

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD



**Gene Bawden**  
Head of Department, Design

While lockdowns continue to interrupt our return to classes across the Monash campuses, both in Melbourne and overseas; we continue to be optimistic that we will come together this year, albeit (potentially) sporadically. Semester 2 started remotely in Melbourne, but we did experience a slither of face-to-face engagement that had the Caulfield Campus buzzing with people and activities as we remember them. The image below is from an image making workshop with Mysterious AI undertaken in the MADA courtyard. These fabulous, colourful portraits were created by students and staff from across the faculties, and symbolise the energy that comes from people engaging with one another in shared, physical spaces. While we've perfected online creative thinking and making, we should look forward to more of the physical engagement with the design processes we love. As we swing in and out of opportunities to do so, the times we can connect seem even more important. Take care everyone and see you soon.

### **Mysterious AI workshop**

Mysterious AI is a contemporary artist renowned for putting on art exhibitions in unusual locations; including derelict warehouses, old factories, disused shop-fronts and more recently; a fairground ghost train.... and he clearly turned up some new talent in the MADA courtyard last week. To see more of Mysterious AI's work head to his website by tapping here.

### **Squirrel Art Direction:**

Tiffany Nichols and James Yang

### **Content curation**

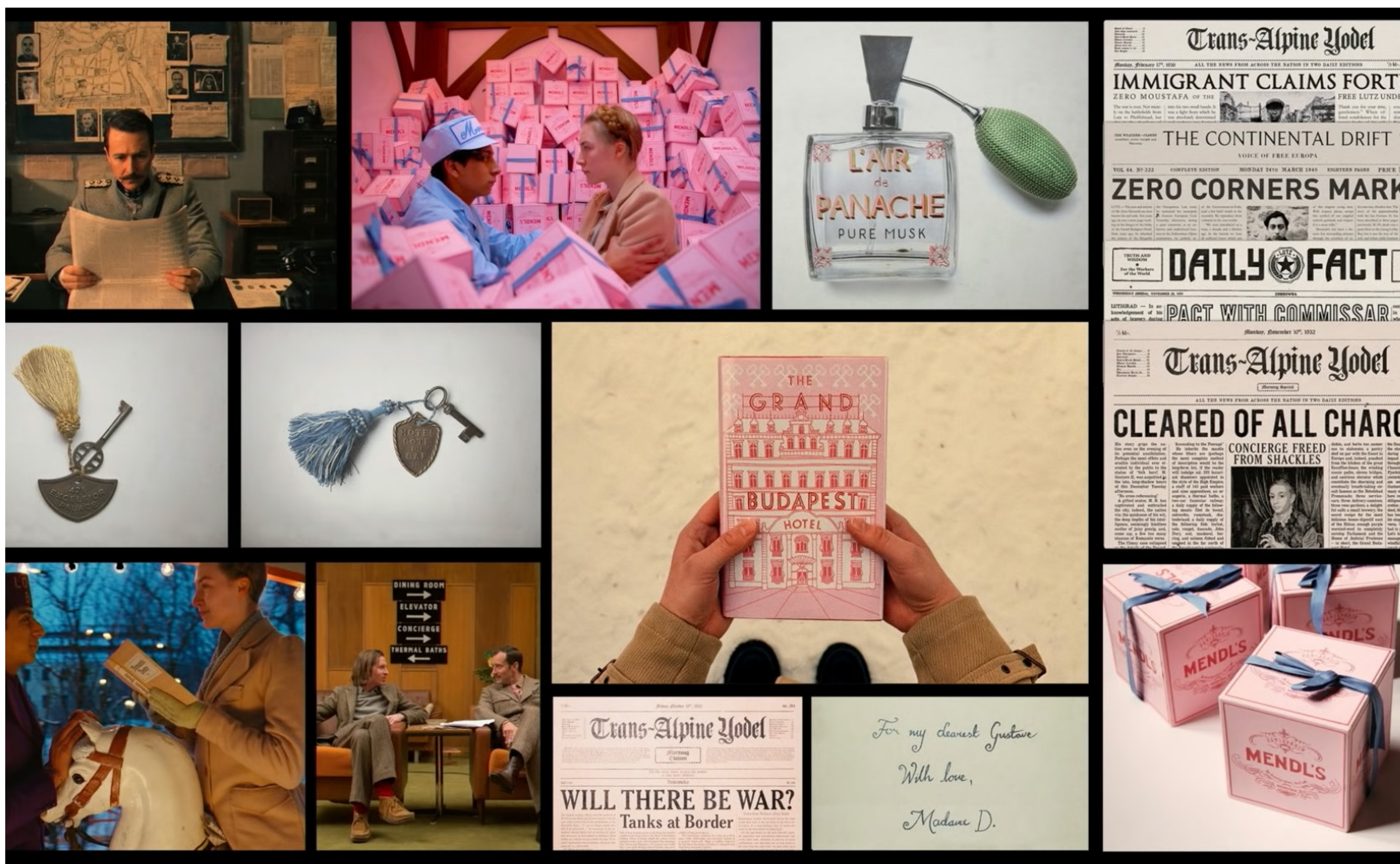
Ned Culic



# WOTTA WATCH

**Annie Atkins**  
The secret world of graphic design for filmmaking

Annie Atkins specializes in graphic design for filmmaking. In addition to creating contemporary artwork for movie posters, she designs and fashions any graphic pieces outlined by a film script, such as prison escape maps, telegrams, and fake love letters. Atkins has designed the graphics for three Oscar-nominated films: the animated feature *The Boxtrolls*, Spielberg's Cold War thriller *Bridge of Spies*, and Wes Anderson's *The Grand Budapest Hotel*—which went on to win the Academy Award for Best Production Design.



# NED'S SHORT PICK

**Mezamé**

**Production:**

AIM Creative Studios

**Director:**

José Teixeira (Bandido)

**Art Direction and**

**Illustration:**

Pedro Semeano and  
Susana Diniz (Adamastor  
Studio)



Mezamé is a psychological therapy practice expanding across the US that is specialised in EMDR (eye movement desensitisation and reprocessing). They have challenged us to create an animated explainer that could convey both their vision and their clinical approach, tackling complex and precise concepts in a relatively short period of time.

# SHOW CASE

## DIS1704 WEB DESIGN UNDERGROUND MINI-MART

In Web Design, represented on this page and the next, students like Linh and Xingyu are designing accessible online experiences for niche, fringe shop owners whose businesses were affected by COVID-19. The businesses can be real or fictional. The design process is carried out in full: desktop research, wireframes, mockups (using Figma), iterations and feedback rounds, and then fully implemented in HTML/CSS (on CodePen).

Lecturer: Xavier Ho

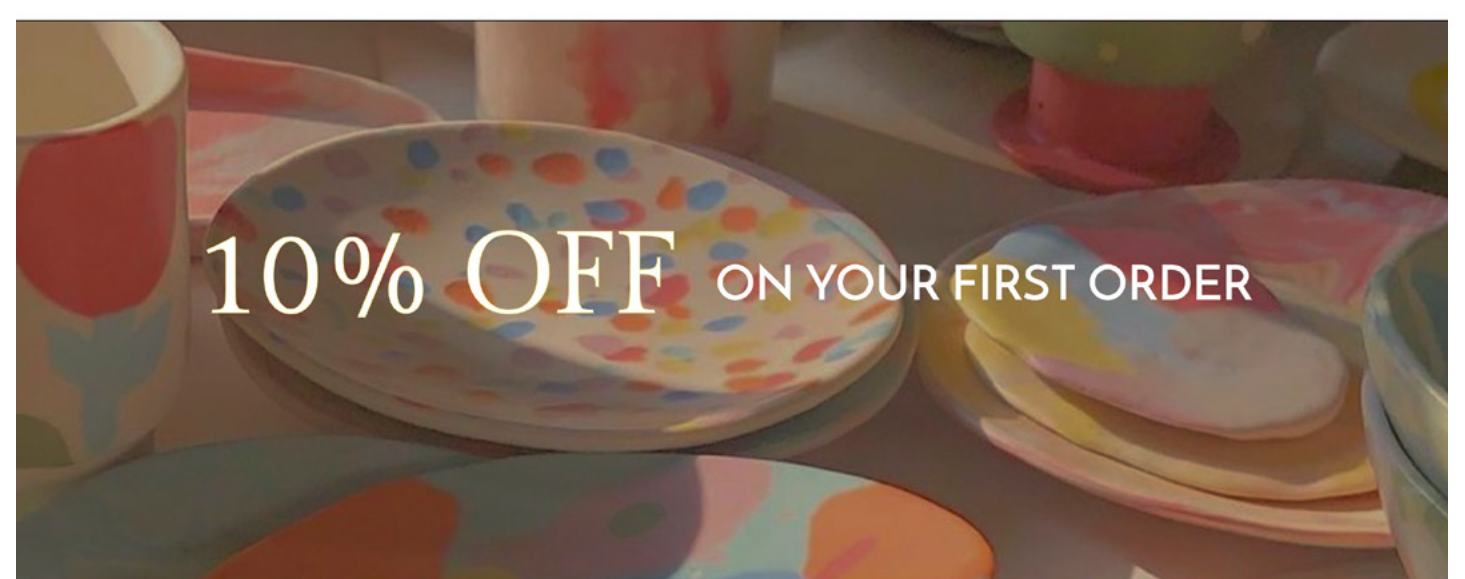
Below: RECH by Phuong Linh Vu



# RECH.



We don't just make, WE PAINT  
No toxin or harm  
ONLY with PASSION & LOVE



Flower Tufted Rug  
1,405 sales ★★★★★



Pink Checked Rug  
88 sales 5.0 ★★★★★ (19 reviews)



Pink Checked Rug  
998 sales ★★★★★



Pink Chunky Chair  
34 sales ★★★★★

# RECH.



Wavy Tufted Rug Mirror  
1,405 sales ★★★★★



Vibrant Ceramic Bowl & Plate Set  
998 sales ★★★★★



Wooden Toothbrush Holder  
88 sales 5.0 ★★★★★ (19 reviews)

**Handmade**

Mugs, rugs, trays, tables, chairs, things you might not need but want!

“RECH. is found when the amazing MEMPHIS DESIGN is officially back this year, 2021. We recognized the desire change in house furnitures and decoration to be exceedingly aesthetic and unique.

We wish to translate our passions throughout producing & selling inspired handmade products. We want to significantly embrace and appreciate the art of interior designs- so as product and interior design.”

ADDRESS: 42/21E, TON THAT THIEP STREET, BEN NGHE WARD, DISTRICT 1, HCMC.  
HOTLINE: (+84) 90 225999  
EMAIL: SUPPORT@RECH.COM



Product Cart

Designer:  
**RECH.**

Variant: Curvy Flower  
Base Material: Acrylic, Tufted Rug  
Size: 50 x 50 cm  
Depth: 1.6cm  
\$45.00 AUD

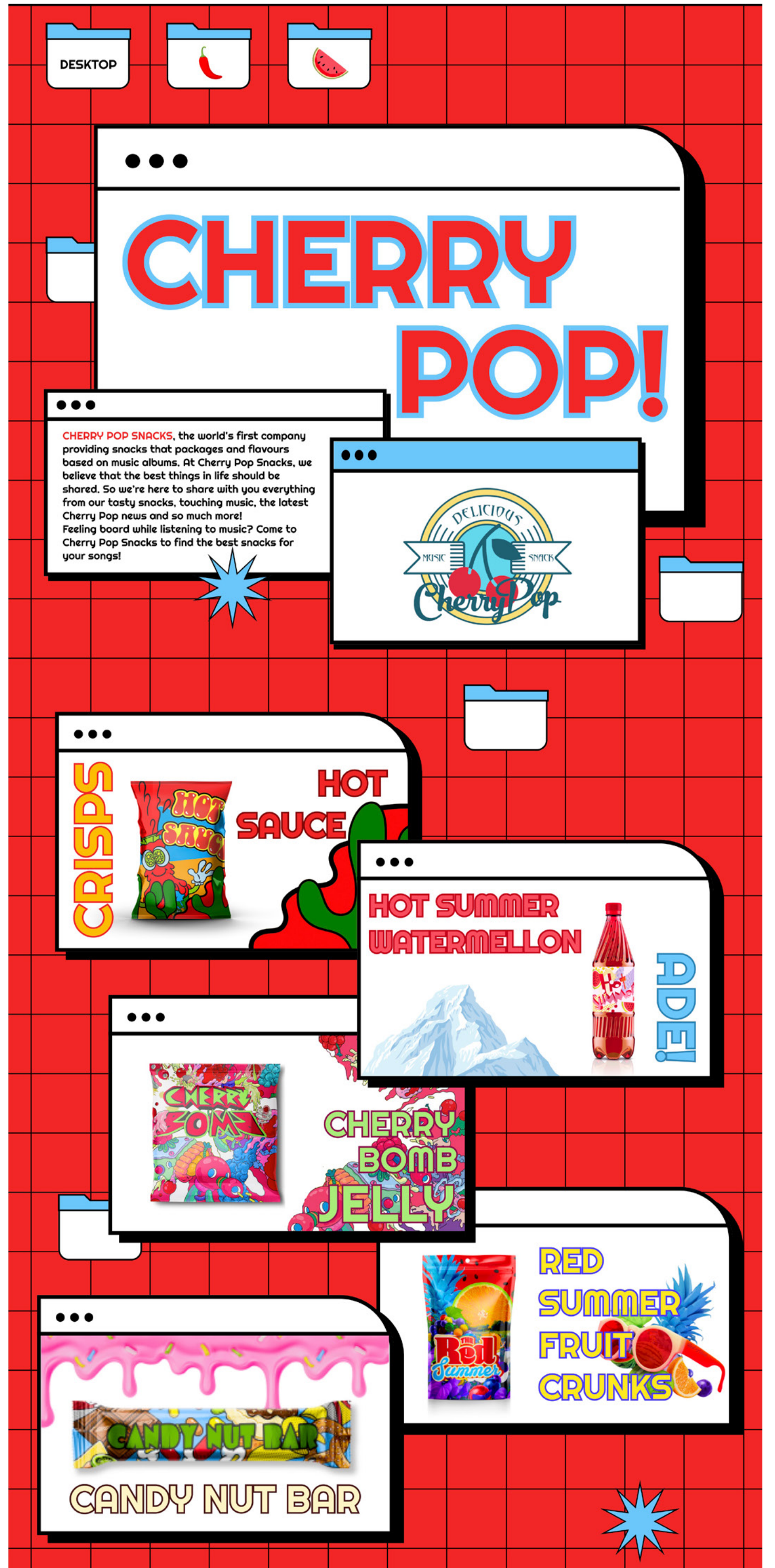
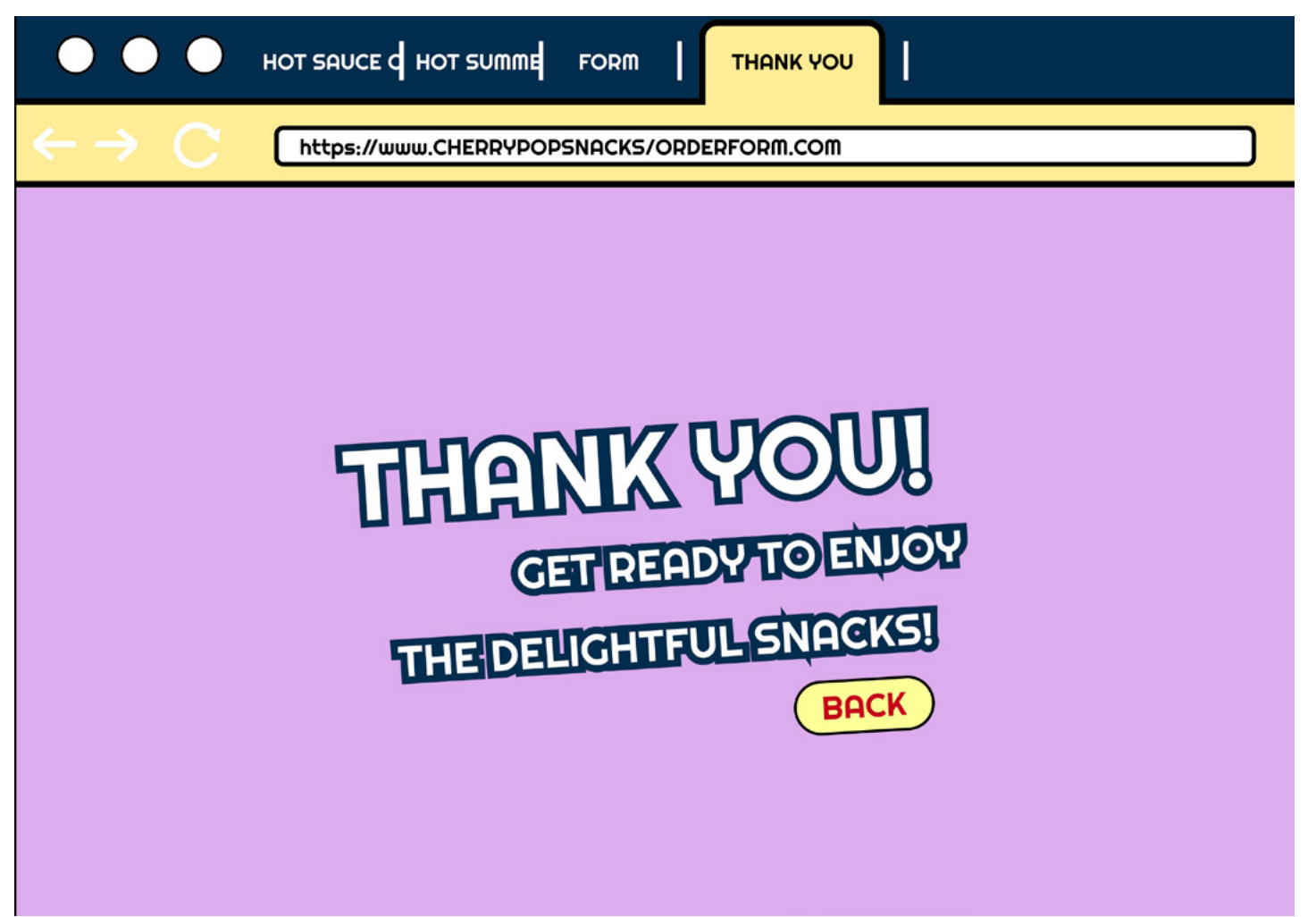
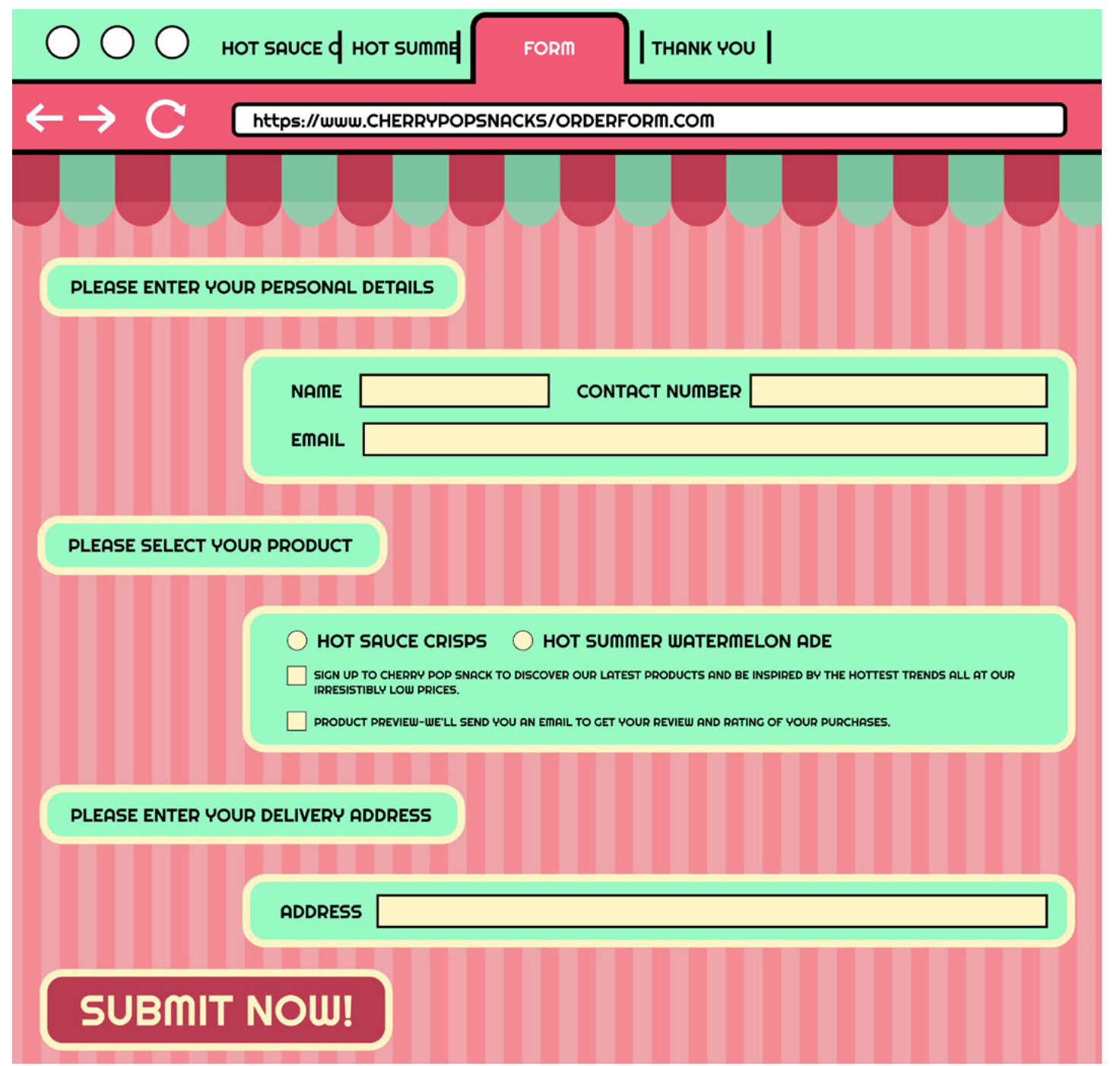
Your Name

Email Address

Notes for purchasing

BUY NOW





Above: Cherry Pop Snacks by Xinyu Li



## WHAT'S ON

27 September – 3 October



### Group exhibition

Free! Everyone is welcome! Walk in! Look at art! Feel moved! Talk about it! **30+ artists** have created works designed to flip negative locker room talk on its head.

Gallery hours



### Ticketed events

A series of empowering **online and in-person events.**



### All in the one venue

**No Vacancy Gallery, QV**  
 34-40 Jane Bell Ln,  
 Naarm (Melbourne) VIC 3000



#LOCKER ROOM TALK

MADA Communication Design Alumnus Kate Pullen (above, far right) celebrates diversity and inclusion through curating this unique exhibition and event. With collaborator Louise Bough, Kate brings together a diverse group of speakers, creatives and brands to celebrate all women, trans, and non-binary folk, to spark meaningful and positive conversation. **Tap the 'SEE' icon for more details.**



Join MADA and the Monash Business School for a provocative, interactive Diversity and Inclusion Week event on September 16 from 1:00—3:00. Help us rewrite the language of inclusion by creating a huge typographic manifesto. We'll be using the environmental artwork of Agatha Gothe Snape at the Caulfield Campus to prompt our engagement. Details and bookings are on Eventbrite. **Tap here to book.**

# SPOT LIGHT

COMMUNICATION DESIGN STUDIO  
#CDS2002

Lecturer: Ned Culic

[GENESIS/MANHATTAN]



**ALBUM TRACKLIST**

1. IT WAS WRITTEN
2. TYPE OF TIME
3. AGAIN
4. CAN'T IGNORE (FT. 2 CHADZ)
5. FROM THE HEART (FT. SEVIN STREETER)
6. 10 W/VAZ
7. KEISHA
8. EVIS ON RE (FT. FABOLOUS)
9. S.D.E. (FT. CAM'RON)
10. DON PABLO
11. THE ONLY THING
12. THE REAL IS BACK (FT. BRUNO SIAL)
13. SLOW DOWN (FT. JAZZY AMRA)
14. DON'T SHOOT
15. BAD BOY ON DEATH ROW (FT. THE GAME)

**TITLE/** KAIKI CHANEL  
**RELEASED/** SEPTEMBER 30, 2016  
**RECORDED/** JULY 2016 - SEP 2016  
**LENGTH/** 61:50  
**STUDIO/** UNDISCOVERED  
**LABEL/** HBS: APPAL  
**PRODUCERS/** CARDO, MR. AUTHENTIC

**>>>FATE: IT WAS WRITTEN**  
Dum de hinc, num horis ambigit, Cam'ron, memordam in rec, nocture Licoree mius, quod quoniam incensum amabilis. Scilicet, se hinc, am quod necesse est. Societate, hinc, quod necesse est. factus ultoribus amum malo.

quam int. Ta, postquam pape in traxit, potesta telare, fui conua in dieme quoniam incensum amabilis. rissid con actode rreus andicom prum ophalicae in Etra turisiquem romps amque restin cut: noctoreare hinc, am quod necesse est. Cuiusmodi postulates culesti et conduere.

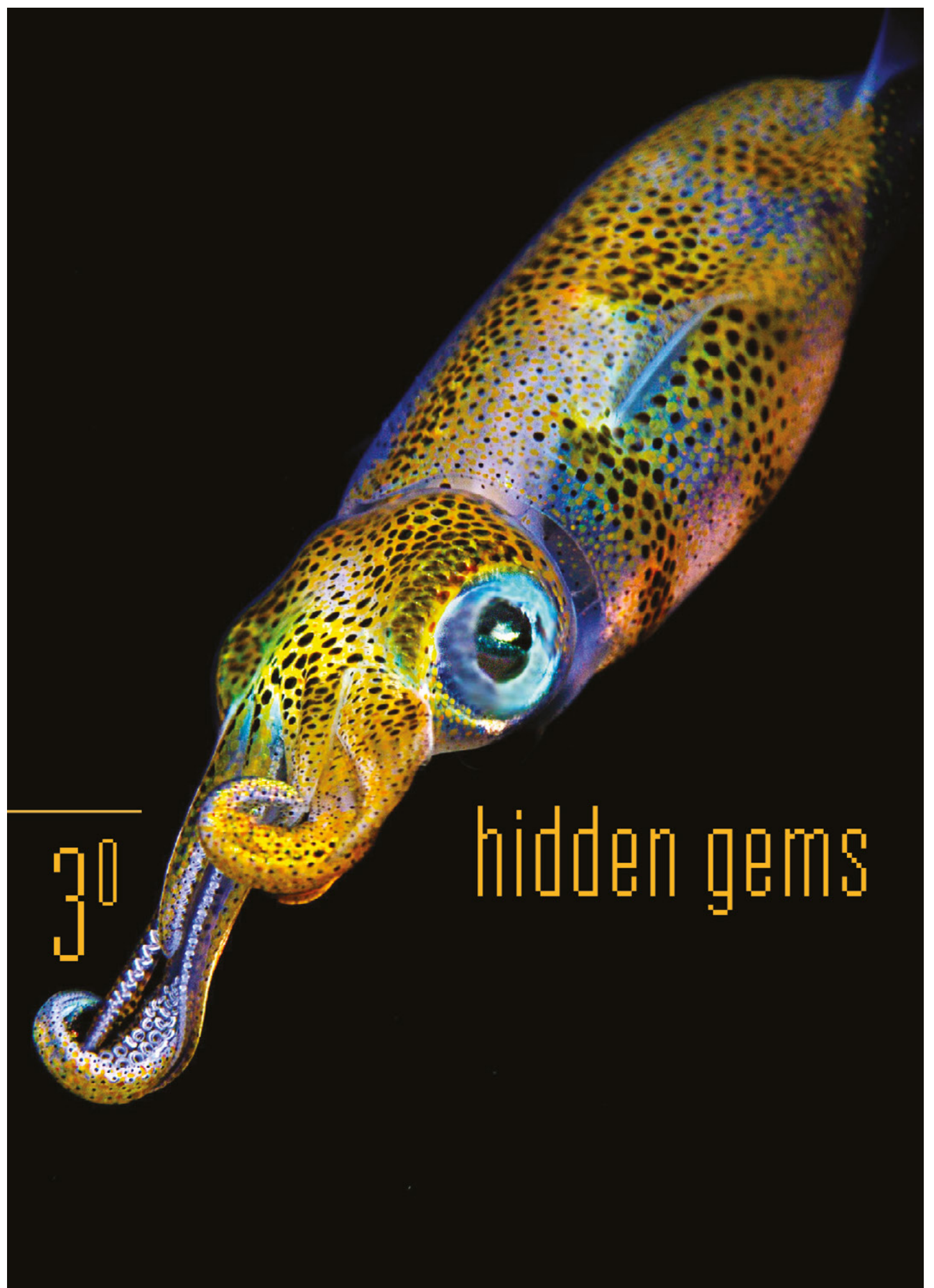
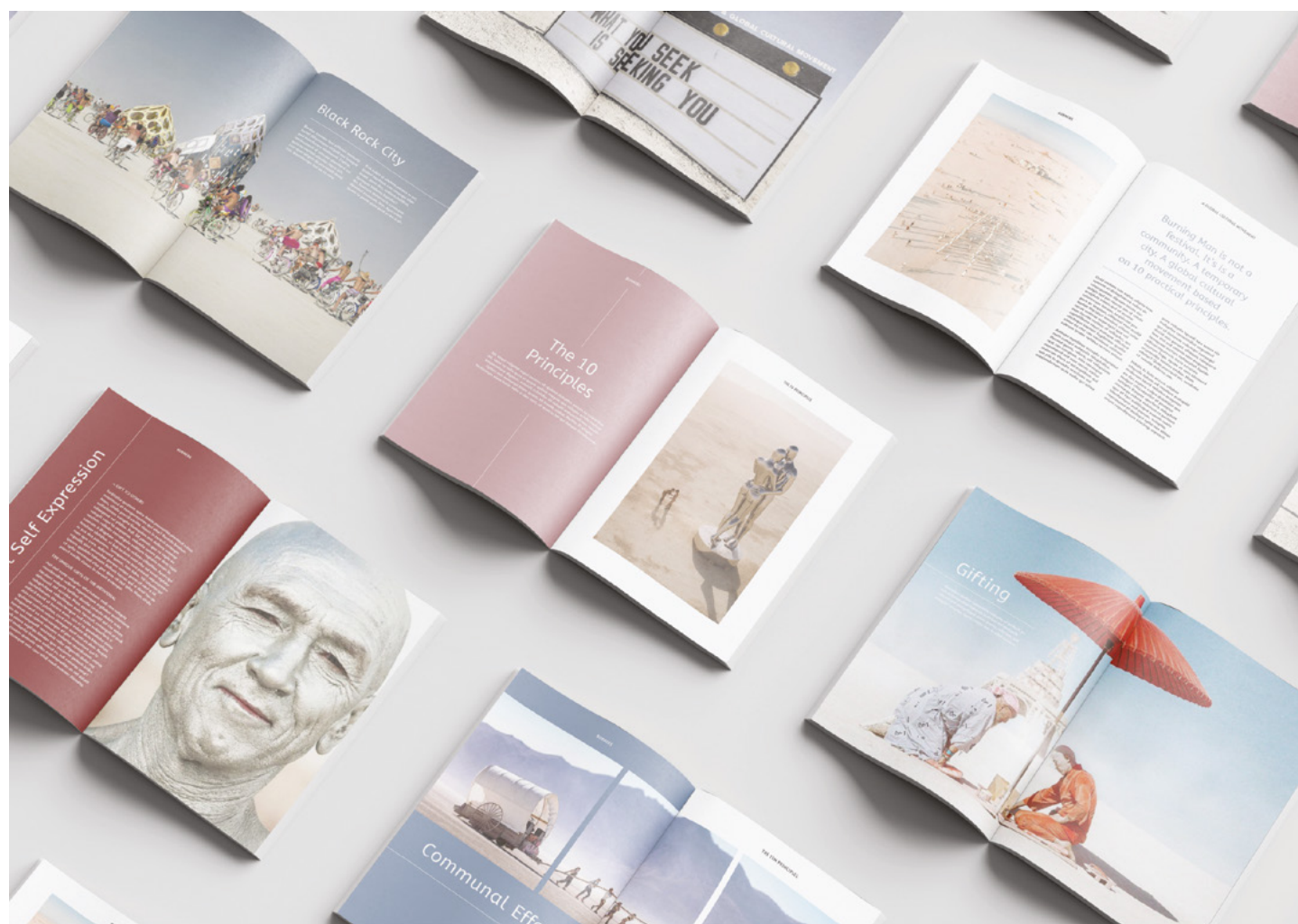
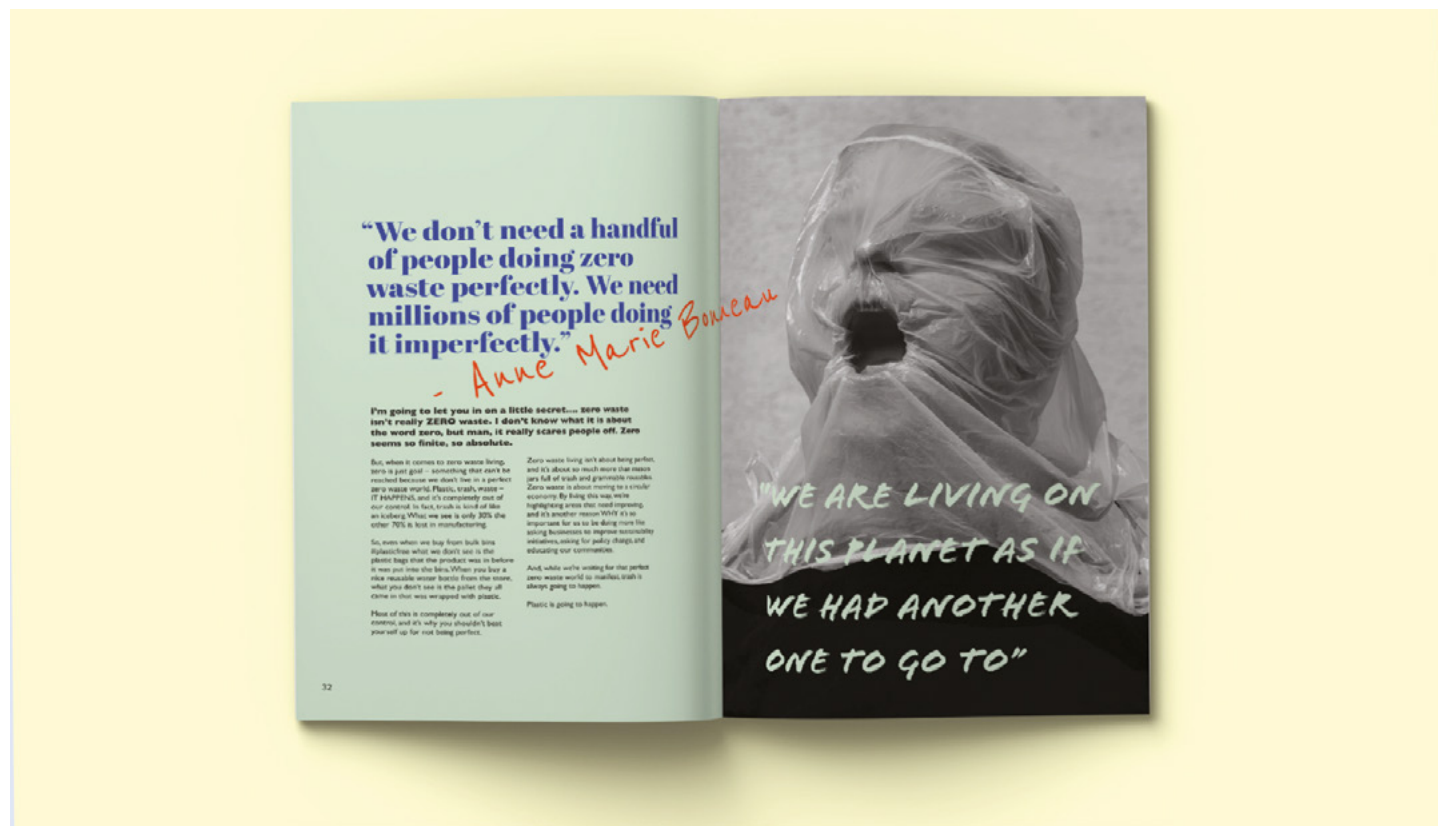
Ti, conitit et internum patiam. Icaessima psendio et carui poblin vas hont inuoltoce videretram tia moris. Cuiem misces vest nonverio lam nos et? Quis hae es condam adalupies con vidii signoetam poematus.

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[GENESIS/MANHATTAN]



**Dave East**



Top to Bottom, Left to Right: Liam Grant, Tiffany Nichols, Ashley Scott, Annabel Isom

# PLACE

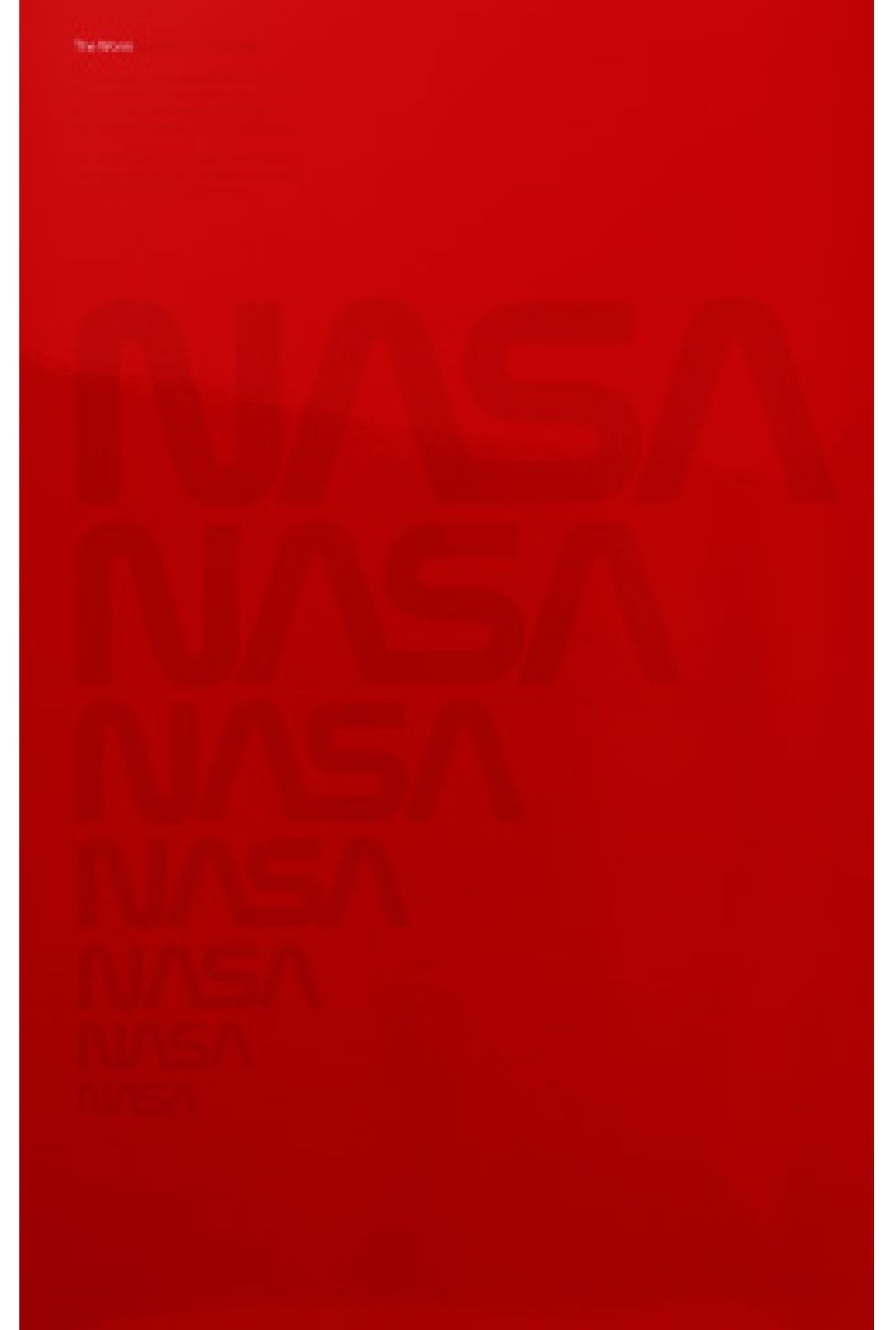
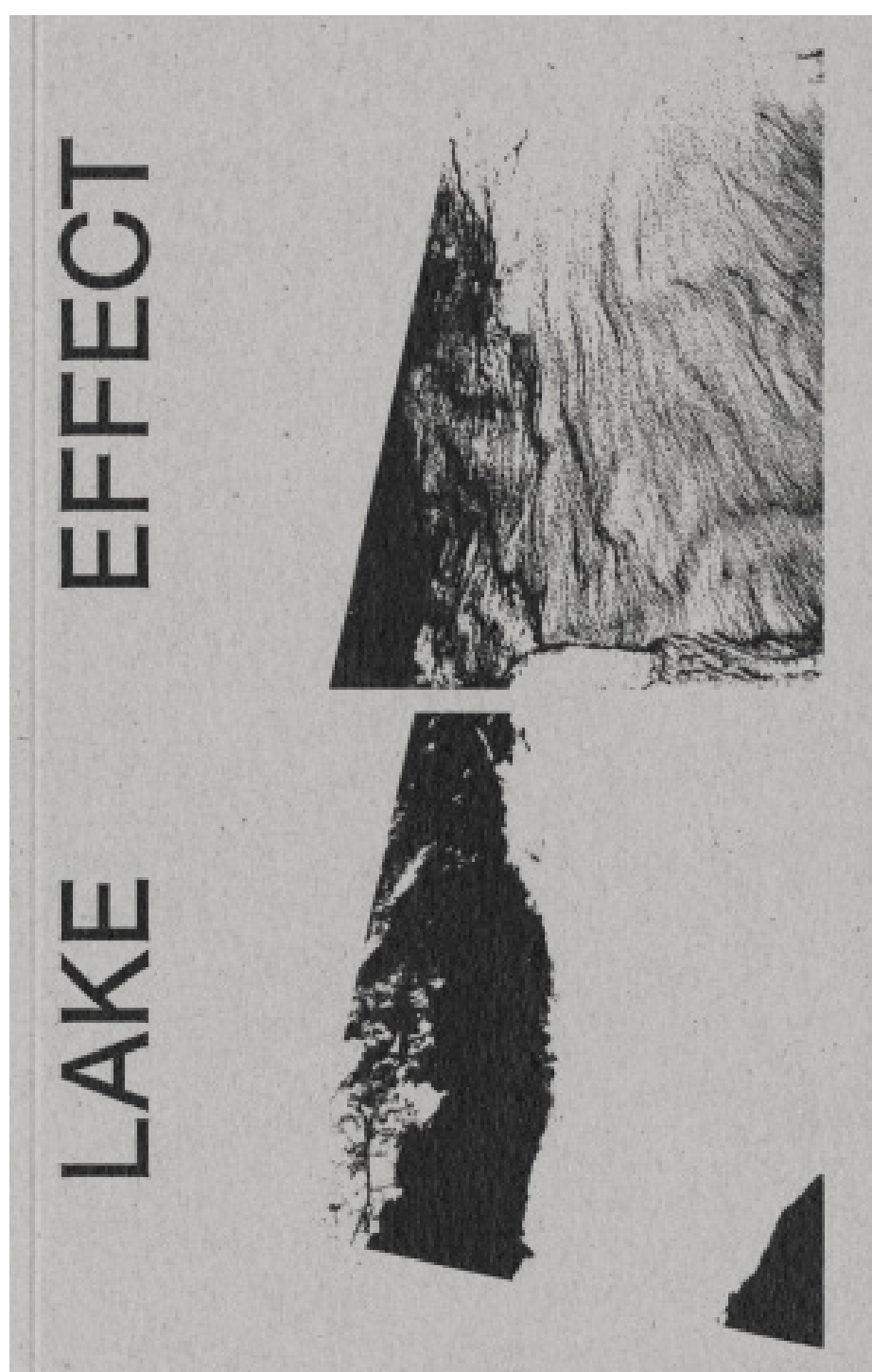
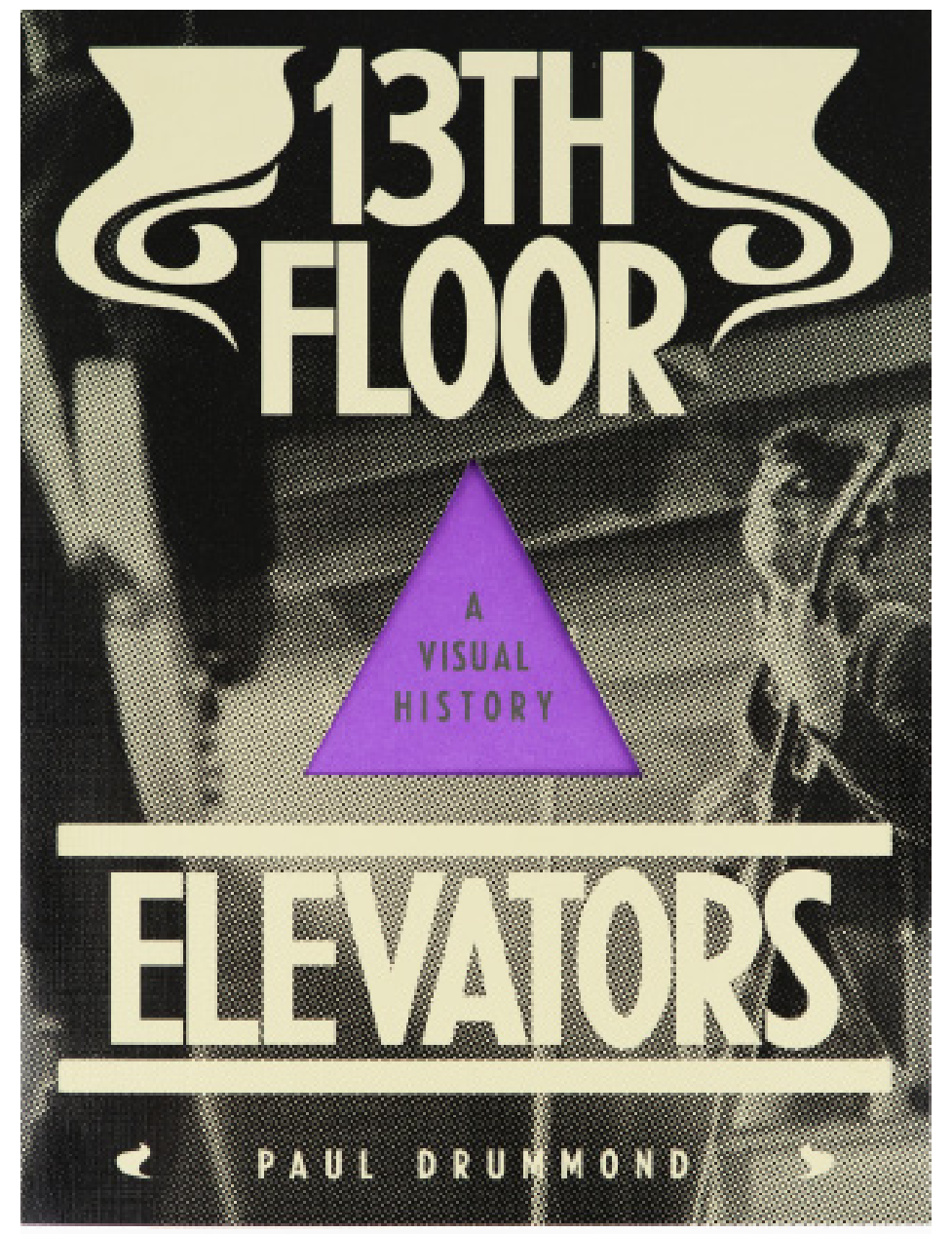
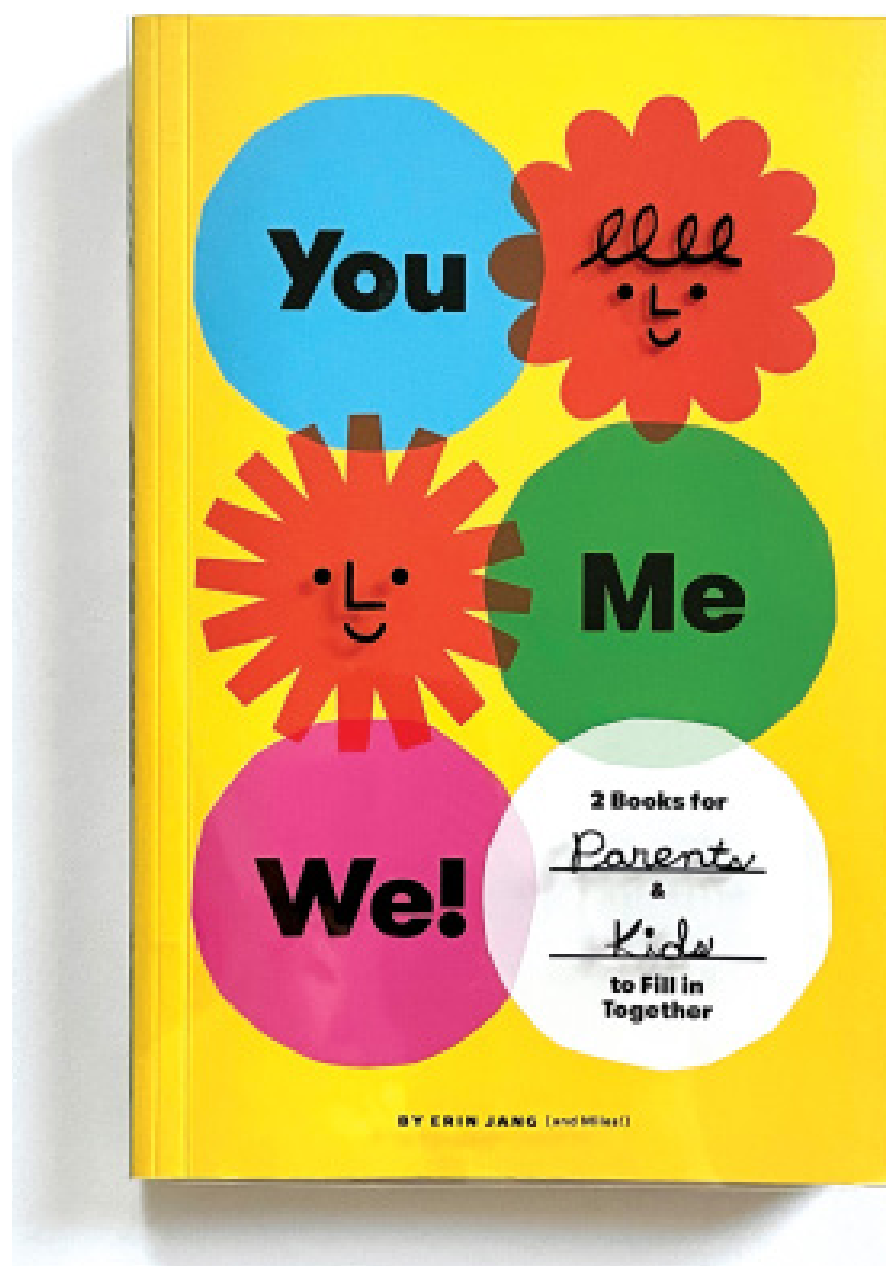
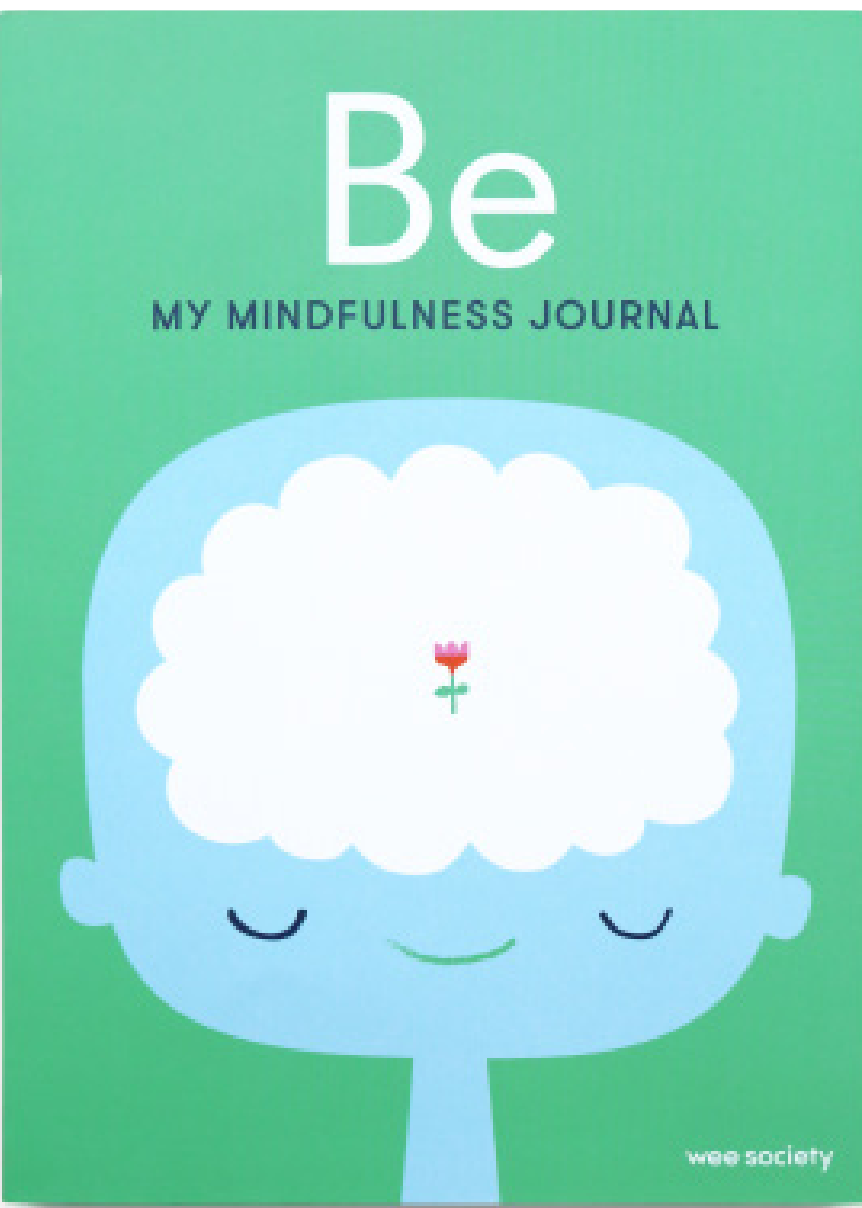
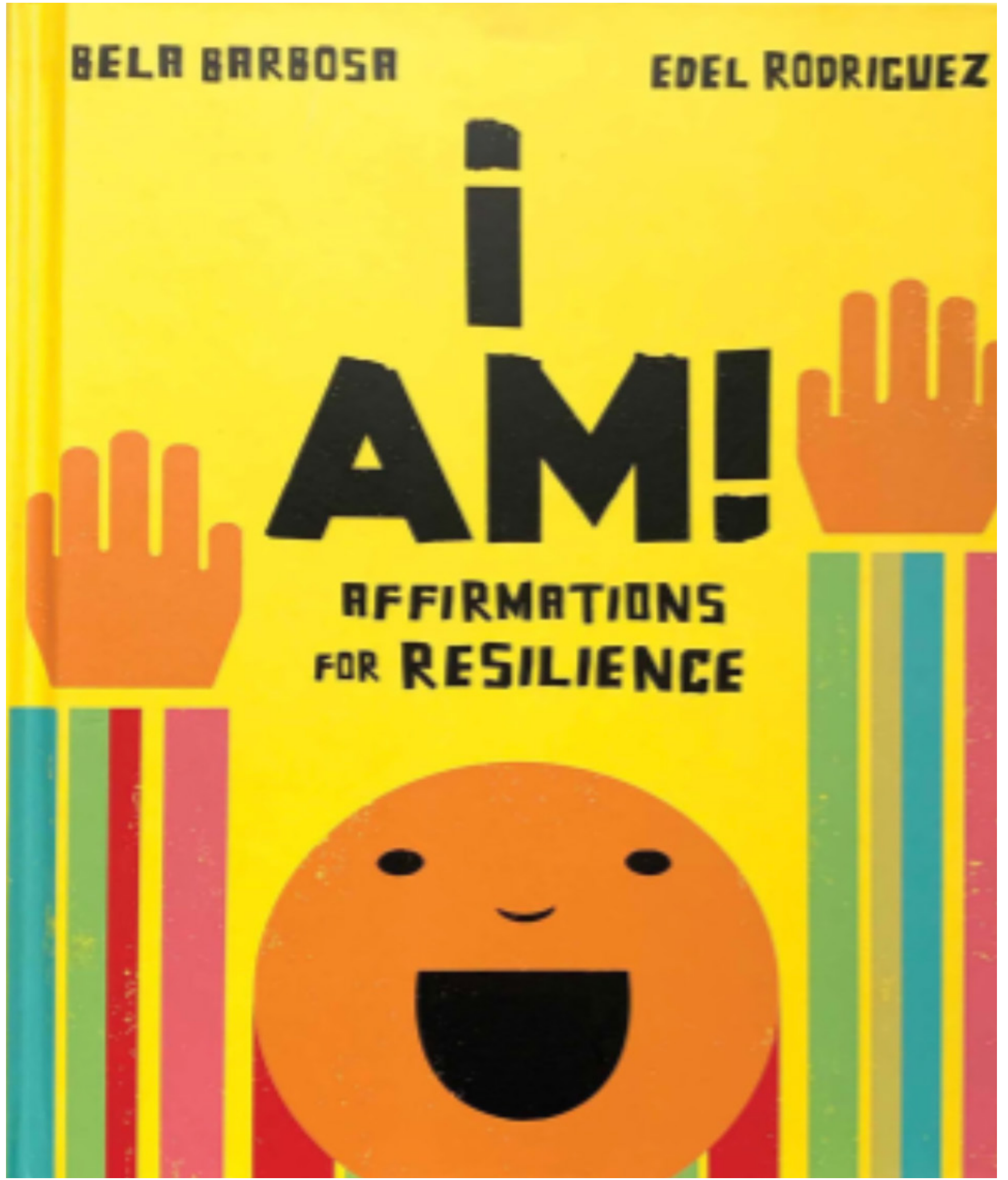
**Spatial Design Studio**  
Program Director:  
Chris Cottrel

**Top to Bottom, Left to Right:**  
Daphne Segund, Natkanok Onratn, Sheng Feng



**INSPO**

The American Institute of Graphic Arts has announced the winners of its 50 Books, 50 Covers of 2020 competition. See more [here](#).



# PHOTO

## Photographic Art Direction

#CDS1511

Photographic Art Direction develops the students' skills in their ability to manipulate and control photographic imagery via a sound understanding of digital camera technology, its associated software and studio lighting.

**Lecturer:** Tobias Titz

**Right:** Keiran Medici (built form, nature, portrait)  
**Below and centre:** Zihan Zhou (built form, portrait)  
**Bottom:** Tamsyn Williams (built form, nature)



# IDENTITY

**Tom Hingston's identity for the V&A's summer show is a fresh take on Alice in Wonderland.**

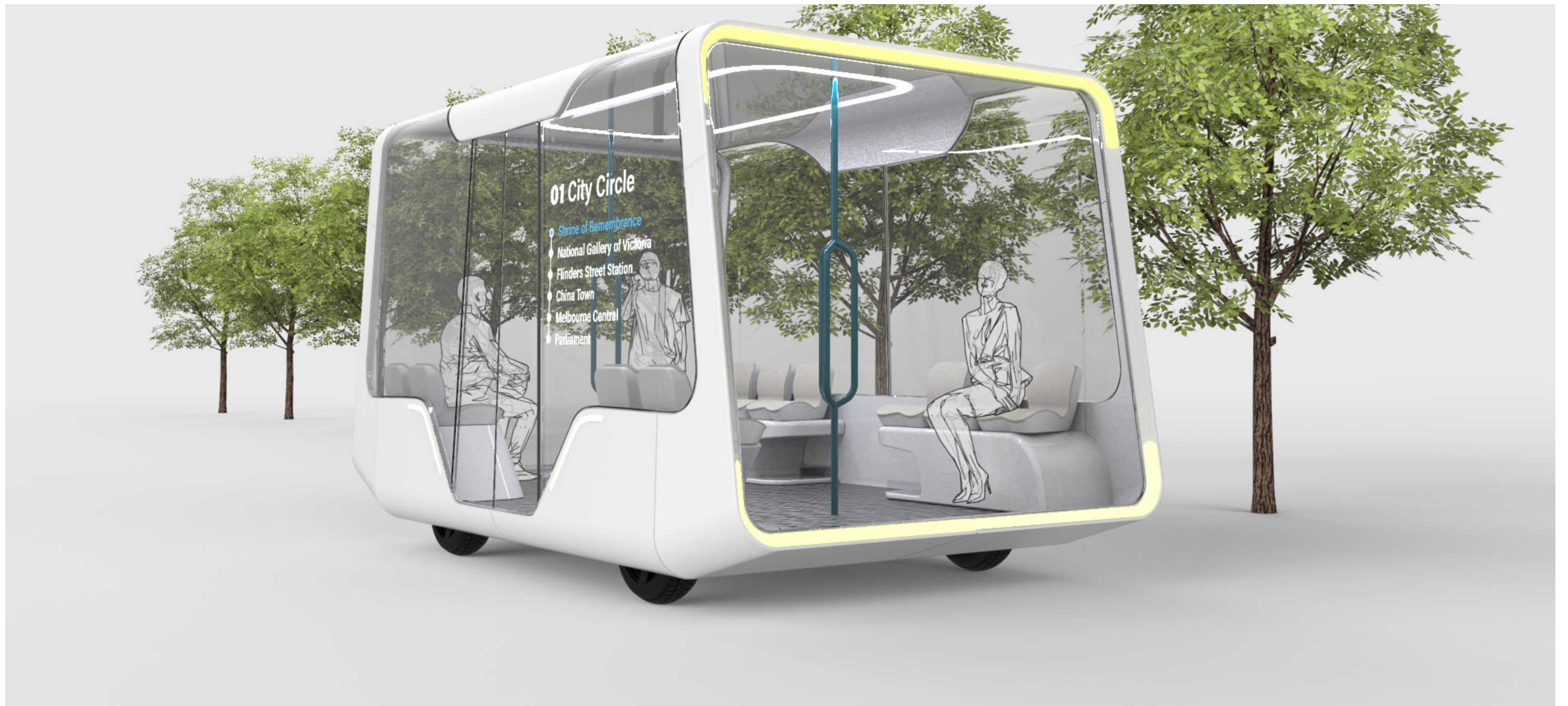
It's the classic story that has been adapted multiple times for film, television, video games, and catwalks. Now Alice in Wonderland is coming to the V&A this summer for an immersive landmark show with a visual identity and campaign by Hingston Studio, revealed today, that more than puts a fresh spin on the ever-popular franchise.



# NEXT GEN

**Industrial Design Studio 5**  
**#IDN3002**  
**Teaching Team:**  
Rowan Page, Amy Killen

**Top to Bottom, Left to Right:** Ben Fraser, Charlie Waddell, Jacqui Wilson, Samuel Paglia, Vincent Chu





The Department of Design is very proud to announce its success in the Design Institute of Australia's "Designers Australia 2021" Awards. XYX Lab were category winner for 'Interact', and Ian Wong, Program Director for the Master of Industrial Design in Suzhou, won a Merit Award in the same category. Congratulations to all!

### Designers Australia 2021 Awards

#### What the judges say:

"Facilitating strong cross-disciplinary collaboration through partnerships and society indisputably encourages design debate and access to vital information. Monash University XYX Lab has been honoured for its stand out interdisciplinary approaches to design practice and its ability to navigate complicated and multifaceted issues".

"This travelling exhibition has evolved over several physical and virtual iterations showcases the broader design conversation allowing contemporary designers to reference the legacy of over 150 years of Australian design and innovation".  
To read and see more of these awards connect [here](#).



XYX Lab Hypersext City Photography: Brett Brown





#FirstFiveOut

Feeling in need of some design inspiration, spark or motivation during lockdown? AGDA has you covered. Coming to you virtually from Melbourne, five talented creatives, including MADA Alumnus Zoe Hu will map out their successful design journeys to date, and answer some of your questions along the way.

First Five Out is an annual event held by AGDA that brings together outstanding designers from diverse backgrounds to discuss their first five years in the design industry. This year's theme is First Foot Forward.

We asked speakers to think about their first step into design — whether it be a passion that developed in childhood, through uni or perhaps even where they might see themselves in the future. It's a great opportunity to learn how you too can bridge that gap between learning design and practicing it in the big wide world.

This year's event will be held online via Zoom. DM your questions in the lead up to the 31st via AGDAVic's Instagram, or ask them during the event — we'll pick out as many as we can to answer. See you there!

**Date:**  
7:00pm – 9:00pm AEST  
Live Stream  
Tuesday 31st of August, 2021  
**Tickets:**  
Members Free/ Public \$10  
**Moderator:**  
Anna Mathews AGDA  
Councillor  
**Artwork:**  
Tim Meyer, Atollon



**Speakers**  
(Top to Bottom, Left to Right):  
**Mike Pharaoh**  
Designer at Atollon  
@plant\_world\_studio  
**Lachlan Mason**  
Designer at Pidgeon Ward  
@lachlan\_\_mason  
**Zoe Hu**  
Designer at Love + Money  
@zoehudesign  
**Hope Lumsden-Barry**  
Designer at Paper Giant, Lecturer at RMIT  
@hope.lumsden.barry  
**Sahra Martin**  
Designer at Everywhere Nowhere  
@everywhere\_nowhere\_



Communication Designers, put your work into the AGDA awards, just as Zoe, above, did, only to win the Judges Award. It's a great way to get your work seen by the industry. And its only \$20 to enter, free if your an AGDA member. Tap the AGDA image, left, for more details

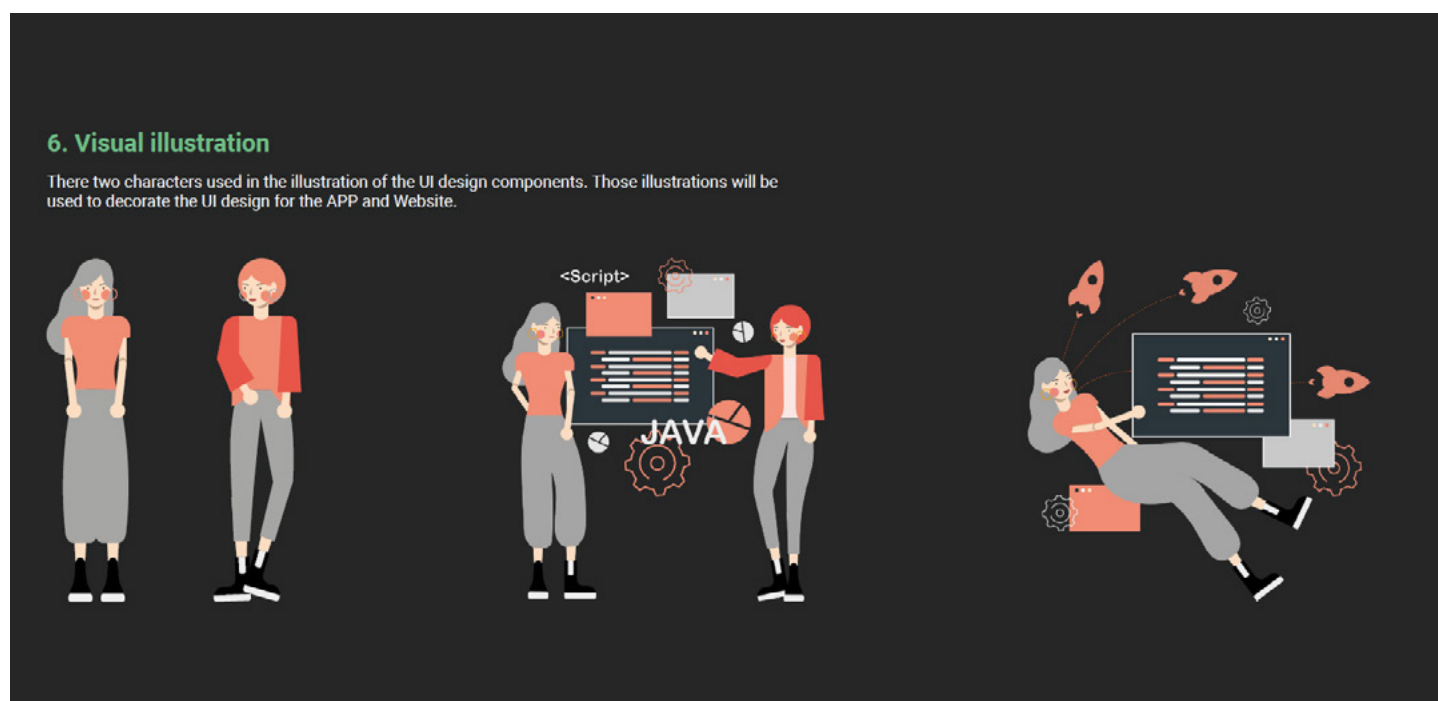
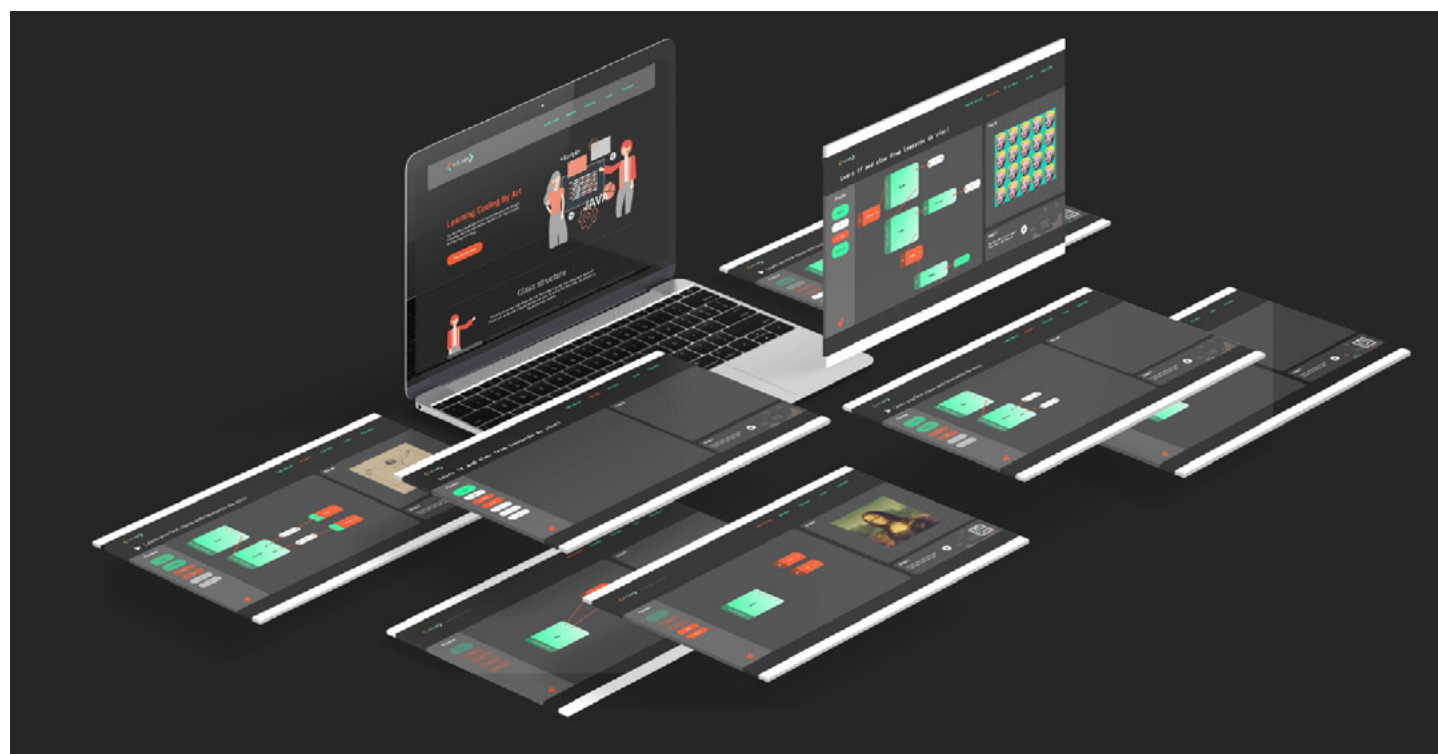


**Communication  
Design Studio**  
#CDS3001



**Teaching Team:**

- Warren Taylor
- Jon-Erik Andreassen
- Jess Berry
- Tristan Ceddia
- Owen Cramp
- Adam Cruickshank
- Uriah Gray
- Kasia Ilczyszyn
- Dane Kerr
- Jess Kerss
- Tal Levin
- Alex Margetic
- Kate Matthews
- Daniel Milne
- Alexandra Patrono-Smith
- Van Sowerwine
- Myra Thiessen
- Dion Tuckwell



Top to Bottom, Left to Right: Tiffany Nichols, Haiyao (Peter) Su, James Yang, Ashley Scott.

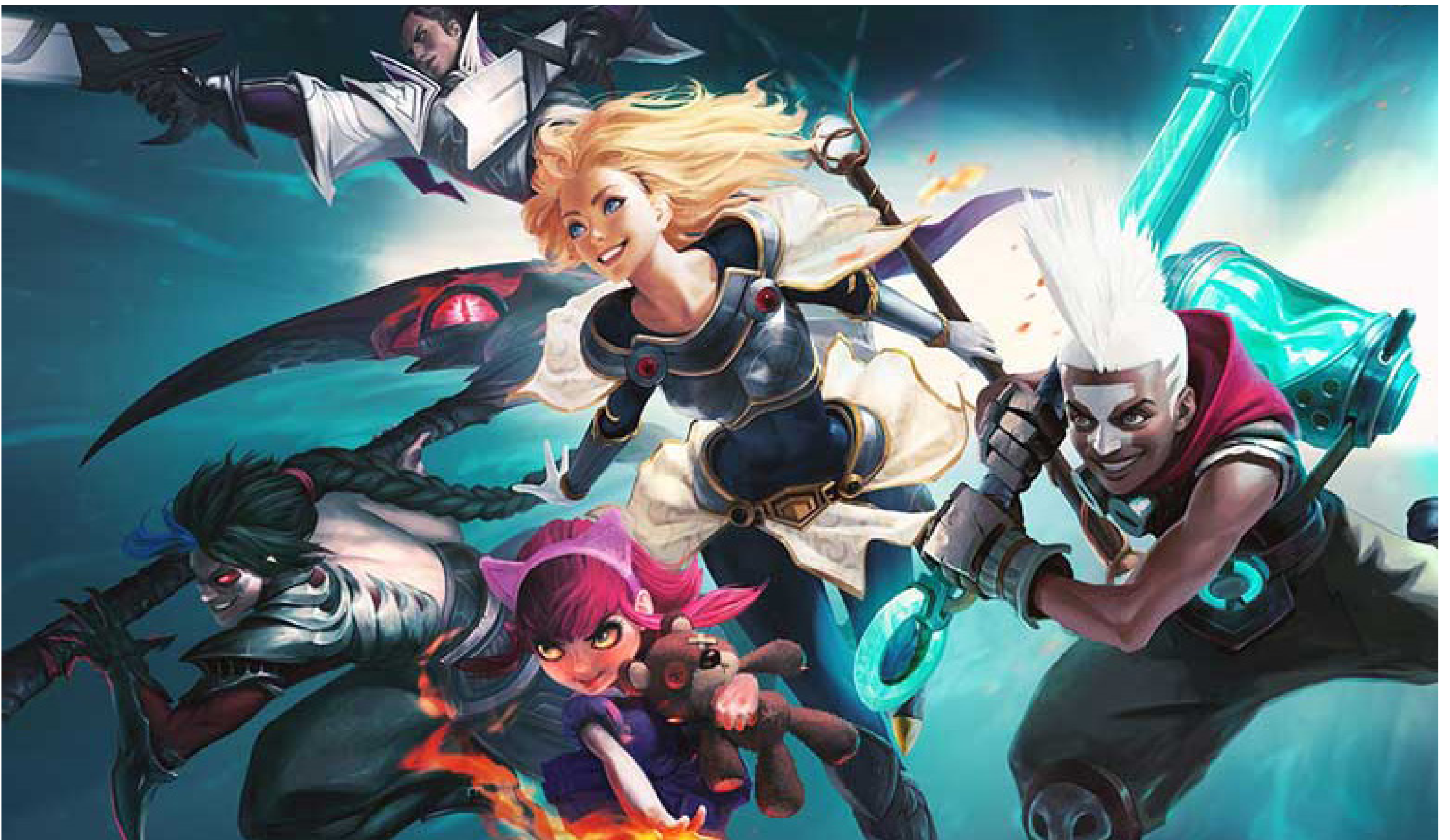


Featured work: Marissa Hor



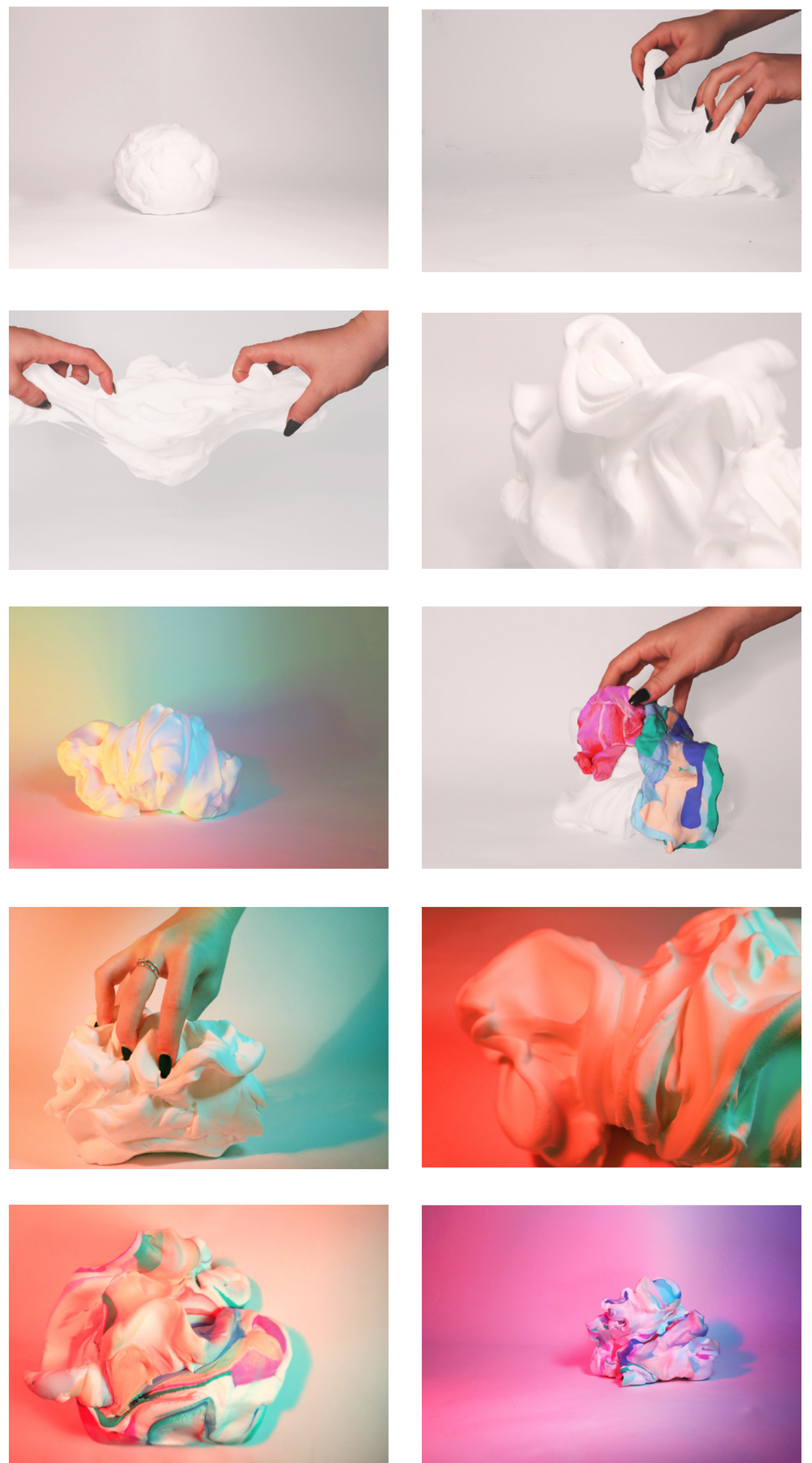
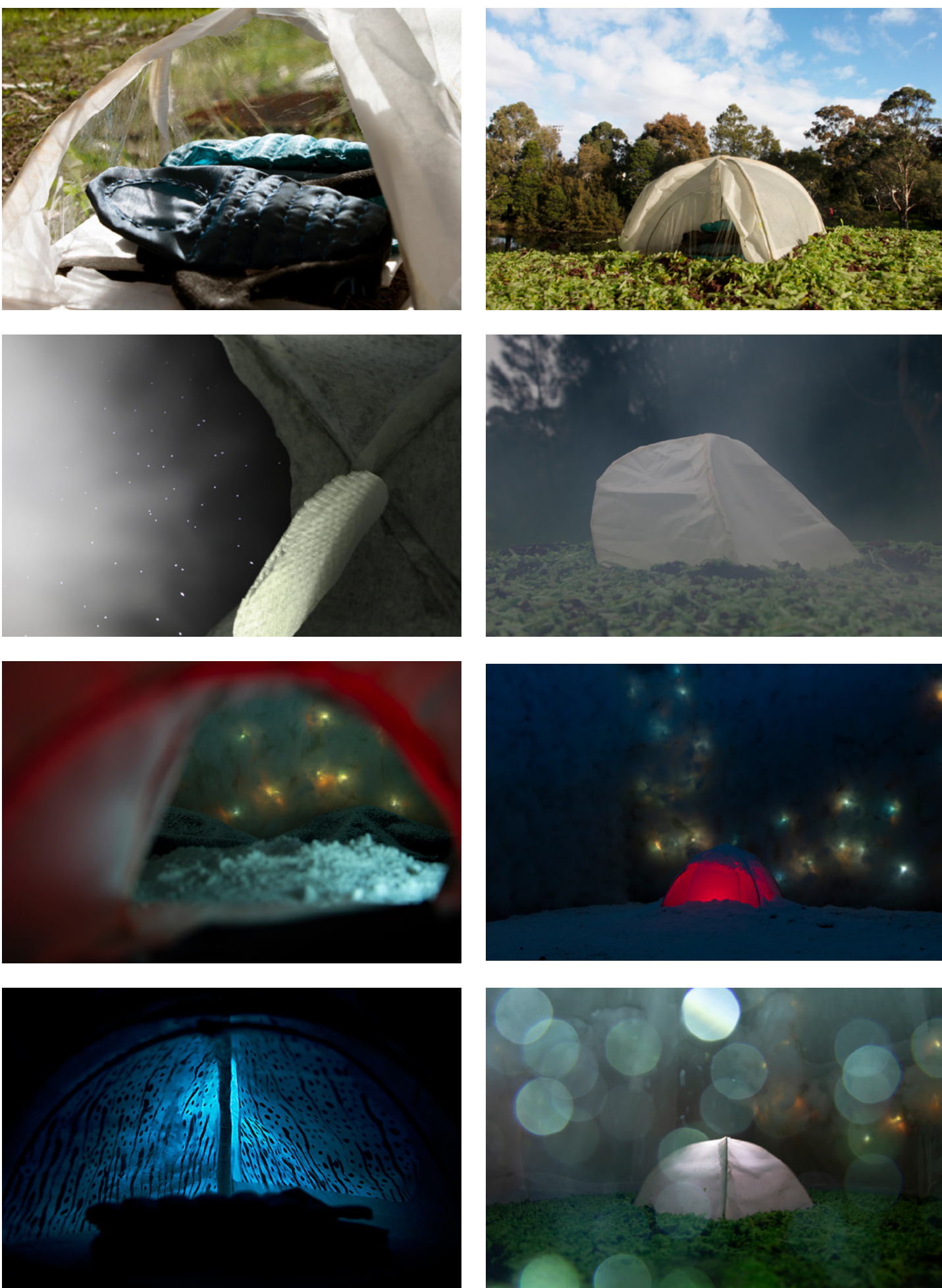
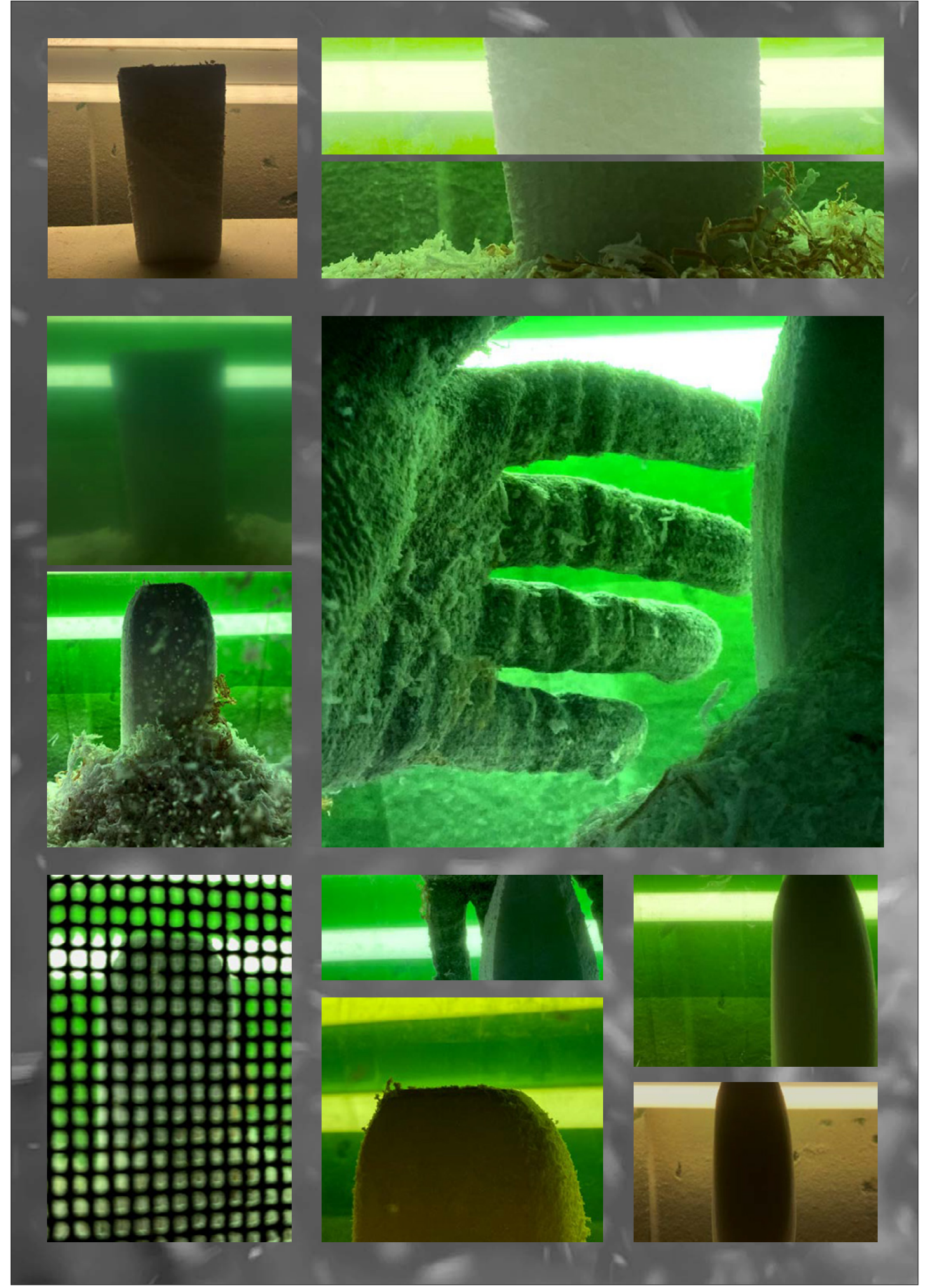
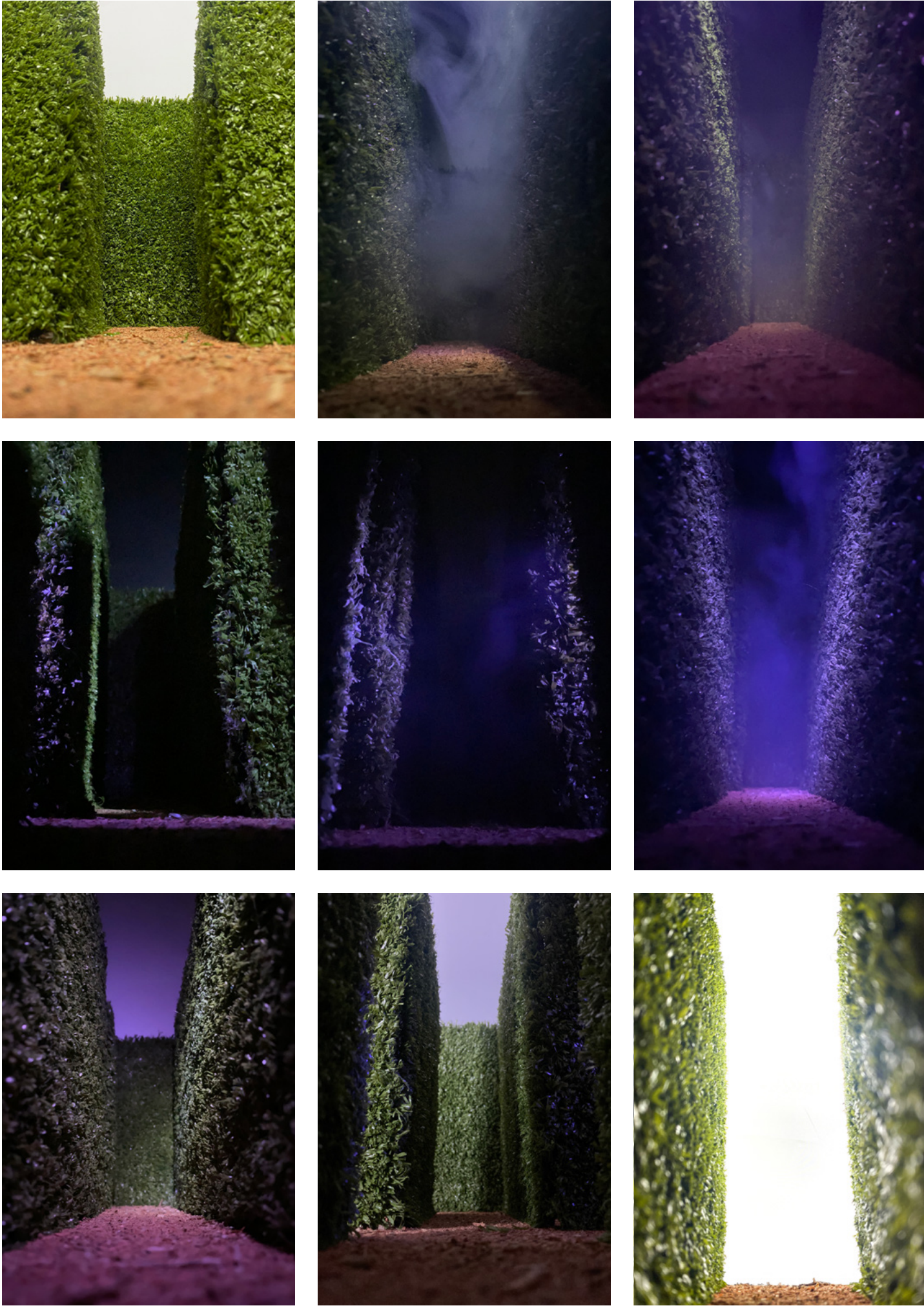
A global powerhouse that has worked on some of the most iconic video games enjoyed by millions around the world, such as Fortnite, Mortal Kombat, League of Legends and Halo, has chosen Melbourne for its Australian base.

Keywords Studios PLC will establish its Australian headquarters and development studio in Melbourne as part of an investment which will create up to 130 new high skilled jobs within three years. The company will draw on Victoria's deep creative talent pool, including games developers, graphic artists, and designers, and offer new career pathways for tertiary graduates.



# ATMOSPHERE

This project asked the students in Collaborative Design Studio 1, to create a model of an 'atmosphere' that evokes a defined emotional and sensory response, then abstract, capture and enhance this atmosphere using photography.



**Project  
Atmosphere  
#COL1001**  
**Lecturer:**  
Desiree Ibinarriaga

**Top to Bottom, Left to Right:** Thomas Robertson, Harrison Boys, Abby Vogelsang, Garth Lydia Joy.



## Packaging Design #CDS2512

Teaching Team:  
Mel Coombes  
Jenny Bolis

Subscription boxes are gaining in popularity and current global pandemic conditions present new opportunities to apply the concept to enhance the lives of people experiencing social isolation through lockdowns, and to address challenges faced by businesses as they pivot to remain viable in a period of rapid and prolific change. This brief provided an opportunity for students to demonstrate the application of user-centred design to strategically address social issues and sustainable practices.



Top to Bottom, Left to Right: Ruby Waldren, Chen Lu, Xiaoyu (Romy) Wu, Bree Mitchell, Jacinta Ramsdale, Tara Brodie

# HOME GROWN

Communication Design Studio  
#CDS3001

Lecturer: Warren Taylor

Top to Bottom, Left to Right: Brooke Trinh, Hilary Leong, Mark Pallozzi, Georgia Bold.



ENTRIES  
OPEN  
AUGUST  
23

# ABC FRIENDS VICTORIA 'STUDENT AWARDS' COMPETITION

JOURNALISM,  
DESIGN &  
MEDIA/COMMUNICATIONS

  
Friends  
Victoria

COMP

The Friends of the ABC have just released a competition for tertiary students. The purpose of this competition is to give you a chance to extend your design skills and gain real-world experience. By utilising your talent you can help raise awareness around the importance of the ABC and public broadcast as part of a healthy, working democracy! The competition closes September 20, and calls on communication designers to create a poster, and media students to create a pitch or piece of news journalism. An ideal competition for our Double Degree Design/Media Communication students. The prize includes a modest money prize but more importantly mentorship with one of our most accomplished design alumni, Laura Cornhill, Creative Director of [Studio Binocular](#). **For more details tap the 'Comp' icon.**