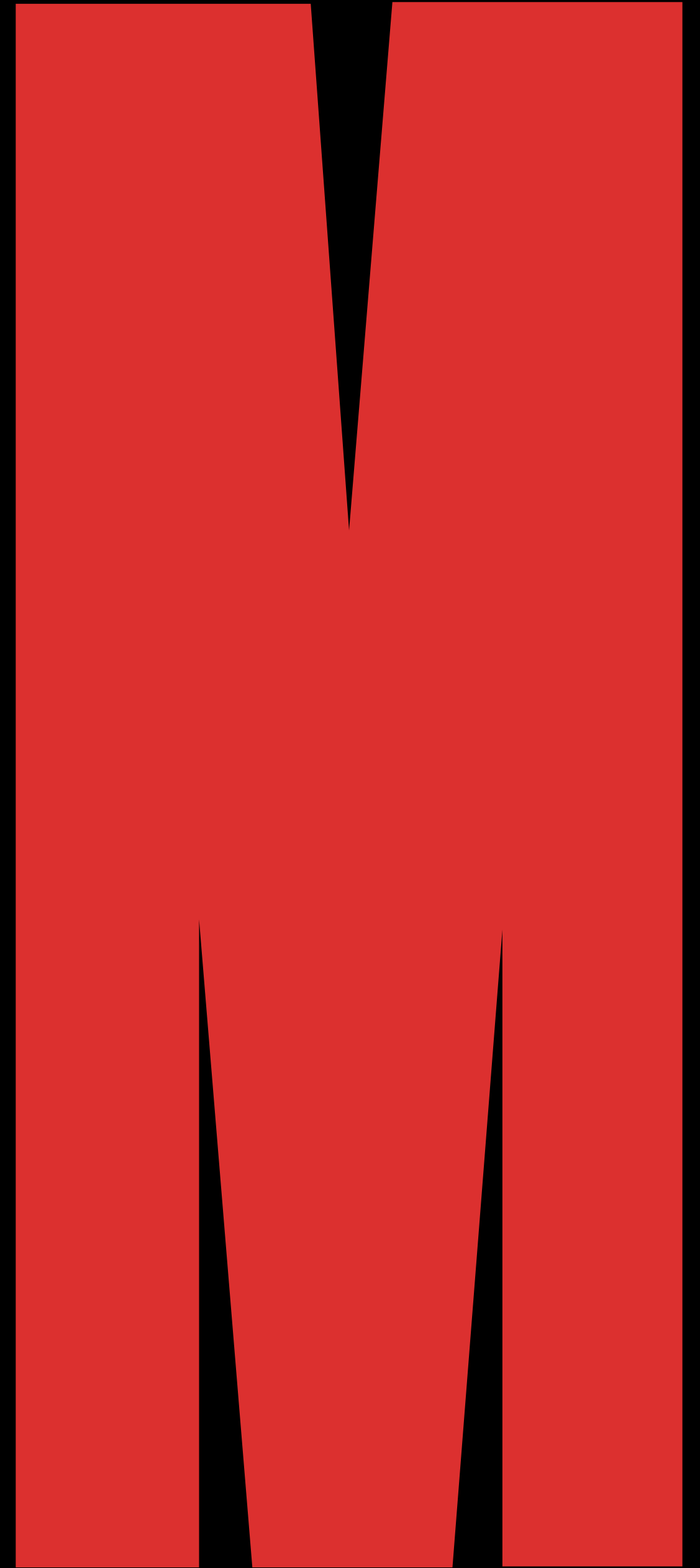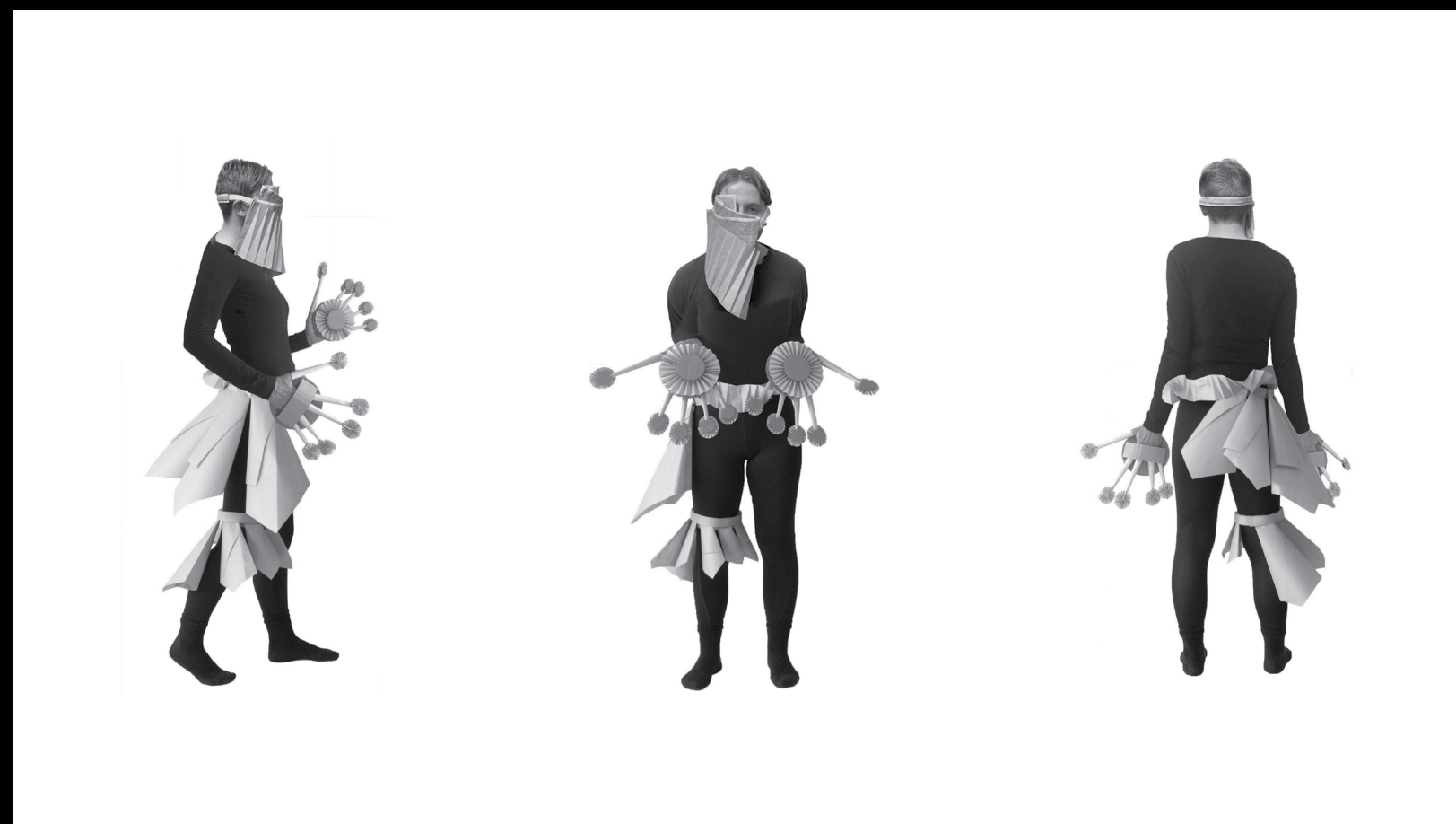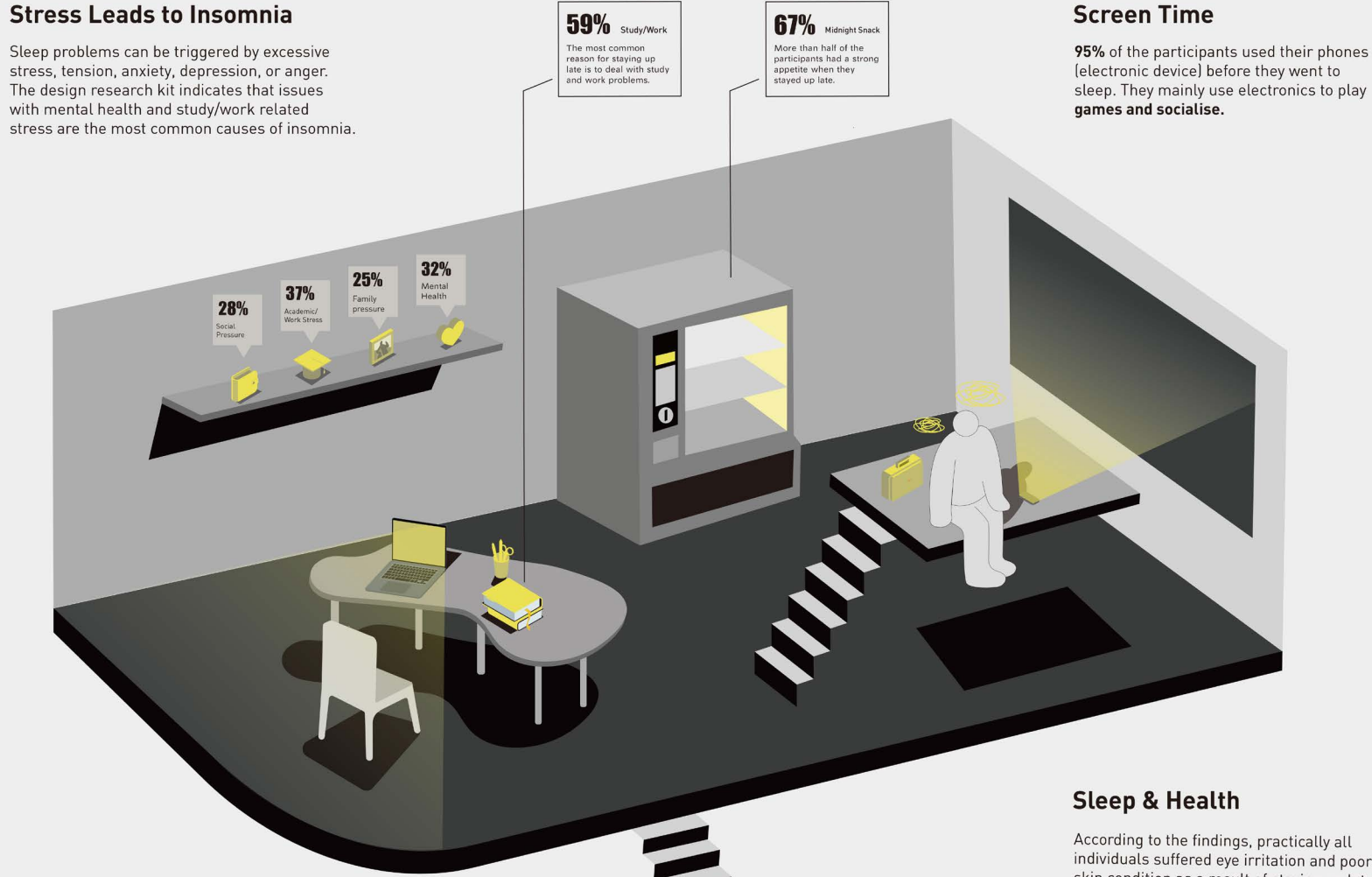
Sijing Cheng
The sleep project

SLEEP HABITS AND LIFESTYLE

Stress Leads to Insomnia

Sleep problems can be triggered by excessive stress, tension, anxiety, depression, or anger. The design research kit indicates that issues with mental health and study/work related stress are the most common causes of insomnia.

59% Study/Work
The most common reason for staying up late is to deal with study and work problems.

67% Midnight Snack
More than half of the participants had a strong appetite when they stayed up late.

Screen Time

95% of the participants used their phones (electronic device) before they went to sleep. They mainly use electronics to play **games and socialise.**

28% Social Pressure
37% Academic Work Stress
25% Family pressure
32% Mental Health

Sleep & Health

According to the findings, practically all individuals suffered eye irritation and poor skin condition as a result of staying up late. Additionally, more than half of the participants discovered that it affected memory, resulted in mental depression, and caused gastrointestinal distress.

Sleeping Aid Products

Sleep aids were used by **70%** of the participants, with sleeping pills being the most commonly used.

Sleeping Pill **66%**
Eye Mask **42%**
Earplugs **25%**

Sleep Environment

It has been demonstrated that factors like temperature, sound, light, and bedding in the surrounding environment have a big impact on sleep quality

Sound/Noise **83%**
Light **75%**
Temperature **66%**
Bedding **58%**

92% 83% 66% 58% 50% 8%

① Impact On Eyesight
② Poor Skin
③ Impaired Memory
④ Depression
⑤ Gastrointestinal Distress
⑥ Heart Disease

Research Aim

The research explores the present state of young people who stay up late. By evaluating the data gathered through the design research kit and using the infographic to delve deeper into the subject.

Nowadays, staying up late is a common occurrence for young people. However, it can harm many aspects of health. The result of the design research kit will be used to create campaigns aimed at helping young people develop better sleeping habits by design an app with function of monitoring sleep and improving stress-related sleeplessness.

Participants & Result

The research included a total of 12 participants whose ages ranged from 20-25 years old, primarily female. Analysis of the data collected has revealed that participants stayed up late mainly due to **psychological pressures** and **academic (work) reasons.** More than **75%** of participants also found **noise and light** to have a **significant impact on their sleep.**

Over 80% of the participant stayed up late.

Age range **20-25** Years Old

Chloe Gration
Department of
Jobs, Precincts and
Regions, service
designer
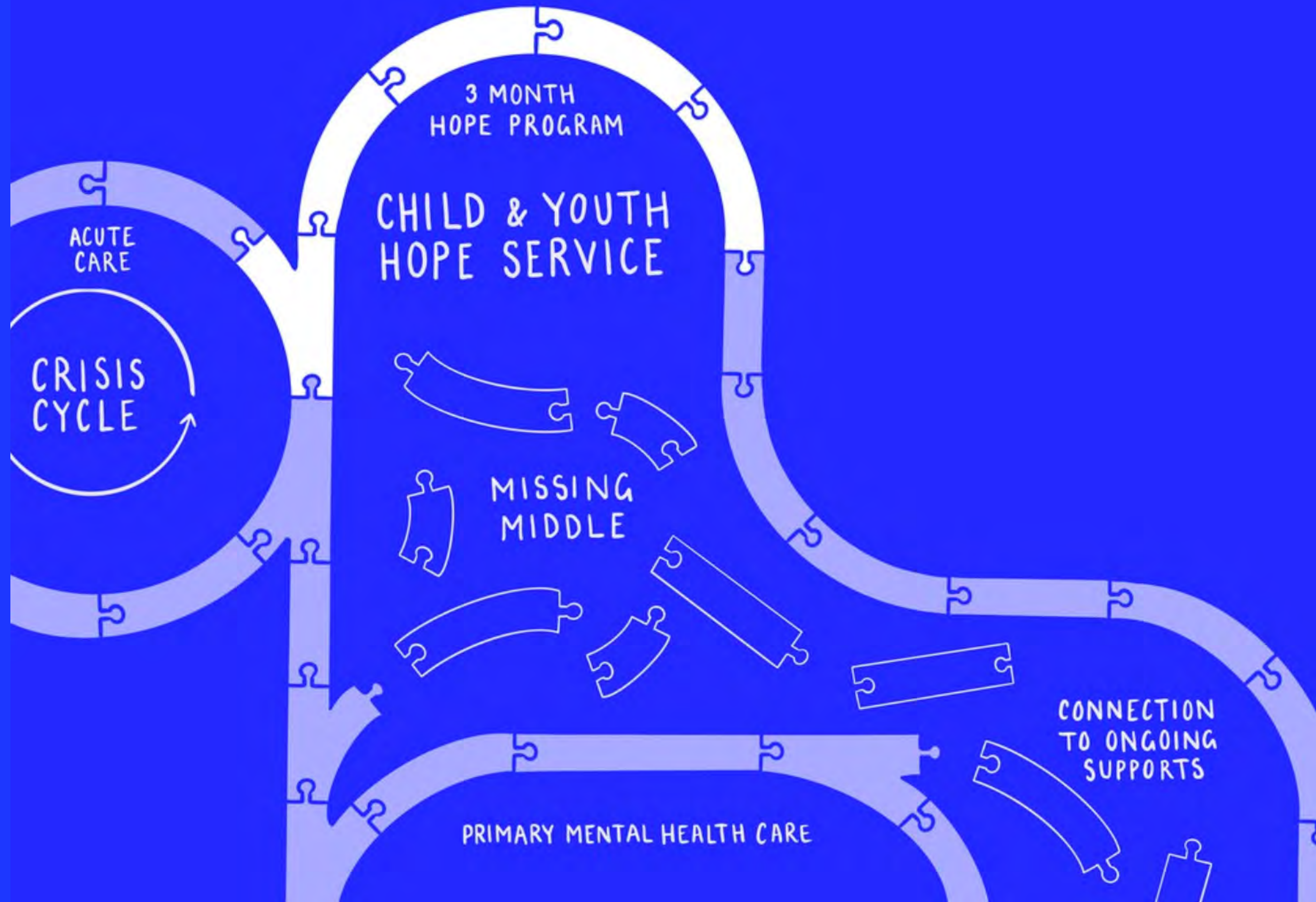
"The 'co' in co-design stands for **community** and **collaboration**. It involves the people most affected by a design or decision **working together to improve outcomes**. It's about bringing together people with lived experience and those with professional expertise. What sets co-design apart from other approaches... is the emphasis on developing relationships, building capability and sharing power. That's why **co-design is more than a discipline, it's a social movement.**"

—Chloe Gration, Service Designer, Jobs Victoria

What does a design applicant

Passion/Care/Vision/
Curiosity/ Responsibility

What does a design applicant

Passion/Care/Vision/
Curiosity/ Responsibility
... but not an entry folio

The importance of
the design making process

Ideation
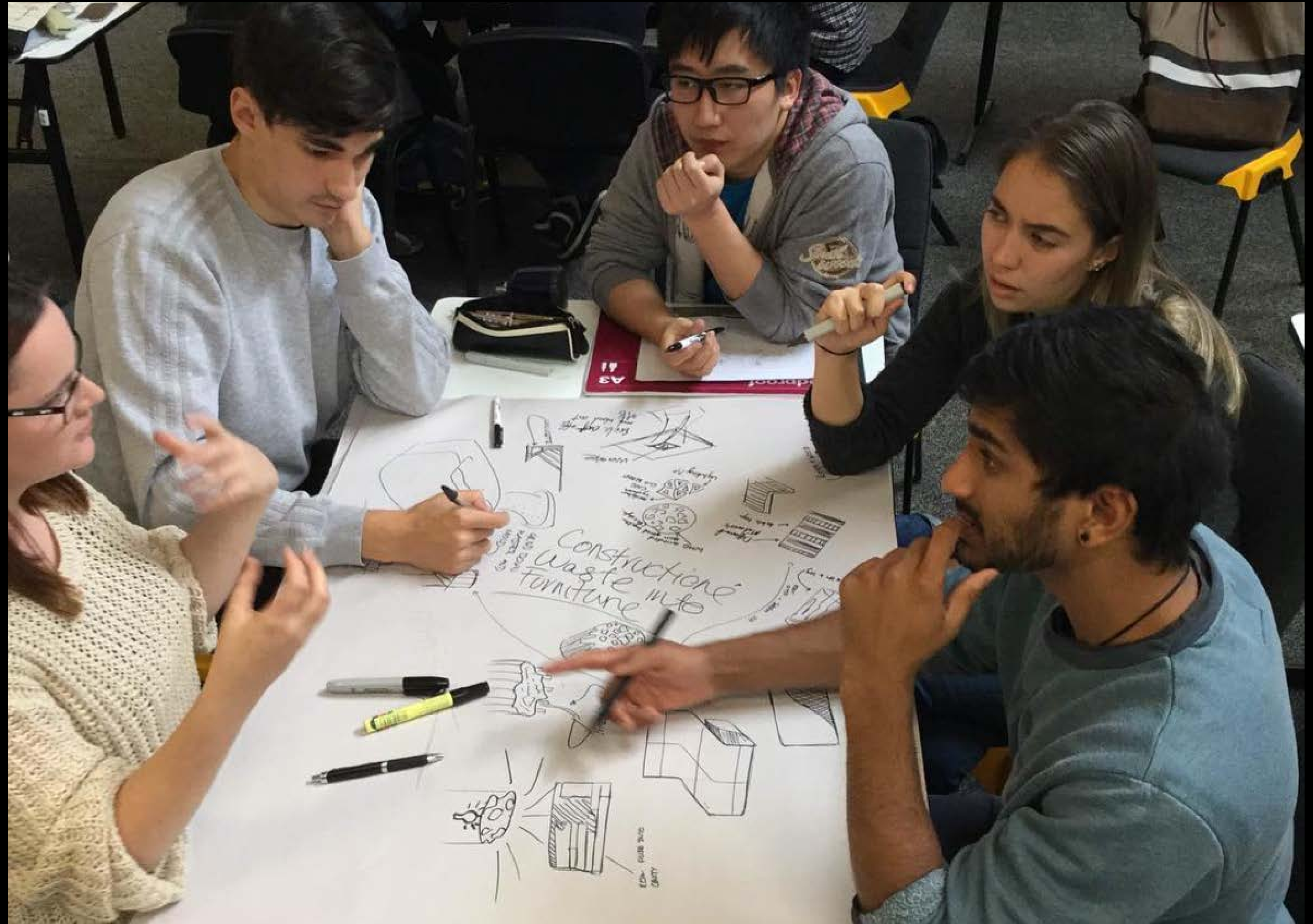
Collaboration

Speculation

Ian Neo
The Mothership is an electric van and tram that fulfils last mile deliveries for Australia Post.

Prototype

MONASH University
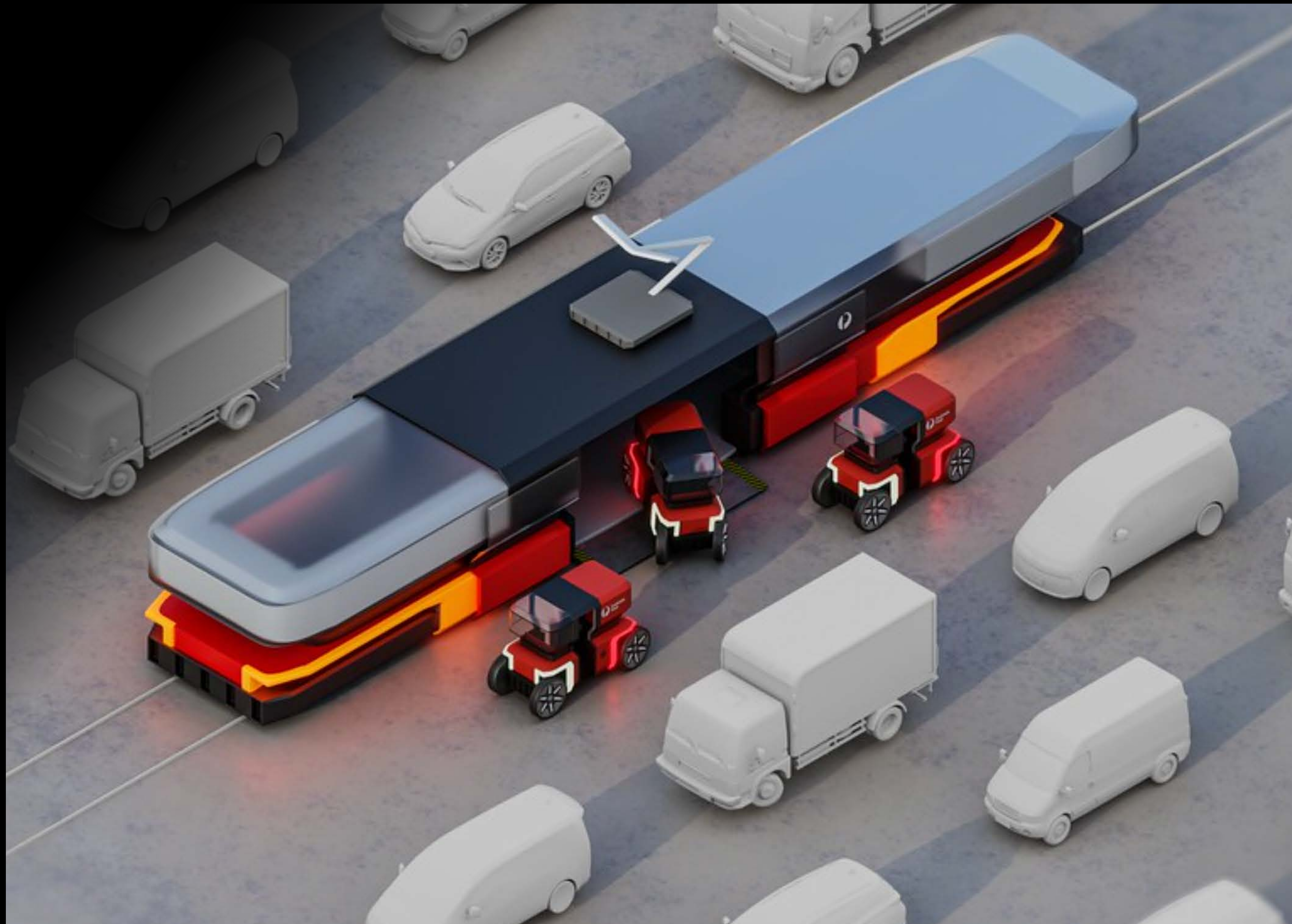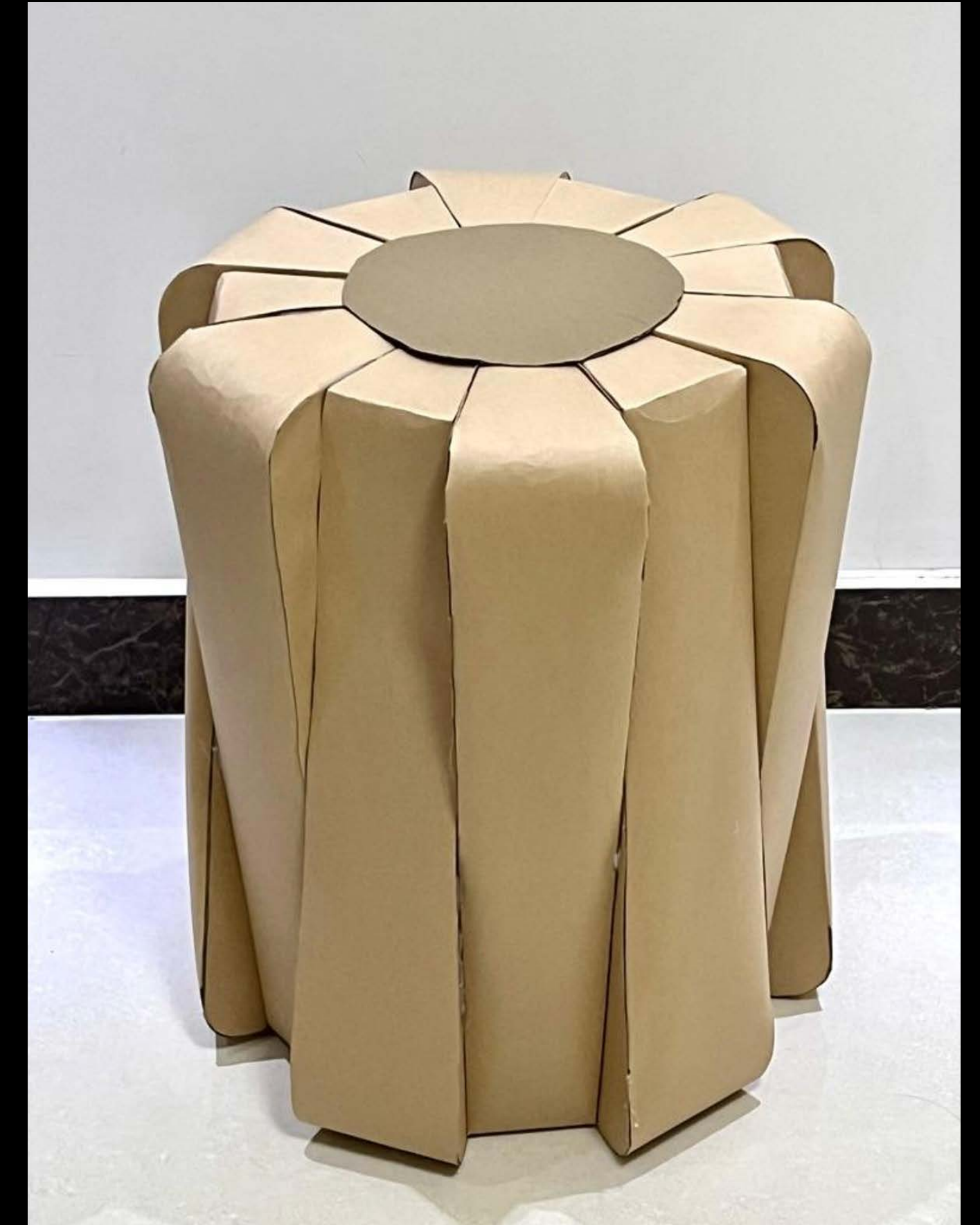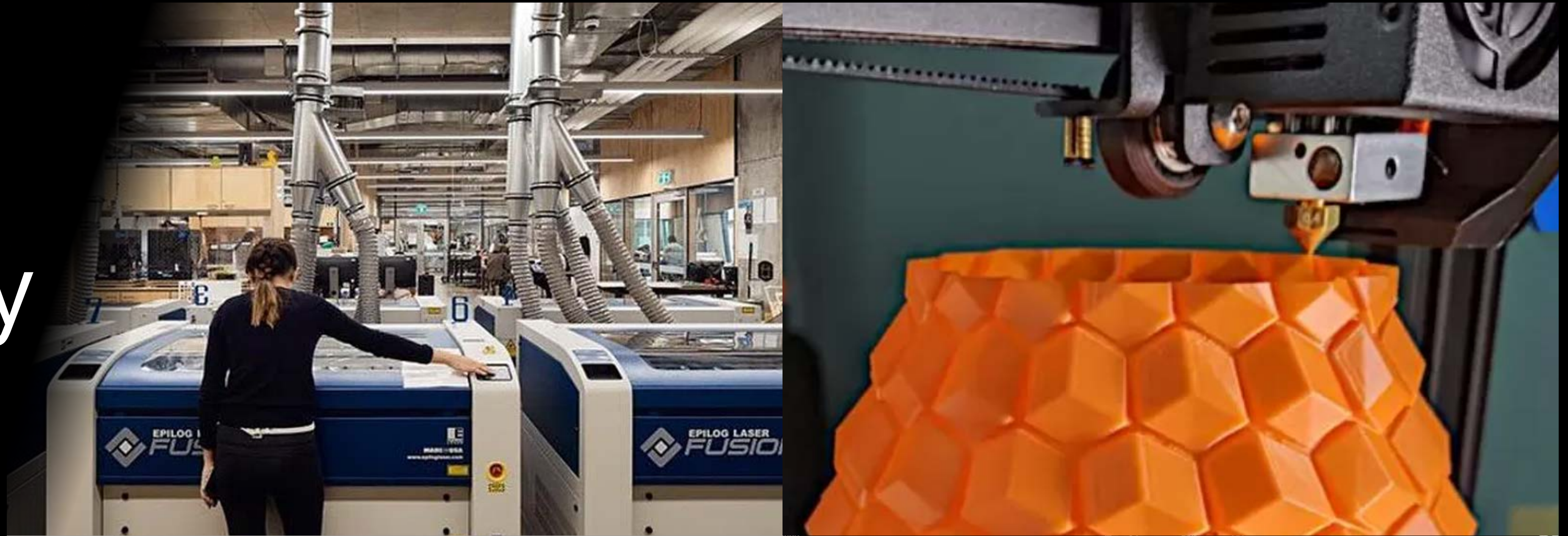
Experiment

Mycelium acoustic panels
from Sensory Design (SDN2525)

MONASH
University

Collaborate

Phenomenal Funghi
With K-Five Furniture
Shortlisted for the 2022/23
Premier's Design Awards

Make/
Technology

Laser cutters
3D printerrs
Protopie/ Figma, Adobe XD
(App prototyping)
Runway/ Midjourney
(AI image generation)

(Images from protopie.io and
runwayml.com)
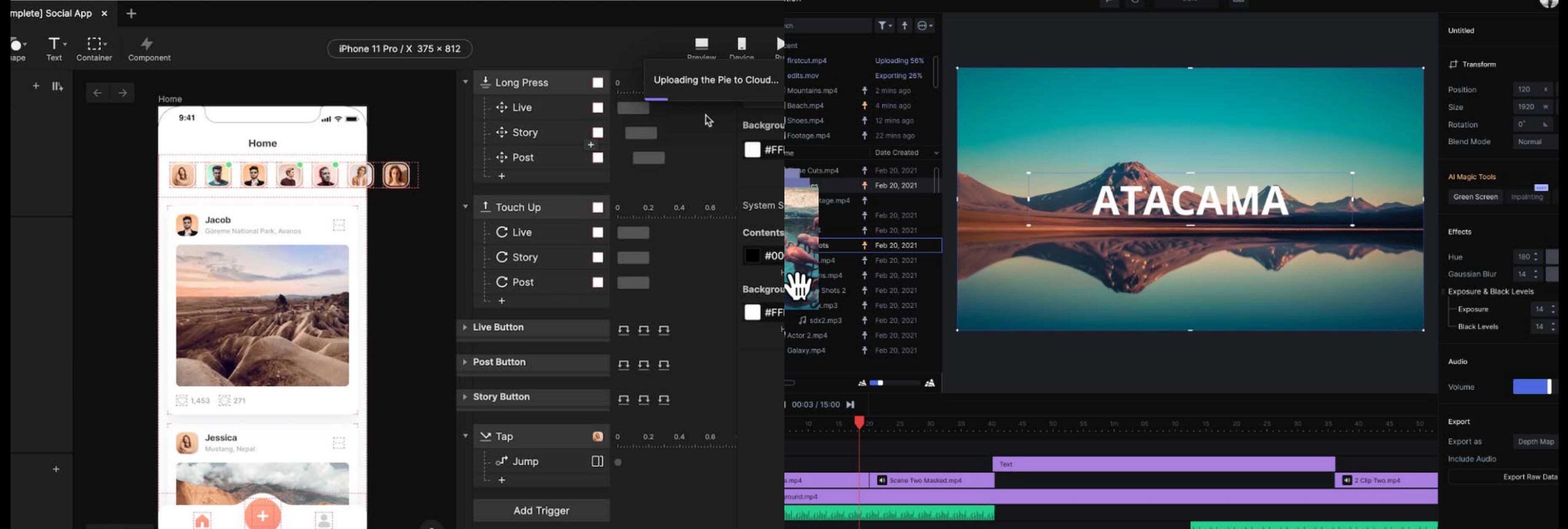
Industry Collaboration/ Internship

Reef Design Lab
Alex Goad
Industry placement
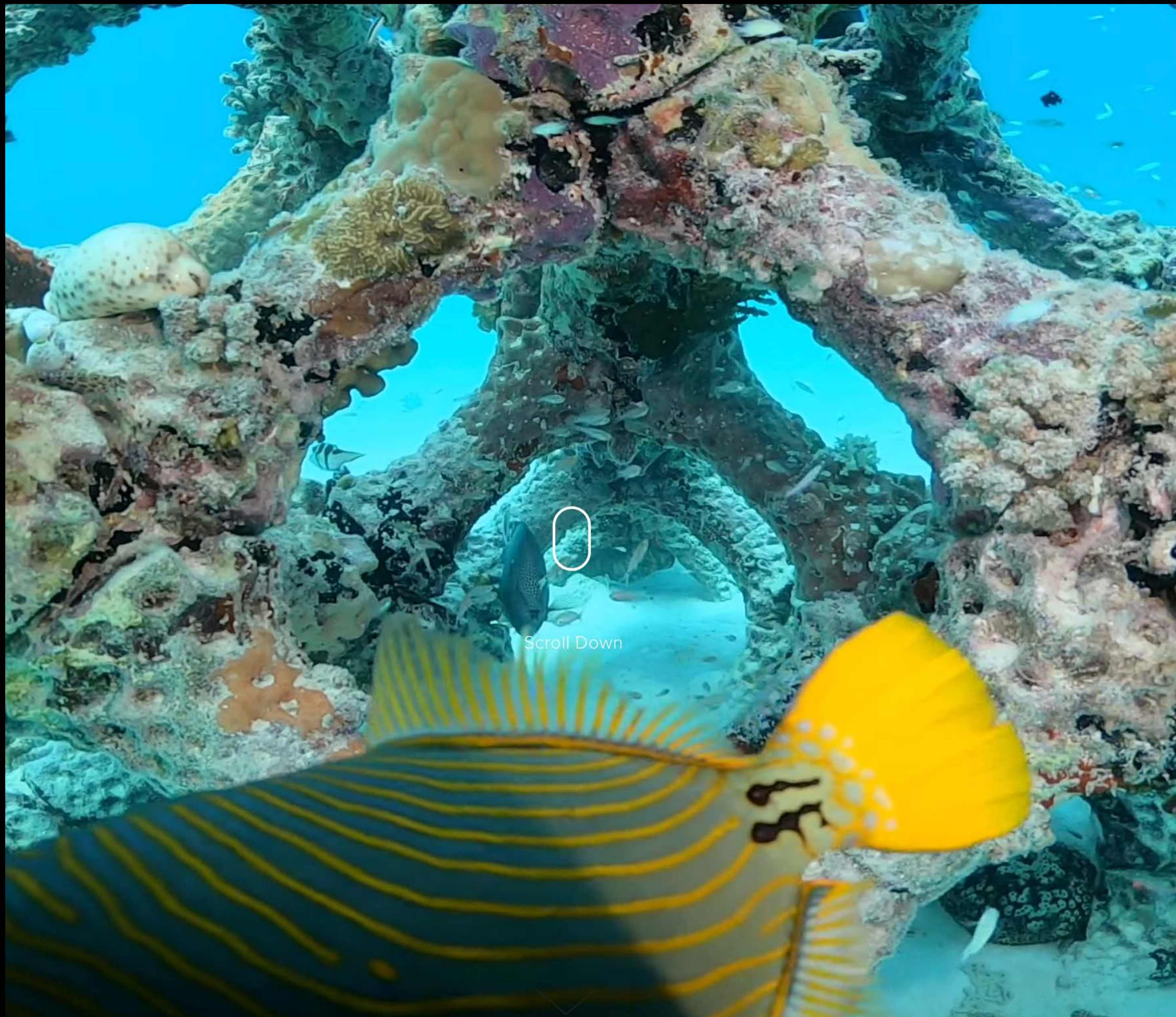
Research Lab Collaboration/ Internship:

XYX Lab
Consenting Cities

Research Lab Collaboration/ Studio projects
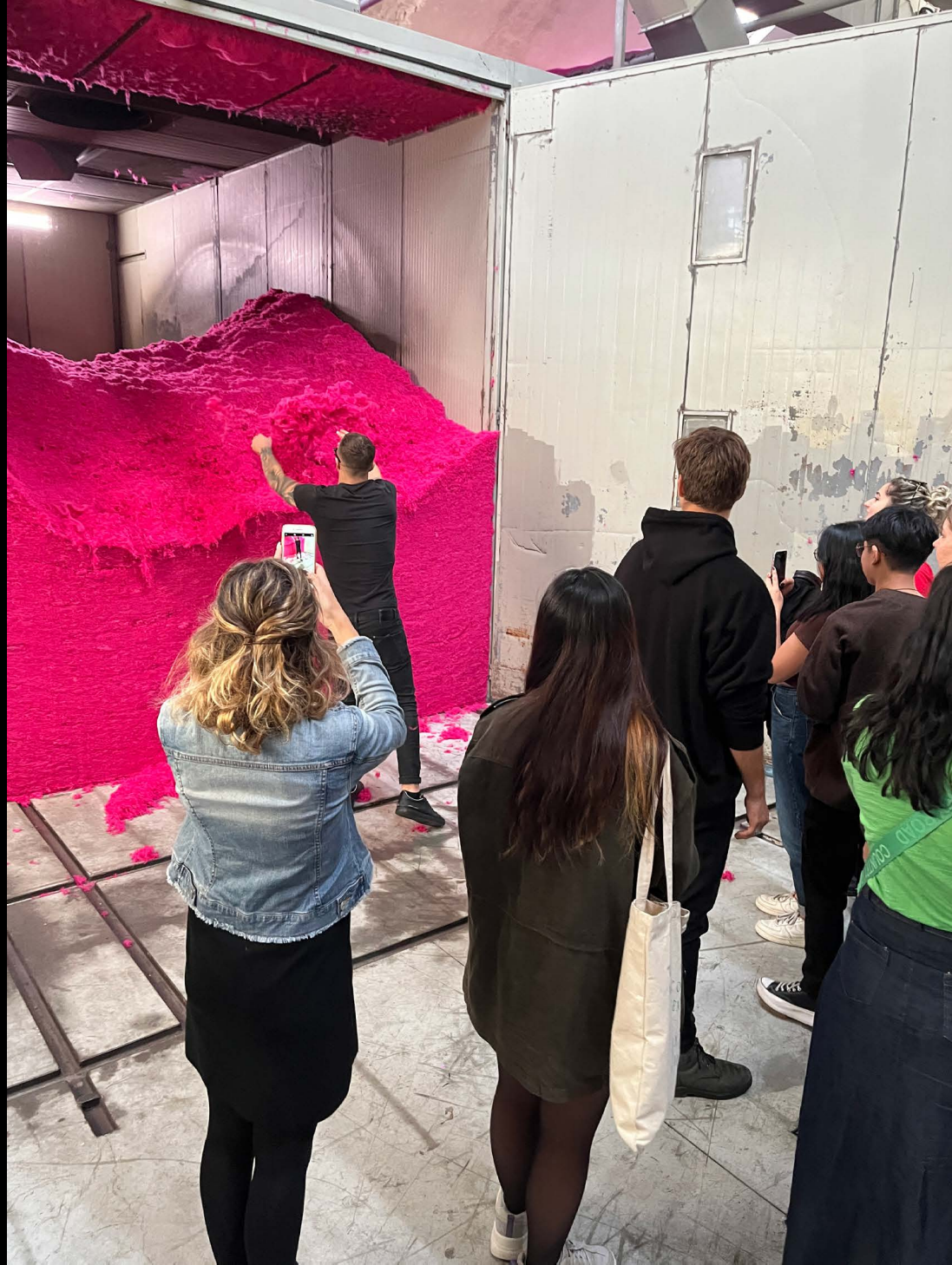
Design Health Collab
Alessia Tsolakis
Spot: Handheld melanoma screening device
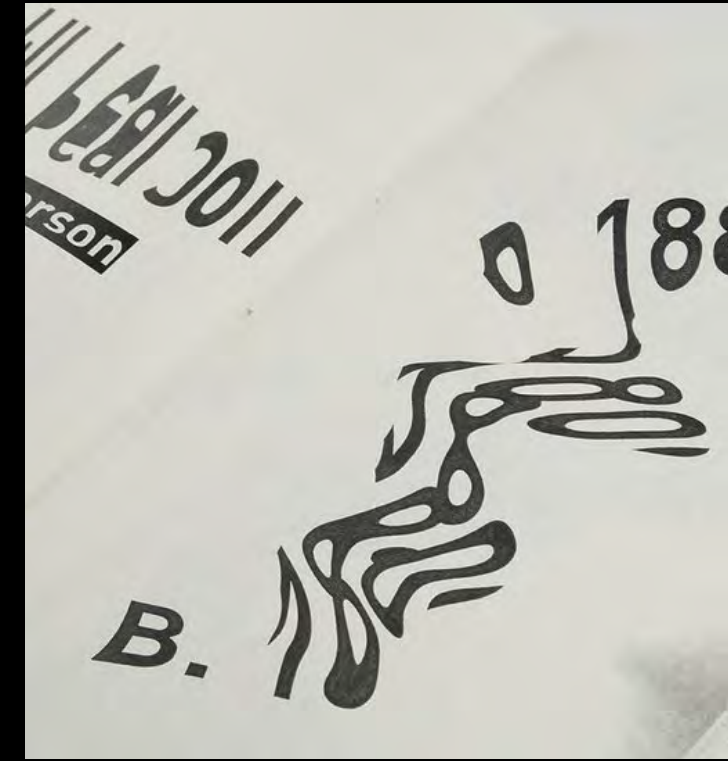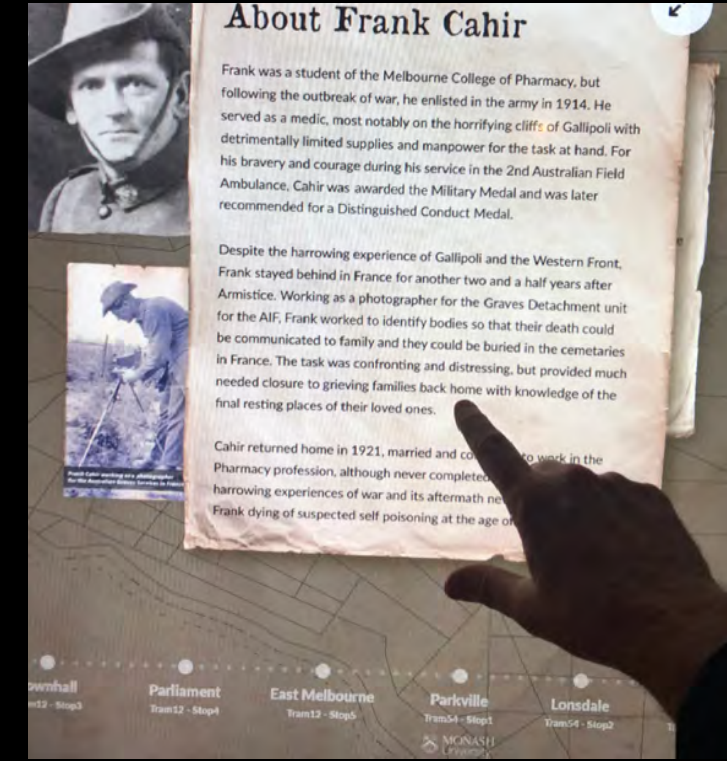
Travel/
Prato

Electives

Product Design

Image Making

Social and cultural

Typography and publication

Digital and interactive media

Spatial experiences

Galleries

Alumni network

K Kareem Risk

S Spike Hibberd

T Thomas Williams

R Reef Design Lab

A Alter

T TypeLab

J Jo Szczepanska

B Studio Binocular

C The Company You Keep

V Vincent Chan

P Pop & Pac

D Decade

M Minus 18/ Micah Scott

Entrepreneurs and leaders

**Zoe
Allnutt**
Creative
Director,
Nutshell

**Micah
Scott**
Founding CEO
of the Minus18
Foundation -
LGBTIQ+ Youth
and Creative
Specialist

**Jo
Szczepanska**
Design
Practice Lead
cohealth
Victoria

**Spike
Hibberd**
Creative
Director,
Spike,
Brooklyn/
NYC

**Sakura
Nomiyama**
Design
researcher
and curator,
the National
Museum of
Modern Art,
Tokyo

**Barton
Smith**
Senior Product
Designer at
Spotify

Design futures

98,000 VICTORIANS ARE DIRECTLY EMPLOYED IN DESIGN-RELATED ROLES VICTORIA GENERATES **$400 MILLION** IN DESIGN RELATED EXPORTS DESIGN GENERATES OVER **$6 BILLION** IN REVENUE IN VICTORIA ANNUALLY*

MONASH
University

Monash
Design
Prize
For
students
Years
10—12

The Monash
Design Prize
2023
Open to all students in Australia
studying year 10, 11 or 12.

MONASH University

MONASH ART, DESIGN AND ARCHITECTURE EXPERIENCE DAYS
SCHOOL HOLIDAY WORKSHOPS
28 JUNE

More?

monash.edu/mada/current-students/squirrel

MONASH University

More?

www.monash.edu/mada/careers

Explore the Monash Art, Design and Architecture community of creative thinkers, makers and professional practitioners

HORIZONS

In the Spotlight

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us   @ monash.design.mada