

Squirrel*

* to move in an inquisitive and restless manner

FROM THE HOD



Gene Bawden
Head of Department, Design

Welcome to Design at Monash Art Design & Architecture, and to the special Orientation edition of ‘Squirrel’. Inside you will find lots of useful tips to get the most out of your studies with us, as well as some amazing student, staff and alumni work to inspire you. We’re incredibly proud of our creative community and there are ten previous editions of ‘Squirrel’ for you to search through and see why Design at Monash is so unique. Just [tap here](#) to link to the ‘Squirrel’ library. There are also special University and Faculty orientation sites to help you begin your journey with us. Just tap on the links in the design below to connect to them. Above all, we wish you an enjoyable journey and one that is connected, creative, challenging and safe.

Click on the labelled tiles, right, to connect to the Monash Orientation page, the MADA Orientation page and the Design Department web page.

We’ve also included a link to the Covid Fact Sheet (bottom left). This is regularly updated and will provide you with information regarding any changes or adjustments that occur because of the Coronavirus pandemic.



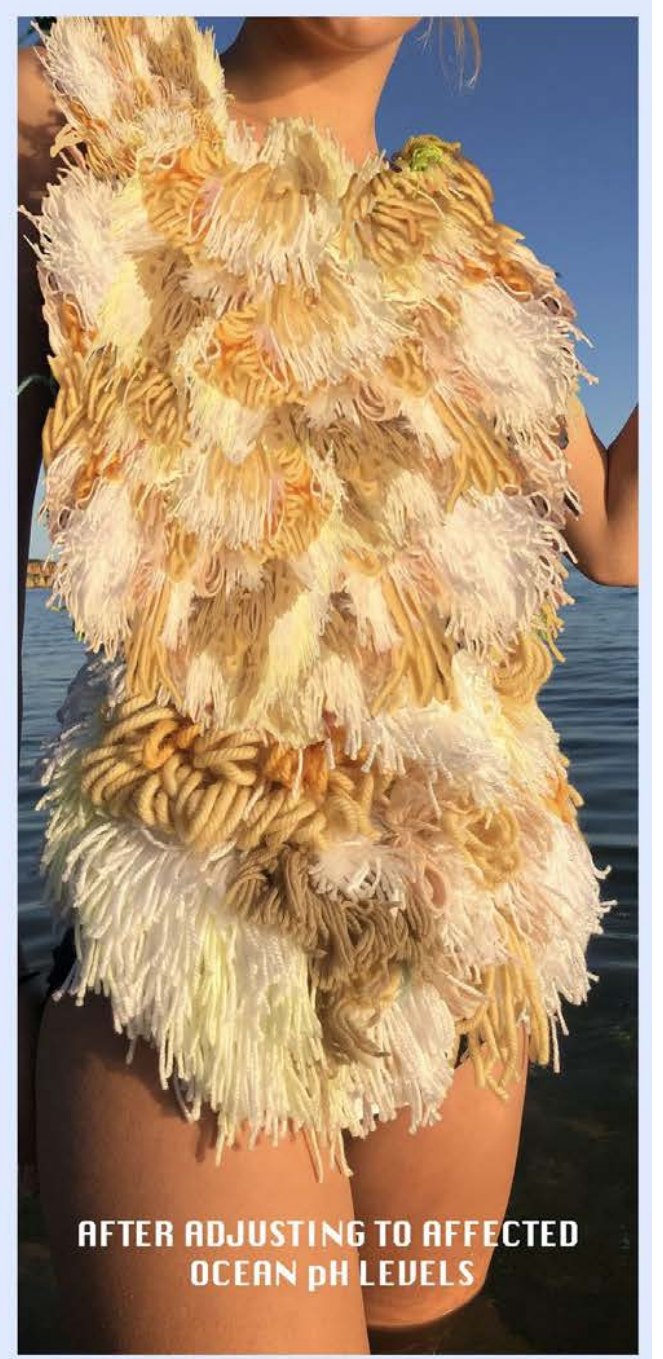


OUR
FOCUS

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.
Design at Monash is
a transformational
agent that translates
ideas into positive
living experiences,
be it through
objects, images,
spaces, behaviours,
or interactions.

pH INDICATOR SWIMSUIT

A bathingsuit made from recycled materials, which when submerged in sea water, reacts to the pH levels. If levels are too high, the suit will fade in colour, representing the process of coral bleaching.



Sustainability + Equality Education + Translation

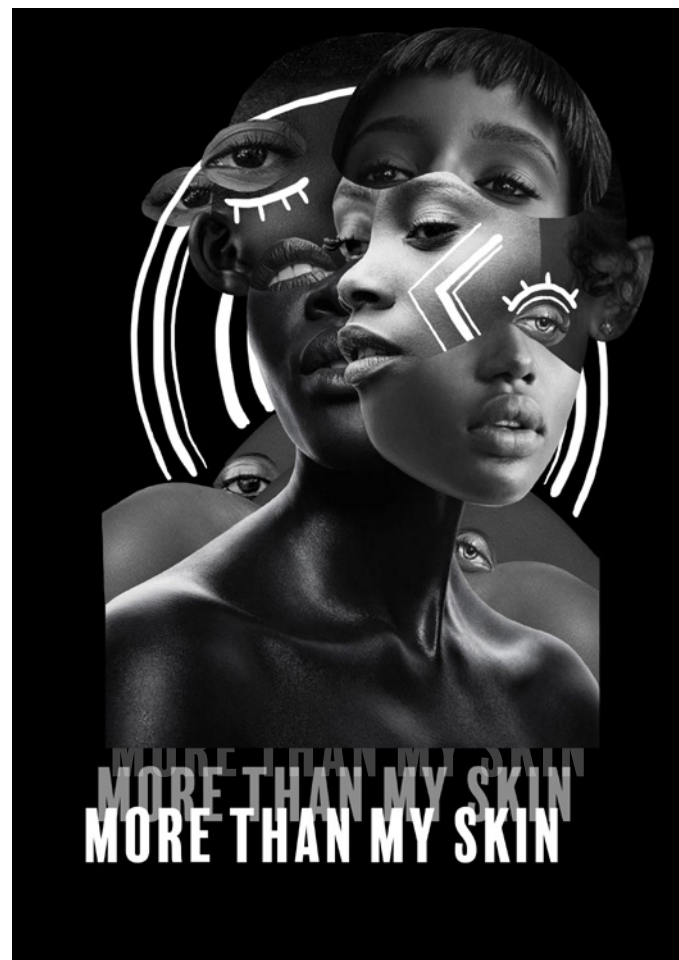
From our very first semester we encourage the exploration of the Monash design values through the studio projects. The studio experience is at the core of all of our teaching, including the on-line units. It's where we intersect our ideas with value systems, global and local needs, different economies, innovative thinking and sustainable and equitable practices.

To exemplify the studio connection to sustainability and equality we've selected projects from the undergraduate studio, and connected them to those of graduates.

At the top we see Zoe Rae's speculative 'wearable' — a swimsuit that visibly demonstrates the effect of PH levels on the bleaching of coral reefs. Below is Alex Goad's Mars Reef, an award winning Monash Honours project that has gone on to create a unique industry opportunity for Alex. Check out [Reef Design Lab](#) to see more of his work and the important role he and his collaborators are playing in the preservation of our reefs and waterways.

Our first project for all students this year was Anxiety into Action (see next page) that invited students to respond visually to a contemporary issue or challenge. Many like the examples of Lee-Ling Bristow, Vivienne Tran and Tiffany Bligh, chose gender and racial equality as their theme. Similarly, [XYX Lab](#) confronts the spatial inequity that confronts women and girls and members of the LGBTIQ community everyday. Hypersext, right, is a forthcoming exhibition by Lab members, Nicole Kalms, Gene Bawden, Isabella Webb and Timothy Moore, that visualises the confronting data from around the world that pertains to sexual harassment.

Connecting our studio experience to values that will contribute to a better world drives the curriculum at Monash.



ANXIETY INTO ACTION

Design as the agent of optimism

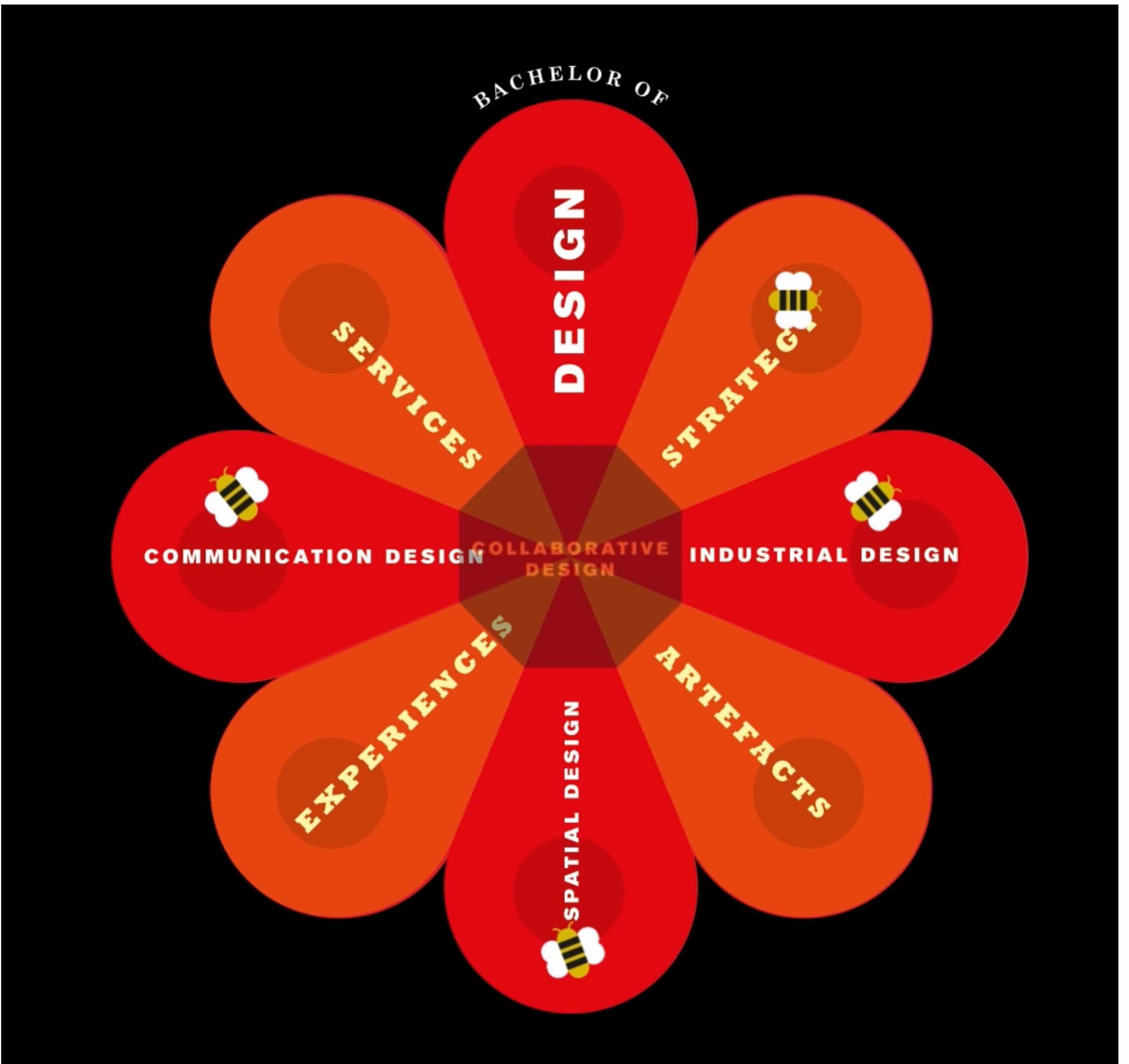
STUDIO

2020 began quite differently for all of us. The coronavirus outbreak that has gripped the world for the past 8 months has made its presence felt in more ways than just the fear of possible infection. Its impact on public engagements, economies, travel, tourism and—as you’re experiencing now—education, has been unprecedented. Is it any wonder the world is engulfed in an overwhelming sense of rising anxiety?

This project asked all our students, as designers—and designers within a generation who will lead change—how might they transition anxiety to optimism through the actions their designs enable? We asked them to speculate, take creative risks, and challenge themselves to imagine how their work enables a rising optimism in the face of its bleaker opposite. The outcome had to be triumphantly positive; or promote a positive response or action; or provoke a positive future through speculative objects, experiences and messages.

As designers you are creating the future—the things people engage and interact with, that make their lives better at any scale. We wanted to start this year with that mindset; how does what you do impact on people and the planet?

[To see all the results tap here, and watch the introductory video by tapping the Anxiety into action image above.](#)



BA DESIGN

Design is a constantly evolving discipline that actively responds to a rapidly changing world. With a focus on sustainable and equitable futures, and embracing a creative problem-solving mindset, a Monash Design graduate has a vital role to play in the twenty-first century through which ever specialisation they choose.

Tap the image above to connect to our 'Bee Movie'; an animated guide to our program and its advantages.

1	Sem 1	Collaborative Design Studio (12cpts)	Visual Culture (6cpts)	Drawing (6cpts)	+ Compulsory OHSE unit (OHS1000) must also be undertaken regardless of entry point.
	Sem 2	Design Studio Specialisation (12cpts)	Design Theory (6cpts)	Elective (6cpts)	
2	Sem 1	Design Studio Specialisation (12cpts)	Design Theory (6cpts)	Elective (6cpts)	
	Sem 2	Electives (24cpts)			
3	Sem 1	Design Studio Specialisation (12cpts)	Design Theory (6cpts)	Elective (6cpts)	
	Sem 2	Design Studio Specialisation (12cpts)	Professional Practice (6cpts)	Elective (6cpts)	
4	Sem 1	Design Studio Specialisation (12cpts)	Research Methods (6cpts)	Elective (6cpts)	Honours is a separate course and requires an application process of folio and interview.
	Sem 2	Design Studio Specialisation (18cpts)		Research Documentation (6)	

Communication Design

Communication designers help people connect and make sense of the world through images, sound, motion, language, and temporal forms of engagement across a broad range of communication media. These include, but are not limited to, digital and analogue publications, identity design, interactive information design, way-finding systems, web sites, posters, data visualization, apps, motion design and animation. This specialisation will provide you with what it takes to become an independent, enquiring and socially responsible communication designer, able to work across a multitude of production platforms. It lays the foundation for a career in graphic design, visual communication and digital media.

With the Bachelor of Communication Design you will acquire an industry-relevant qualification and a body of work that demonstrates your creative thinking skills; your conceptual maturity; your problem solving ability; and your dexterity with contemporary visual communication media.

Industrial Design

Industrial designers embrace creativity and technology to develop products, systems, services and experiences. They design in response to function and needs; and explore methods of production through sketching, researching, testing, prototyping and making. By applying their understanding of materials, manufacturing and how people use products, industrial designers combine technical innovation with aesthetics to create beautiful, functional products.

Through this specialisation you will gain the knowledge and skills to develop an effective, purposeful and marketable product, from initial concept to production. Industrial designers work in teams of other designers, alongside other disciplines such as engineering, production, marketing and research and development. They are responsible for the creation of things which do not yet exist, and as such have a creative capacity for new ideas, and a practical capacity to help bring these ideas into being.

Spatial Design

Spatial Design professionals use creative design and construction technology to solve a broad range spatial challenges: private, public, real and virtual. They understand how people engage with the world, and how structures, spaces and environments can enhance human experiences.

They create the spaces, lighting and furniture that encourage people to interact and engage with each other and their environment. Spatial designers possess a unique balance of strengths, combining creative design abilities with building technology knowledge. They explore the creative use of space, structure and experience to develop conceptual agendas that are provocative and innovative, and material solutions that address contemporary conditions.

The degree will prepare you to work as a spatial, experience or interior designer. As such, you will find yourself working alongside many different discipline professionals on a wide range of projects that may include commercial, cultural, institutional, hospitality and domestic spaces.

Collaborative Design

Collaborative designers are skilled in a diverse range of multi-disciplinary expertise. This specialisation will activate hybrid competencies that unite the methods and processes from across the design disciplines. As a collaborative designer you will intersect your multi-disciplinary skills to resolve challenges that engage the full breadth of design tools and experiences including image, language, products, narratives, systems, services, public and private space, materiality and virtuality. On completion of this specialisation you will possess independent conceptual and practical design skills, but with an agile ability to engage in team-based collaborative design processes. You will complete the specialisation with a bespoke, but industry relevant qualification, that addresses the increasing demand for multi-disciplinary design practitioners.

COM DESIGN

Become a bold, imaginative communication designer who shapes the visual language of contemporary society through creative visual storytelling.

From day one you'll be in the studio – a hands-on, creative environment where you'll be working side-by-side with your peers under the direction of Monash's award winning designers and industry professionals.

The studio is equal parts 'design-thinking' and 'design-making'. You'll be encouraged to experiment with image making, typography, analogue and digital media, UX and more, as tools and techniques to solve specific design challenges.



Top to bottom, left to right:

James Meadowcroft
Followed by Facebook.
Shortlisted for DIA Graduate of the Year, 2020

Hayden Doward
Dockland's Library DJ Table
A touch screen installation for an exhibition intended to disrupt how people engage with the library as a place of activity not silence

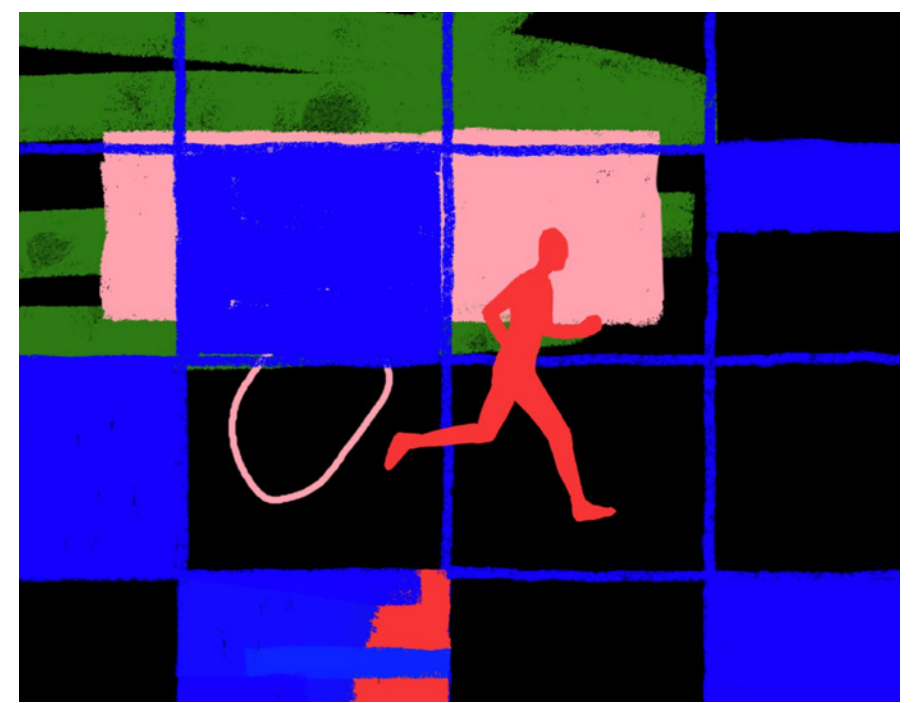
Ashley McVee
Urban Wanderer:
Packaging for Social Justice

Zoe Hu
SPRING/SUN/WINTER/DREAD'
AGDA Pinnacle Award Winner, 2018 (Student Category)
Tap the image to connect on Vimeo

Lucy Russell and Antra Svarcs,
Monash FODMAP App Launch, USA Las Vegas, 2016

Damian Petrov
Recycled light packaging

Carolyn Ang
Esperanto/ Art Direction
Student run, cross-faculty Campus Magazine

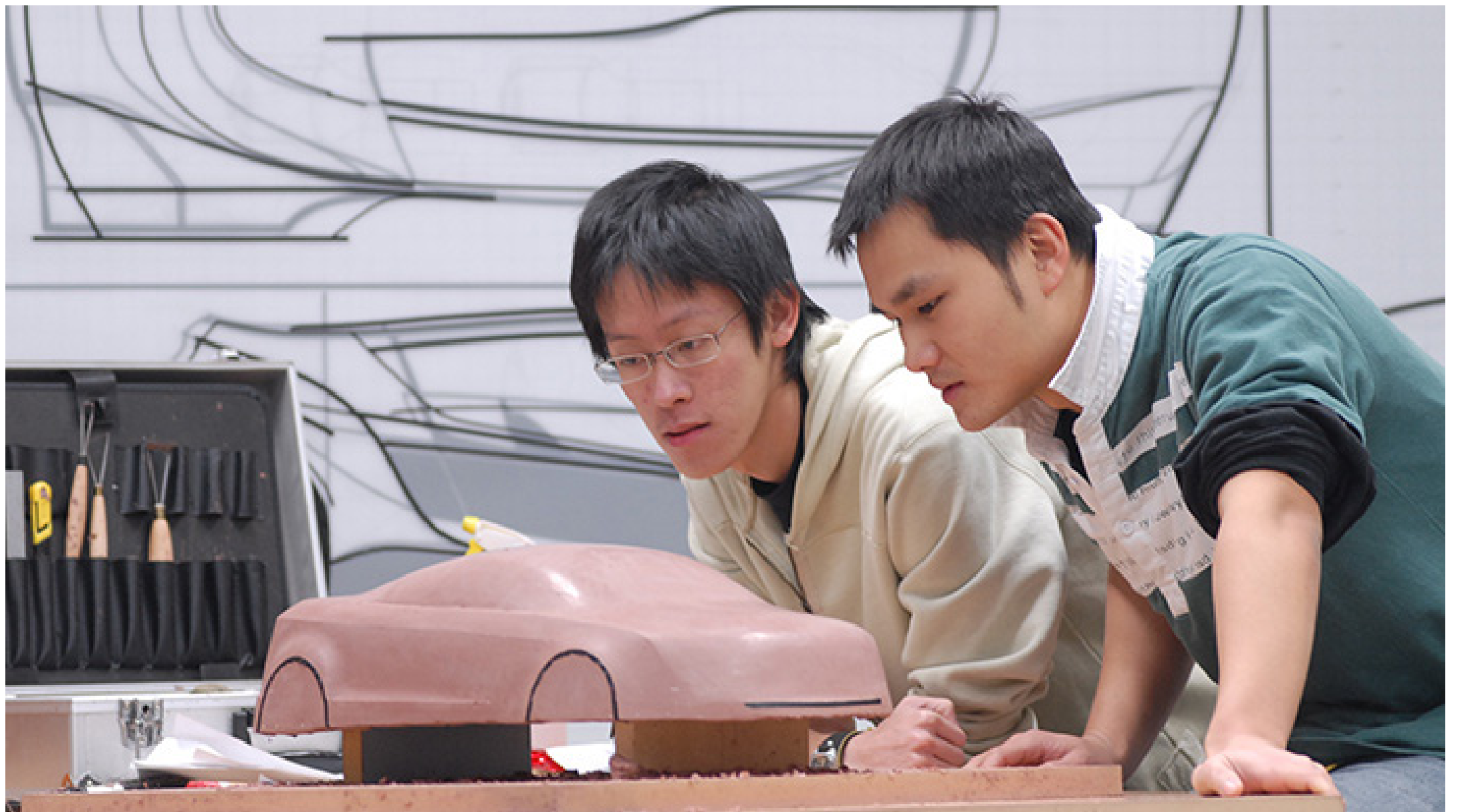


ID

Create beautiful, functional objects by combining your knowledge of materials, manufacturing, and human-centred design with innovation and aesthetics.

You'll learn how to develop innovative solutions to design challenges for systems and services like transport and mobility, furniture and lighting design, to medical equipment and all kinds of products.

Guided by our talented academics, practicing industrial designers and top researchers, you'll learn how to use design as a problem-solving tool in hands-on, practical studios to transform your ideas into functional prototypes.



Top to bottom, left to right:

Hannie Choi

Koji: A two-way 'monobloc' chair that accommodates both children and adults

The Automotive Clay modelling Studio

unique to Monash

Rowan Turnham

Project Galada, A litter capture barrier for waterways. Winner DIA Graduate of the Year Award (2016)

Amy Killen

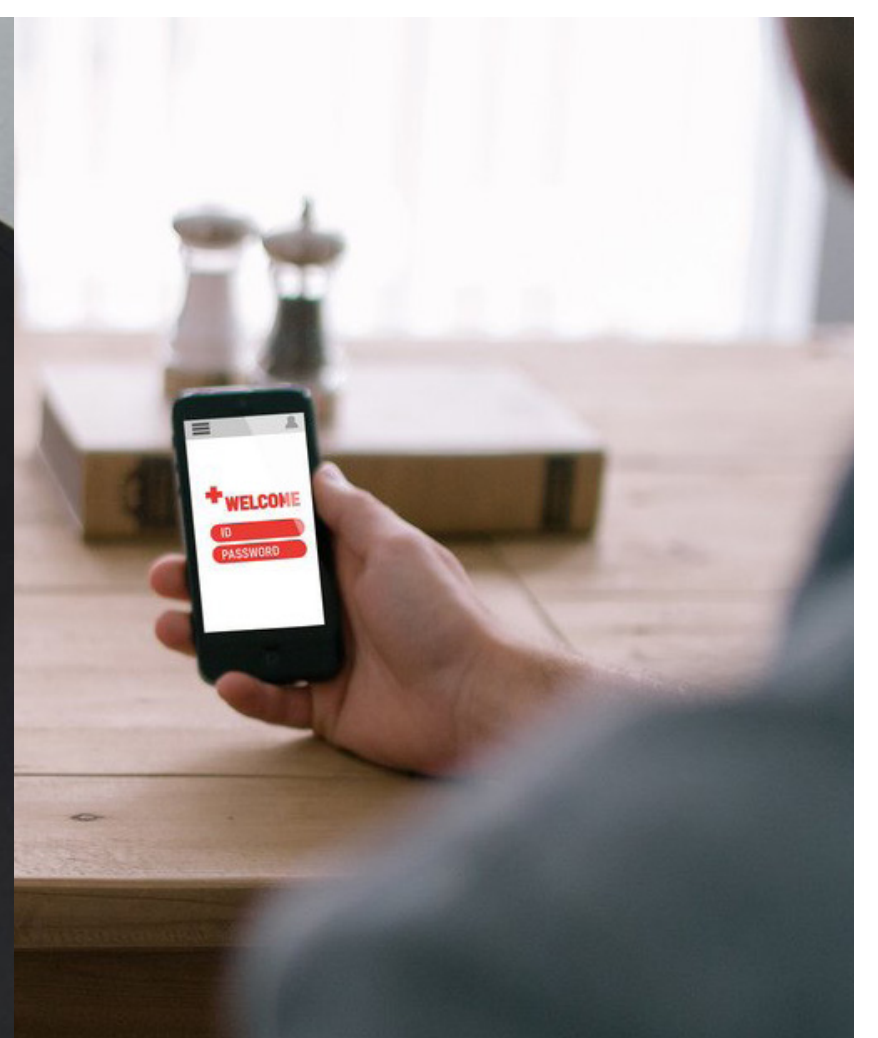
Themalife project . Australian James Dyson Award 2016. A self-cooling, inexpensive, fold-up medical device designed to safely deliver blood transfusions

Lachlan Marshall

Tiny Shop of Transparency
Tap the image to watch the video

Caitlin Wood

Blot. The blot device is a new user experience in the form of product and system experience design, that combats stigmas associated with blood donation and resistance of potential new and repeat donors



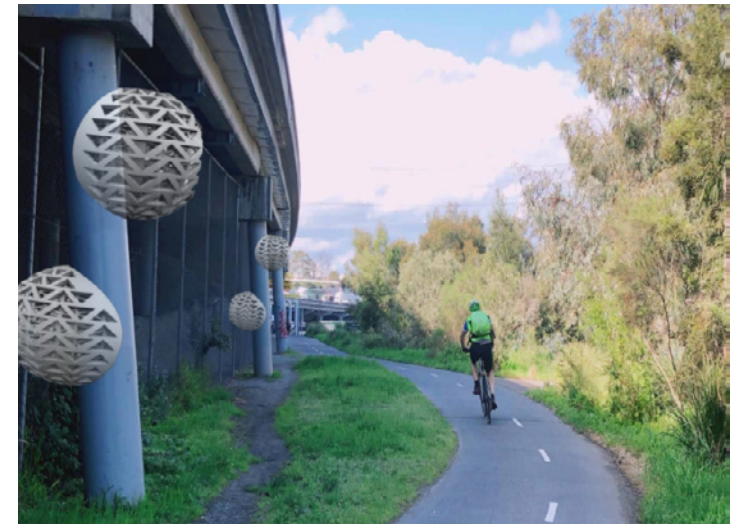


SPATIAL DESIGN

Design new experiences that set moods, communicate ideas, address social issues and facilitate cultural expression through the innovative use of space, lighting, technology and form.

Our program combines interior/exterior spatial and structural knowledge with a new approach to designing for people and places that engage immersive technologies, user experience and influence behaviour.

You'll work both independently and collaboratively on projects that range in scale from the most intimate private space to the largest public structure and have the opportunity to connect with designers and industry practitioners.



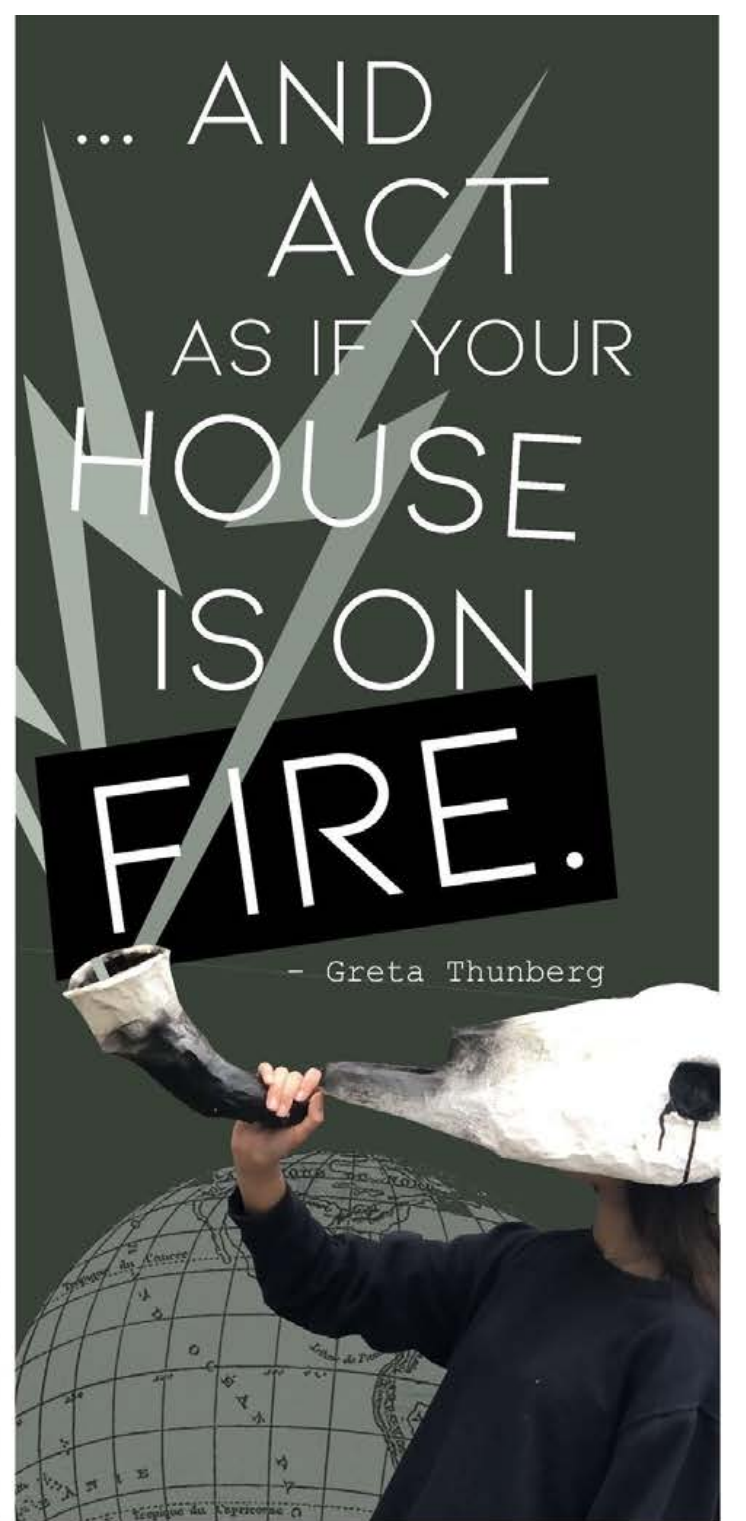
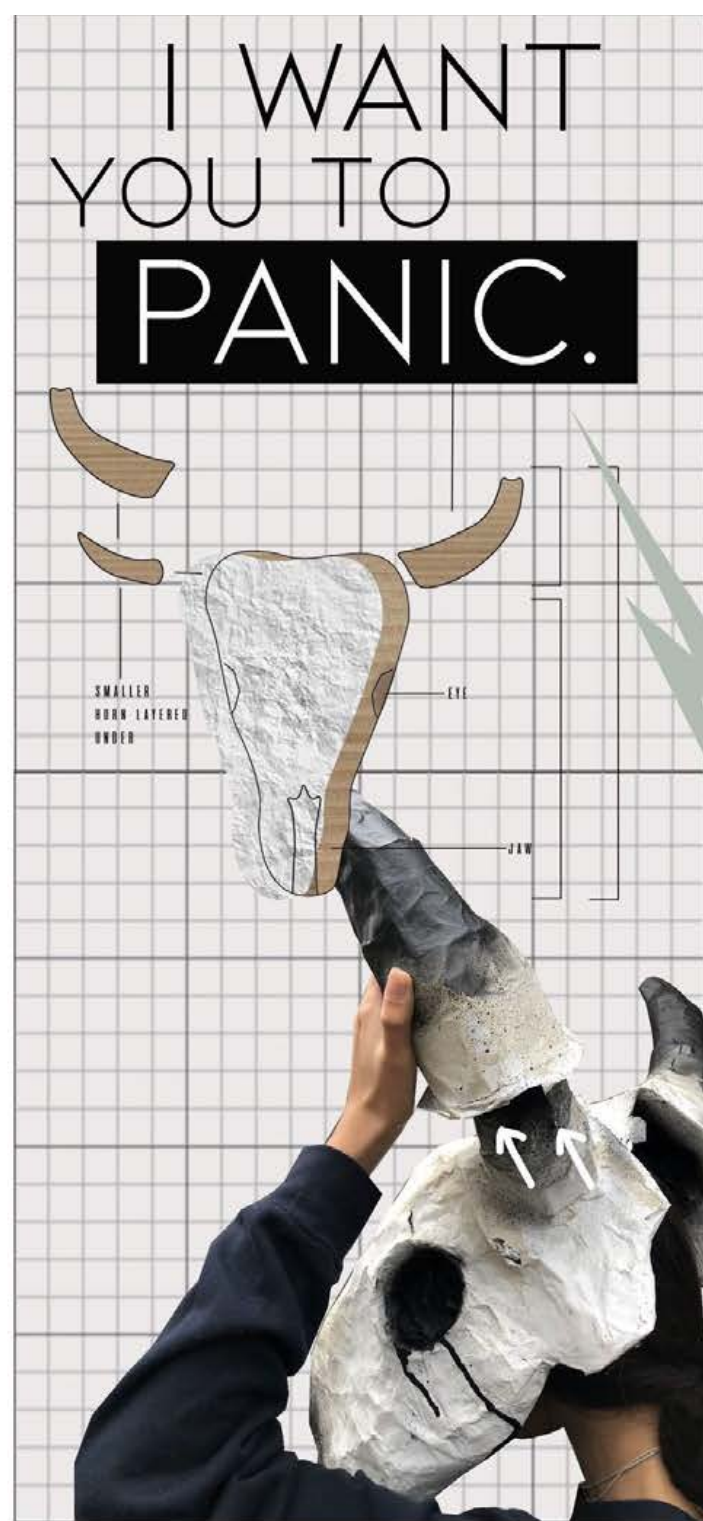
Top to bottom, left to right:
Project: Artists' Beach Colony
Gemma Chau Bao Tran:
 Bathing box for visual artist, Nick Cave.
Catherine Russell:
 Bathing Box for Ernesto Neto
Project: Creature Spaces
Vanessa Atika
 Sound wave home for the Australian wood duck.
Eva Yi Hui Shen
 Nesting space for the Curra Wong
Chantel Zhou
 'Hive' for the Eastern Pygmyfly
Katelyn Marzan
 Spaces for the Long-eared bat
Anthea Lu Chen
 Nesting spaces for the Tawny Frogmouth
Project: Fleeting Space
Eva Yi Hui Shen: Tap image to watch the video.

COLLAB

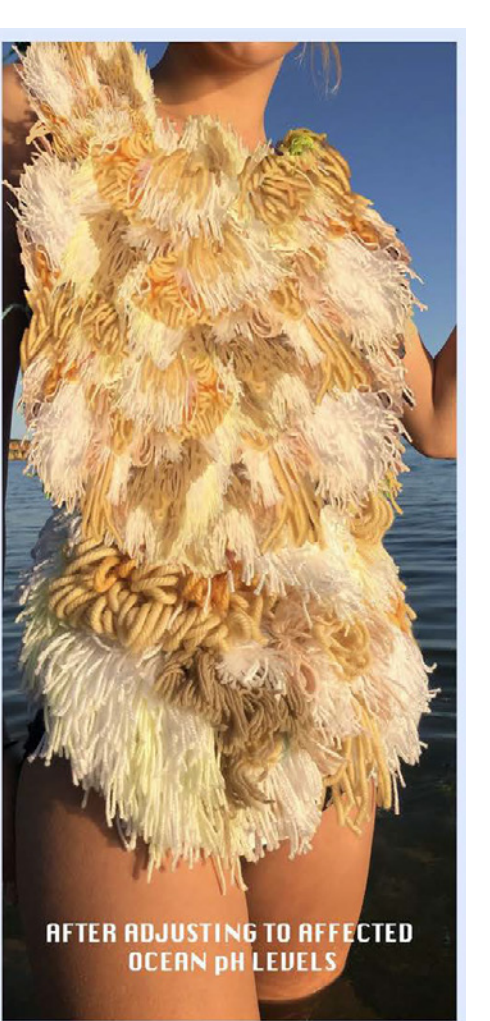
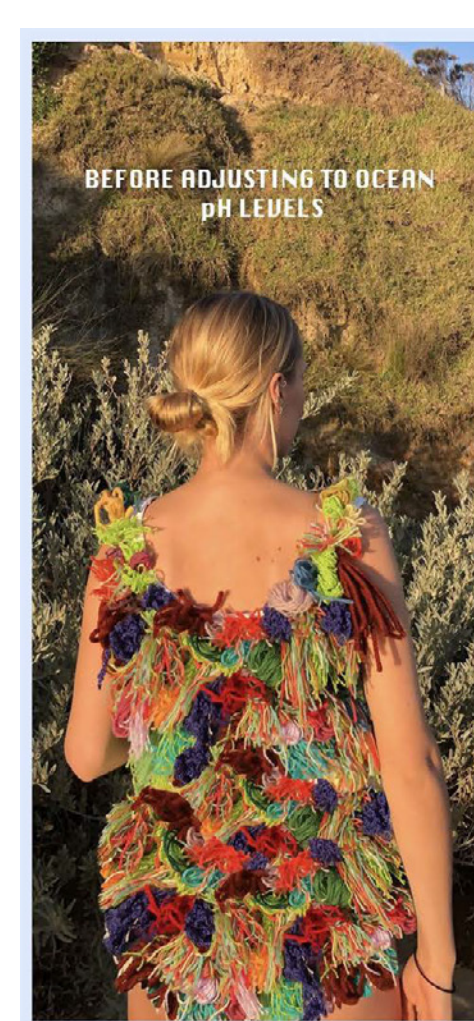
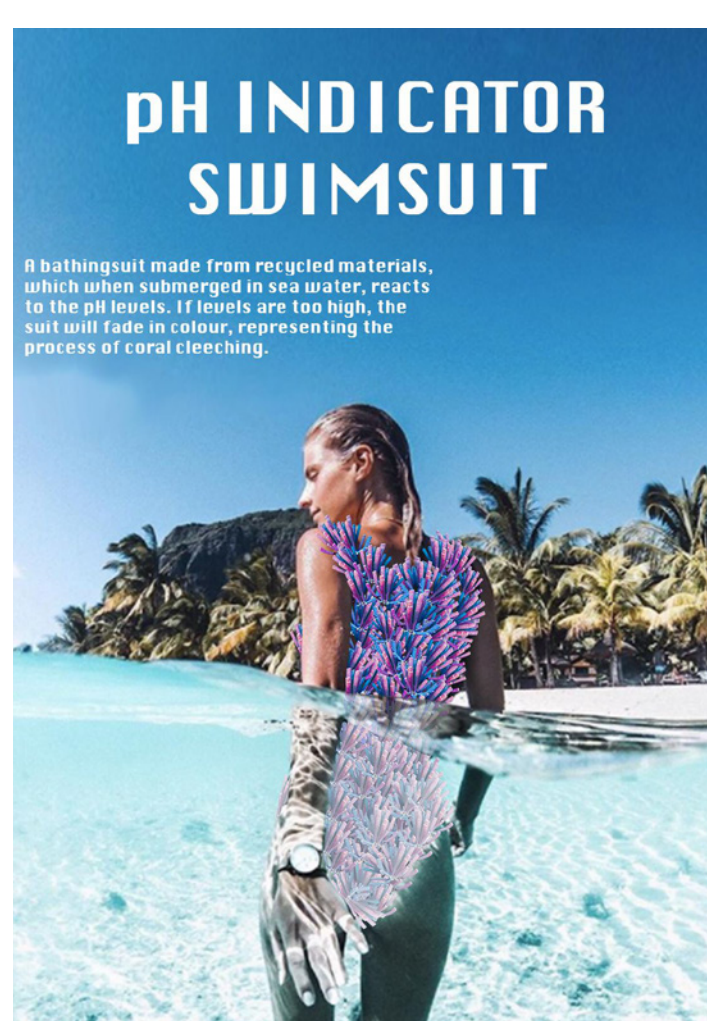
The Monash Design degree begins with everyone undertaking the same Collaborative Design unit. This allows you to sample the different aspects of our design disciplines then begin your specialisation journey from the following semester.

However, the flexibility of the Monash Bachelor of Design permits you the opportunity to create your own bespoke Design Studio sequence. This means you can undertake major studios from across our discipline areas in Years One and Two. This allows you to acquire a range of design skills from each studio — be it Communication, Industrial or Spatial Design — then intersect your unique skills in your final year. If you take this path you will complete your degree with two capstone units:

Collaborative Design Studio 4 (COL3001) and **Collaborative Design Studio 5 (COL3002)**. This opportunity within the Bachelor of Design is answering an increasing need for graduates with blended skill sets, undefined by a single discipline. These areas include service design, experience design, and co-design where increasingly designers are intersecting their skills with community engagement, entrepreneurial mindsets and the skills from a range of other design project participants. Designers are playing leading roles in large multidiscipline projects, and the capstone units in this pathway build your skills in collaboration, communication and strategic thinking. This pathway will prepare you for a future in which design dexterity is needed to help navigate change; and prepare you to become the agile design thinker the world needs.



Top to bottom, left to right:
Collaborative Design Studio 1
Year One, Semester 1, 2020
People and Climate project
 Joanna Soetanto
 Alleisha Pereira-Stephens
 John Macatol
 Gitika Garg
 Zoe Rae





THEORY

In the Bachelor of Design you will undertake a sequence of units in Design Theory. The Design Theory units (TDN1002, TDN2001 and TDN3001) help you connect the broader historical and critical contexts of design to the practical work you undertake in your studios. Through the sequence of units you will explore how social and political frameworks relate to design practices, both in the past and as we move into the future. Discover how Indigeneity, gender identity, socio-economic privilege and environmental concerns impact on design and how it is operationalised in the world.

Design theory is vital to enriching your design practice to ensure you are the thoughtful and responsible designer the world needs. Tap on the TV above to connect to Hannah DeBuhr's critique of the 1970's interior' "the decade that taste forgot".

ELECT



Making and fabrication

- IDE3812 - Mobility design 1
- IDE3813 - Mobility design 2
- IDE4809 - Mobility design 3
- IDN2033 - Mould making and casting for design
- IDE2810 - Furniture 1
- IDE3815 - Furniture design 2
- IDE1502 - Modelmaking and workshop practice
- CDS2512 - Packaging design



Image Making

- CDS1511 - Photographic art direction
- VCO1203 - Introduction to contemporary illustration
- CDS1531 - Illustration for narrative
- VCO2204 - Illustration as design
- CDS2531 - Illustration for animation
- VCO3206 - Conceptual illustration
- IDE1602 - Product drawing
- IDE2211 - Engineering drawing
- DIS1911 - 3D design and visualisation



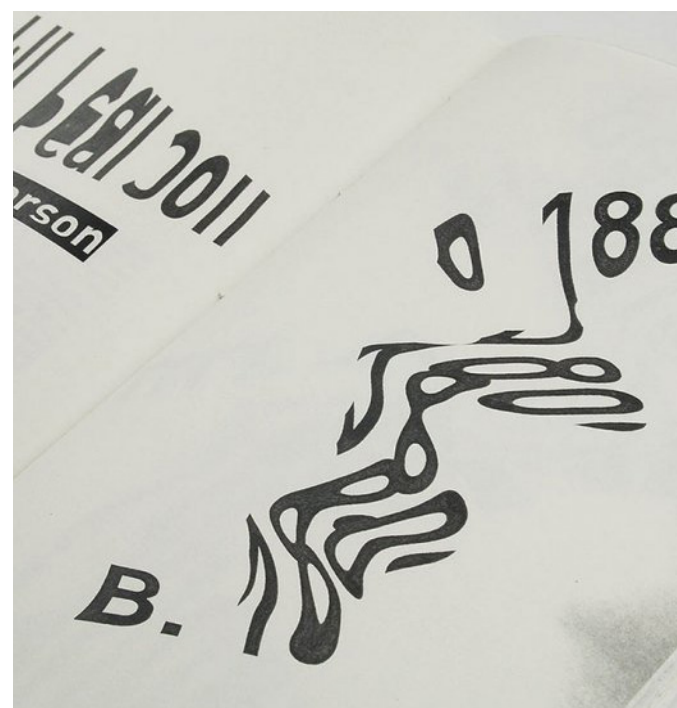
Social and cultural

- AHT2301 - Indigenous Australian creative practice and ways of knowing
- DGN3108 - Design for social impact
- IDE2120 - Designing for sustainability
- ADA1111/ADA3111 - Design thinking
- IDN2102 - Service design studio
- ADA2011 - Interdisciplinary studies
- DGN3203 - Design for culture and heritage

With a third of your degree devoted to electives, you have the opportunity to create a bespoke educational experience suited to your skills and interests. There are literally hundreds of electives to choose from from across the university; and provided you have the prerequisite for them (and in some cases permission) you can undertake any of them. But sometimes too much choice can be overwhelming, so we've clustered some (right) that may suit your individual preferences.

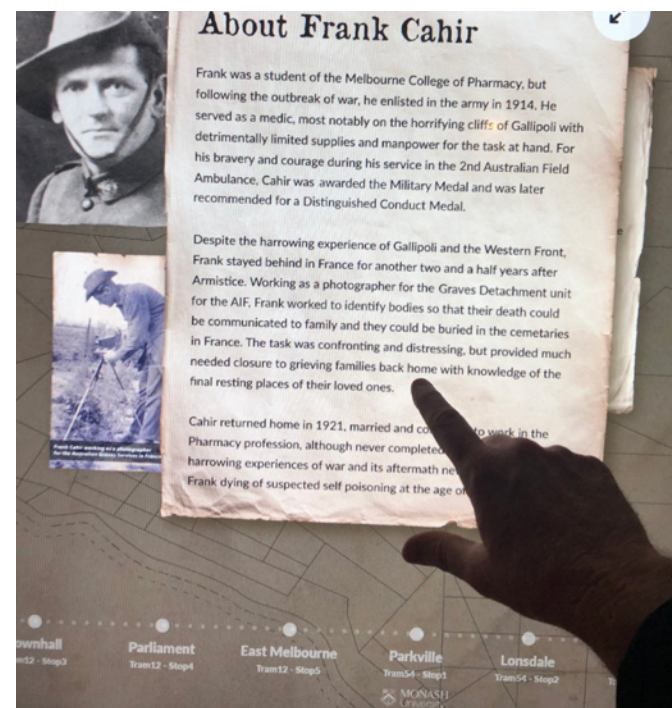
The units listed here constitute a small fraction of the offerings we have. If you're interested in other offerings you find in the handbook, contact the Chief Examiner to find out more.

To find the unit guide for all of our units simply type in the unit code or unit name in [the handbook](#). [Connect to the link by tapping here.](#)



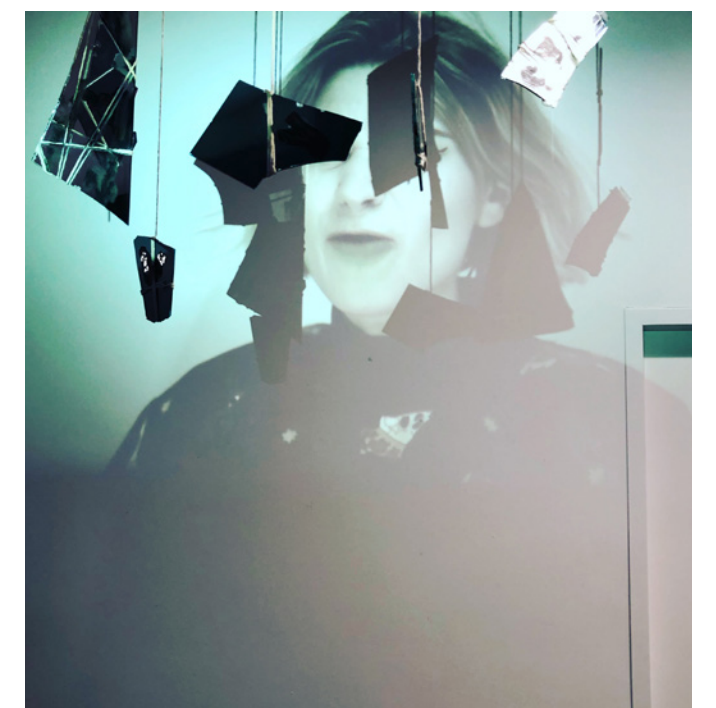
Typography and publication

- VCO1302 - Typography 1
- VCO2304 - Typography 2
- VCO3307 - Typography 3
- VCO3305 - Digital font design
- DIS3906 - Digital publication
- CDS2524 - Unconventional publishing
- CDS2511 - Branding for designers



Digital and interactive media

- DIS1704 - Web design
- DIS2909 - Electronic design
- DIS2601 - Digital audio/video
- CDS2521 - Creative coding
- CDS2523 - Creative visualisation
- CDS2522 - Creative expression through physical computing



Spatial experiences

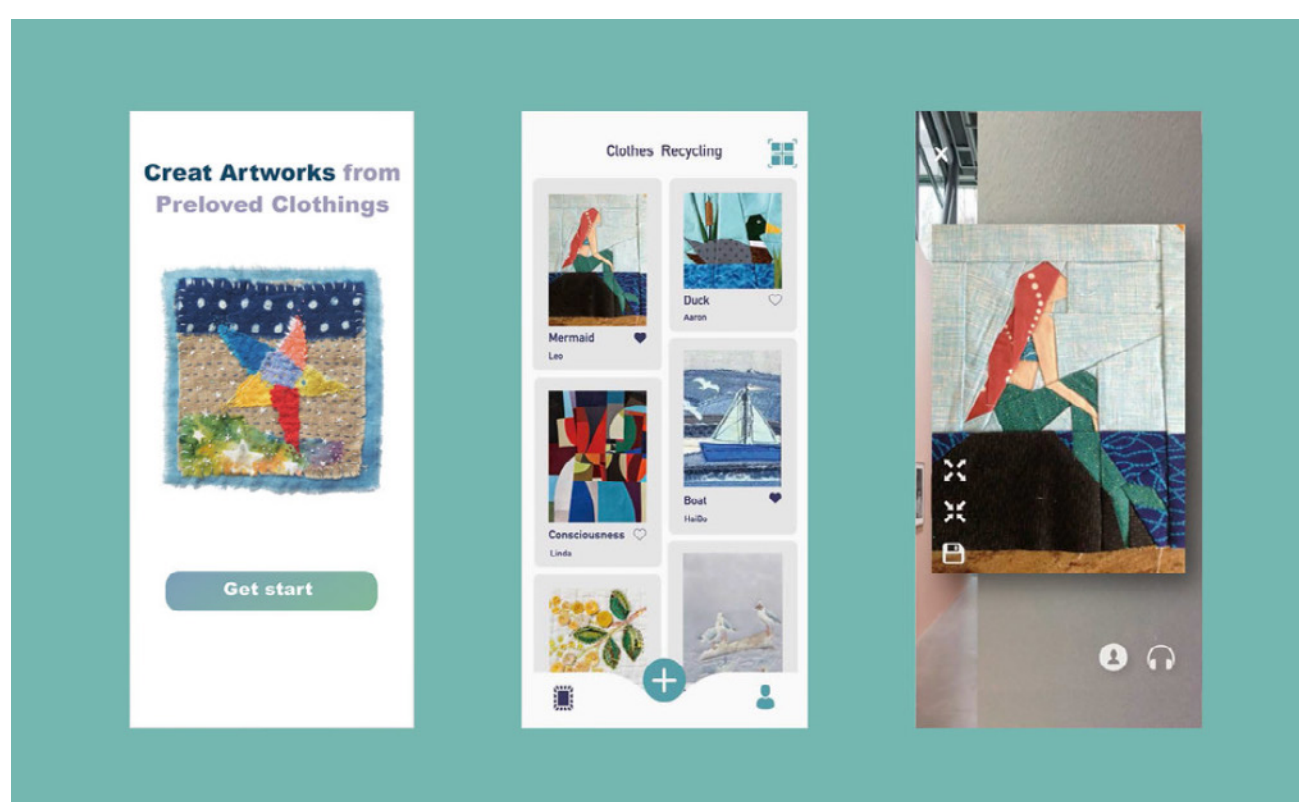
- SDN2508 - Advanced technologies for spatial design 1
- SDN2509 - Advanced technologies for spatial design 2
- SDN2002 - Contexts in spatial design studio practice
- SDN2525 - Sensory design
- SDN2505 - Exhibition design

M-DES

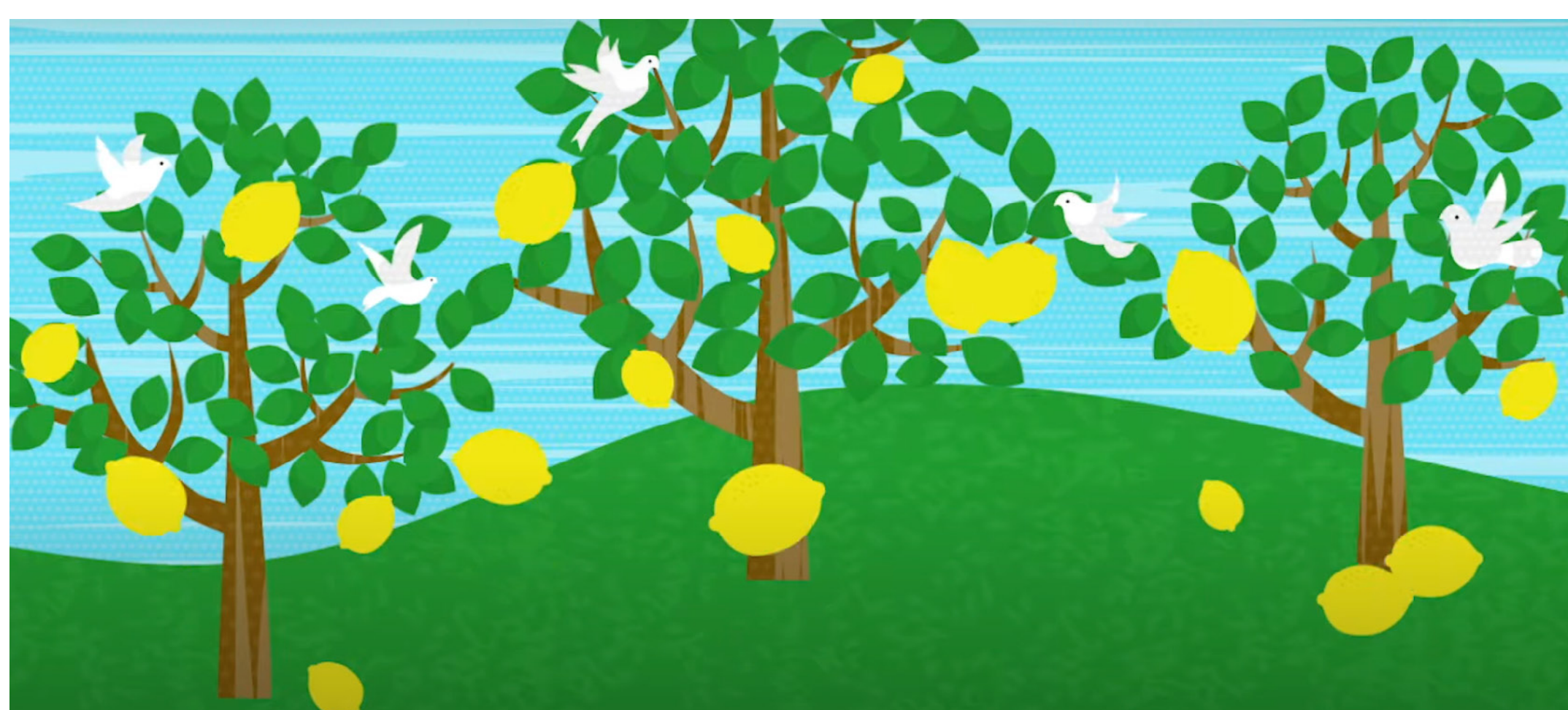
Positioned at the intersection of several creative disciplines our Master of Design provides you with the platform to explore advanced principles in contemporary design that will enhance your design practice and provide you with the platform to be an innovative leader.

This project-based and studio focused course offers you the opportunity to extend your learning within a specialisation area of interaction design, multimedia design or collaborative design. Alternatively, you can choose from a range of units from across these three areas to construct a specialisation in Advanced Study in Design.

[Tap here to connect to the 2020 mid-year graduating showcase—a collection of amazing work completed by our talented Masters cohort during semester one's covid lock down.](#)



Top to bottom, left to right:
JXin Chen, Dongyu Liu, Riri Haruka, Jiongxin Wang and Ankit Khokhra
 Zoos Victoria Special Project
Haibo Cheng
 Clothes recycling App
Danyang Li & Jingya Shi
 Pal: A friend, a diary, a new world.
Siyuan Chen
 NIAN XIANG e-paper device
Xiaotong Mao
 TEDx Monash University poster design
Riri Haruka
 Riri's showreel. Tap the image to watch



WHO'S WHO



Gene Bawden
Head of Department



Jess Berry
Deputy Head (Research) Director, Theory



Robbie Napper
Deputy Head (Education)/ Industrial Design

While we are a much bigger department than is represented here, the faces you see on this page are the full time staff you will most likely come in contact with during your time with us.

If you would like to know more about each of our staff, and see who else makes up our department, [tap here](#) to connect to all of their biographies and their selected creative works.

In addition to the full time staff, many of your classes will be delivered and facilitated by our talented visiting teaching associates. Over time you will get to meet many of them; and when you do, take the opportunity to tap into their extraordinary industry knowledge. Our visiting lecturers come from many professional design backgrounds and help us retain the currency of our education by ensuring what they teach inside the studio is reflective of practices in the professional world.

Our visiting teaching associates are a vital part of our design community and connect us and you to a network of contemporary design practitioners.



Warren Taylor
Program Director, Communication Design



Mark Richardson
Program Director, Industrial Design



Chris Cottrell
Program Director, Spatial Design



Cameron Rose
Program Director, Collaborative Design



Vince Dziekan
Program Director, Com Des Honours



Jeff Janet
Program Director, Master of Design



Gyungju Chyon
Spatial Design



Selby Coxon
Industrial Design



Ned Culic
Communication Design



Wendy Ellerton
Communication and Collaborative Design



Ilya Fridman
Industrial Design/ Design Thinking



Indae Hwang
Interaction Design



Desiree Ibinarriaga
Collaborative Design



Gill Matthewson
Spatial Design



Rowan Page
Industrial Design



Myra Thiessen
Communication Design



Dion Tuckwell
Communication Design



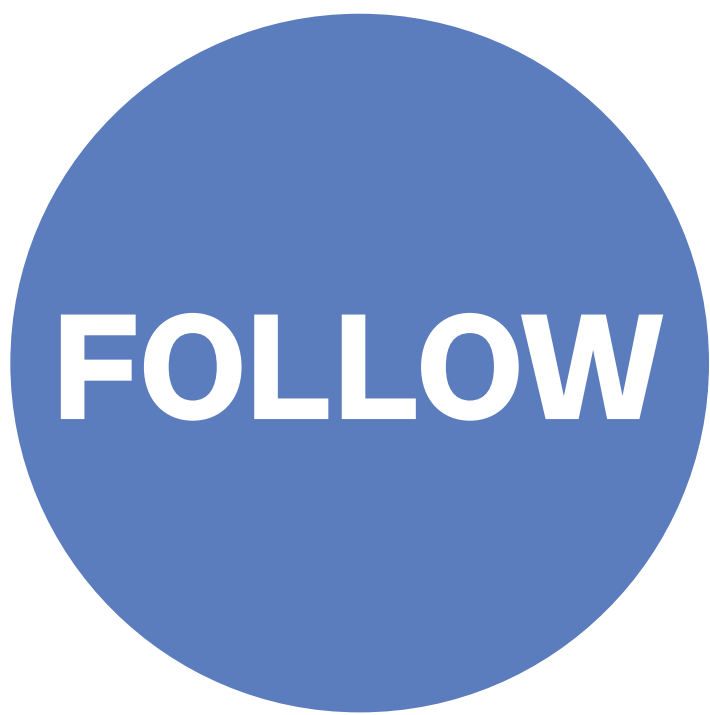
Xavier Ho
Interaction Design

ALUMNI

Our alumni are making an impact across the world, by working for some of the largest creative organisations or by establishing their own studios.

Click on each circle to connect to a small fraction of our alumni network; their websites, Instagram or other social media platforms, and see just how influential your alma mater is across the globe.





Be inspired and seek out those that are collating and creating the best work for you to observe and critique. In 'Squirrel' each week we curate a collection of sites for you to connect with. These are just some from our Semester 1 archive.



design boom
Magazine
Milan, NY, Beijing

[db website](#)



DeZeen
Magazine
London, NY

[DeZeen website](#)



Pentagram
Design Studio
NY, London ++

[Pentagram site](#)



Communication Arts
Magazine
USA

[CA website](#)



Domus
Magazine
Italy

[Domus website](#)



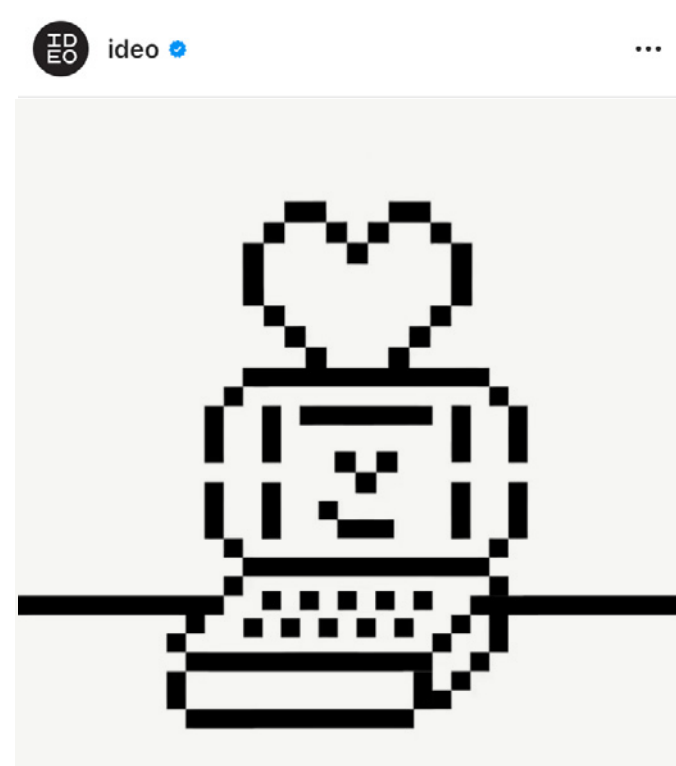
Idea
Magazine
Japan

[Idea website](#)



Cobalt
Melbourne

[Cobalt website](#)



IDEO
International

[IDEO website](#)



Frog Design
International

[Frog website](#)



Design Institute of Australia
Represents all Australian design disciplines

[DIA website](#)



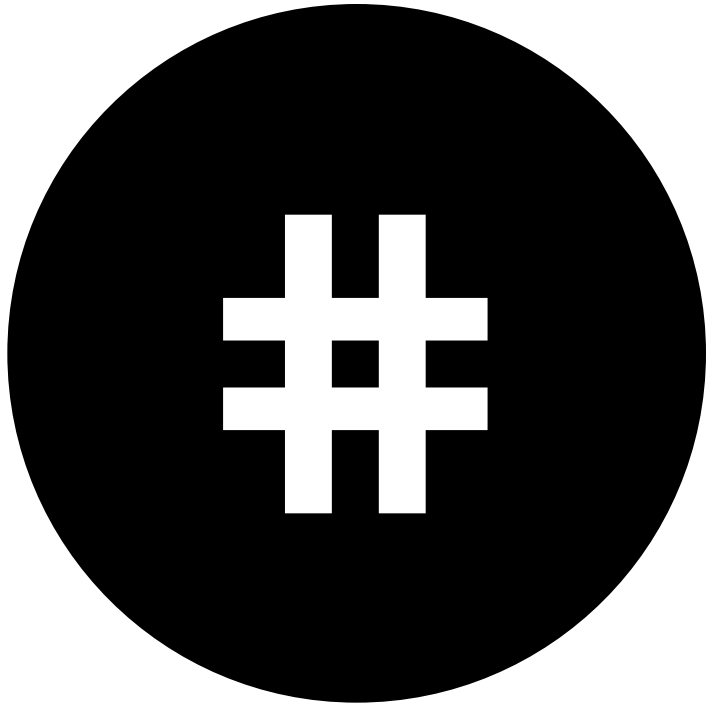
Australian Graphic Design Association
Graphic and Communication Designers

[AGDA website](#)



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

[AIGA website](#)

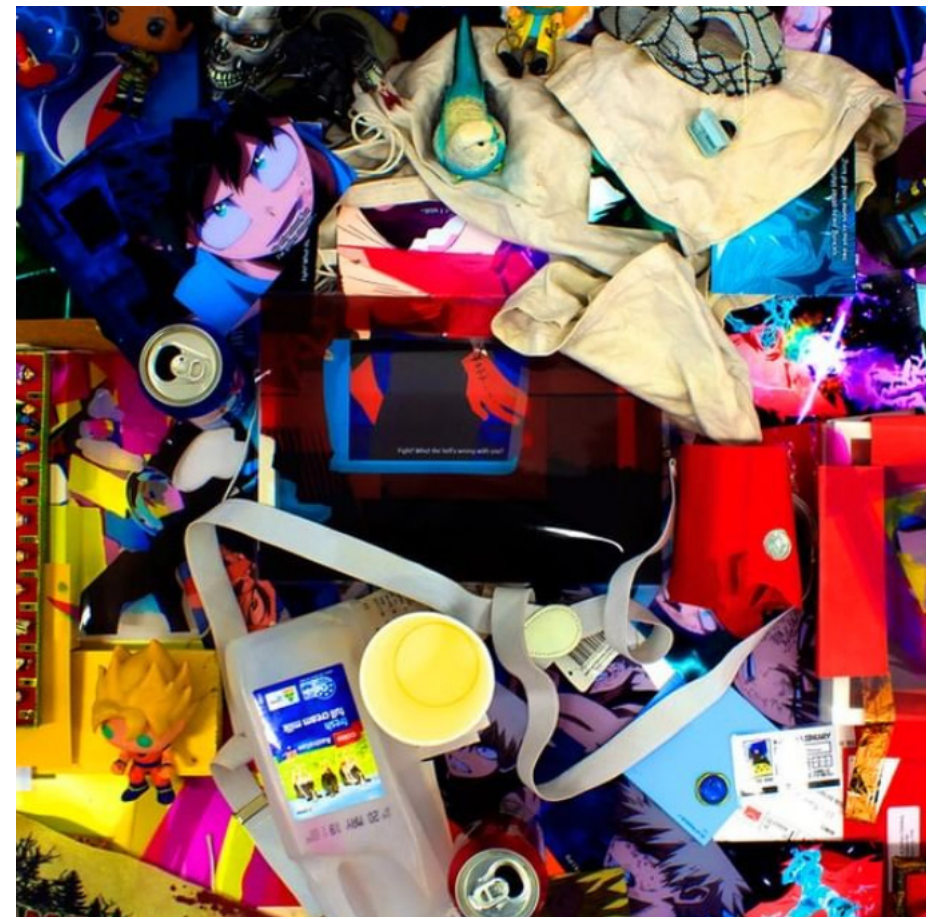
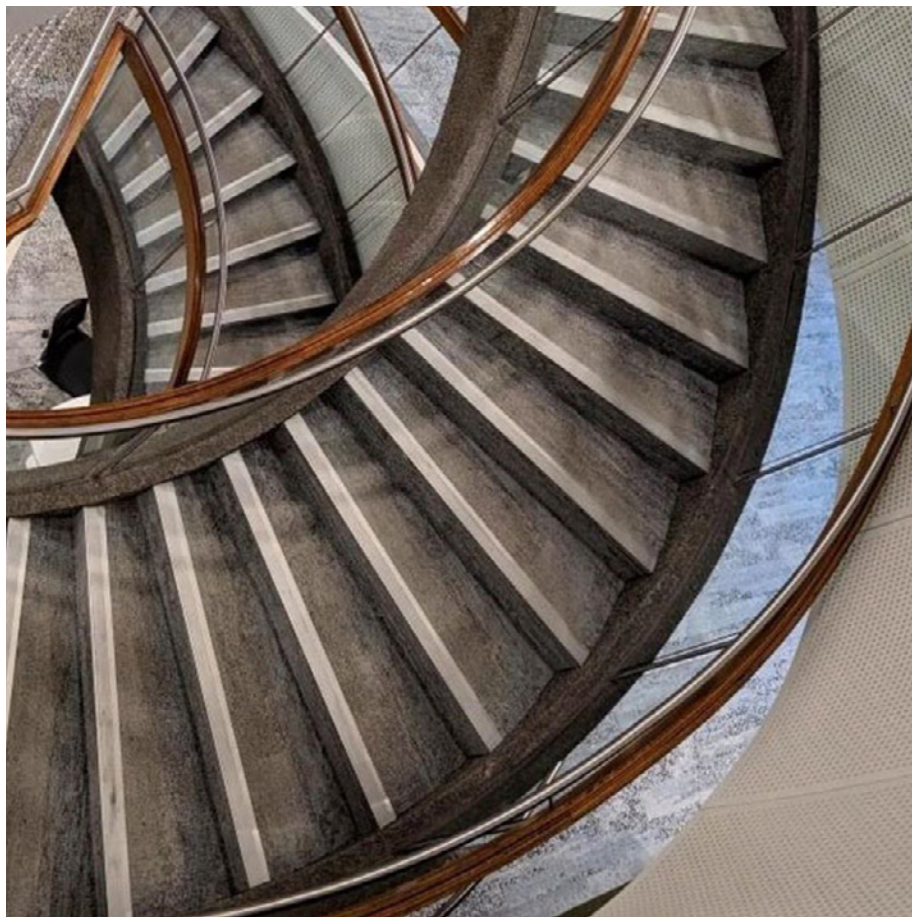


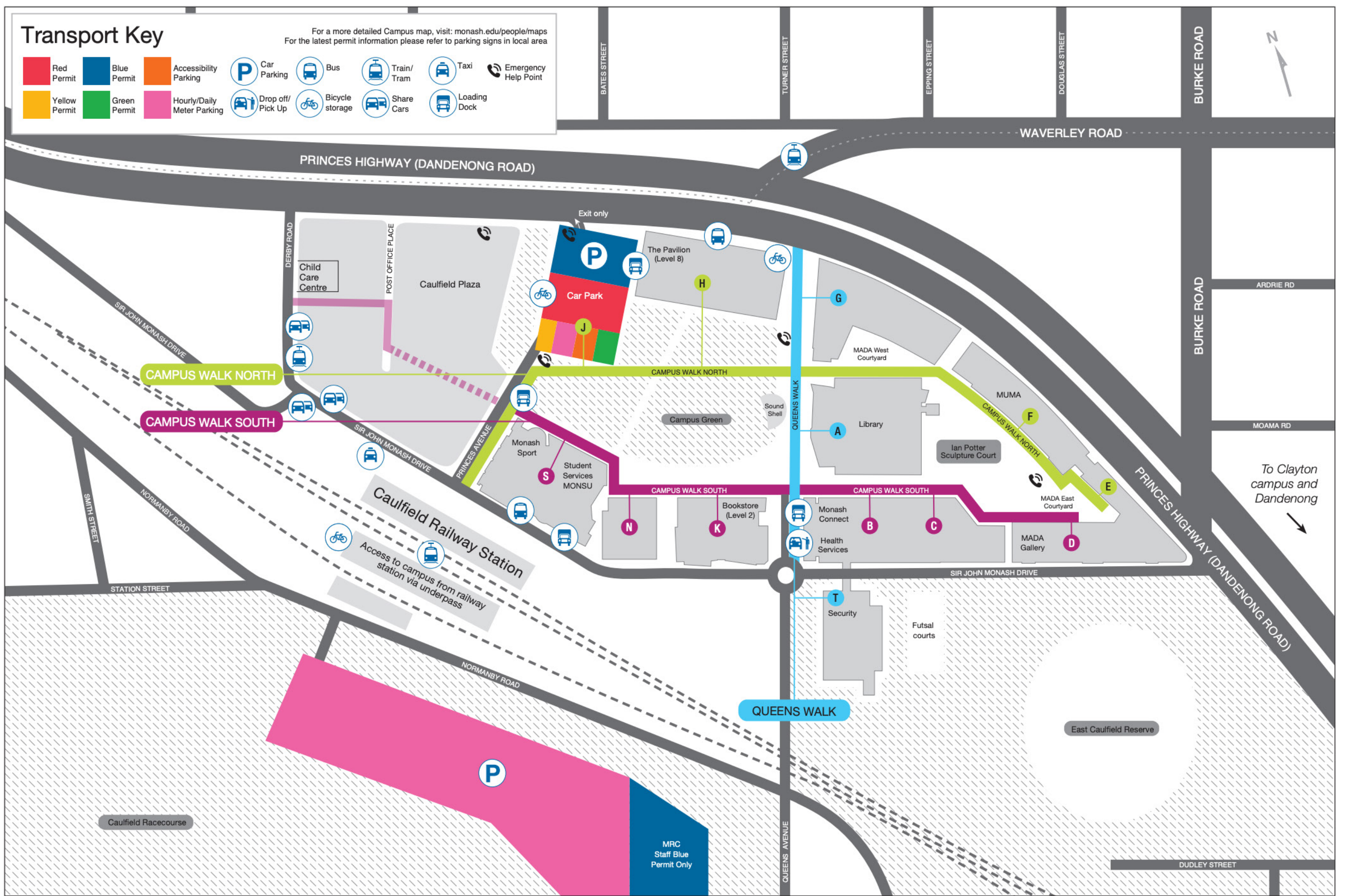
#monashada

Follow ALL your peers;
follow the hashtags

Remember whenever
you post to always add
#monashada. That way
your work gets found and
reposted multiple times
through our university
social media channels.

Click on the hashtag above
to connect to the MADA's
Instagram.



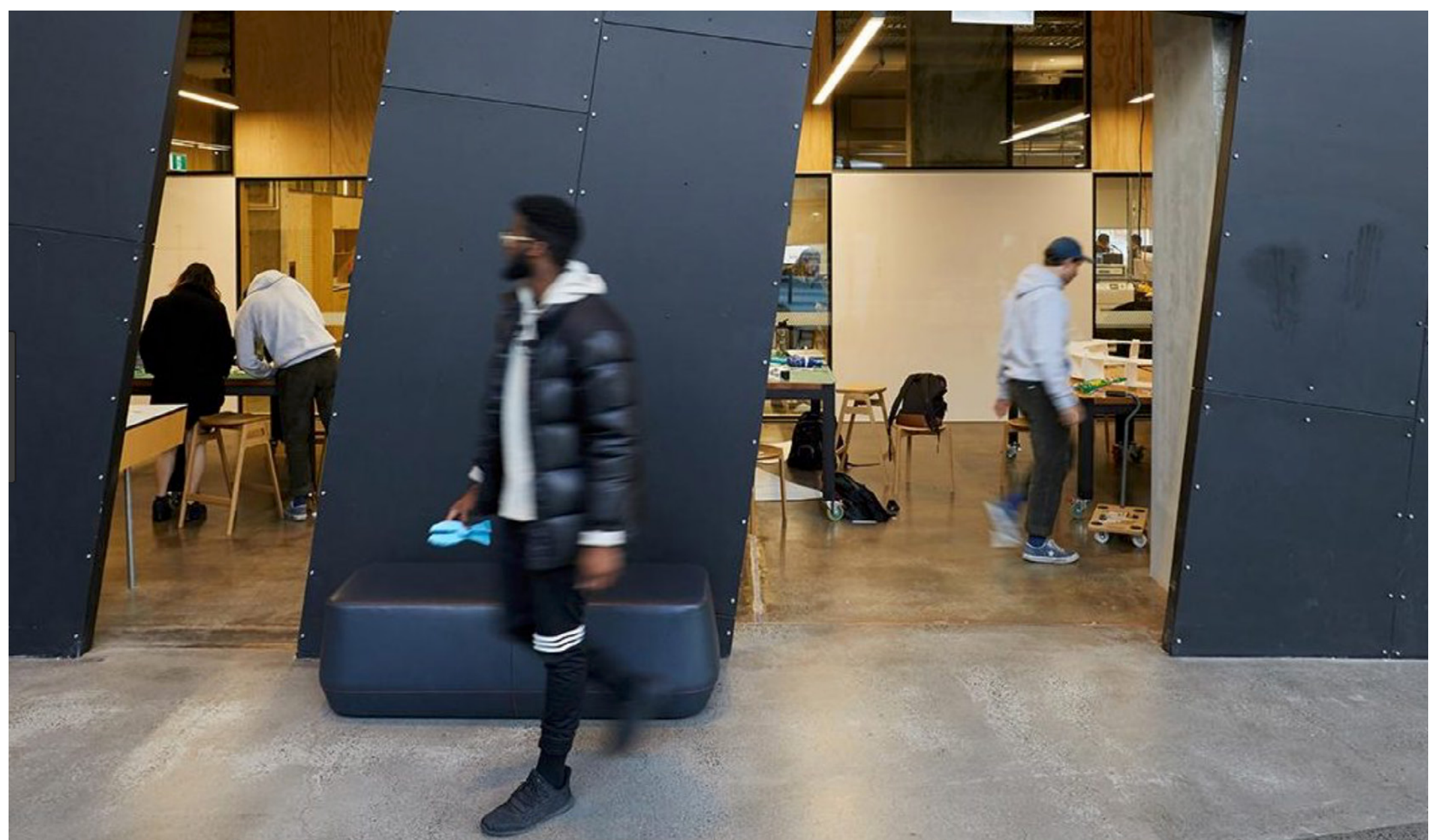


Monash Caulfield is a reasonably small campus (compared to Clayton) so it will be easy to find your way around once we return to campus. At its most basic, most undergraduate studios occur in G Building (MADA) and most postgraduate studios are in B Building. **Tap the map** to connect to all the Monash maps.

Understanding the room numbers is half the battle of finding your way. At Monash we don't have a 'ground floor', we start numbering building levels from '1'.

To find a room such as G2.19, just follow the pattern:

- G Building
-
- Level 2
-
- Room 19
-



Top: G Building open access studios and maker spaces. Above: 'The scheme was a blueprint for future development programs', Agatha Gothe-Snape



THE LIBRARY

The Monash Library at Caulfield holds an enviable collection of Art, Design and Architecture books, magazines and journals. But they also provide a range of other services including learning skills advice and a wide range of on-line resources that are particularly valuable during times of remote learning.



Top: 'Give or Take', Rose Nolan (Monash Caulfield Library, Level 1 entry)
Above: Romany Manuelli, MADA's Subject Librarian
Right: Caulfield Library, John Wardle Architects
Check the Library website by tapping the "Library" icon above for services, opening times and the online catalogue.



KANOPY

Your Monash Authcate password gets you access to many resources via the Library website. One of the best is the video streaming service, 'kanopy' that gives you access to thousands of movies for free. Tap the 'kanopy' logo right to connect.

[Tap here to connect to the Library's many other online multimedia resources.](#)



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 left or head to:

www.monash.edu/mada/current-students/facilities



Bookworks Exhibition
MUMA Gallery,
Curated by Warren Taylor

Bookworks, installation view
Photo: Christian Capurro

Galleries

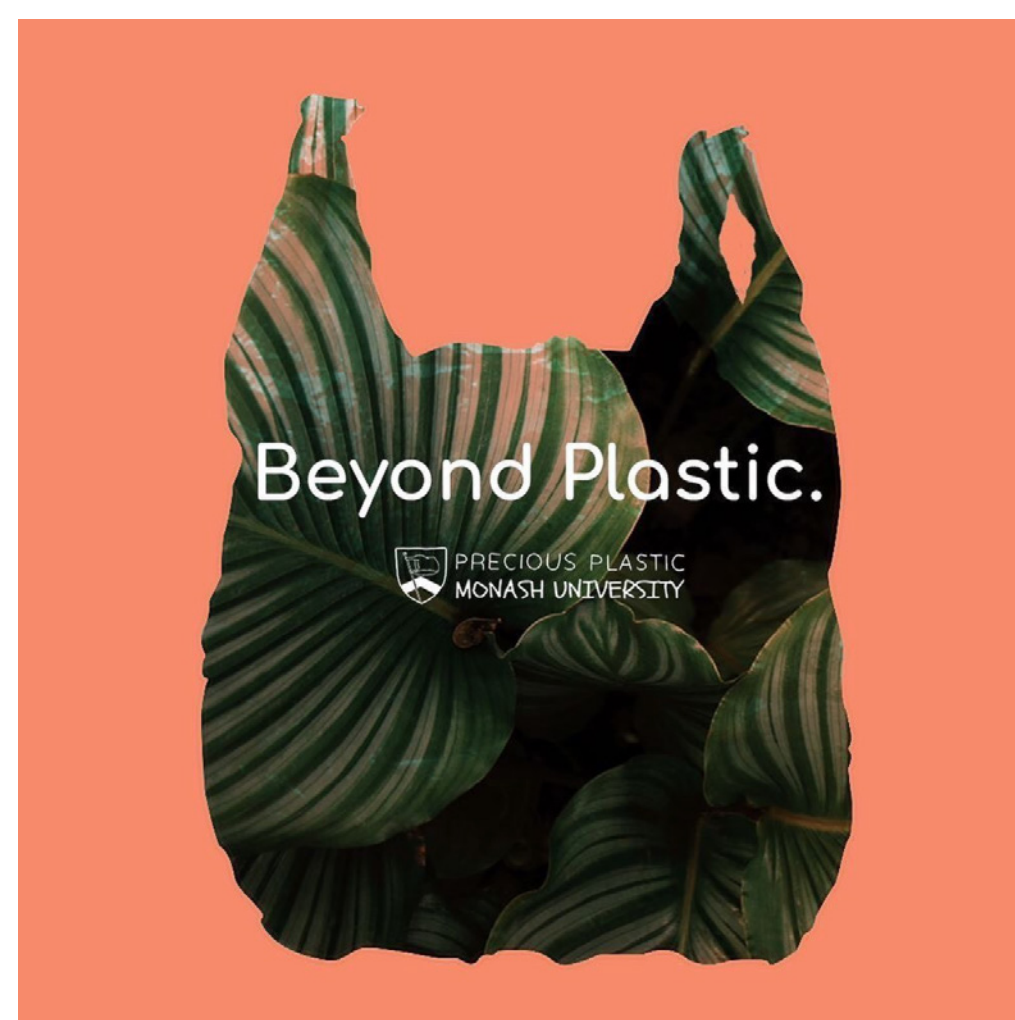
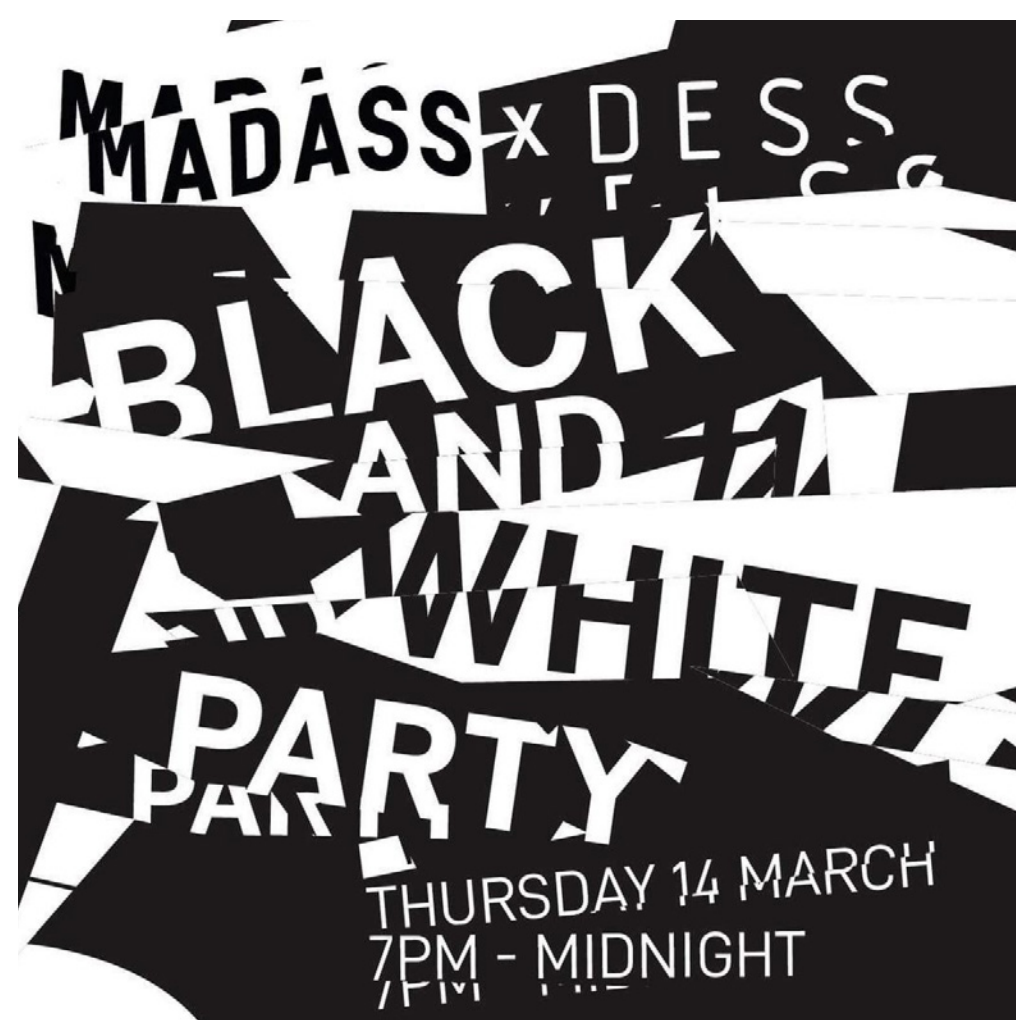
Check out the MADA galleries by tapping on the MUMA "Bookworks" image above. You can work through an archive of student work from 2011 by clicking on the "Student Gallery".

SOCIAL

Even when you're not on campus, you can stay connected with other Monash students from the comfort of your own home.

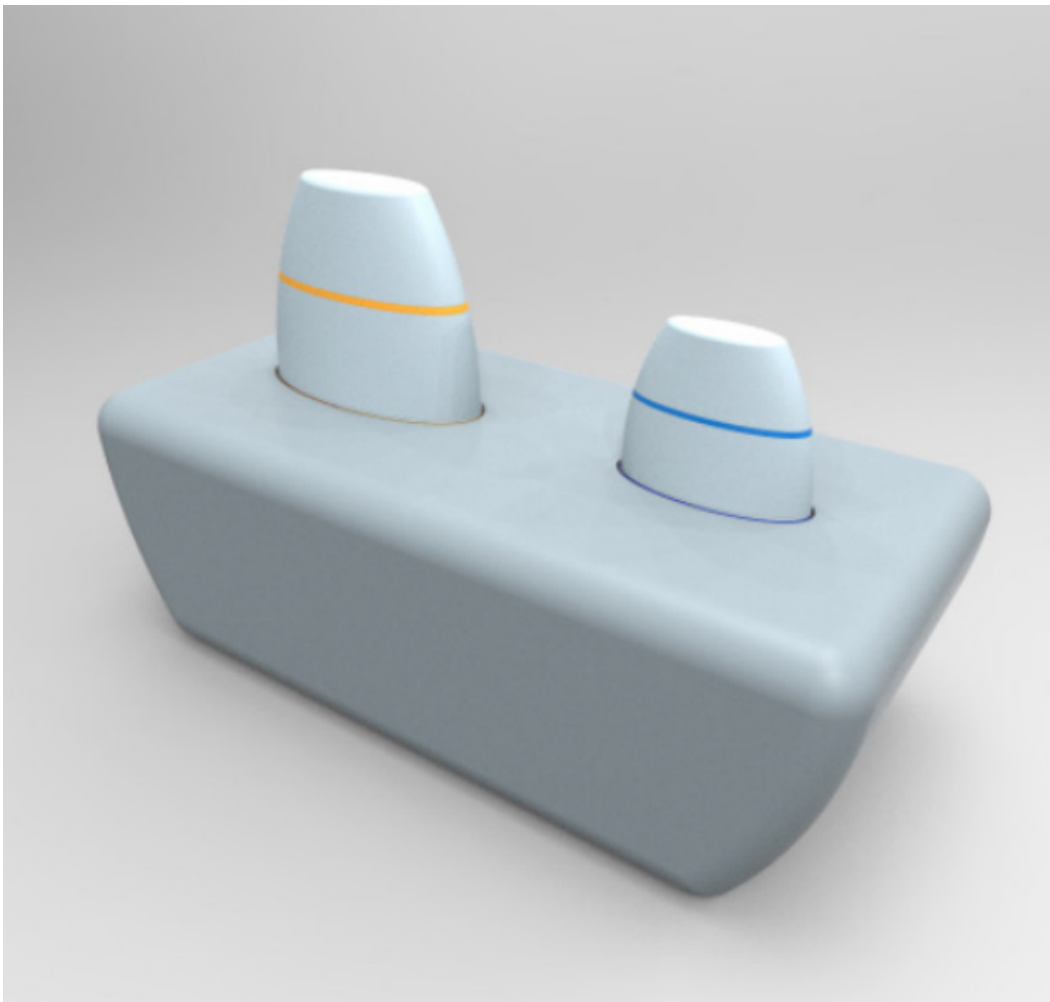
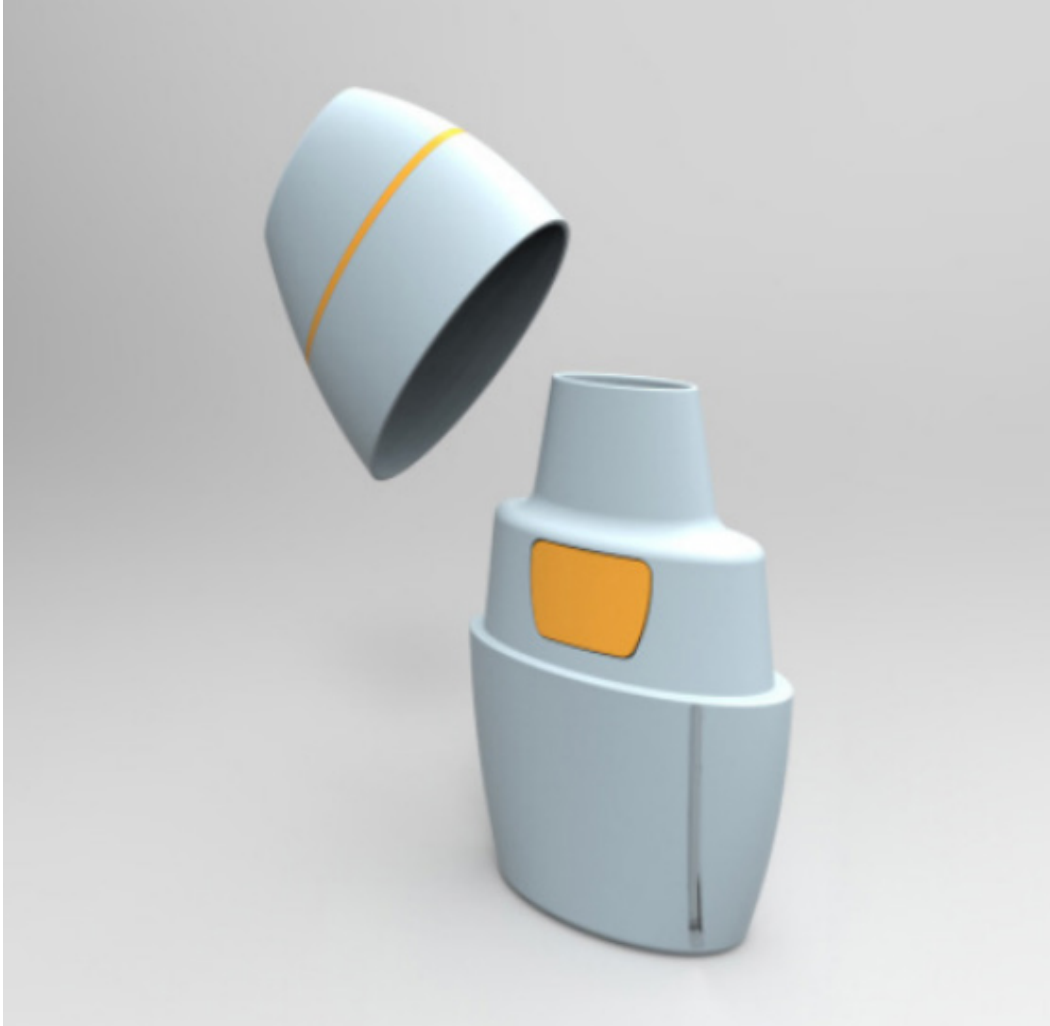
Connect to MADASS (Monash Art Design and Architecture Student Society) and the environmentally focused maker group 'Precious Plastics' by tapping on their Instagram posts above right. Their contact details are in the bios.

To connect to a wide range of Monash social events, including "Dance Mob" simply tap on the orange MSA panel right.



TRAVEL

While it may be some time before we reintroduce our travelling studios we look forward to sharing the experience with you. The Monash Prato Centre (right) hosts a whole Semester 2 elective program, and in 2019 we ran our first China touring studio, that included visiting our Campus in Suzhou (below).



Above: 'Breazi' inhaler system prototypes and drawings (Zach, Tim, Chloe, Alysha), Travelling China Studio led by Rowan Page and Hannah Korsmeyer.

THE LAST WORD

Tap on the image, right to connect to "The Taste Gap" by American radio host Ira Glass (text animation by David Shiyang Liu). Its good advice. You might not get your design right the first time, but what brought you here—passion, taste, and creativity—still remains as strong as ever.





Good luck and
enjoy the journey