

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD

**Gene Bawden**  
Head of Department, Design

**This is Evie, HoD**  
(Hopelessly Overindulged Dog). Like many pets, Evie's really happy to have everyone at home, all day everyday! Zoom lets you bring your pets to class, so do it! We'd love to meet them.



What a week! I think we've conquered Zoom... or maybe it conquered us? Either way we've made it to the end of Week 3 more expert in online engagement than we started, and continuing to learn with—and from—one another. Respect, empathy, patience and understanding are human traits worth celebrating. They're also the traits of a good designer; designers who are cogniscent of the needs of the world, and the lives of those who inhabit it. Across the globe designers and studios large and small are demonstrating their capacity to address real needs; from [Dyson](#) producing medical ventilators in 10 days; to [Juan Delcan and Valentina Izaguirre](#) creating a powerful viral video encouraging people to stay home during the pandemic. Stay connected, stay motivated and stay curious. There's still a lot to find and be inspired by, even when you **stay home**.

The total online experience is new to many of us, and you may find the need to seek respite from it. Take a walk outside, drink tea, hug your pets, shake it out, sing, shout, dance... whatever works for you to keep you motivated to engage and keep going. Some of you may be missing the social engagement of university. This is just another creative challenge. Find ways to engage **together apart...** if there is a collective of clever thinkers who can knock over that challenge, its designers! Meet, greet, chat... just do it safely online.



# WOTTA WATCH

**Double Indemnity** (1944) is considered one of the classics of American Film Noir. Directed by Billy Wilder, the film was deemed “culturally, historically, and aesthetically significant” by the U.S. Library of Congress in 1992. In 1998, it was ranked No. 38 on the American Film Institute’s list of the 100 best American films of all time. How does it stand up 76 years after it was made? Tap the image and you decide. **THE KANOPY REVIEW IS BELOW**

Barbara Stanwyck and Fred MacMurray star in “Double Indemnity”



## » Watch the trailer

In 1938, the experienced salesman of the Pacific All Risk Insurance Co. Walter Neff meets the seductive wife of one of his clients, Phyllis Dietrichson, and they have an affair. Phyllis proposes to kill her husband Dietrichson to receive the prize of an accident insurance policy and Walter plots a scheme to receive twice the amount based on a double indemnity clause. When Mr. Dietrichson is found dead on the trails of a train,

the police accepts the evidence of accidental death. However, the insurance analyst and Walter’s best friend Barton Keyes does not buy the version and suspects that Phyllis has murdered her husband with the help of another man.

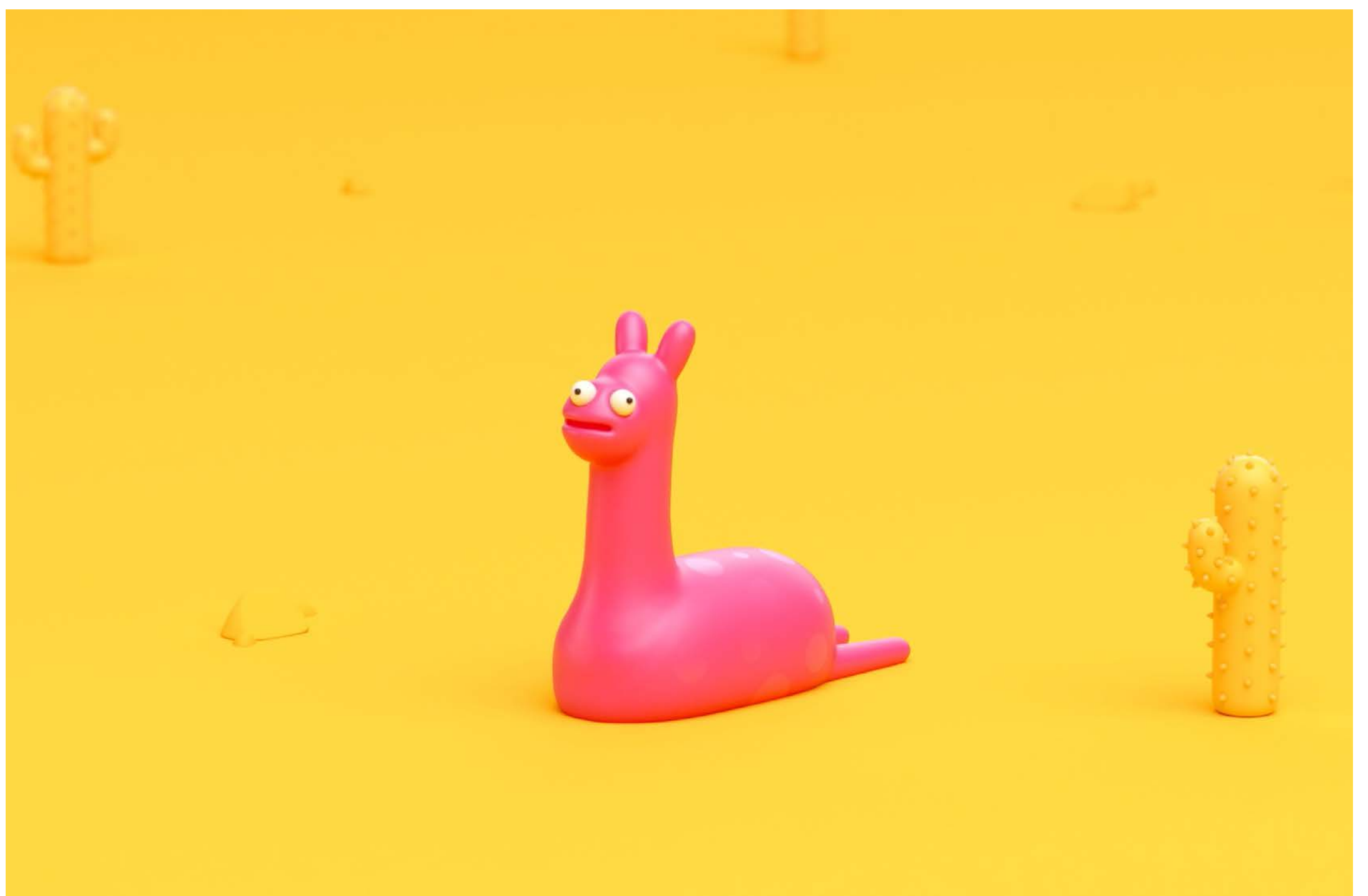
**“This shrewd, smoothly tawdry thriller, directed by Billy Wilder, is one of the high points of nineteen-forties films.”**  
— Pauline Kael, *New Yorker*



# NED'S SHORT PICK

Not enough time for a feature length film? Then tap the image for two minutes of light relief. We dare say it took a little longer to produce...

Concept, Direction and Animation:  
**AJ Jefferies**  
Sound and Music:  
**AJ Jefferies**



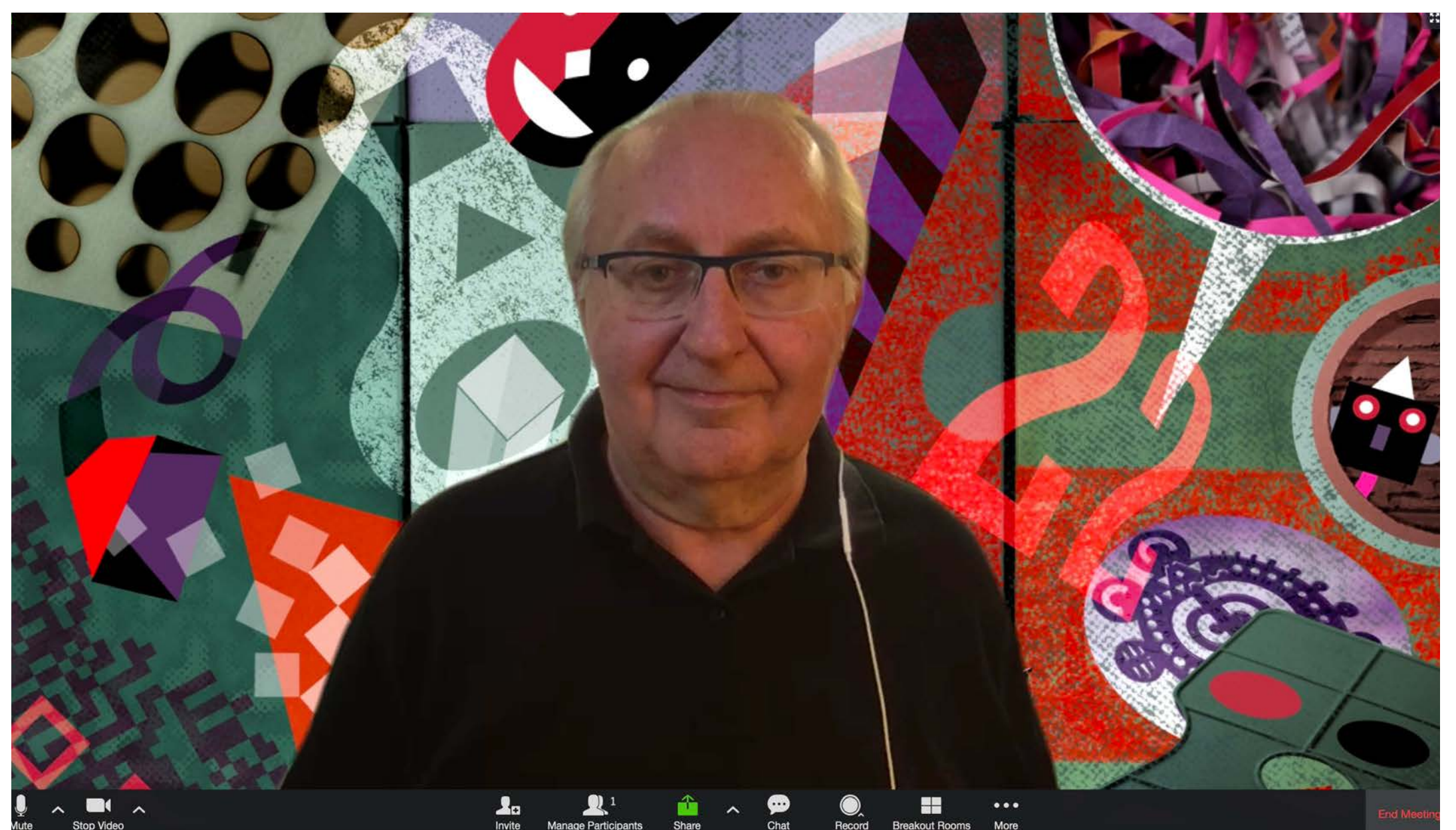
‘Horse’ by AJ Jefferies, on Vimeo. Tap the image to watch or head to [vimeo.com/395927811](https://vimeo.com/395927811)



# THE ZOOM ROOM

**Top:** Collaborative Design Studio 1 (COL1001) facilitated by lecturers Desiree and Djurdjica. Swipe to the last page to see the work-in-progress of one of many of Desiree's and Djurdjica's talented students.

**Left:** Ned, unit coordinator of CDS2001 (and every Illustration unit) showing off his flair for a subtle and understated Zoom background. Remember we're keen to see your creativity behind you; and if you want to see more work from the talented Mr Culic, head to [nedculic.net](http://nedculic.net) or tap the images.



## Website of the week

# REEF DESIGN LAB

Founded by Monash Industrial Design Graduate, Alex Goad, **Reef Design Lab** is making a significant contribution to the preservation and revitalisation of some of the world's most fragile marine and reef ecosystems. Alex created 'MARS' (Modular Artificial Reef Structure) while at Monash in 2013, and went on to build his design career on this significant graduate project. Read more about Alex and RDL by tapping the panel or head to [www.reefdesignlab.com](http://www.reefdesignlab.com)



'MARS' (Modular Artificial Reef Structure)

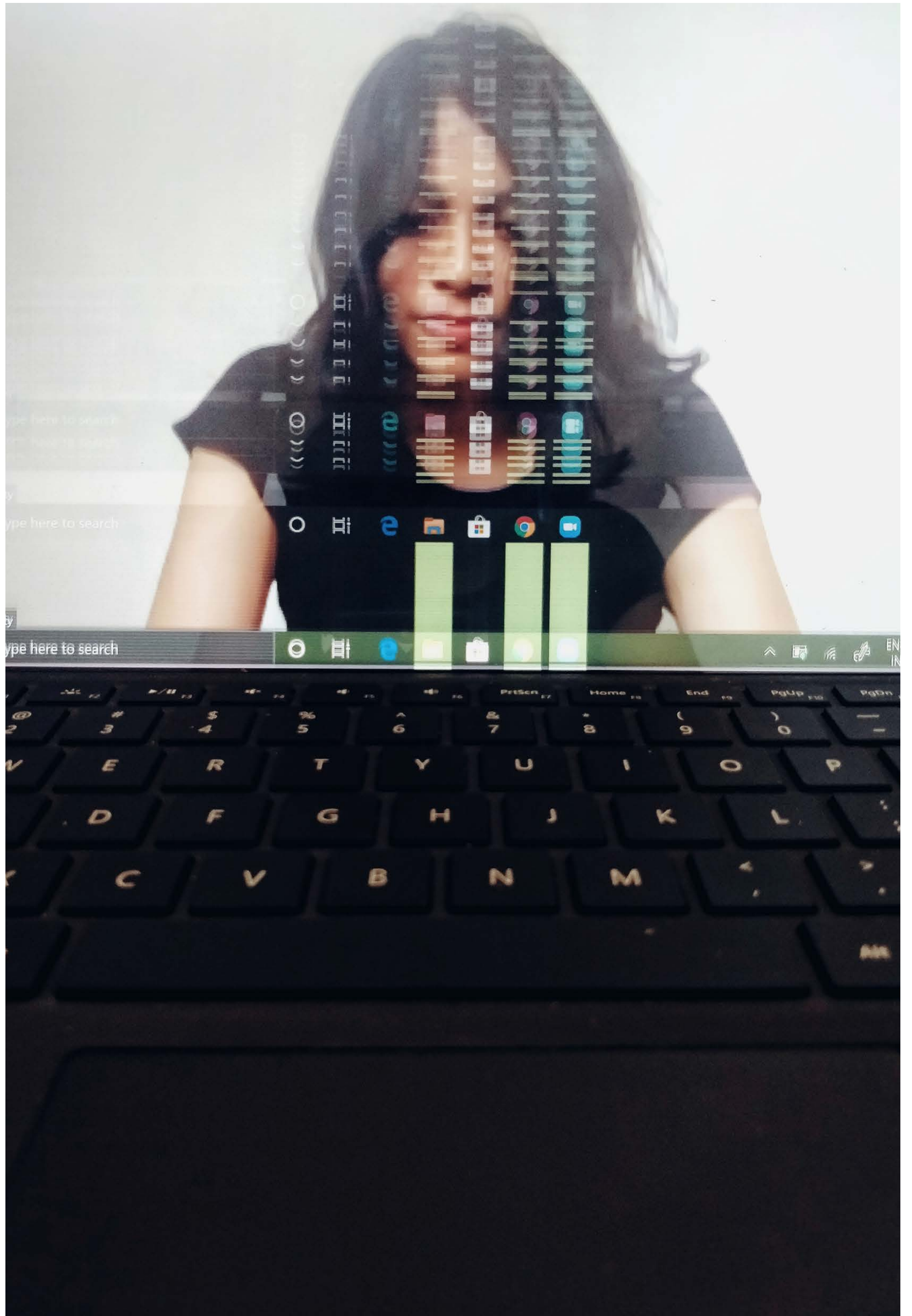
# THE VIBE

## Shrusti Mohanty

Student in the  
Master of Design  
Specialization:  
Interaction Design

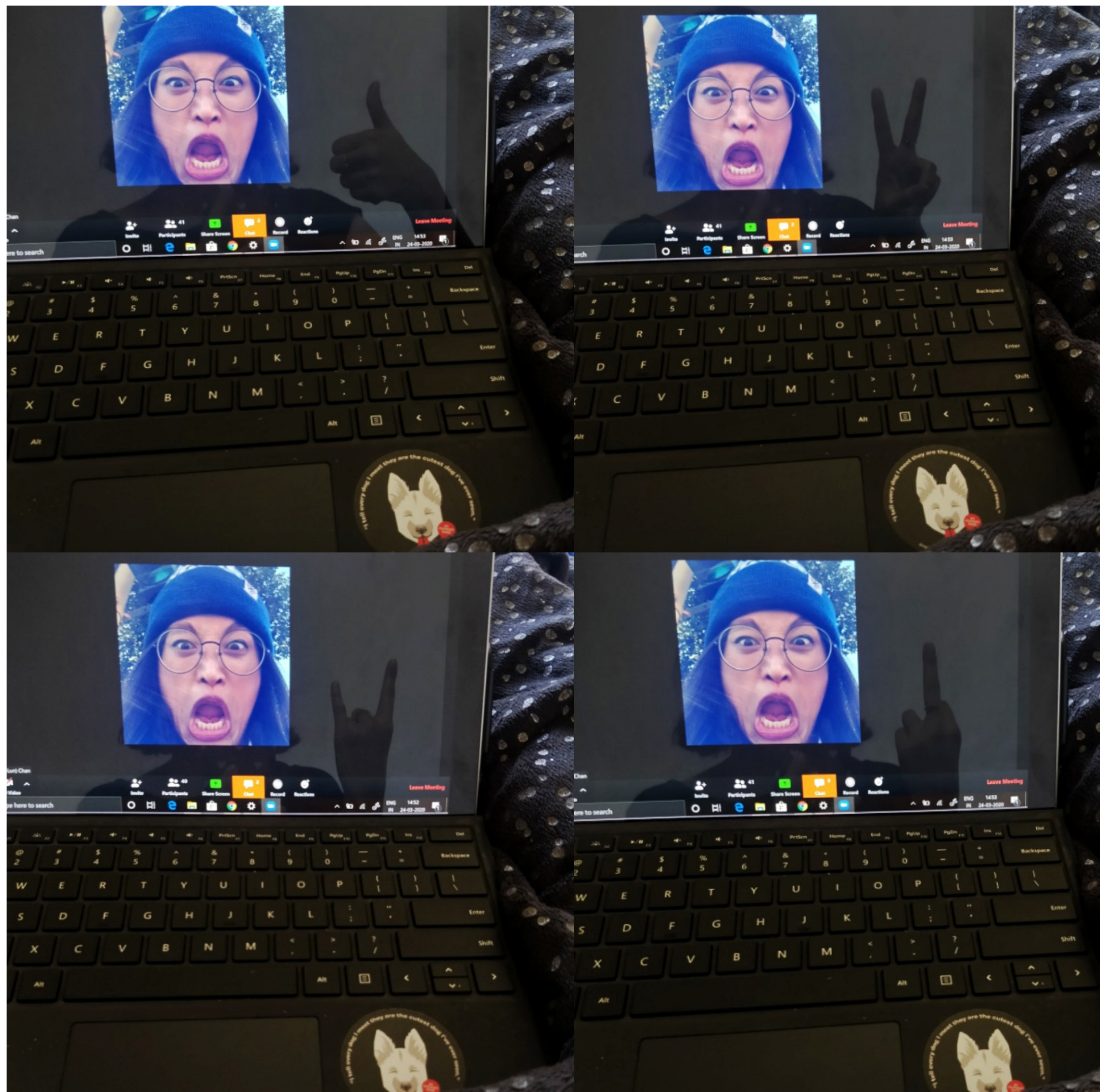
**top:**  
Selfie: Laptop  
technical glitch in  
between Zoom calls

**Below:**  
Effortless  
Photomontage in  
the 21st century:  
I have a reaction to  
every Instagram post  
(gesturing to my  
colleague Meng-Lun  
Chan)



Remember we're  
keen to see your work:  
finished, in progress,  
screen grabs of  
engagements like  
Shrusti's... anything  
you care to share.

Email directly  
to the HoD:  
[gene.bawden@monash.edu](mailto:gene.bawden@monash.edu)  
and tell us who you  
are, your degree, your  
year level, and the title  
of the work.



# THE OUTSIDE WORLD

What's the design industry doing right now? Exactly what you are! Communicating, engaging, collaborating and designing online in the new world of work.

Here are our friends at **Studio Round**, Zooming together in the same way we are. And, very exciting to see three of our Monash Communication Design Graduates hard at work!

Studio Round is one of Melbourne's most acclaimed design studios; and the quality of the work (that you have no doubt seen in the world) demonstrates why. Tap on the Koko Black packaging image to see more or head to [round.com.au](http://round.com.au)

"We're a team of creative thinkers and strategic designers. We're based in Melbourne, but we come from many places. **We recognise that change is inevitable.** Together, we design remarkable experiences that engage people and enable organisations to grow."

—Studio Round



**Our grads at Studio Round**  
(From top to bottom)

Erin Callaghan  
Anh Huynh  
Tina Victoria Afshar

—  
**Below:**  
Koko Black Seasonal Campaigns  
([round.com.au](http://round.com.au))



# FOLLOW

Follow the design world's array of industry bodies on **Instagram**. Find out about events, competitions, internships and a range of other information.



**Design Institute of Australia**  
Represents all Australian design disciplines

» [DIA website](http://DIA website)



**Australian Graphic Design Association**  
Graphic and Communication Designers

» [AGDA website](http://AGDA website)



**American Institute of Graphic Arts**  
One of the oldest professional design organisations

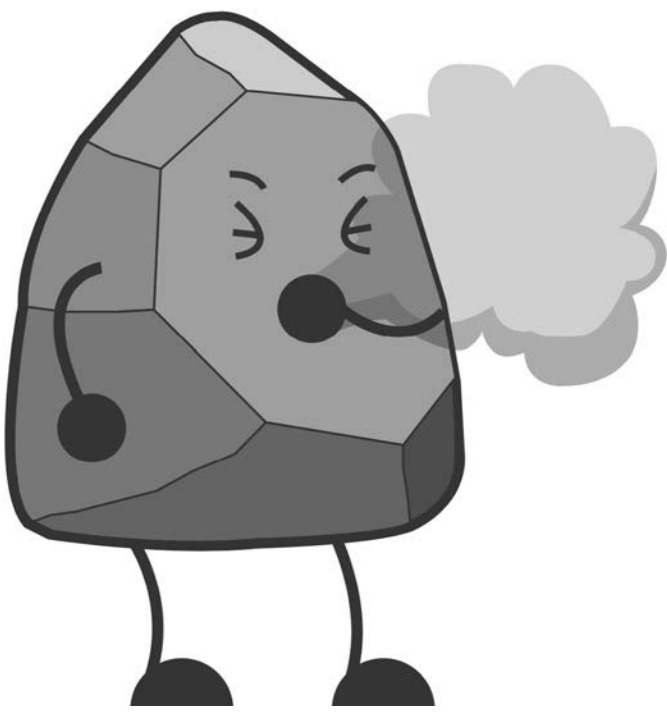
» [AIGA website](http://AIGA website)

When posting remember [#monashada](https://twitter.com/monashada) [#monashdesign](https://twitter.com/monashdesign) [#col1001](https://twitter.com/col1001) [#monashspatial](https://twitter.com/monashspatial) [#monashindustrial](https://twitter.com/monashindustrial) [#monashcommdes](https://twitter.com/monashcommdes)

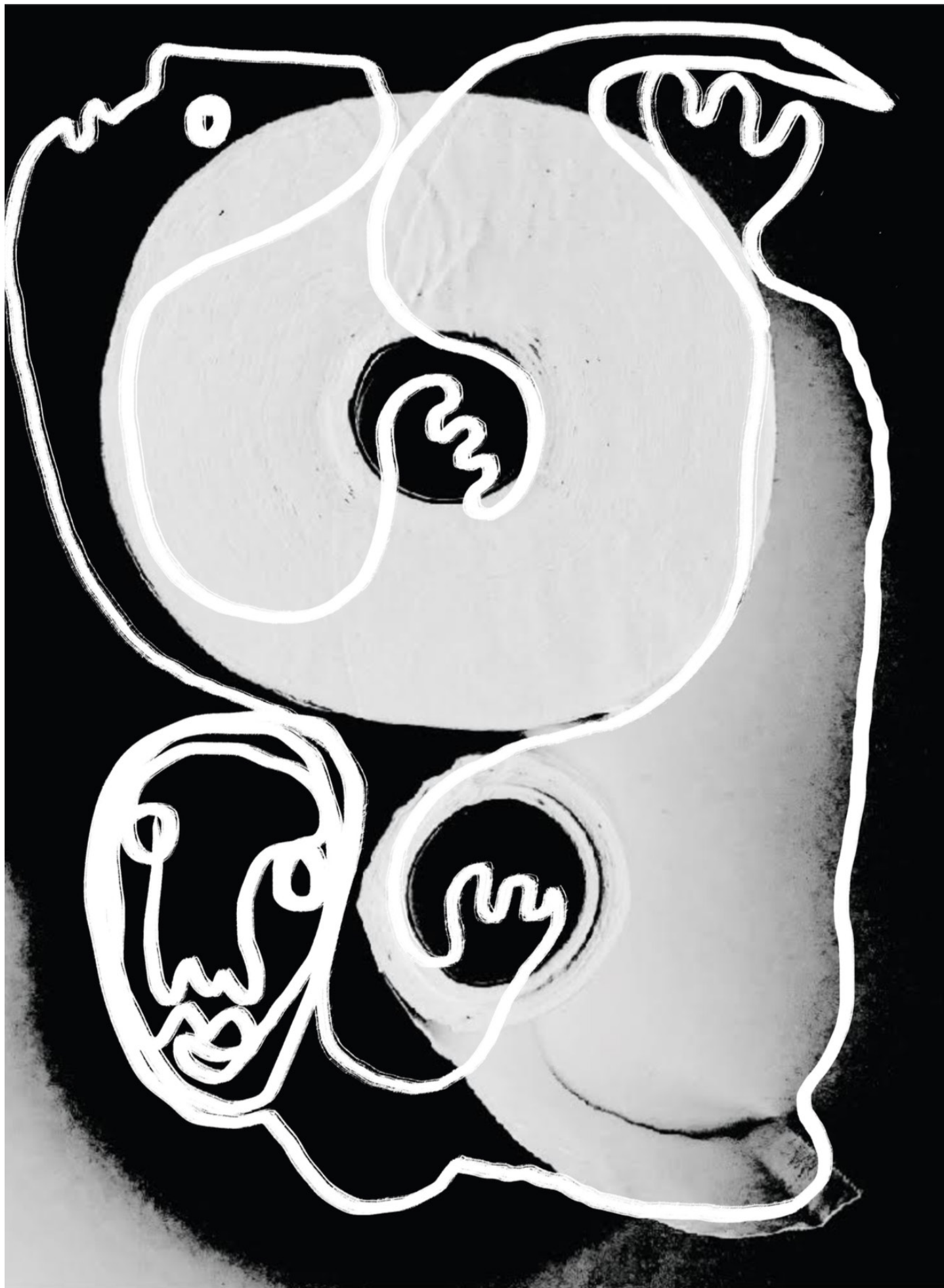
**NICE WORK!**

No doubt you will have visited the 'Anxiety into Action' site where you're first, week one projects are being revealed slowly each day until the end of April. Your work is being seen by about 3000 people a day; and many people from the Monash community, including Marc Parlange (our Provost) and Kaye Sullivan (our Library Director) keep re-tweeting them. You have a very impressive fan base!

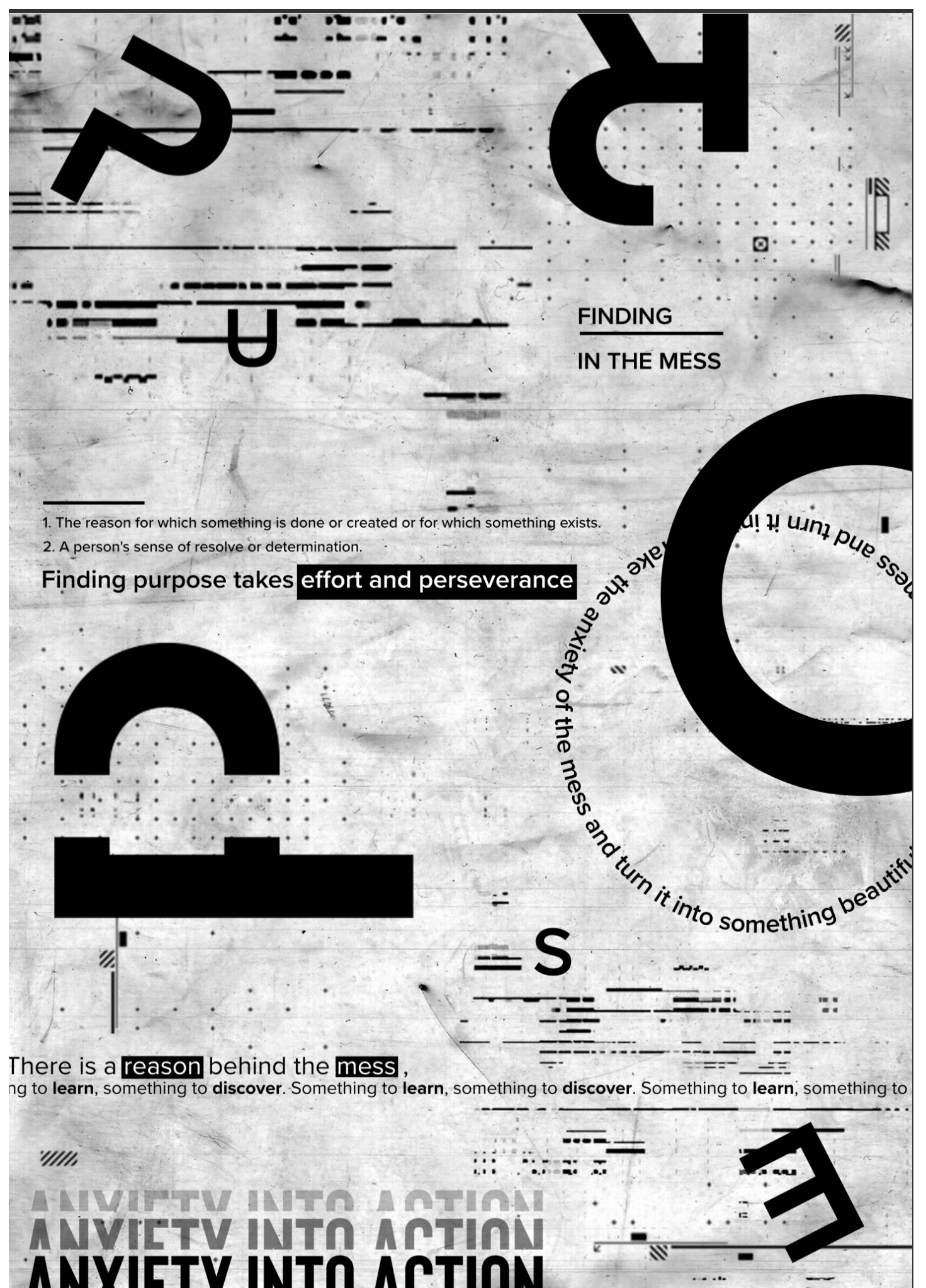
**If you haven't visited yet head to the site now. Just tap the text.**



Above: James Corke  
 Left: Jingyi Xu  
 Below: Lillian Busby  
 Below right: Nicholas Liao



Sharing is caring.



# D FAB LAB

The fantastic MADA team of technicians has developed a range of technical support services that do not require you to be on campus. Among them is a new online bureau service for accessing 3D printers, laser cutters and other fabrication technologies.

Visit the site to see what's available to you and how it works. Just tap the D-Fab button above or head to [www.monash.edu/mada/current-students/facilities](http://www.monash.edu/mada/current-students/facilities)

3-D print by Trinh Vu



# FOOD MOOD

Food is becoming one of the ways we seem to cope with our current home bound existence... seems a good time to learn to cook if you don't know how. Vince (Coordinator of CDS4001) shared this story about the artist Georgia O'Keeffe's recipes, recently published in the New York Times. If you would like to share your recipes or image of a favourite meal, please do.

O'Keeffe's recipe cards at Yale University. Image courtesy of Sotheby's/ New York Times. Tap the image to go to the story



## From the Library

**Romany Manuell**  
Art Design and Architecture Librarian  
Caulfield

**The Internet Archive has recently released The National Emergency Library**

"This library provides almost 1.5 million e-books that aren't commercially available in e-book form any other way. You used to have to join a waiting list to access a book, but now they're available simultaneously for everyone to borrow at once! Try a keyword search for 'Design' and explore about 15 000 gems!"

**Tap the banner to connect**



# John Paul Macatol

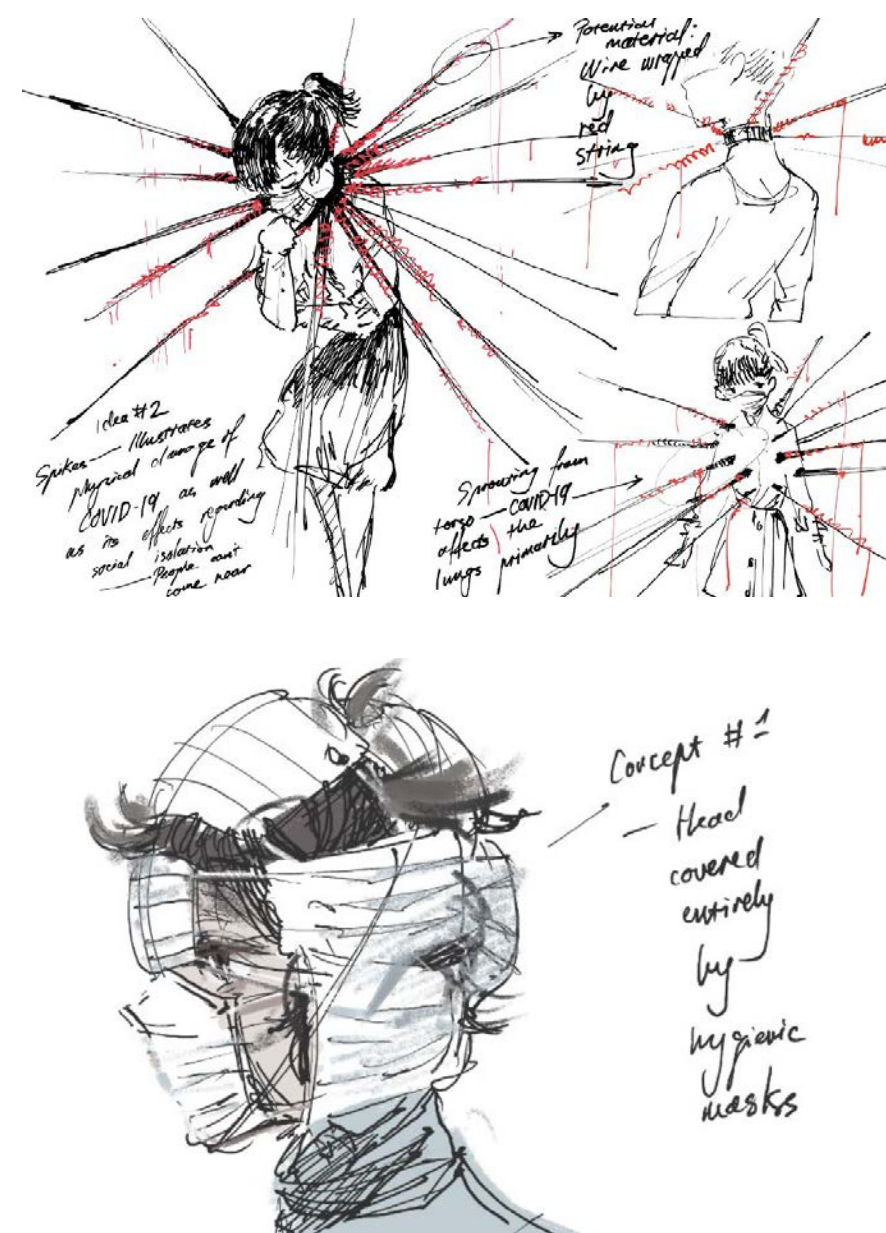
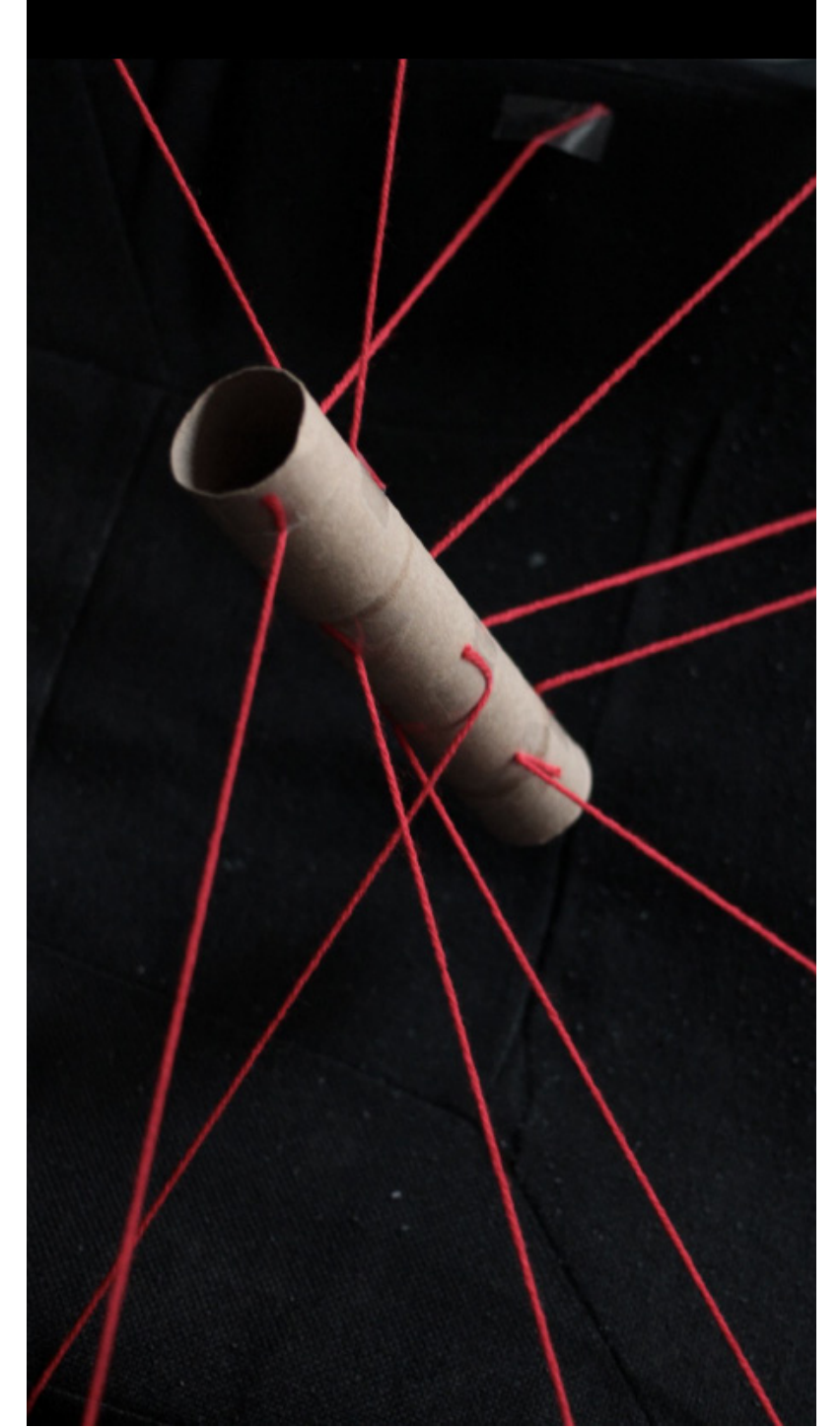
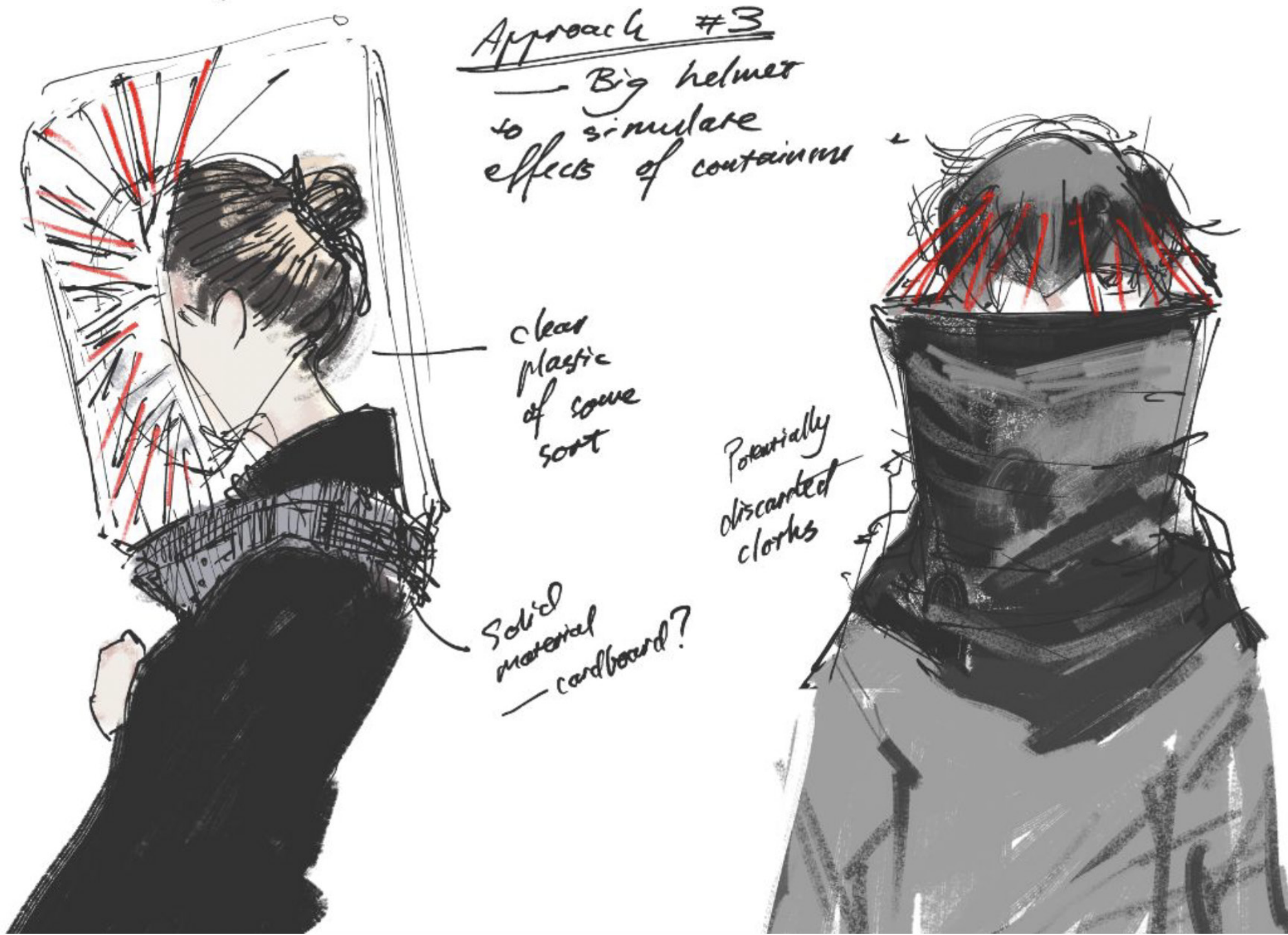
## Collaborative Design (COL1001) Year One

### Week 3 – People & Climate Project / Wearable

“John Paul has produced an engaging design proposal in response to the current COVID-19 situation. He has strongly and expressively captured it through both drawing(s) and making. We are looking forward to see how this project will develop further.” — *Djurdjica and Desiree (Lecturers)*

Work in Progress

Want to find more work from Collaborative Design? #col1001 #monashada



“In light of the recent outbreak of COVID-19, I want to explore the effects of lockdowns on an individual, psychological level.

I'm especially interested in the idea of social isolation in this context, and how it feeds into feelings of paranoia and loneliness”

— John Paul Macatol

