

Squirrel*

* to move in an inquisitive and restless manner

FROM THE HOD



Gene Bawden
Head of Department, Design

Following three months of Stage 4 restrictions, Squirrel's Melbourne community is finally seeing some light at the end of the tunnel. It's been a difficult 100 days, but just as we've proven time and again, resilience and creativity go hand in hand. In this week's edition we celebrate victories from studios to international competitions, but we're particularly impressed with the quality of work our newest community members are producing, like the exquisite food photography of First Year Communication Design's Zechen Yang. Moon cakes symbolise reunion, and now that we're able to travel up to 25km, and can meet in a group of up to ten people from two households (outdoors in a public place) 'reunion' seems an apt thing to celebrate this week... enjoy your long weekend... safely.

Right: 'On the Table' food photography by Zechen Yang, First Year Communication Design. Lecturer Tobias Titz. Swipe to page 5 to see more of Zechen's work, and that of others from Communication Design Studio 2.





“**Objectified** is a feature-length documentary about our complex relationship with manufactured objects and, by extension, the people who design them. What can we learn about who we are, and who we want to be, from the objects with which we surround ourselves?... Objectified documents the creative processes of some of the world’s most influential product designers, and looks at how the things they make impact our lives. It’s a look at the creativity at work behind everything from toothbrushes to tech gadgets. It’s about the designers who re-examine, re-evaluate and re-invent our manufactured environment on a daily basis. It’s about personal expression, identity, consumerism, and sustainability” – Gary Hustwit (www.hustwit.com)

» Connect here
‘Objectified’
Producer and
Director Gary
Hustwit’s site

Tap the image below to watch through
Monash Library.



Give Bold. Get Equal.

Hive, United States for Women Moving Millions,
September 2020

The collage-style mixed media piece fuses powerful images of female activism with bold graphics to highlight the staggering statistical inequities of funding for women’s initiatives.

Tap the image to watch.



Above: Give Bold. Get Equal (Hive: www.adsoftheworld.com)



Above: Robbie riding a cargo bike. Cargo bikes can replace car trips. To read more tap the image and connect to 'The Conversation'



“Under COVID-19 lockdowns, bike sales have been booming. Quiet streets and more time at home have opened a new opportunity for bicycles in our otherwise car-dominated culture... Cutting our emissions could be as simple as walking or riding to the shops occasionally.” Read more about the future of bicycle transport (especially the cargo bike) in Robbie Napper’s recent Conversation article. Tap the image above to connect to the story.



Marketing Law

Marketing Law is an elective offered through the Business School, but one that is incredibly relevant to designers.

Learn how to protect and legally develop your creative future. Marketing law gives you the skills to protect your creativity through the laws of intellectual property (copyrights, patents, designs, trade marks and trade practices). Learning the criteria for protection and rules of infringement will give you and any businesses you work for a competitive edge. **For more details contact Unit Coordinator Paul Sugden:** paul.sugden@monash.edu



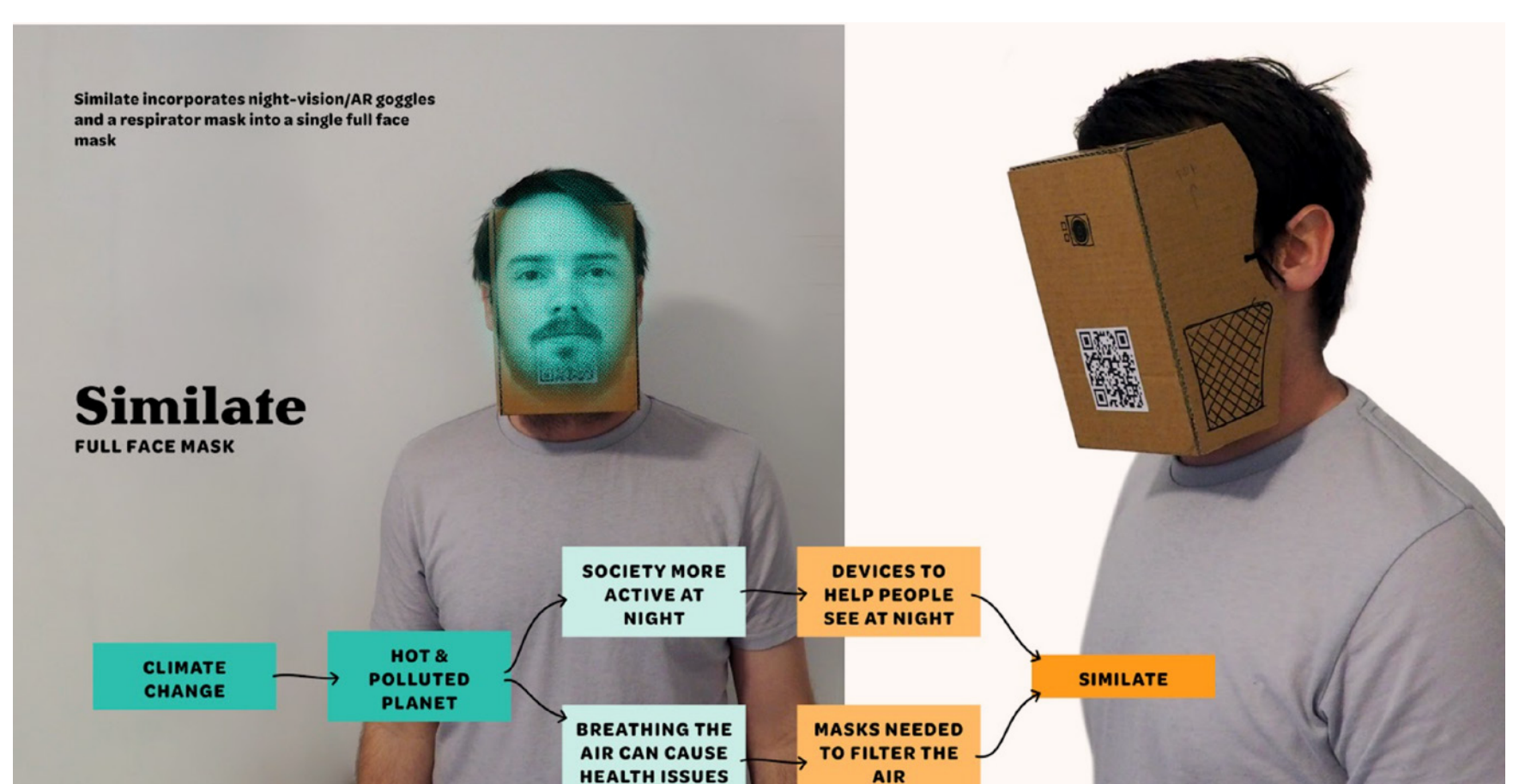
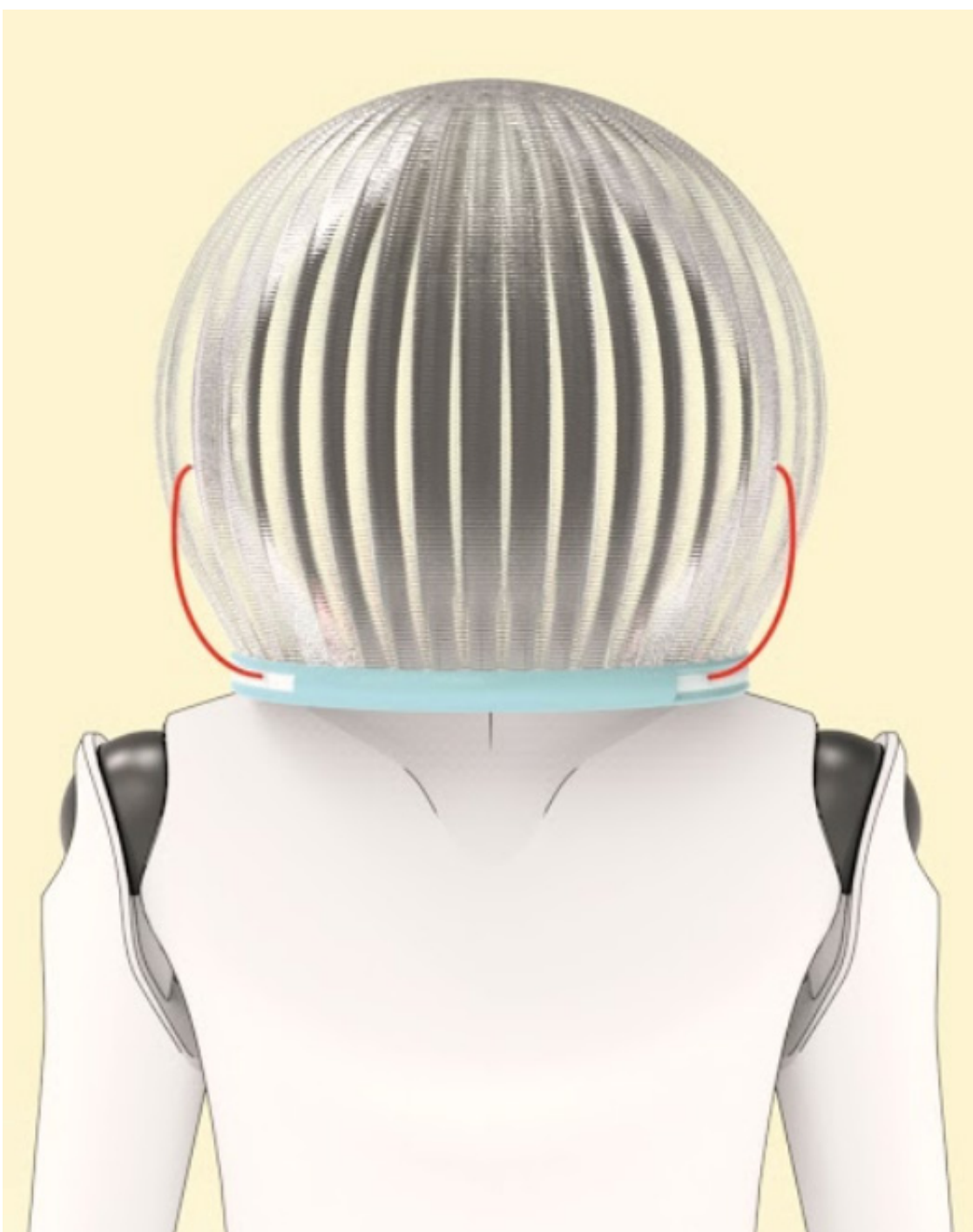
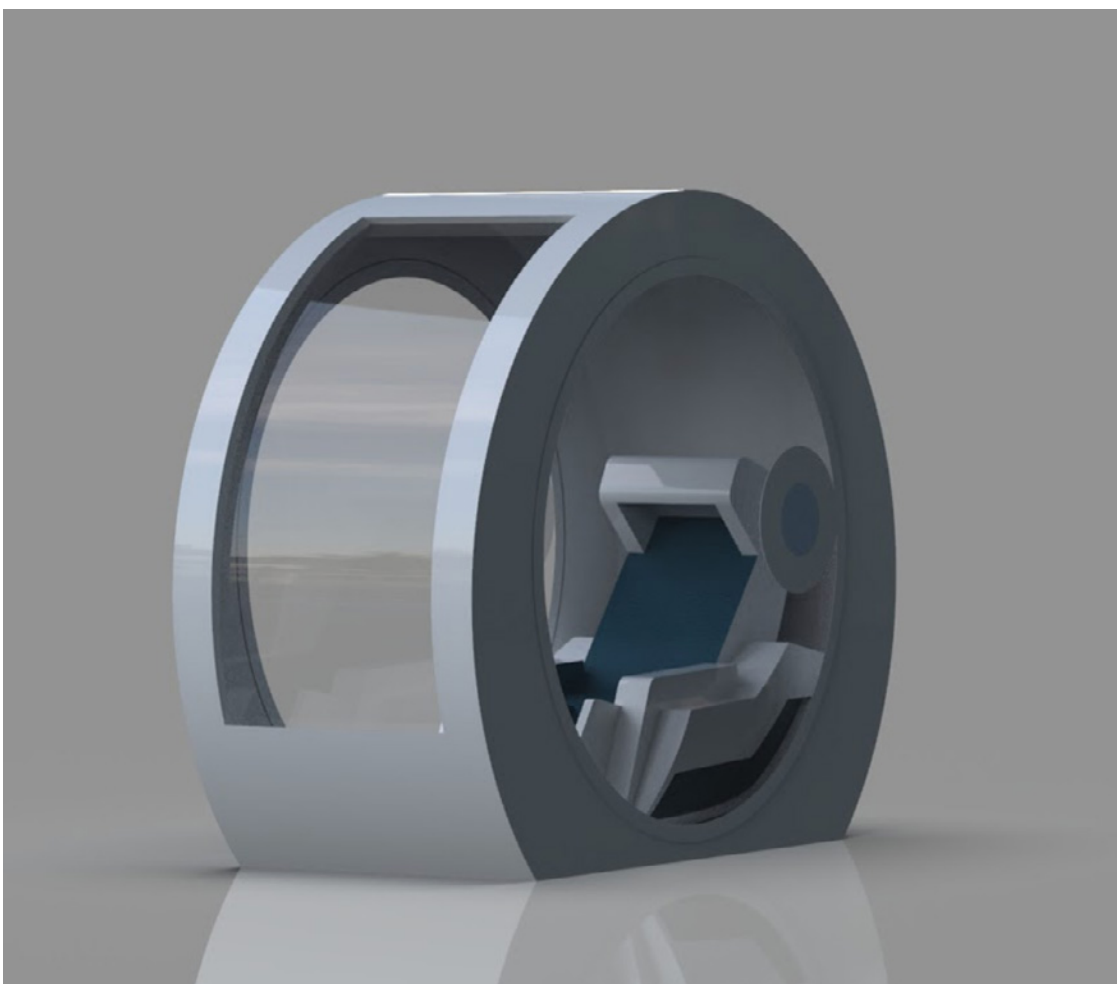
Left and above: Princess Beatrice’s hat, designed by Philip Treacy, that she wore to Prince William and Kate Middleton’s wedding has launched a website, a thousand party hats, cartoon parodies and fridge magnets. It sold for \$130000... The price of fame or the skill of marketing?
Tap the 'elective' icon, left to connect to the Handbook entry for more details about BTX3181.



Designing the future of futures

Lecturer: Rowan Page

This week we feature more iterative concept and development work from the students of Industrial Design Studio 5. This group has embraced the theme of 'futures', re-imagining a world we haven't entered yet, but demonstrating how design will prepare us for it and help us negotiate it.



Top
Air filter, Samuel Paglia
Above middle:
VR Travel Pod,
Above:
Isolation helmet, Yixiong Feng
Above, right:
Furniture design, Vincent Chu
Middle right:
Tiny housing, Luyuan Wang
Right:
Similate full face mask, Ben Fraser



PROJECT
FOCUS
CDS1002

'Photographic Narratives' is a project undertaken by first year students in Communication Design Studio 2 (CDS1002). Studio Lecturer **Tobias Titz** shared these examples of photography that celebrate food, but also the undaunted creativity of Monash design students in lockdown.

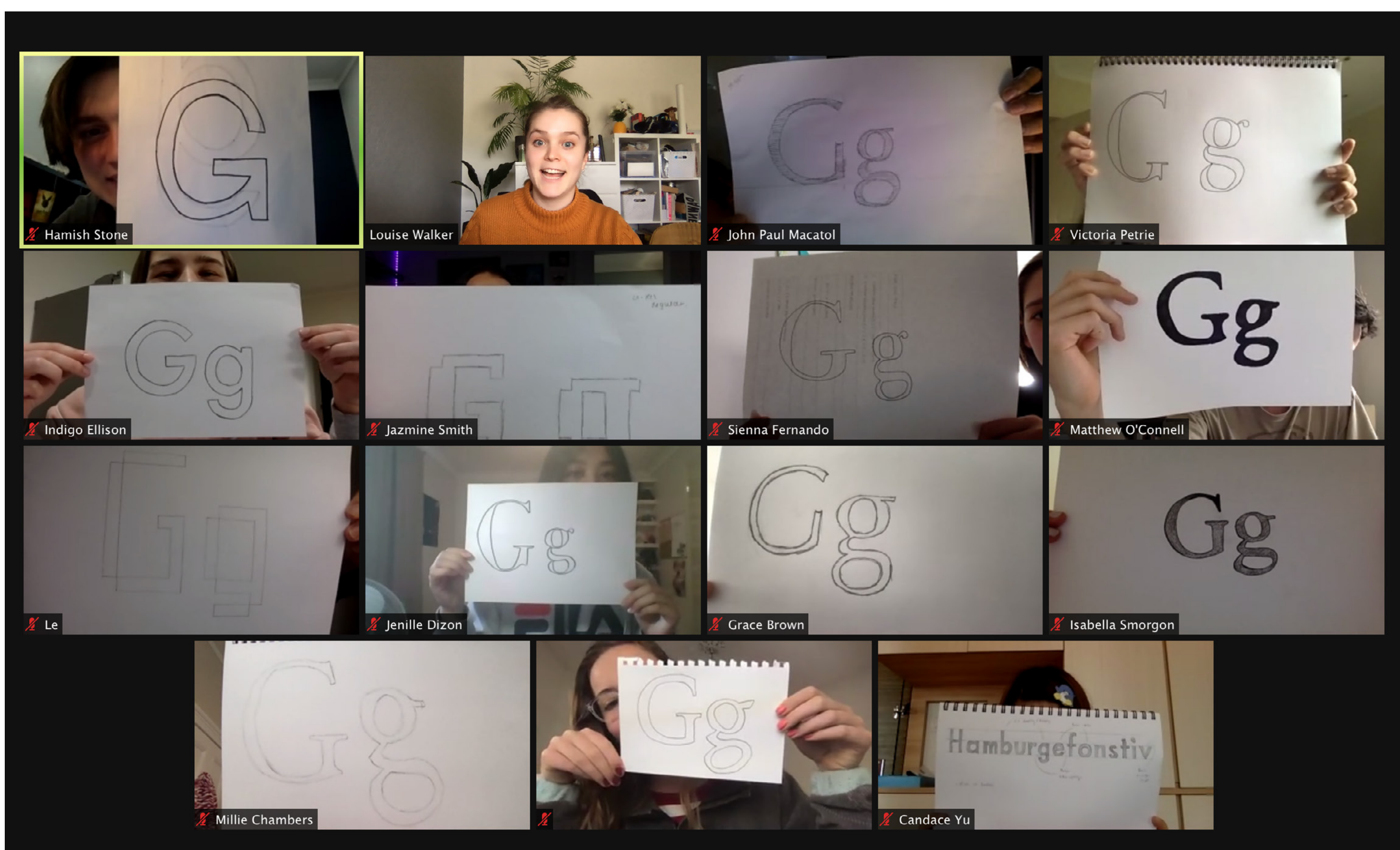


'On the table', food photography project. Top: Zechen Yang, Middle: Jingyi Xu, Above: Phuc Hoang Uyen Dien, Far left: Freya Yasping Wen



Regular 'Squirrel' contributor, **Kimia Kayani**, shares some of her speculative design work with us this week in the form of record covers. Cover art was once one of the most coveted mediums for designers, and now with a resurgence of vinyl records, it is once again becoming an opportunity for graphic expression.

To see more of Kimia's work you can follow her on Instagram: [@kimia_kiani7](https://www.instagram.com/kimia_kiani7)



Visiting Lecturer Louise Walker shares her first year Communication Design students' typography Zoom class.

Each student had to hand-draw the 'Gg' from a typeface that they are researching to better understand the intricacies and uniqueness of the letterforms in their selected typeface.



Campus Experience and Major Events: Design and Communication Assistant

The Campus Experience and Major Events team are seeking current Monash University students to join their team as Design and Communication Assistants.

The role will be on a casual contract and responsible for the development, design and execution of digital and print collateral for major university events and campaigns. The position will receive mentoring from key university staff and will develop an understanding of the university branding and style guidelines while having autonomy to design creative solutions to communicate events and festivals to a range of audiences.

Desirable skills or experience: motion, animation and UX design preferable.

Events that this role will lead the design development of include:

Live Music events, Orientation, SummerFest/WinterFest, Graduations, Open Day

Students interested in the opportunity should email Campus Life

campuslife@monash.edu

Please include examples of previous work in the form of a portfolio or resume.

Details:

Commitment: Approximately 18 hours per week

Commencement: December 2020

Location: Clayton Campus

Pay scale: HEW 4 - \$41.69/Hr

Opportunity closing date: 5 November 2020



This week:

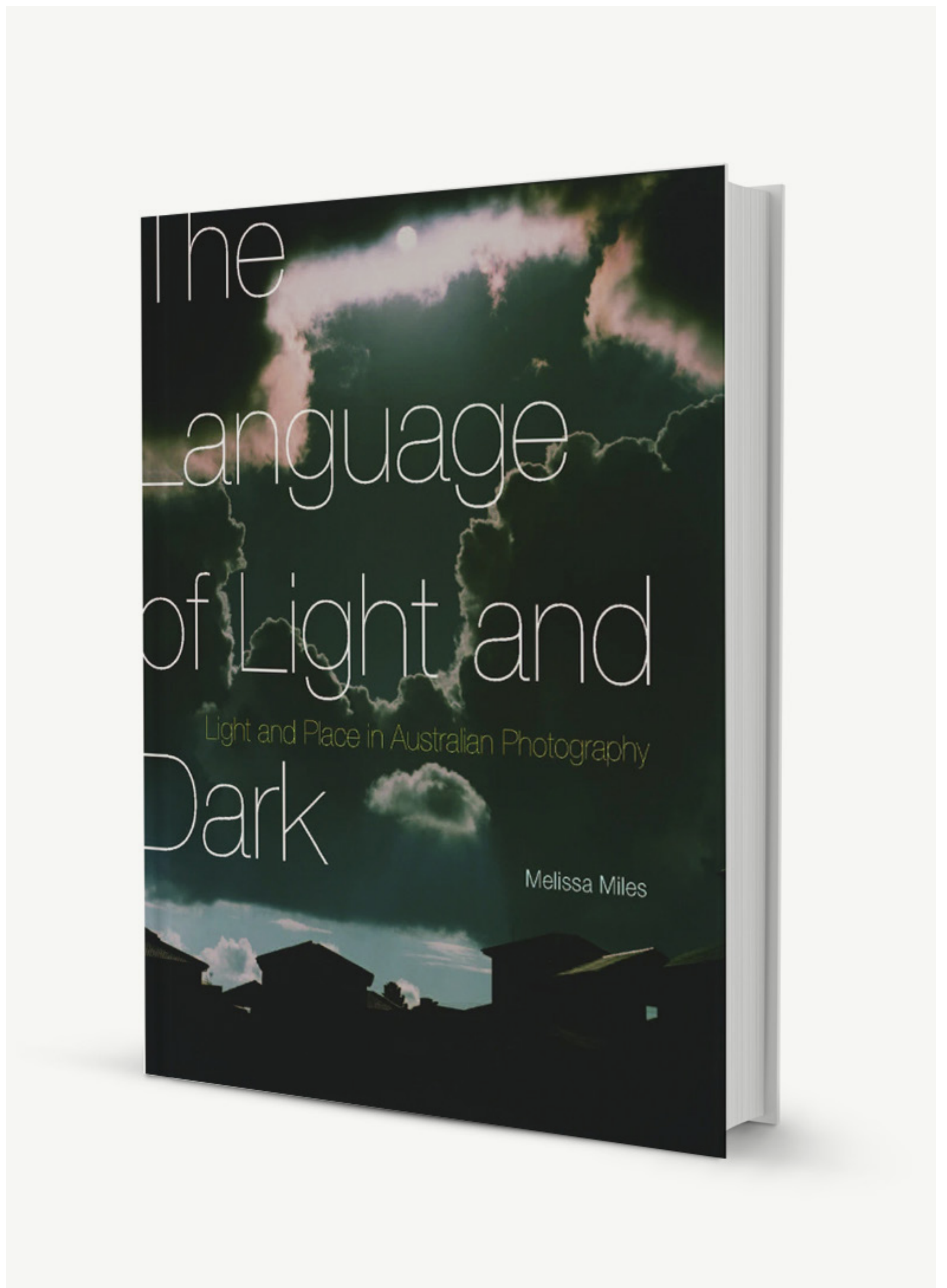
The Language of Light and Dark: Light and Place in Australian Photography

By Melissa Miles

Myths of a distinctly Australian light have shaped national identity and belonging, and the notion that photography is a language of light has particular significance for the country's photographic works. In this lucid, beautifully illustrated study, Melissa Miles reveals how myths of light and place have been reinvented, renewed, and challenged. She explores how approaches to darkness and light have been affected by debates about colonisation, the landscape, urban development, and contemporary patterns of global and environmental change... Addressing topics from Indigenous histories to the iconography of national discourse, and from evolving photographic techniques to light therapy, 'The Language of Light and Dark: Light and Place in Australian Photography' offers a new approach to the visual history of a nation and a continent.

— powerpublications.com.au

'The Language of Light and Dark' is available in the Monash Library



Above: 'The Language of Light and Dark: Light and Place in Australian Photography' by Melissa Miles (Power Publications. Book Designed by studio oneonone)



**Uncovering stories from the Australian Performing Arts Collection
Episode 1: 1919**

The 2020 Frank Van Straten Research Fellowship recipient, Dr Kate Rice, uncovers stories from the Australian Performing Arts Collection in a series of creative docu-drama podcasts. **Tap the image of May de Sousa, right to connect to the series.**



About '1919'

When the influenza pandemic swept across Australia in 1919, the performing arts industry scrambled to survive. Through restrictions, quarantines and closures, one glittering pantomime kept wowing audiences with a cast of 350, thousands of costumes, state-of-the-art theatrical effects, and world-class international acts – including American singing star May de Sousa, in what turned out to be the last performance of her career.

About May de Sousa

May Alvos de Sousa (1884–1948), left, was an American singer and a Broadway actress. After a successful international career she retired in 1918, following a theatrical production in Australia, married a local doctor, and eventually moved to Shanghai. In 1943, following a seven-month imprisonment as a civilian internee Shanghai, she returned to the United States and took a job in Chicago as a scrubwoman in the public-school system. Her years of internment had taken their toll on her health, and soon she was forced to quit working because she was too weak to continue. Without means to support herself, her condition worsened through malnutrition and she died, penniless and alone, a charity case in the county hospital on 8 August 1948. Once the toast of Europe and America, whose voice had thrilled royalty and the nobility as well as countless masses, she died alone and unable even to feed herself. Her body lay unclaimed in the morgue and was interred in a paupers grave at age 66.

— wikipedia.org



PROJECT
FOCUS
VCO1203



Claudia Kuen (Architecture)
**'The Mundane of Atlantis'.
Contemporary Illustration**
Lecturers: Ned Culic and
Tracie Grimwood



PHOTO 2021 International Festival of Photography has just revealed that their Inside Out Project – the global participatory art project initiated by French artist JR – will be taking over Fed Square to mark the opening week of the Festival (18–21 February 2021). To join in, tap the image above and submit a photo of yourself, along with a personal statement answering the question “What is Your Truth?”



WORLD INNOVATION CHALLENGE

EDU-TECH GHANA

BROADENING ACCESS TO VIRTUAL EDUCATION

TEAM 10



Sindhu Bhargavi N
Head of Design
Master of Interaction Design,
Monash University



Christina Bodnar
Marketing Director
Life Sciences,
University of Warwick



Ridmi Dolamulla
Head of Operations
Biomedical Science,
Monash University



Joseph Kan
Technology Director
Msc Project Management,
University of Warwick



Ubayd Khan
Head of Sustainability



Hassan Jagne
Head of Strategy
Ms Strategy & Operations,
University of Warwick

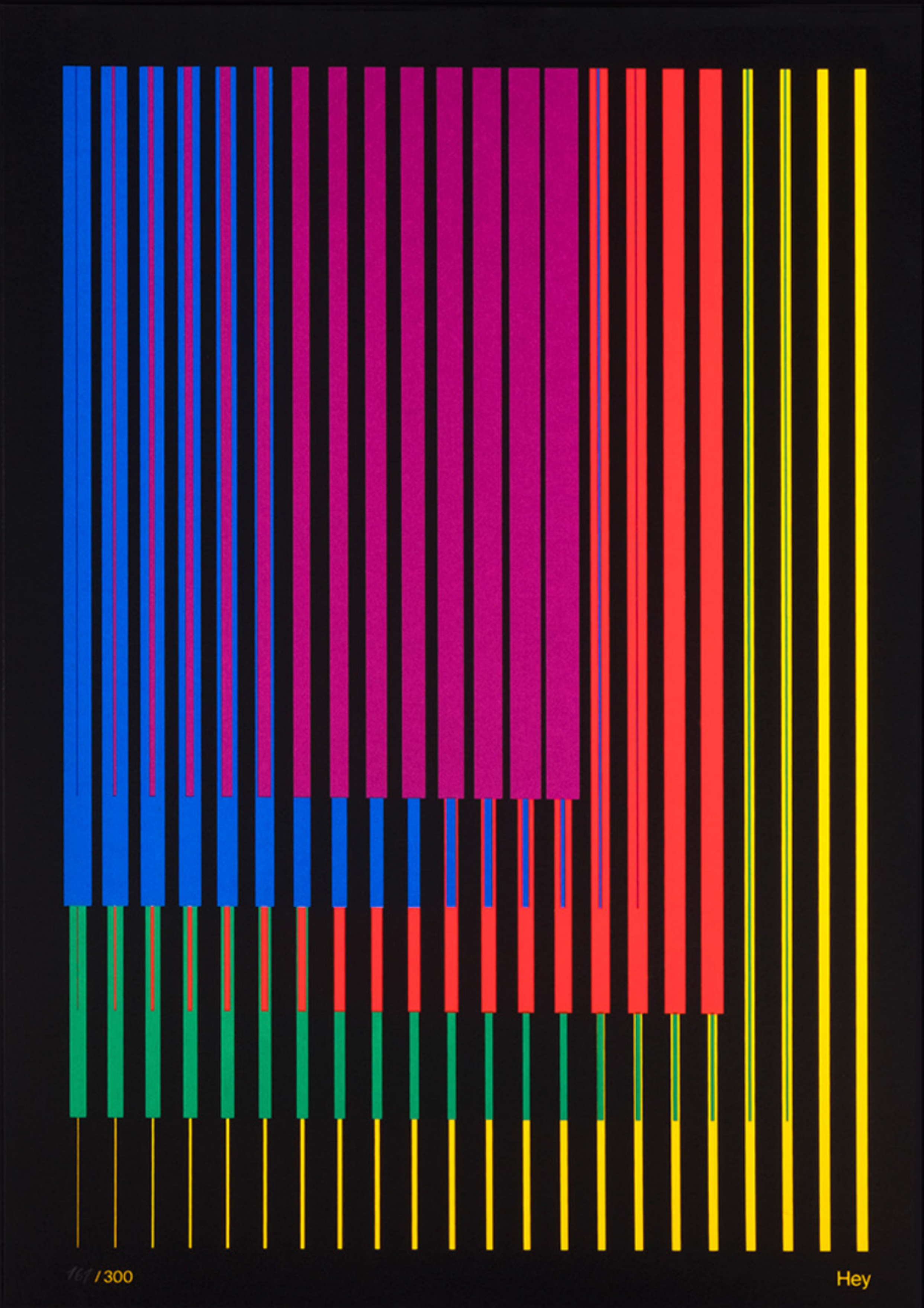


Congratulations to Sindhu Nalajala from Master of Design (Interaction Design) and her interdisciplinary colleagues from across Monash and Warwick Universities who recently came second in the World Innovation Challenge 2020, a 48 hour competition.

Their solution was a social enterprise, ‘Edu-Tech’ that sells or leases refurbished and donated technology hardware that is supplied to Ghanaian students at an affordable price. Sindhu explains, “Our mission is to empower youth with education making it more accessible and inclusive through technology. Our solution not only helps to provide educational tools but also helps to address the issue of 50 million e-waste dumped annually in Ghana”.

Tap the image above to watch their project video.





AGDA DESIGN CHATS
INTERNATIONAL SPEAKER SERIES
VERÒNICA FUERTE
02 NOVEMBER 2020

AGDA's next speaker is Verònica Fuerte Hey Studio Founder & Creative Director. Verònica is a designer and illustrator from Barcelona. After earning a degree in Graphic Design from ELISAVA and a MA in Typeface Design from EINA she worked for several design studios in Barcelona. In 2007 she founded 'Hey', which has grown steadily since.

Tap the image above to connect to Verònica's site.

Date: Monday 2nd November 2020

Time: 4:00pm AEDT

Live Stream: via Zoom

Pre-release registration is available to AGDA Members.

Public release will be available next week. Numbers limited.

Tickets: Tap the 'event' icon to connect to the AGDA ticketing site

Above:
Hey's artwork for the 100th Assembly of FAD members.
300 Limited edition silkscreens, 6 inks, Gmund cotton 250g. FAD is Fostering Arts and Design, a non-profit association of professionals and businesses connected to the design world. Coexisting within FAD are five associations of different creative disciplines.
Five colours, five disciplines that symbolise the values of union and common growth, as well as its range and diversity, creating a path in continuous evolution.
— heystudio.es