

Squirrel*

Squirrel Design
and Art Direction:
James Yang
Tiffany Nichols
Ned Culic

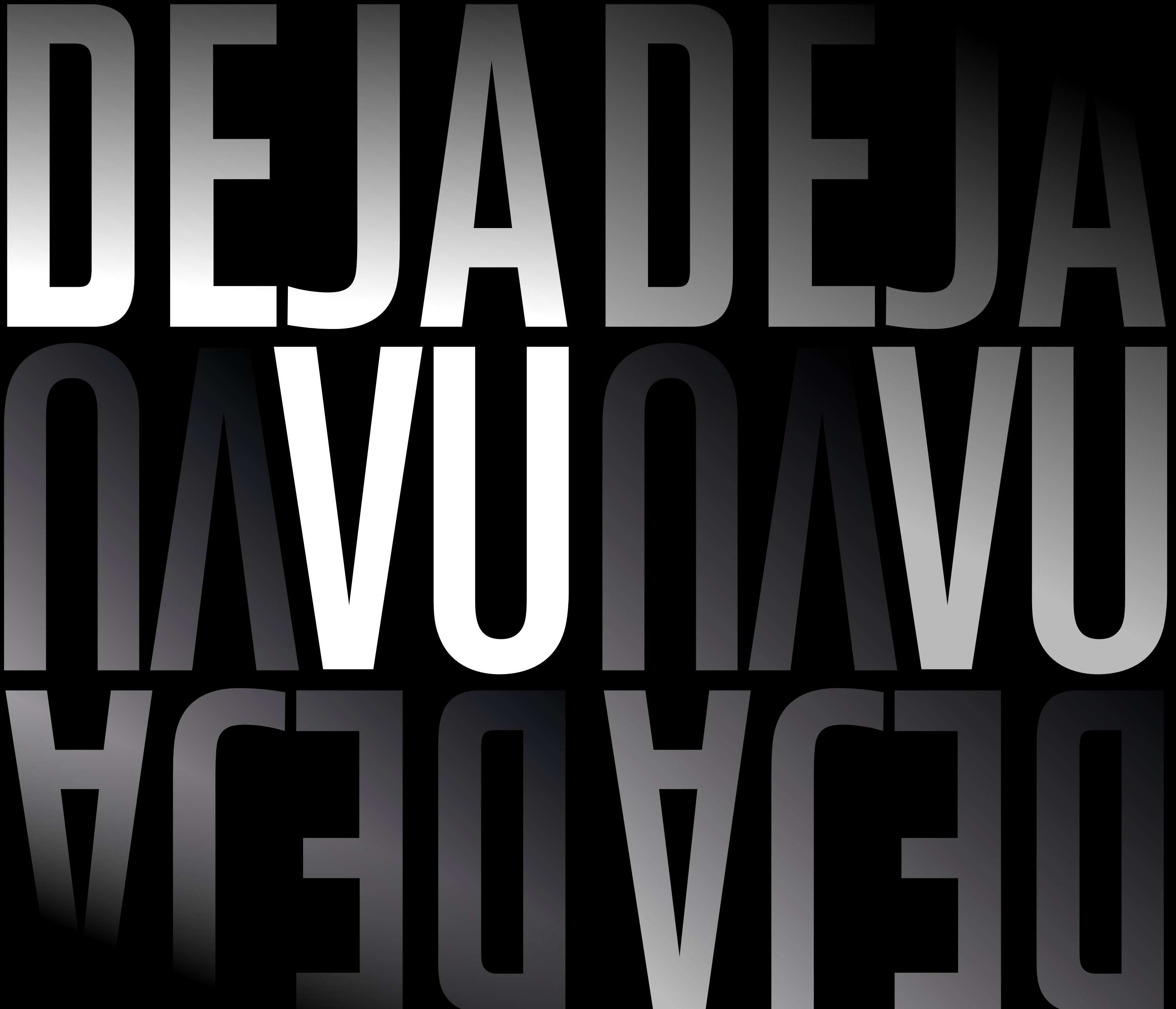
* to move in an inquisitive and restless manner

FROM THE HOD



Gene Bawden
Head of Department, Design

This all seems very familiar... like we've been here before? Another week of Melbourne lockdown is proof of just how delicate our life with the pandemic is, and a reminder that we shouldn't take anything for granted. As we wrap up the first Semester of 2021 — back at home, in trackpants and hoodies — its seems appropriate to reflect on the good experiences of the year, and to remember that the good will always outweigh the challenging... but only if we help it to. So, let's celebrate the end of Semester One by acknowledging the work that you've done, and the progress you've made towards becoming great designers. Take the mid-semester break to recuperate and recharge, ready for Semester Two, and a world that edges ever closer to a post-Covid normal. Take care, and enjoy the break.



WOTTA WATCH

Bass on Titles

The work of Academy Award-winner Saul Bass covers the full range of the design spectrum. In this film he combines his favorite subjects with his interest in the cinema, by presenting a selection of the feature film title sequences which he made famous. He talks about the evolution of his thematic title sequences that open and close many of the great productions of a whole generation of Hollywood directors and producers.

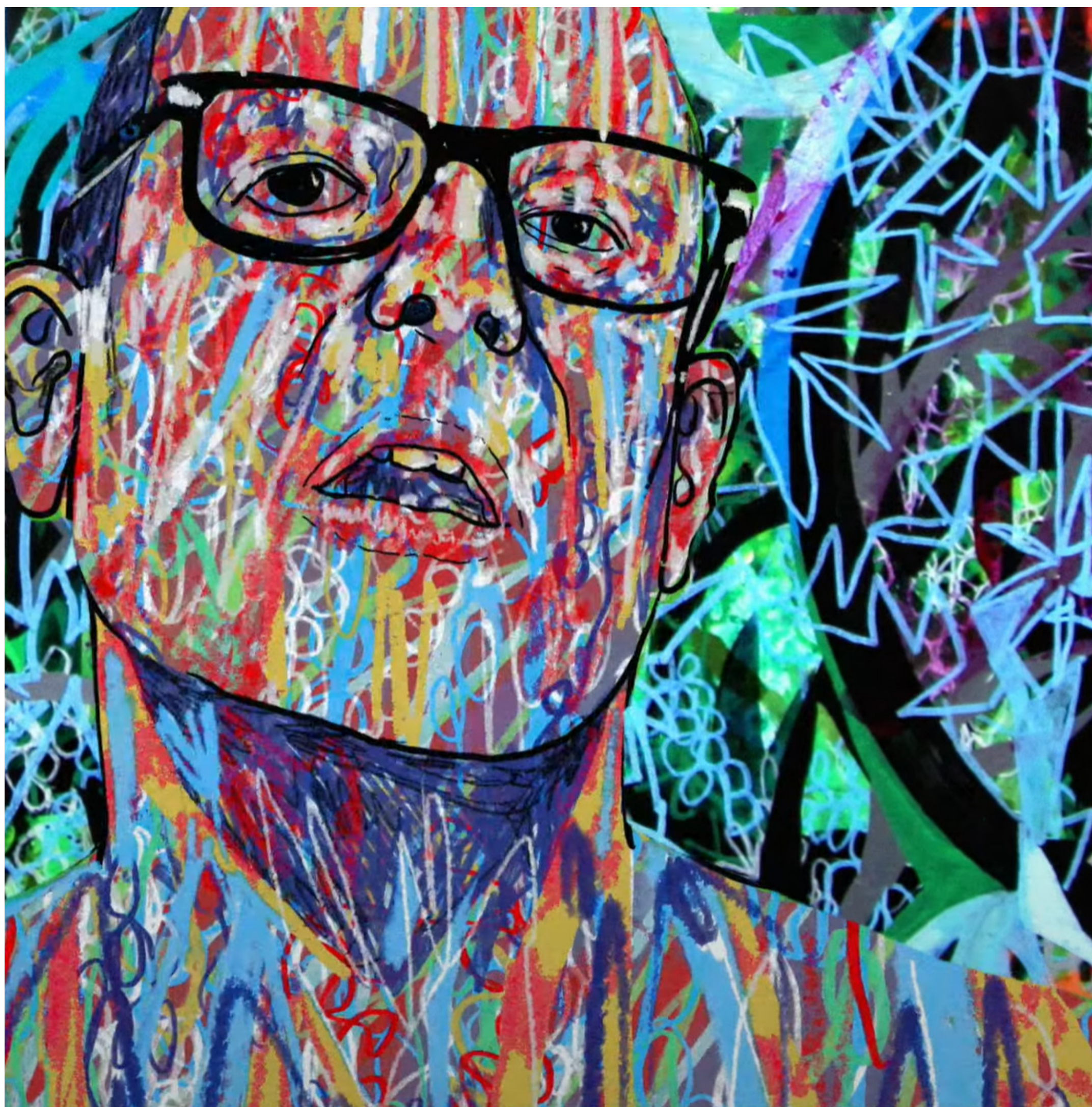


NED'S SHORT PICK

The Idea, written by Patrick Olson.

This video was produced with countless analog brushstrokes across three paintings by artist Jon Todd, captured in 15,000 sequential photographs. These photos were layered with performances by Patrick Olson, with key frames painted by Jon Todd, and processed through a form of machine learning called Neural Style Transfer. Director Jonathon Corbiere conceived, orchestrated and shepherded the entire project.

Tap the image to connect



Above: The Idea, written by Patrick Olson | Music for Scientists (Original Song)

DESIGN AWARDS

Open internationally to all art and design undergraduate or postgraduate students graduating in the Academic Year 2020–21 (i.e. October 2020 to July 2021).

Entry: Free To Apply

Deadline To Apply:

August 31 2021
23.59 NYC time

Following the launch of the Global Design Graduate Show 2021 we are pleased to announce that ARTSTHREAD have, for the second year running, teamed up with GUCCI who will be the exclusive partner for the 2021 showcase.

The Global Design Graduate Show 2021 is now open to all art and design students graduating in the Academic Year 2020–21, i.e. October 2020 to July 2021 (undergraduate and postgraduate) in any related creative discipline, located anywhere in the world.

Students have until 31st August 2021 to upload their end of year projects onto the ARTSTHREAD platform. A team of independent judges will narrow the work down to a shortlist of creatives whose work will be displayed on the ARTSTHREAD platform.



PUBLIC ART

Shiny Squirrel by Florentijn Hofman

The oversized animal menagerie by Florentijn Hofman that includes a fox, octopus, and reclining bunny now has a new member. The Dutch artist recently completed a 15-meter-tall squirrel caught peeking into a botanical garden in Chongqing, China. Covered in 16,500 metal discs and propped up by its extraordinarily bushy tail, the cheerful creature waves at the visitors indoors and even flashes a peace sign with its paw.

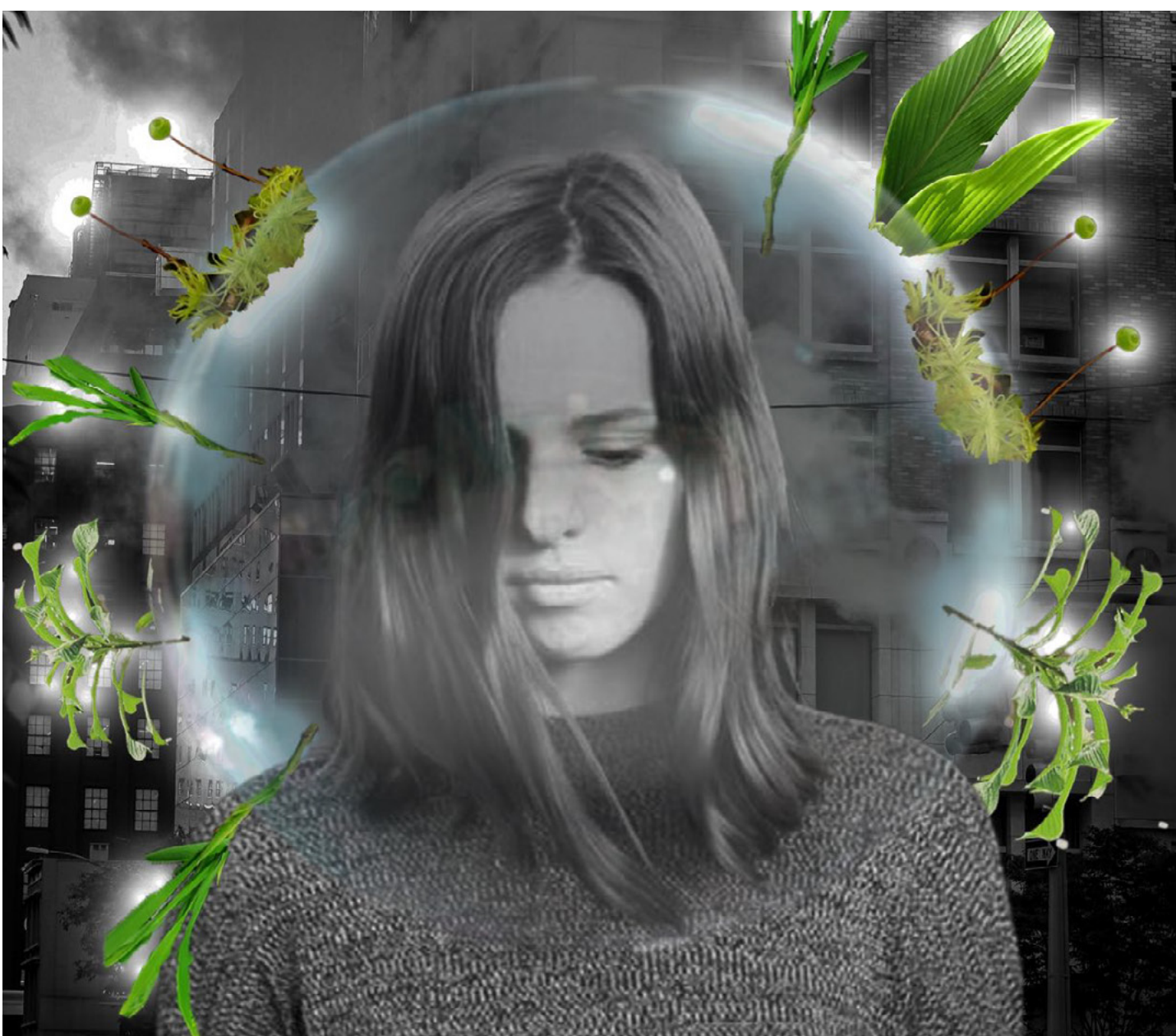


TRANS HUMAN

#COL1001

“Designers today are transforming our relationship with the natural world. As humans contend with the ecological condition of our planet, designers are thinking holistically about the consequences of our actions on the environment and are challenging the most basic assumptions and beliefs about humanity’s relationship with nature. Designers are enlisting nature as a guide and partner to alter the imbalance of human impact on our world. Through conjoining knowledge from different disciplines collectively we seek to create a more harmonious and regenerative future.”

– Nature: Collaborations in Design Lipps, McQuaid, Condell, Bertrand



Speculative Image: Top: Caitlyn Taylor, Top Left: Christina Abraham, Top Right: Chloe Linh Tran, Bottom Left: Thilara Herath, Bottom Right: Jess Heng

STOP HATE

#STOPASIANHATE

Appreciating the historical, contemporary and future significance and influence that Asian culture has on us all, a diverse dream team of leading creatives has come together to help how best they can, in the face of the horrific rise in Southeast Asian hate and anti-East rhetoric.

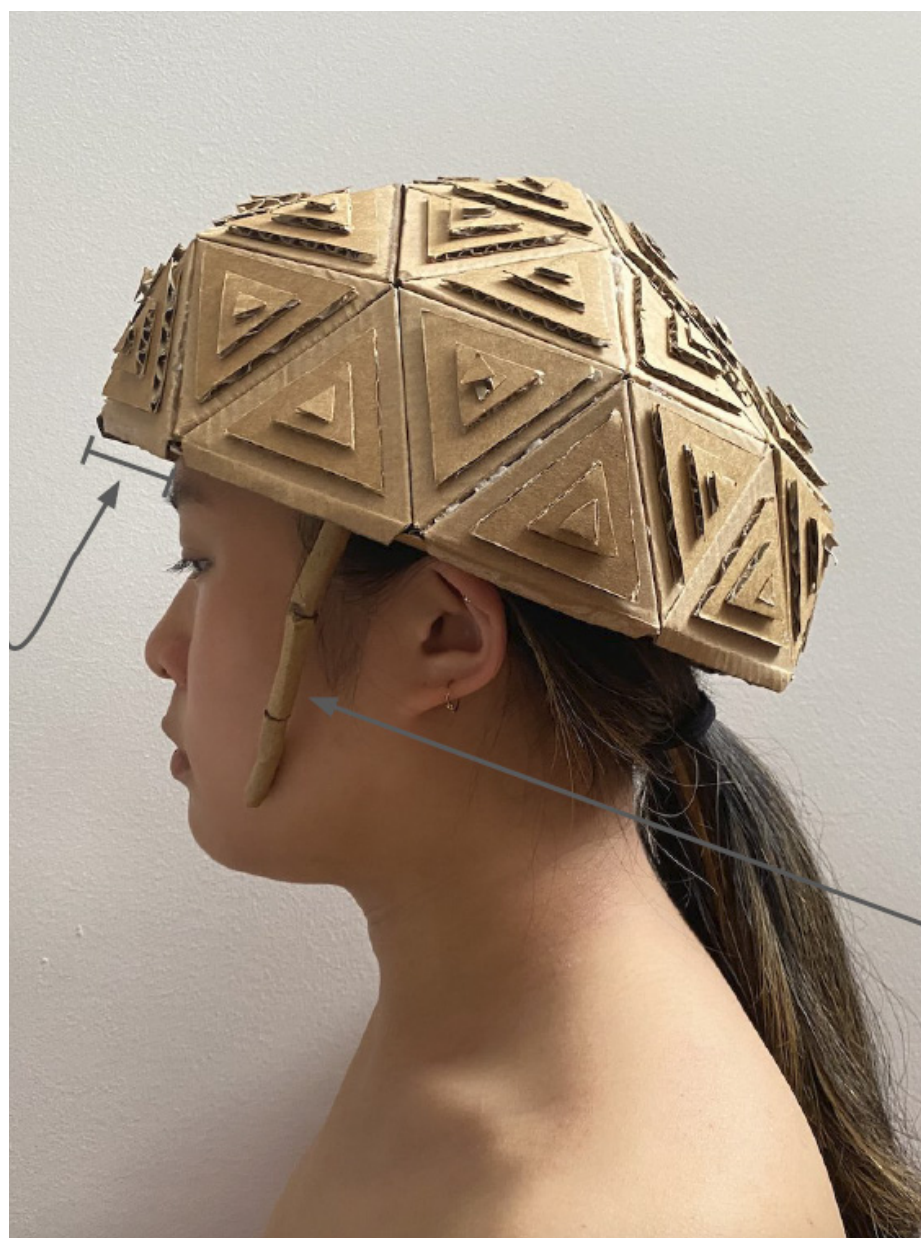
Teaming up with Roomfifty to produce and sell the products, Communittea has gathered 55 artists to create unique prints in the name of the LCCC (the London Chinese Community Centre) and firmly counter racial hatred whilst they're doing it – even if the creatives have not been a direct victim of anti-East and Southeast Asian hate themselves. “Our brief is simple; to draw upon one's ties to Chinese/ESEA culture,” one of the core members of Communittea's ‘communitteam’ Kenn Lam explains, “pushing the point that anyone can have a connection with these cultures and that consequently if an ESEA person is hurting, we all hurt.”

Visit the website [here](#).



**CO-
DESIGN**

**EXQUISITE CORPSE
#COL1001**

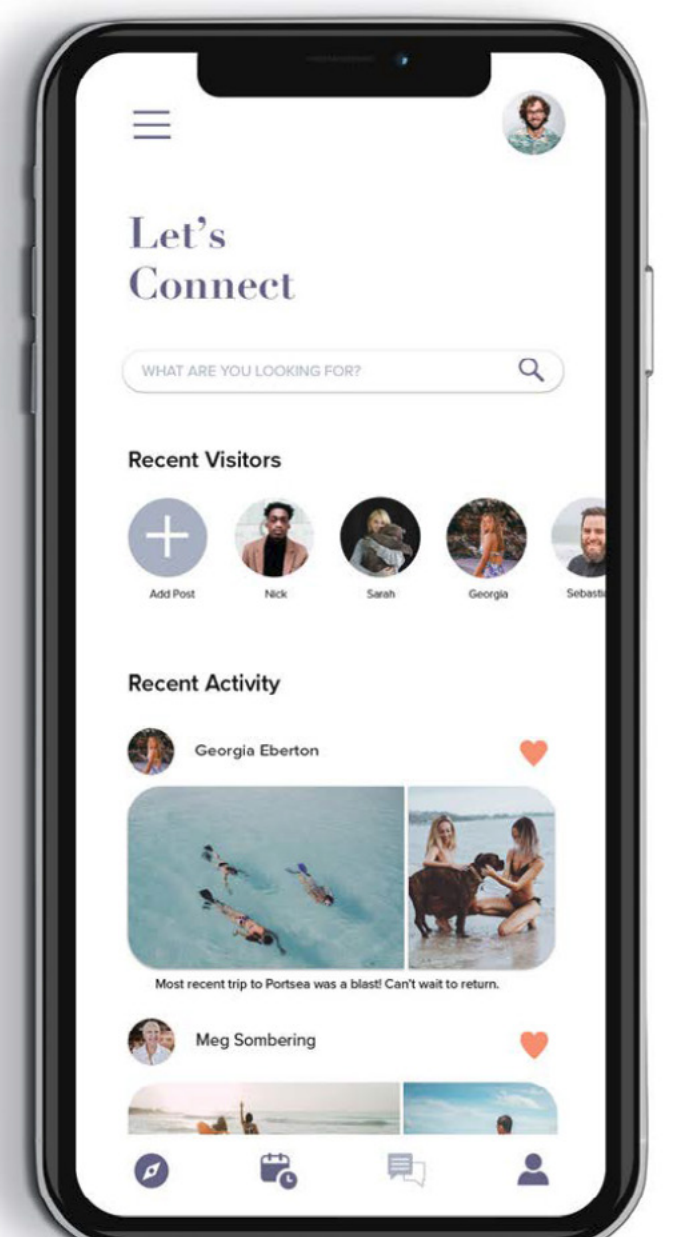
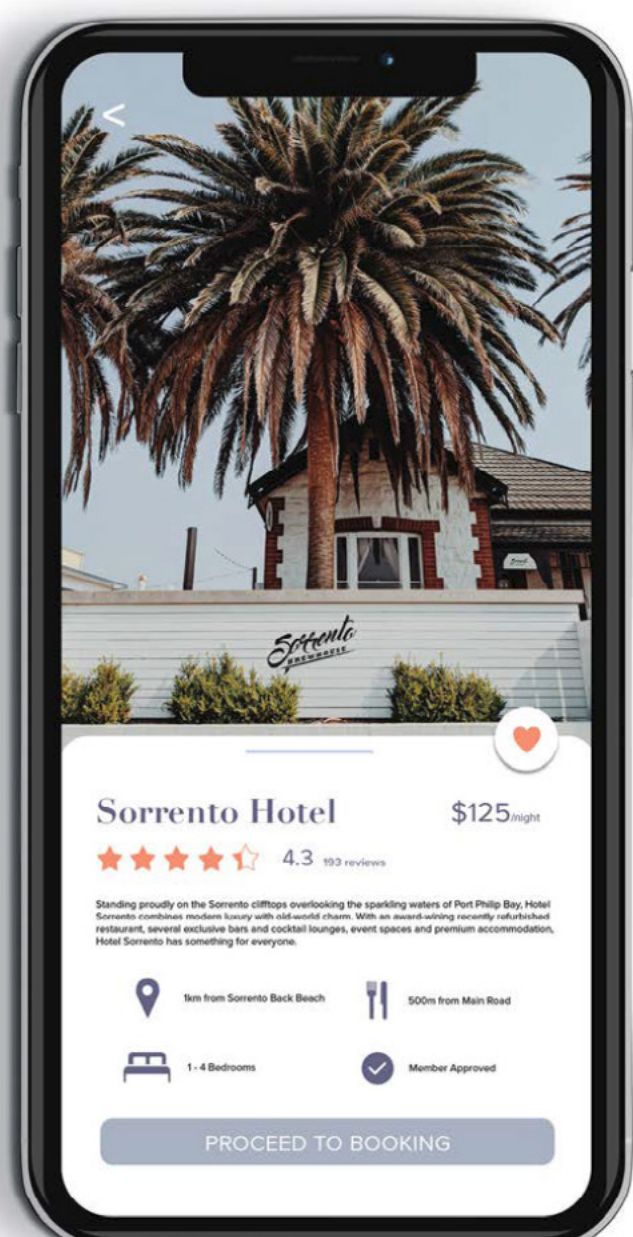
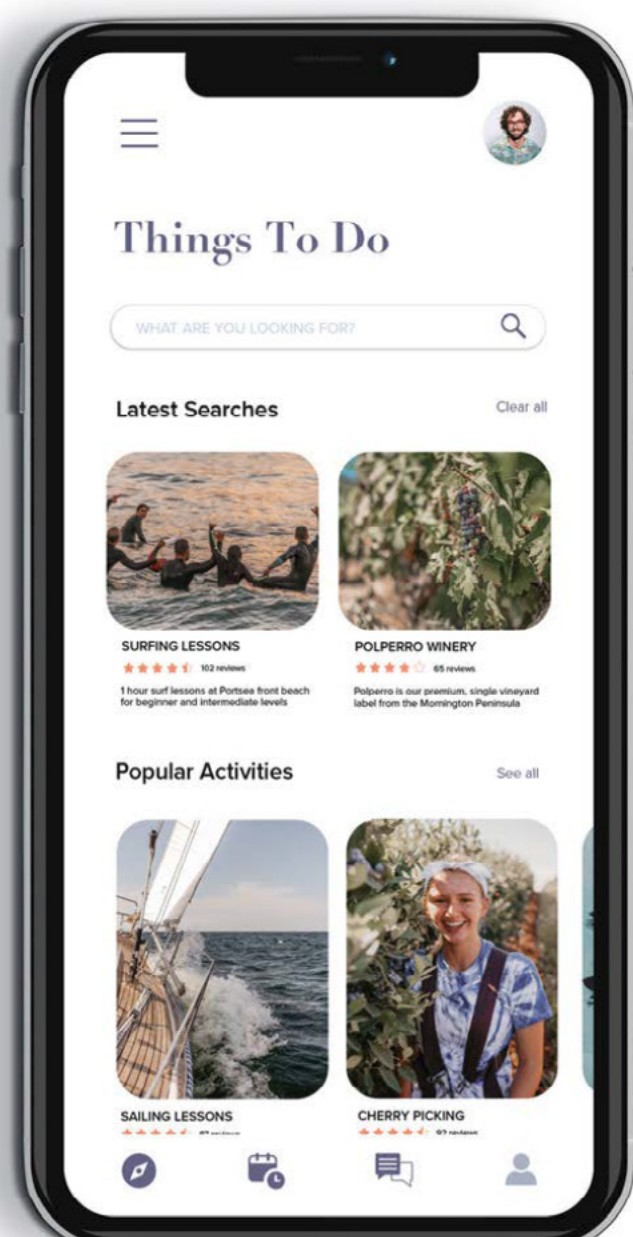
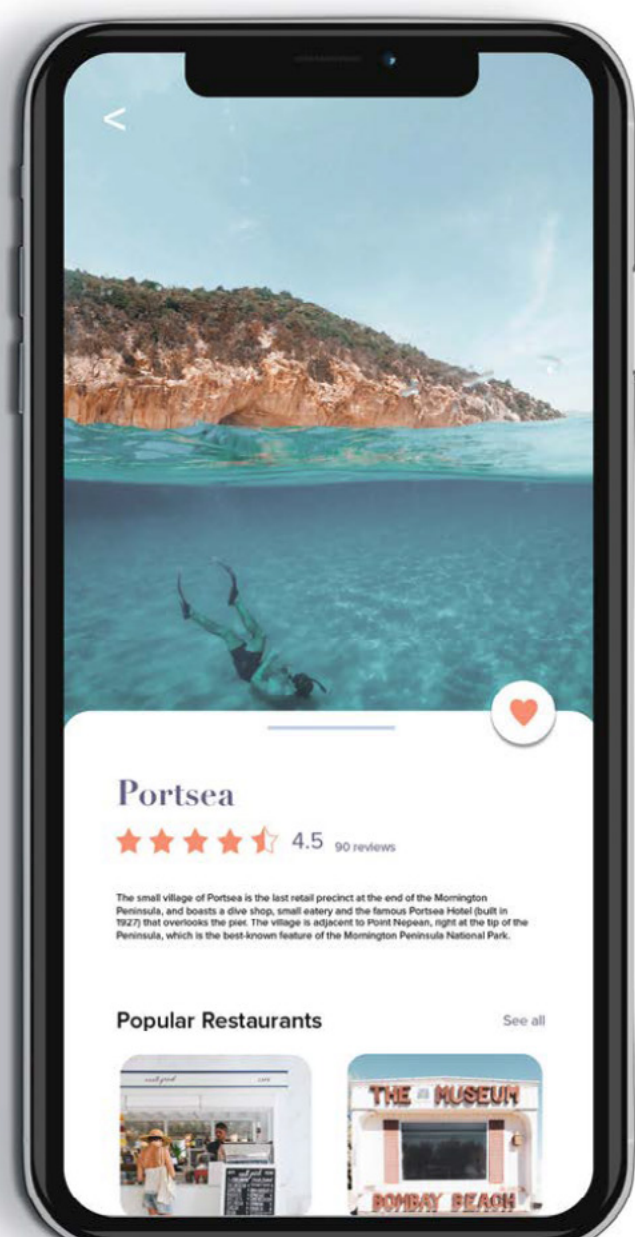
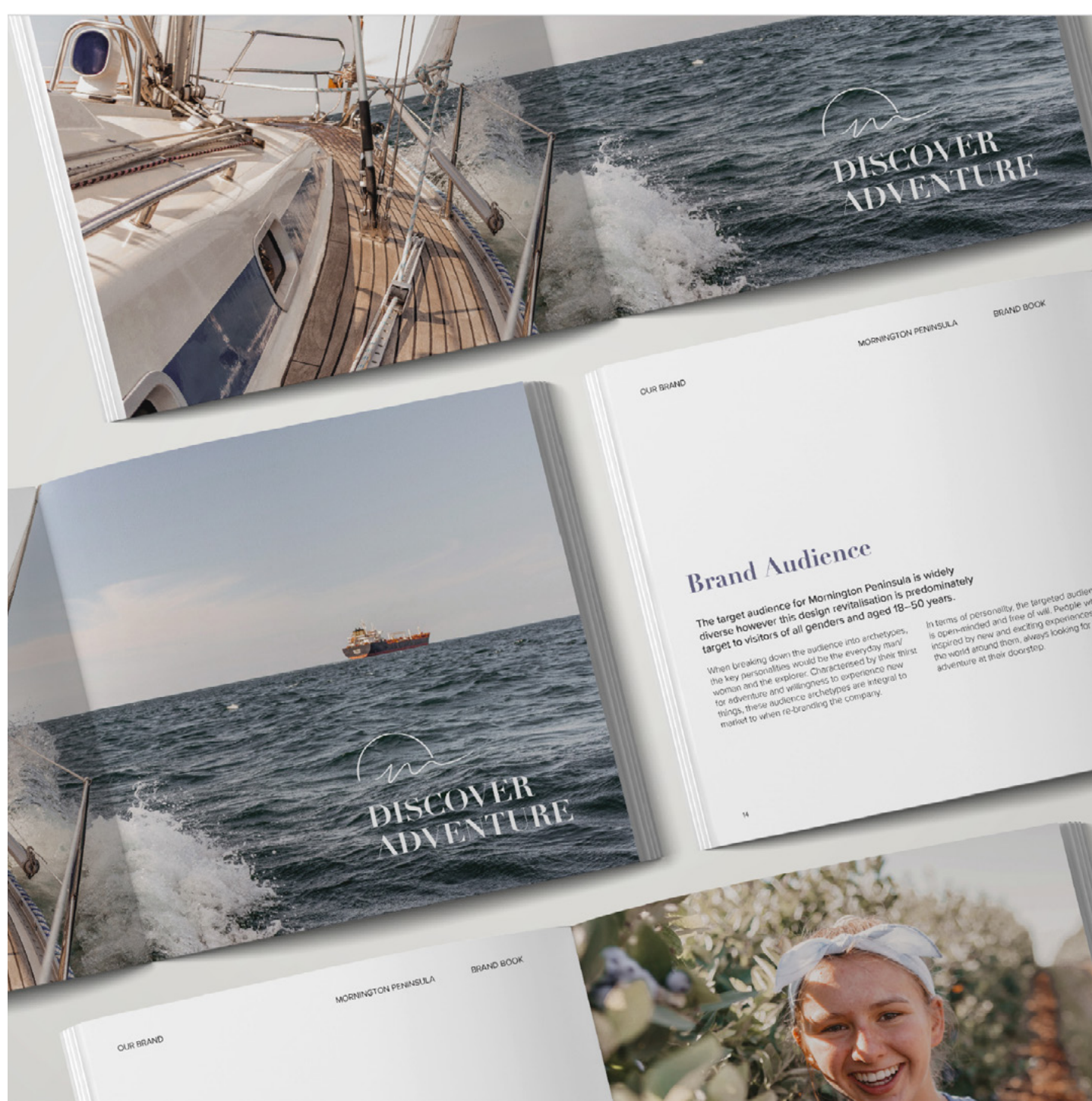


Top to Bottom, Left to Right: Lucy Vaughan, Dominic Soriano, Chloe Phung, Lara Kirwood, Keith James

BRAND DESIGN

BRANDING FOR DESIGNERS
#CDS2511

Lecturer:
Dot Georgoulas

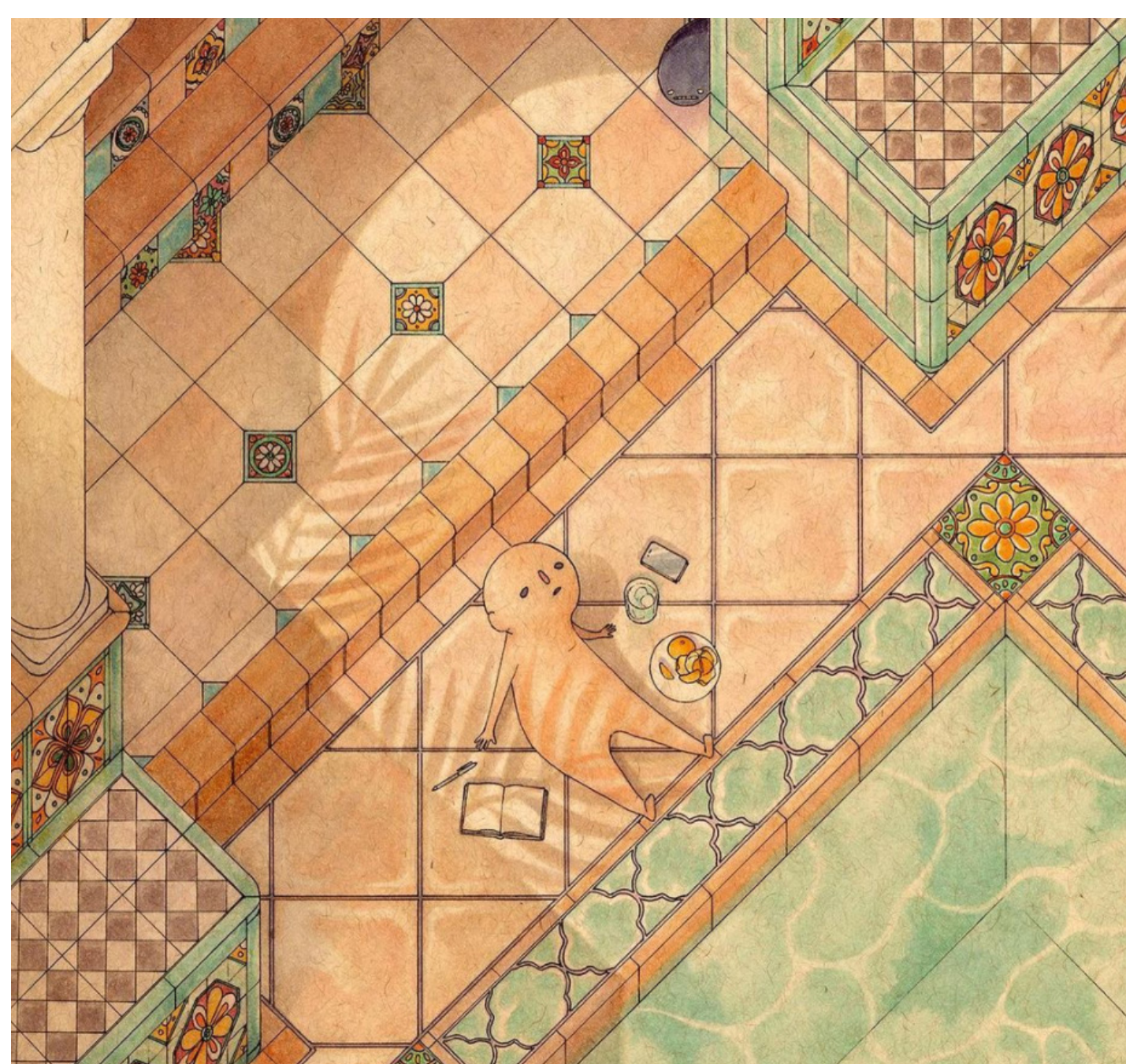


Top to Bottom, Left to Right: Peter Haiyao, Chloe Gratton, Tiffany Nichols

INSPO

Illustrator Felicia Chiao balances out her work as an industrial designer at IDEO with imaginative drawings rendered in copic marker and gel ink pens. Chiao's fanciful worlds are populated with a repeating humanoid protagonist, as well as spirit-like black figures reminiscent of the symbolic creatures in Hayao Miyazaki films. The artist balances her charming aesthetic—cheerful details like daisies and friendly worms—with more evocative emotional themes. “Illustration has always been a way for me to destress and work through whatever emotions I’m feeling,” says Chiao.

Read the article [here](#).



AWARDS

Congratulations to Monash Design's Dr Nyein Aung; Ian Wong and XYX Lab for being shortlisted in the DIA's Designer Australia Awards.

To see all the images and read more about these projects and others visit the award site [here](#).

Winners will be announced on August 5. Good luck!

Top: XYX Lab HyperSext City,
Middle: Ian Wong 100 Objects | I-CONIC |
BlackBOX;
Below: Nyein Aung, Design for The End of Life.

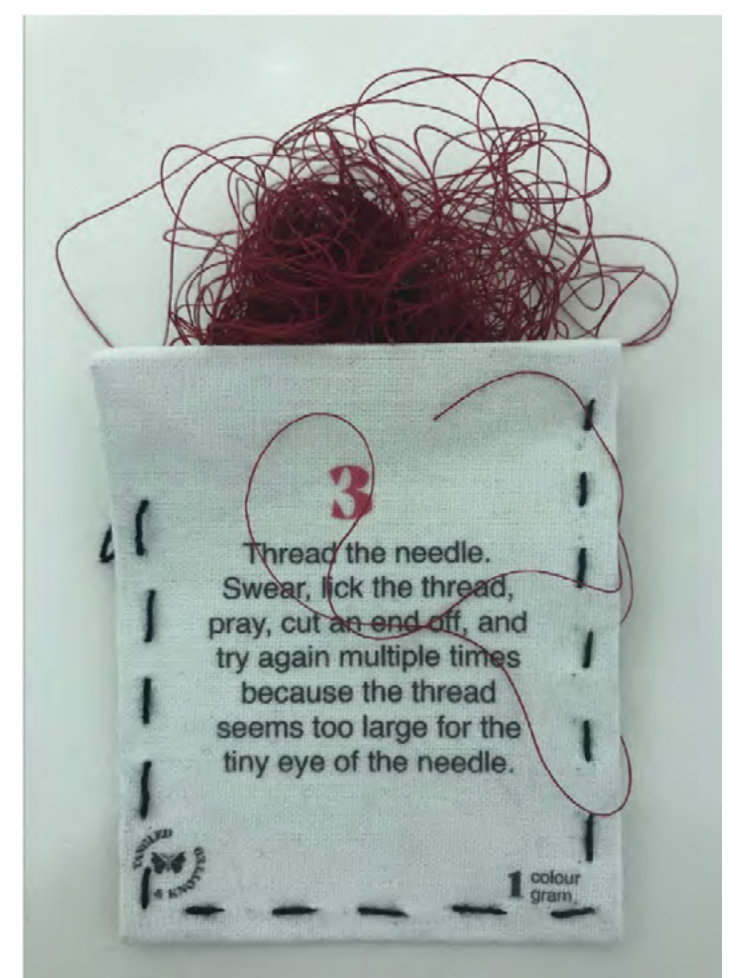
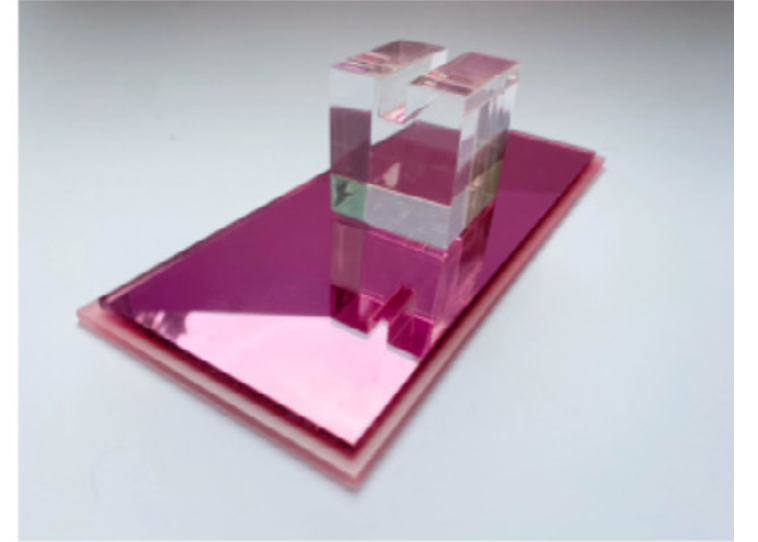


SHOW CASE

Packaging Design
Precious
#CDS2512

Teaching Team:
Mel Coombes
Jenny Bolis

Top to Bottom, Left to Right: Ruby Waldren, Natkanok Onratn, Tara Brodie, Yutong Wang, Yichen Yao, Amelie Justin, Cecile Robert



SPOT LIGHT

#Illustration

CDS1531:
Illustration for Narrative

Brief: Celluloid Heroes. Images inspired by Cinema or TV.

Left: Mads Mikkelsen as Hannibal Lecter from the TV show 'Hannibal'. Procreate on iPad Pro.

Below: Image inspired by TV series ' Fargo'. Procreate on iPad Pro.

VCO1203:
Contemporary Illustration

Brief: Zine or Magazine

Bottom Right: Large graphite pencil portrait inverted and coloured in PSD.

Teaching Team:

Ned Culic
 Tracie Grimwood

Top to Bottom, Left to Right: Phan Thi Quynh, Savannah Murtough, Marissa Hor





Monash Design Alumnus Merric French is an industrial designer at Lyft based in San Francisco, California. His new bike-share e-bike, above, is now being peddled across the streets of New York and Chicago. To read more about the bike see the feature in 'Wired' by tapping the 'ride-share' icon.



Artist and designer Charlie Ryan began his 'V for Victoria' project in August 2020. This not-for-profit campaign aims to share and promote a positive (non government) message to help lift community spirit and support acts of togetherness as we (as a greater community) work towards a victory against the greater flow-on effects of COVID-19. To see more of the project and the entire sequence of posters and other merchandise visit Charlie's website [here](#).



PRIDE

For Pride 2021, Harry's has launched a limited edition Shave With Pride kit designed in collaboration with Zipeng Zhu. Featuring the New York based illustrator's iconic typography and rainbow-coloured drawings, it's the second time the artist has worked with the shaving brand.

It features a limited-edition Harry's razor with a unique, iridescent, rainbowed finish, "designed to be a true positive reflection of Pride". While the packaging features Zipeng's bold type illustrations mixed with vibrant colours, inspired by his "long-standing passion for creativity without limitations, the power of simplicity, and an innate curiosity about the world and the people in it".

On the collaboration, Zipeng says, "Right now, it is important for me to create work that delivers a message that both uplifts and provokes some thought. For the campaign, I am a literal person; when I see something, I try to find the most straightforward way to express the idea. When Harry's presented me with the concept of Prouder Than Ever, I was immediately inspired by the loud and proud attitude, something by which I live.

We started with the signature, limited edition box and approached the design with the idea of celebrating the uniqueness of every single member of the LGBTQIA+ community."

To achieve this, Zipeng used typography only with each letter a unique weight, width and slant, coming together in different phrases and words like 'unity', 'love', and others that represent our community. "I was happy that we quickly agreed on the typographic route," says Zipeng. "But then the mission was to find the right type. It took a week of me going through every single, variable font in the world and typing 'prouder than ever' to see how I could play with it. What I landed on was a type that could flex in a lot of different ways, finding the balance of the surprise and speaking to the energy and motion of the community."



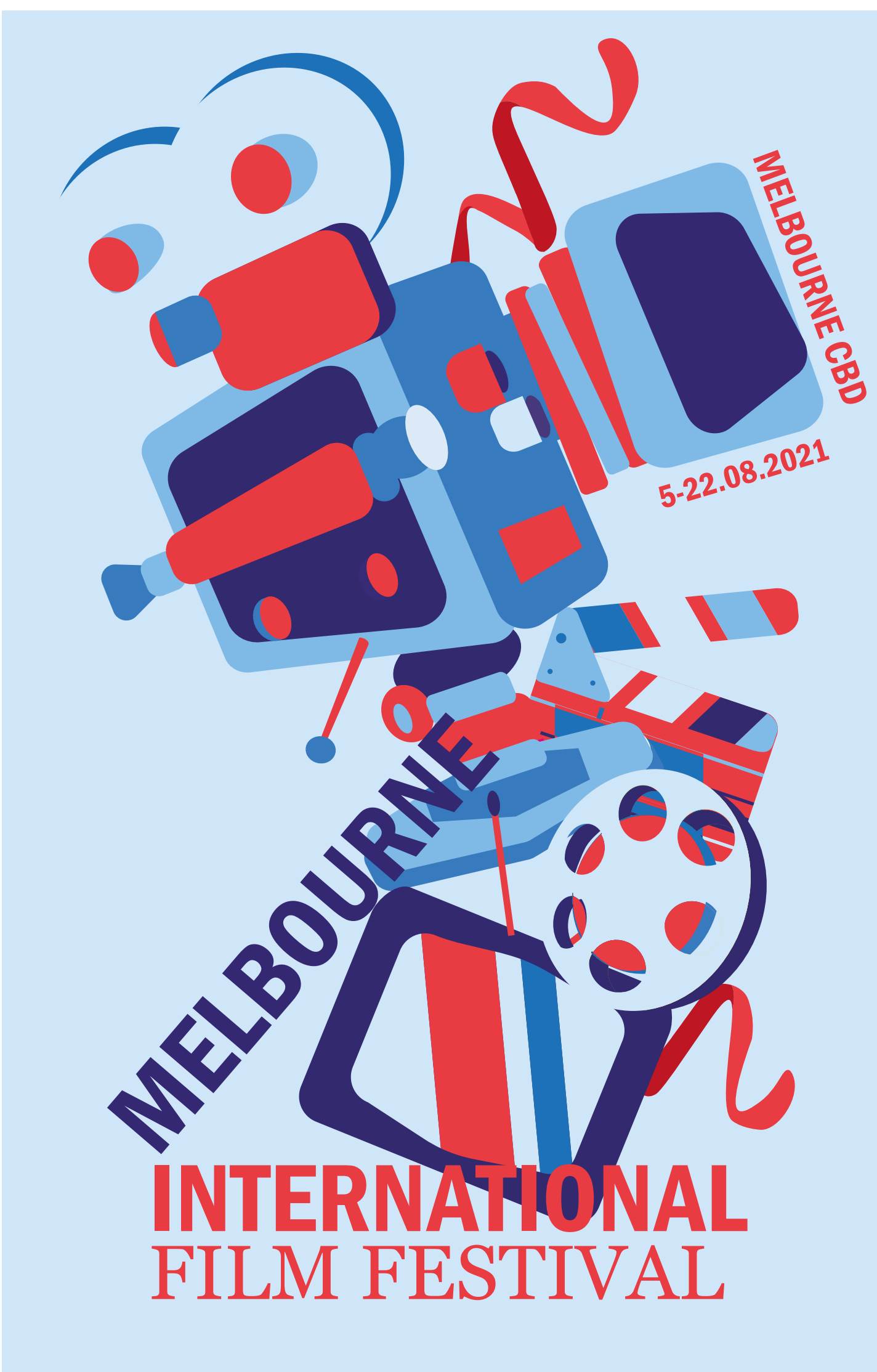
Visit the website [here](#).



Teaching Team:

Ned Culic
Di Elderton
Hannah Evans
Kate Mansell

**#CDS2001
Event Promotion**



Event Promotion: Top Left: Monica Ouk, Top Right: Mitchell Gawley-Price, Far Right: Belle Rundle, Above and Right: Wei Yan Chan