

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD



**Gene Bawden**  
Head of Department, Design

IT seems appropriate to celebrate the end of another semester on the same day that Melbourne begins its roadmap out of Covid lockdowns. Not only do you have a well earned reprieve from Zoom classes and looming deadlines to look forward to, but you will be able to enjoy our impending summer, outside our radius limits and with more people. But, we have to get there first. So, good luck with those last studio projects, essays and exams (for our Double Degree folk). It will all be worth it in the end. For those of you returning to study next year, make the most of the break, but do consider carefully your study options for 2022. If you are in Second Year our Collaborative Design Studio 5 (COL3001) will be running a unique collaboration with [Design Health Collab](#); where you will have the opportunity to apply your discipline training to a range of health and wellbeing challenges. Stay tuned for more details about this and other 2022 initiatives in your email. For those of you completing your degree at the end of the year, we wish you every success. Take those skills and smarts and apply them with courage and conviction. To see where your degree can get you, join Master of Design graduate Priscila Pesantez, on the [Monash Alumni Panel](#) on November 30, 6—7pm. Priscila is now digital design specialist at a leading law firm in Ecuador... a design education from Monash can take many directions and open up a host of opportunities around the world. We look forward to reading your alumni story soon.

**Right:** Congratulations to all the Monash Design community who won a swag of awards at this year's Good Design Awards especially Aman Bhatti and Ben Fraser (Double Degree: Engineering/Industrial Design). Aman and Ben won a Next Generation Award for **'Addivent'**; a low-cost and easy-to-manufacture mechanical ventilator, primarily made through additive manufacturing, which can easily be crowd sourced to members of the community.

**Tap on the golden tick to read more about the six winning entries and see the difference Monash Design is being recognised for.**



# WOTTA WATCH

## Netflix Abstract: The Art of Design Christoph Niemann: Illustration

Step inside the mind of one of the most innovative designer/illustrators in the world and be inspired by the broad range of styles and rich variety of concept driven outcomes. From New Yorker covers to Instagram sketches, imagemaker Christoph Niemann plays with abstraction and interactivity and questions authenticity. He is a member of Alliance Graphique Internationale and was inducted into the Art Directors Club Hall of Fame in 2010. **Tap the image to connect.**



# NED'S SHORT PICK

**The darkness that you fear**

**The Chemical Brothers**

The video combines archive rave footage from the mid to late 90's with hand painted Super 8 film textures and hand drawn animation.

**Director:** Ruffmercy

**Tap the image to watch.**



PROJECT  
**FOCUS**  
VC02204

**Illustration As Design:  
'Melburbs' banner**

Lecturers:  
Tracie Grimwood  
Ned Culic



**Emerald:** Tiffany Bligh

**Cranbourne:** Jade Yeo

**Geelong:** Tsz Ting Lam Blaire

**Hong Keng:** Yunuo Zhang

**Mt Burnett:** Amy Millen

**Carlton:** Duyen My Ly

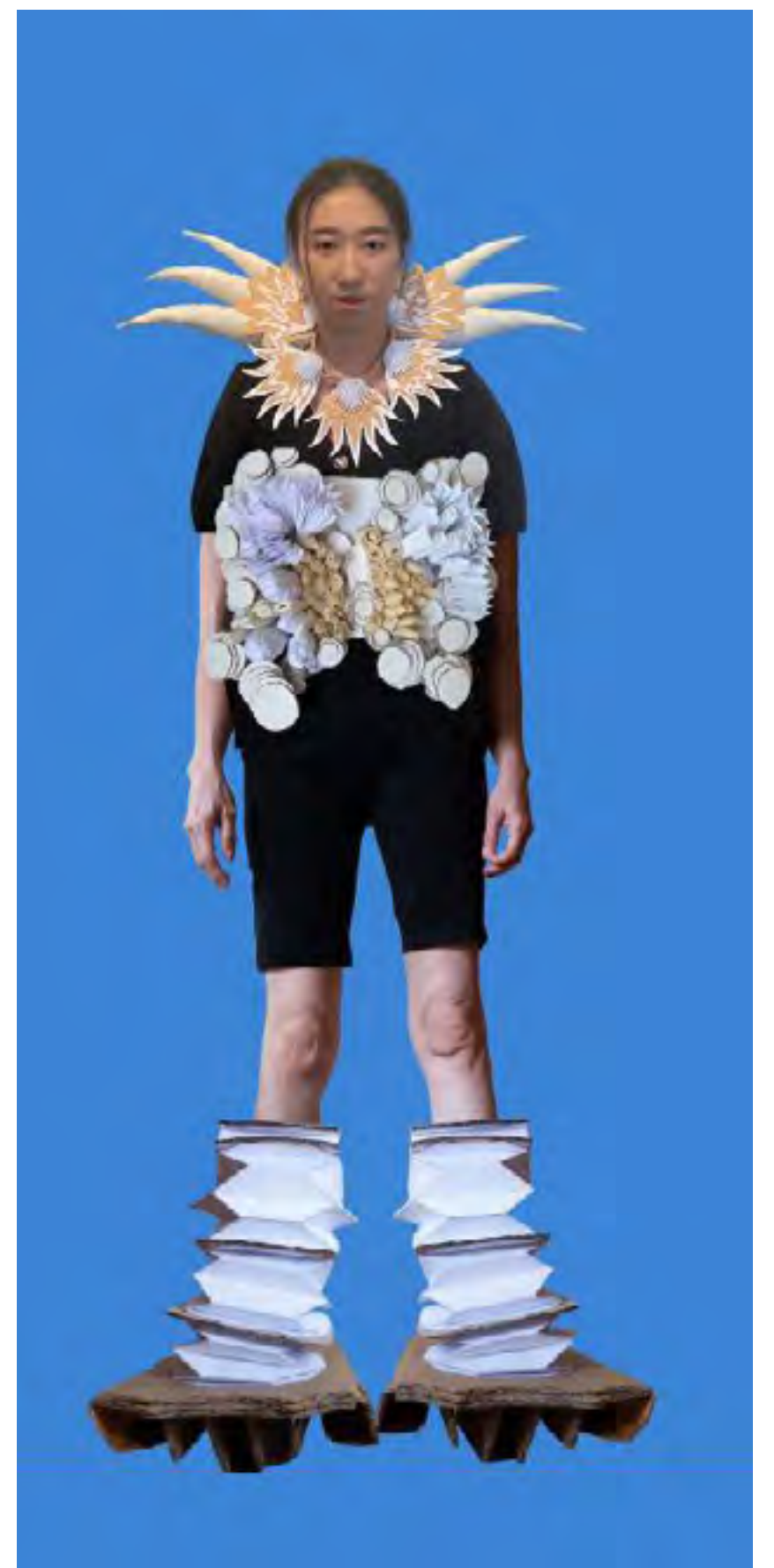


PROJECT  
**FOCUS**  
 COL1001

**Project: Trans-Human**

This project asks you to work both collaboratively and independently to design an augmentation of the human body that responds to a current environmental issue. This wearable “artefact” should perform a function – it should enhance or redefine the capacity of the human body. In order to assist your project process, we will be providing you with a series of parameters to design within. Each student will be allocated a body section (either legs, torso or neck+head) to focus on for the duration of this project, and you will be drawing from examples from the natural world to generate and inspire your design responses. A range of activities will guide you through a design process; inclusive of ideation, speculation, collaboration, iteration, making, documenting, presenting and reflecting.

Ryan Oxford  
 Yu Fei  
 Brendan Dempsey



ELECTIVE  
**FOCUS**  
VC01203  
CDS1531

**Contemporary Illustration**  
**Illustration for Narrative**

Lecturers: Ned Culic  
Tracie Grimwood

Clockwise from Top:

**Modern Monster**

Haiyao Su Peter

**Genetic Modification**

Peter Alexandropoulos

**Red Letter Day**

Ching Ching Liang

**Cutting Edge**

Rina Miyake

**Numerophobia**

Elizabeth Duver

**Magazine Brief**

Noah My Linh Dao

**Magazine Brief**



ELECTIVE  
**FOCUS**  
VC01203  
CDS1531

**Contemporary Illustration**  
**Illustration for Narrative**

Lecturers: Ned Culic  
Tracie Grimwood



**Clockwise from Top:**  
**Cutting Edge**  
Lucinda Cunneen  
**Cutting Edge**  
Sovannlee Jimmy Bunshe  
**Surface Design**  
Alice Warwick  
**Hype and Type**  
Marissa Hor  
**Red Letter Day**  
Jordan Keleher  
**Celluloid Heroes**  
Kate McDonald

# SMELL MARKET

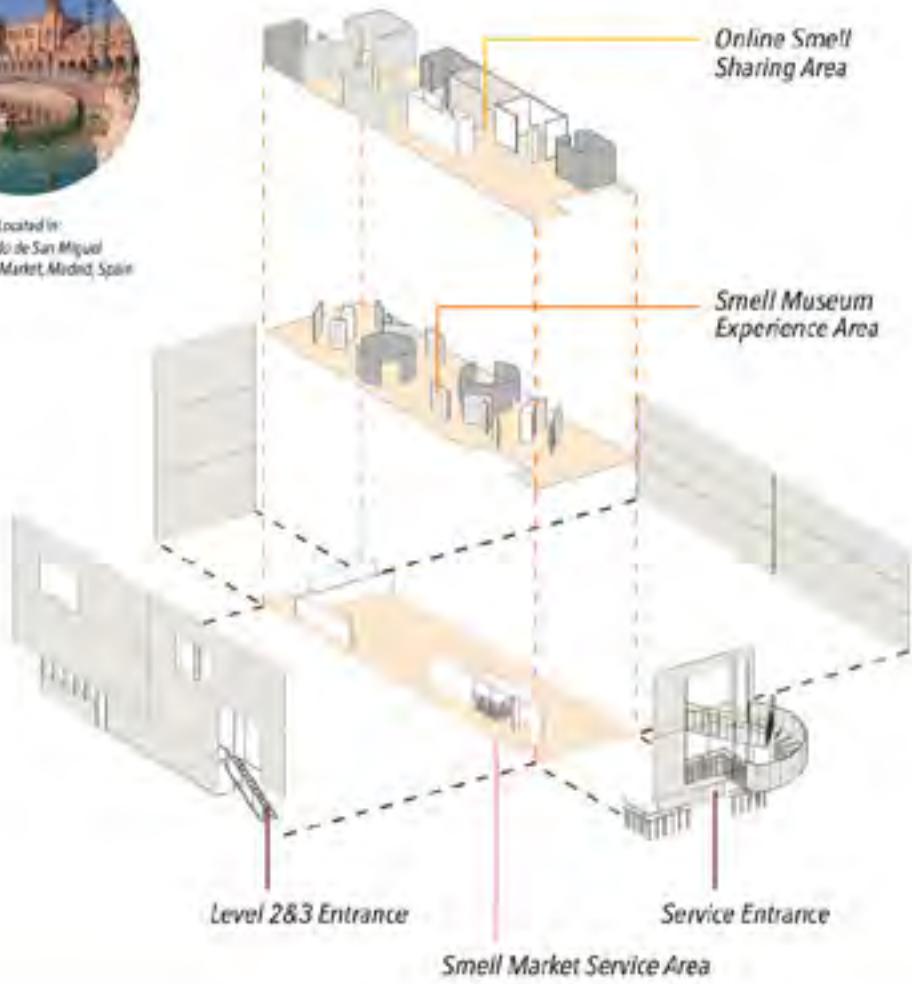
Food is seen as more than just a means of survival. Food is considered to be multidimensional, as it is something that shapes our identities, cultures, and society. People also connect to their cultural or ethnic group through food patterns.

The smell market is not only a food project, but also a way to convey the culture of each country through food. The "smell market" will be located around the traditional food areas around the world. To understand the culture and communication behind the food, practical experience based on scent activities will be conducted, where you can personally experience the connection between the gastronomic culture of different countries and their territories.

This speculative design project imagines a future, where you can taste the "no calories food" through smell. People can truly share food, even culture through the smell market with the "smell digital interface", and more importantly to experience what is behind the connotation and production process.



Located in  
Mercado de San Miguel  
San Miguel Market, Madrid, Spain



Smell Museum-Mug Device

Smell Digital Interface

Smell Experience Mode



Final semester Spatial Design students have been exploring what the spaces of the future might look and feel like. Each of the four studios are using speculative design methods to explore themes of Life in Extreme Environments, the Future of Food, the Ethics of Biotechnology and the Future School. This is a selection of work-in-progress from presentations in Week 09, leading up to end of project presentations on Monday 1 November. Follow [@monashspatial](https://twitter.com/monashspatial) to see more.

**Smell Market**  
Corona Wang  
**Project Anarkhos, 2094**  
Katelyn Hao  
**The Amazonian Expedition**  
Ryan Yu Chen Chong  
**Interactive Meat Market**  
Dingshen Chen



## THE AMAZONIAN EXPEDITION

**Site:** BRAZIL, AMAZON RIVER

**Program:** An expedition from Manaus to the Ticuna Tribe through the Amazon River in a Clinical Laboratory Cargo Ship.

A team constructed of a doctor, nutritionist as well as several assistants and a local boat crew will be established in this expedition, collecting and researching all the natural resources and turning them into healthy nutrients for the local tribes as well as bringing it back to Manaus, which will then be exported around the world for the resource depleted future.

This expedition will be a mutual agreement between the team and the Ticuna tribe, as they provide us with their knowledge and culture of the resources and nutrients in the Amazon. We will provide them with the medical inquiries and support from the collected nutrients being developed in the Laboratory.

**Amazon Rained:**





# SPOT LIGHT

This project required students to create an Advertising Campaign from the brief supplied that consists of three separate visual outcomes:

three double page spread magazine ads and three outdoor posters.

All outcomes need to look like they are part of the same campaign. The brand recognition must be clearly evident in all submissions.

Campaign Design  
Tien Minh Pham Jacob

Elective VCO2402  
Advertising Design  
Project: Be Spotless

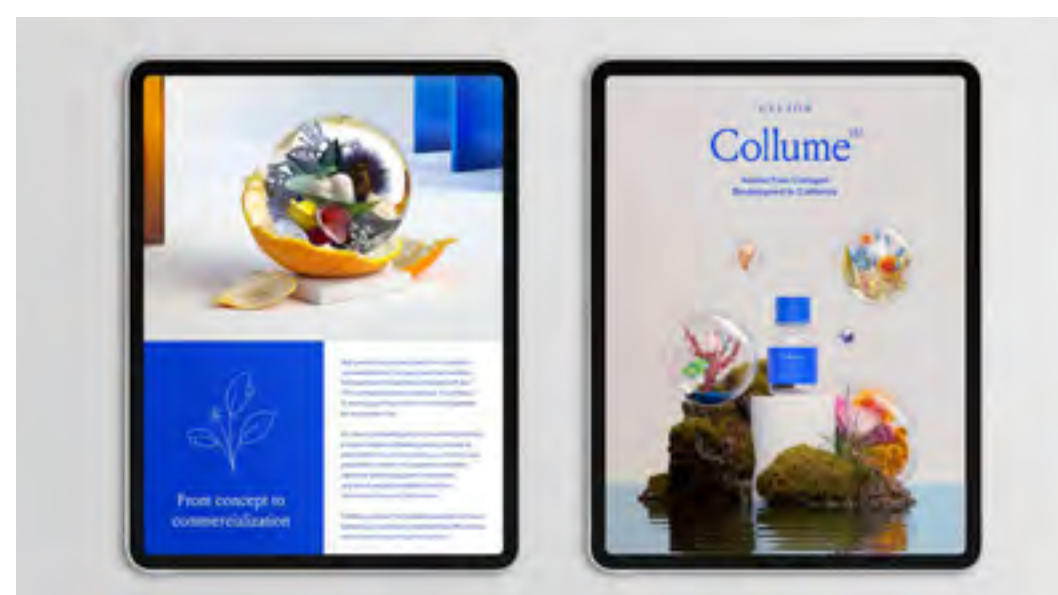
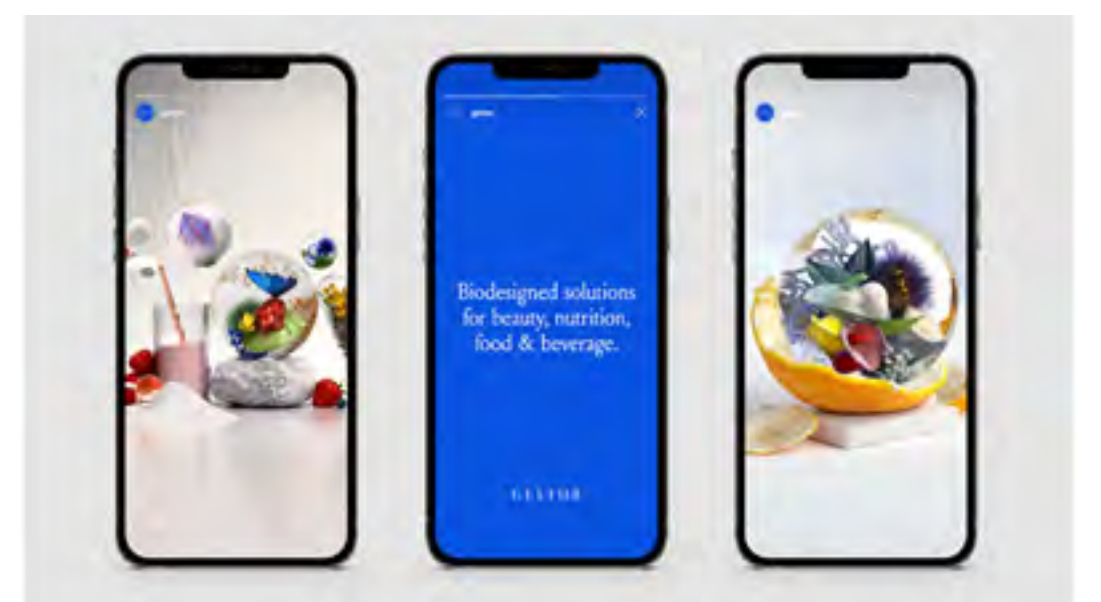
Lecturer  
Simon Kitching

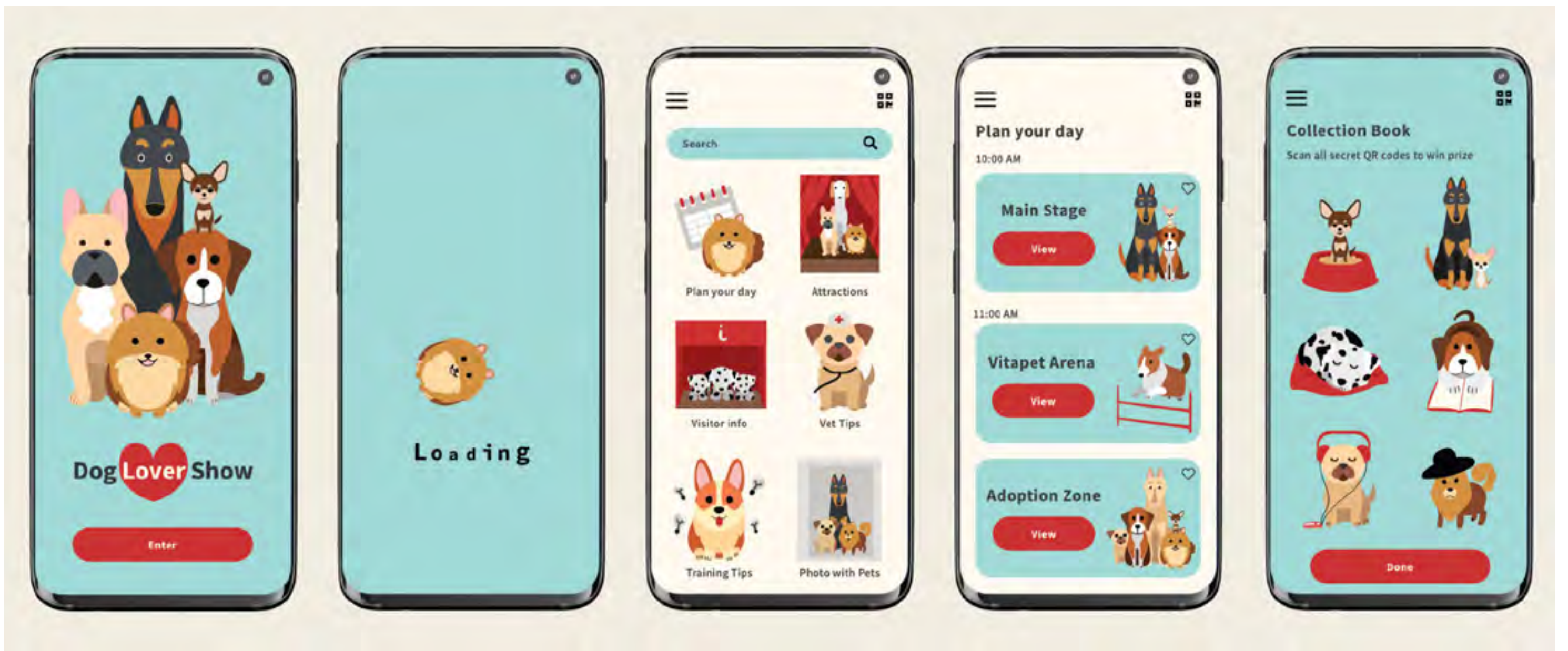
# IDENTITY

Geltor approached Jessica Walsh's creative agency earlier this year with a brief to create a new brand that would "fully capture the uniqueness of its products and the possibilities of its ingredients as a service offering"

Walsh was asked to keep its existing logo and develop a visual language around it – such as the typefaces, colour system, illustration, and imagery – all centred around a series of 3D images that explore the beauty and lively habitats of each protein origin.

<https://andwalsh.com>





**Interface It: App Interface Surface Graphics Design**

Lecturers: Tracie Grimwood and Ned Culic

Design the overall look and feel of a mobile app for an Expo or Convention of your choosing, either real or made up. You are to create a set of small illustrations to be incorporated into three or more User Interface screens. These illustrations will predominately function as UI icons, however your set may also include supporting content illustrations. You don't need to design a functioning app - no coding is required, however, you may include motion for the UI transitions, as part of the general content or to enhance the home or loading screen.

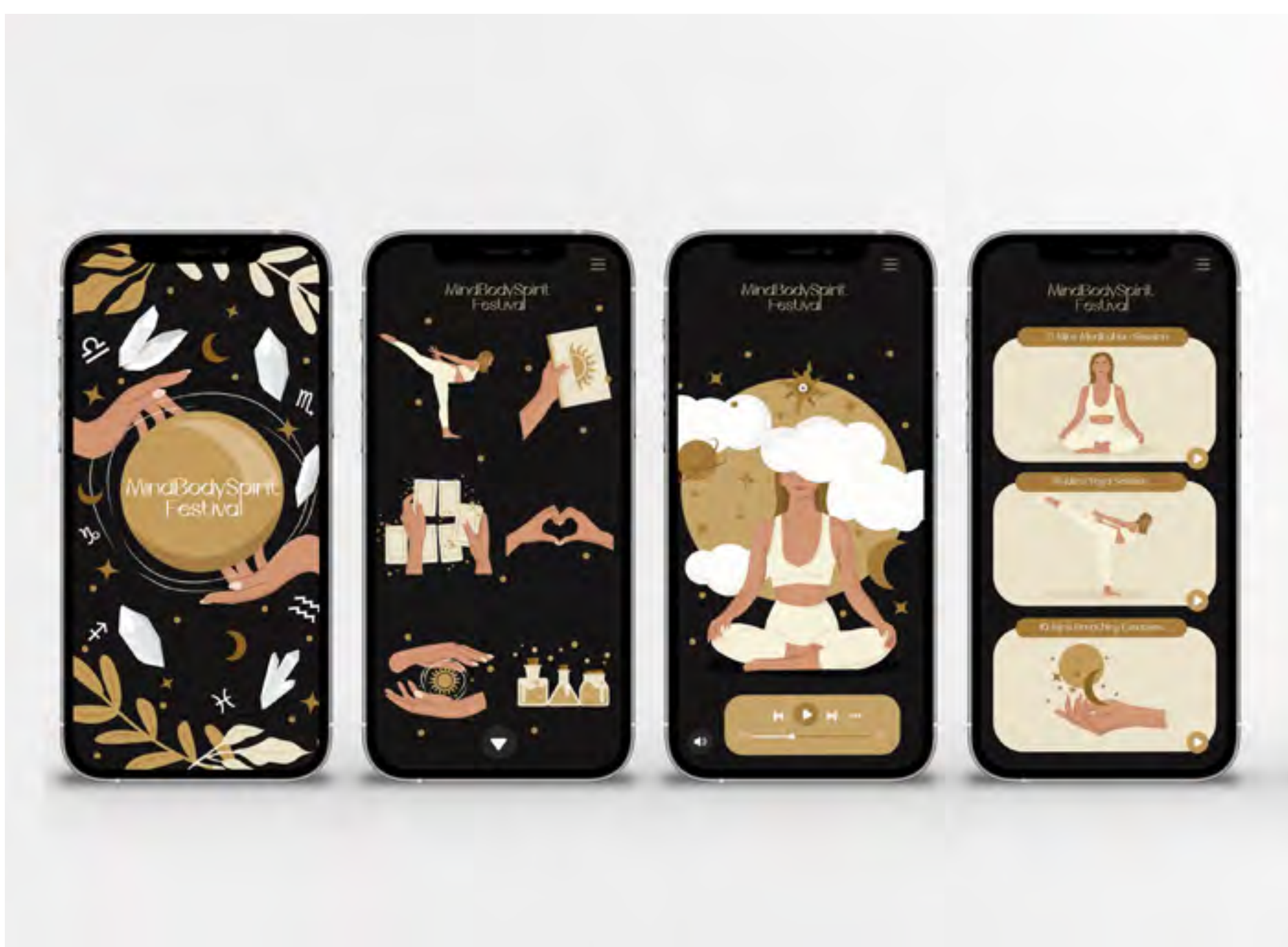
**Dog Lover Show**  
My Tiu Ly

**Fossil Expo 2021**  
Natasha Waine

**Boba Holic**  
Duyen My Ly

**Mind Body Spirit Festival**  
Brittany Kitchingman

**Rock and Roll Fest**  
Jacinta Ramsdale



SPATIAL  
**STUDIO**  
SDN3002

**The Hidden Connection**  
Natkanok Oratn  
**People of the Sea**  
Nathan Chhor

Aural Create vision

Relation of context to the user

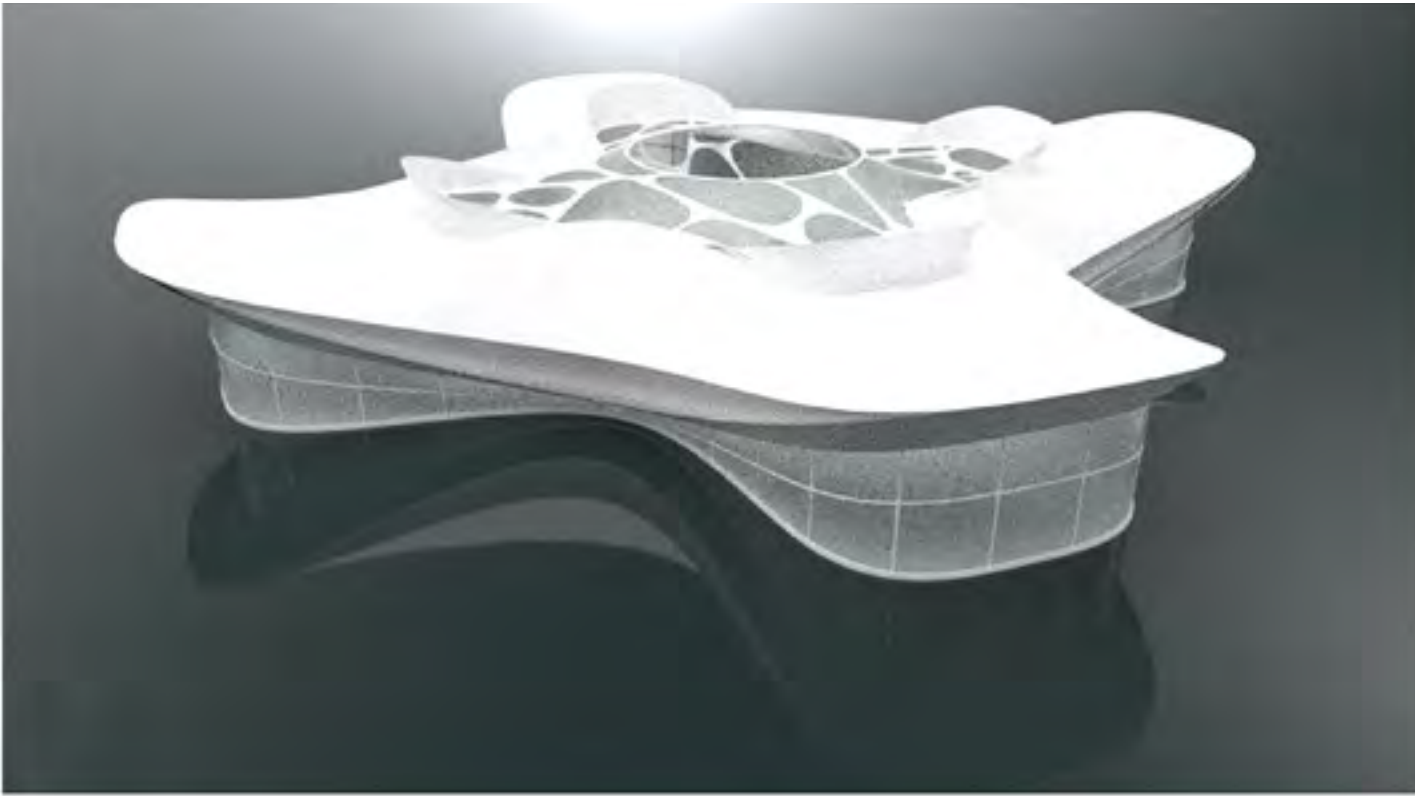
### The hidden connection

Core Concept - The bridge of senses and imagination

Indigenous Australians always believe in the spirit of dreaming through land and sky. Children during the age of 4 to 7 years old is the stage of dreaming and imagining their world through their senses of nature. In the next 25 years, Cooronggooba Campground in New South Wales loses their aesthetic of green land due to the devastation of climate change leading to individually reside in the sky and abandoned the land spirit. The subterranean network of school brings back the loses of natural auditory senses. The surrounding sounds open children's explorative imagination weaving their senses to imaginations, heightening through the technology of hearing aid.

The space before weaving      The space after weaving

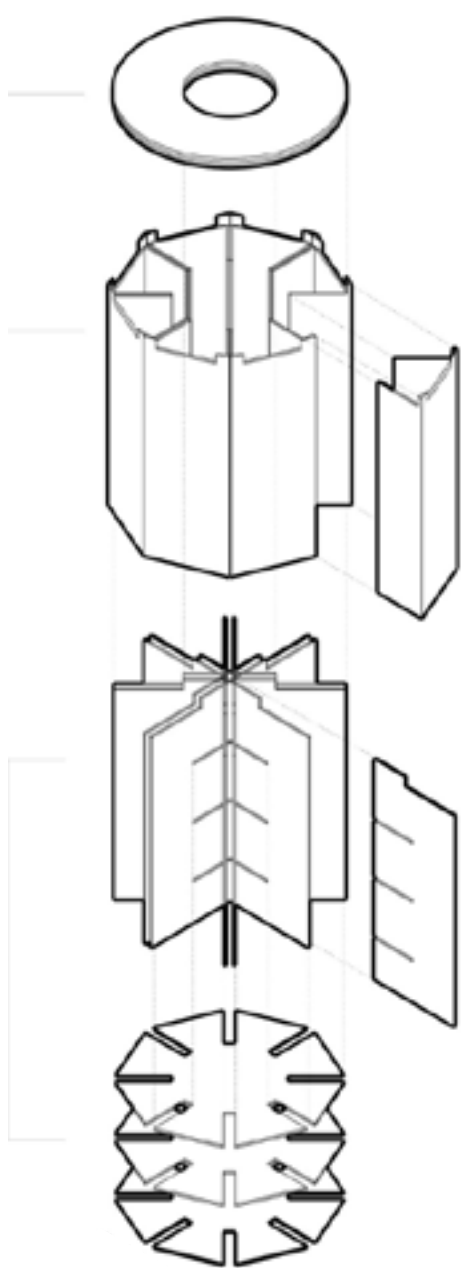
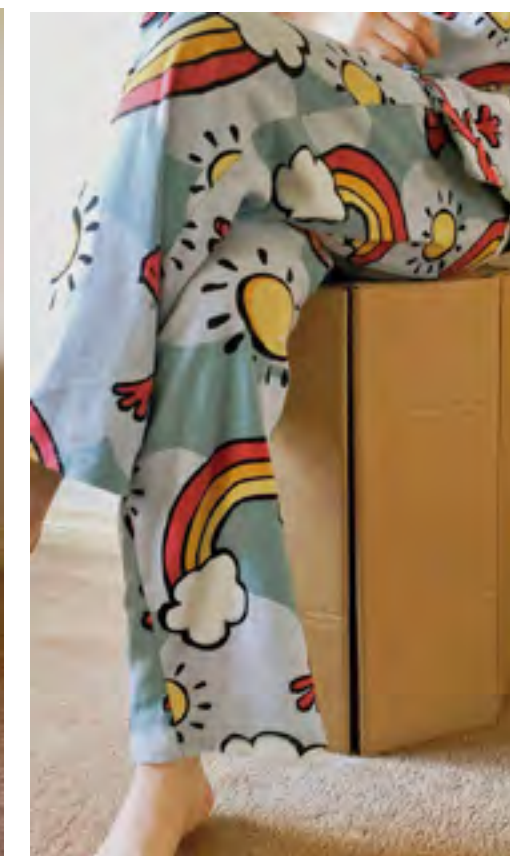
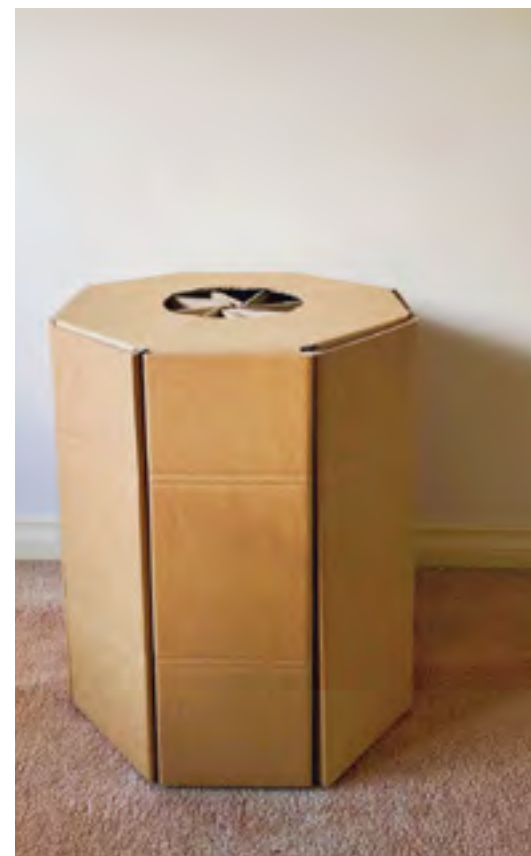
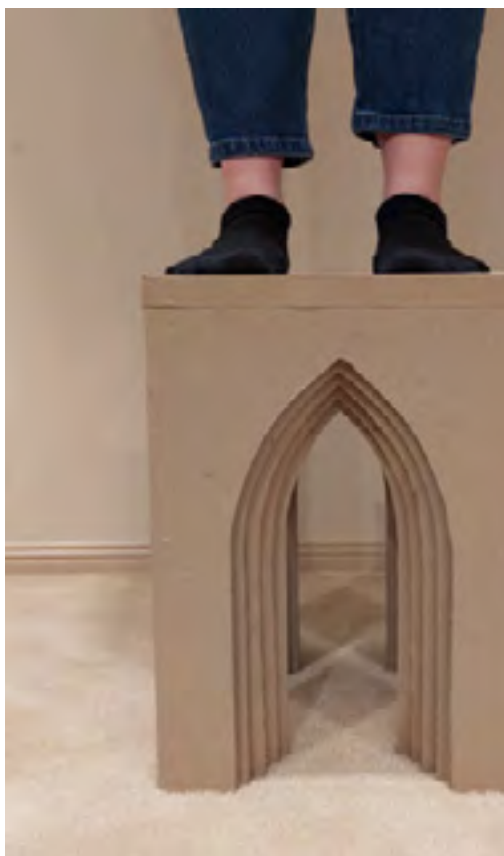
Weaving is a tool for children to explore their own sense and connect their imagination through listening of natural surrounding. The space aims to change the mundane vision that children usually see, by involving the nature.



ELECTIVE  
**FOCUS**  
IDE2810

**IDE2810:**  
**Furniture One**  
**Cardboard Furniture**

Students were asked to research a natural or manufactured structure of their choice and then interpret it into a stool or chair that was made from cardboard boxes. The structure had to be strong enough to support their body weight.



**Top row:** Sam Deitrich  
**Middle row left:** RebeccaNel  
**Middle row right:** Yuchen Luan

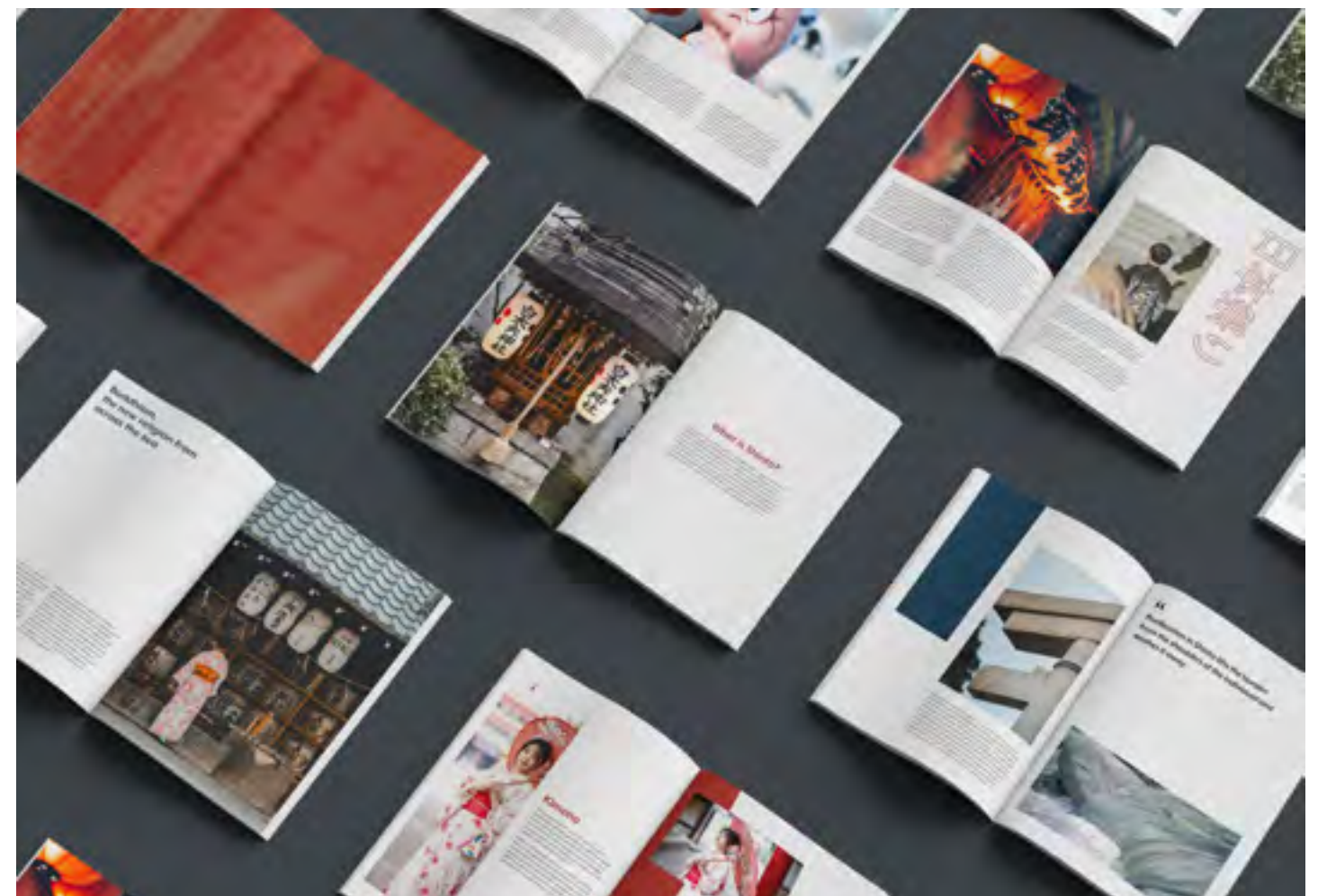
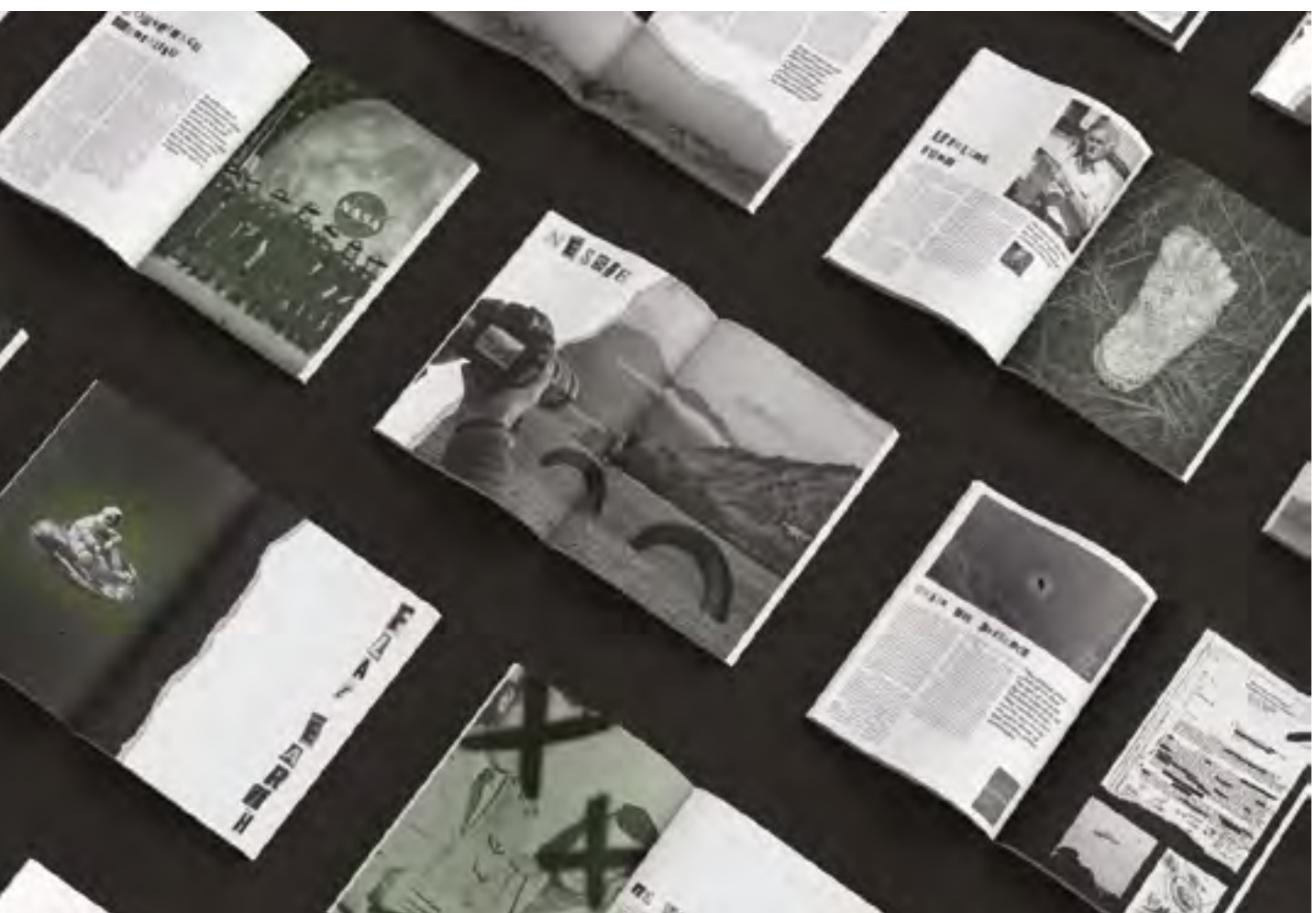
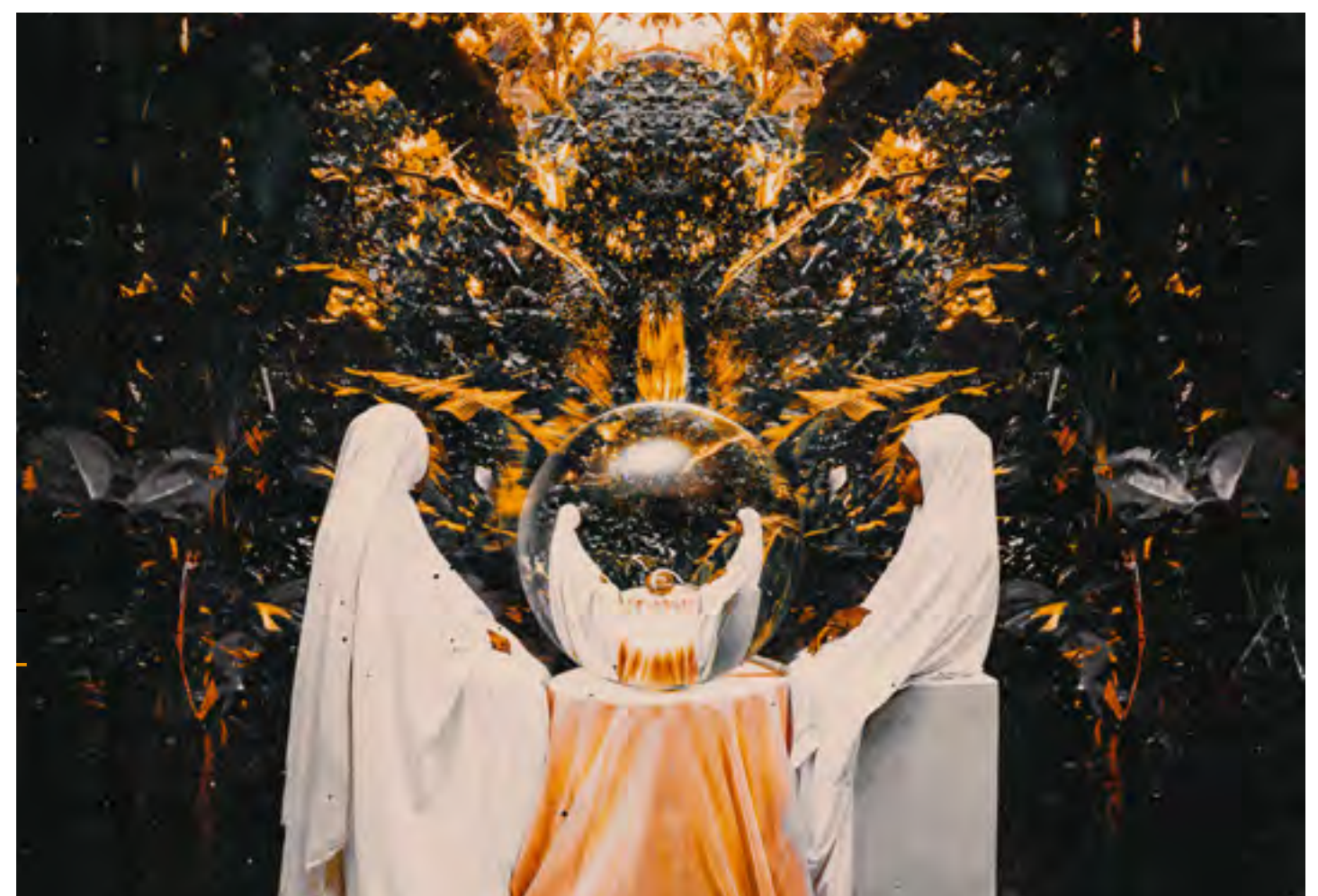
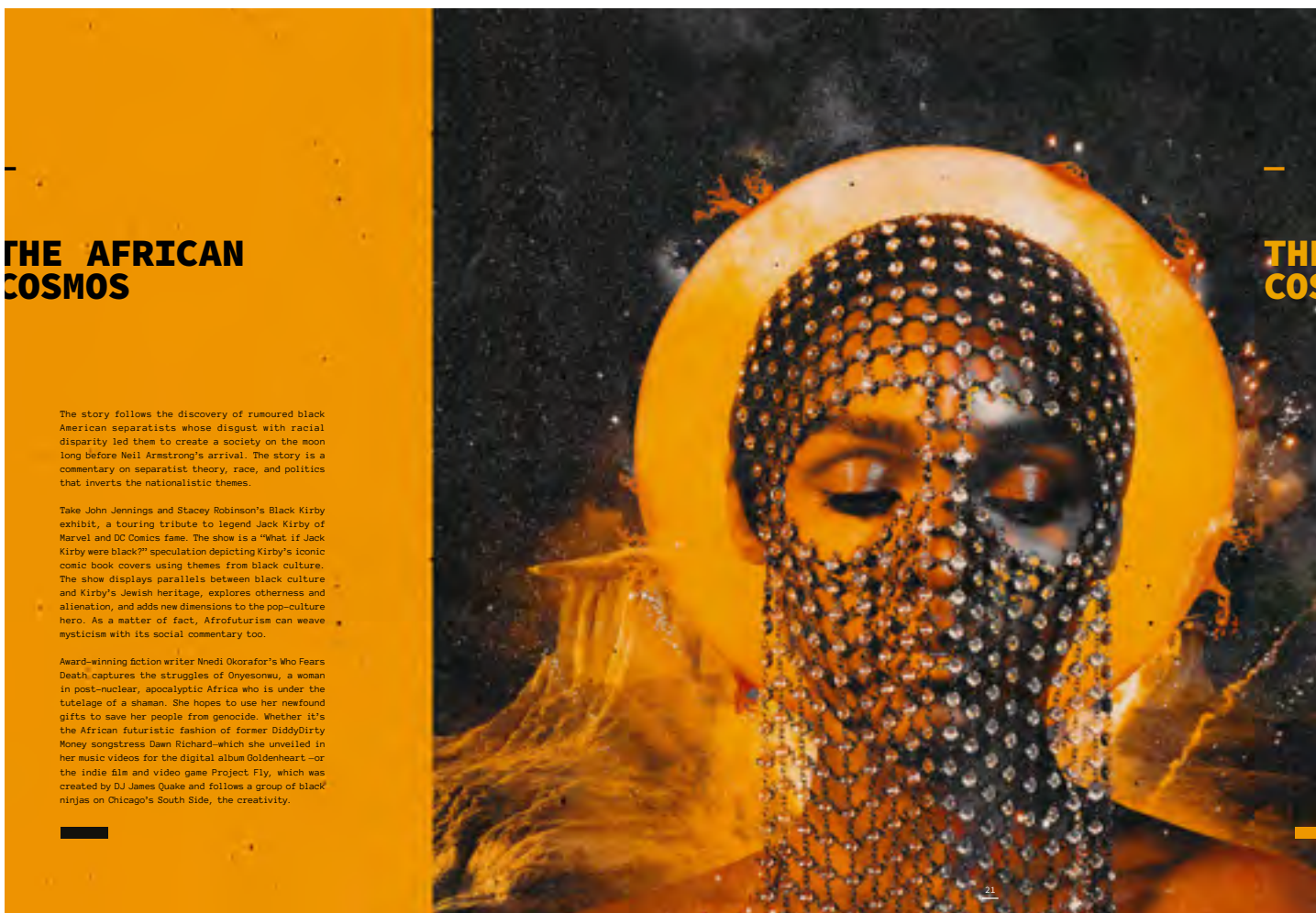
**Bottom row left:** Yuchen Luan  
**Bottom row middle:** Yuance Yan  
**Bottom row right:** Charlotte Frencken

# SHOW CASE

## CDS2002: Communication Design Elective Studio

The Communication Design Elective Studio will expose you to a broad range of creative communication processes from print to digital media, and will be able to identify the appropriate context(s) to which they would be applied independently and in conjunction with each other.

You will explore a range of media elements including typography, image, layout, three-dimensional form, interaction design, spatial environments and visualisation as core components to their communication design solutions. Projects across both print and digital media platforms will develop skills in information design, typography, image construction and manipulation, production methods, collaborative activity, and the planning and management of design outcomes.



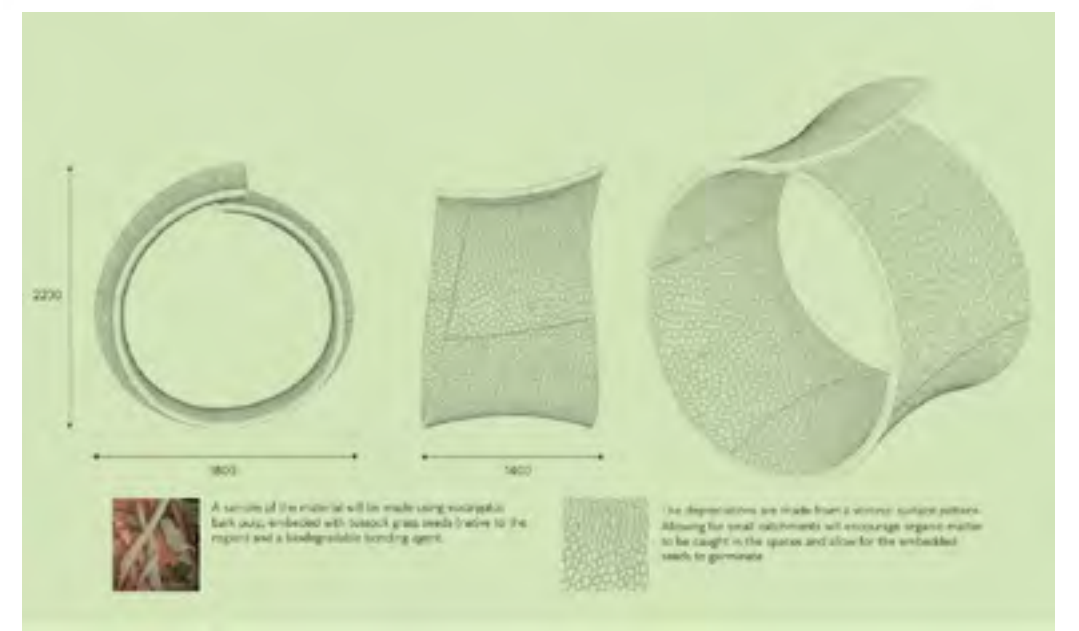
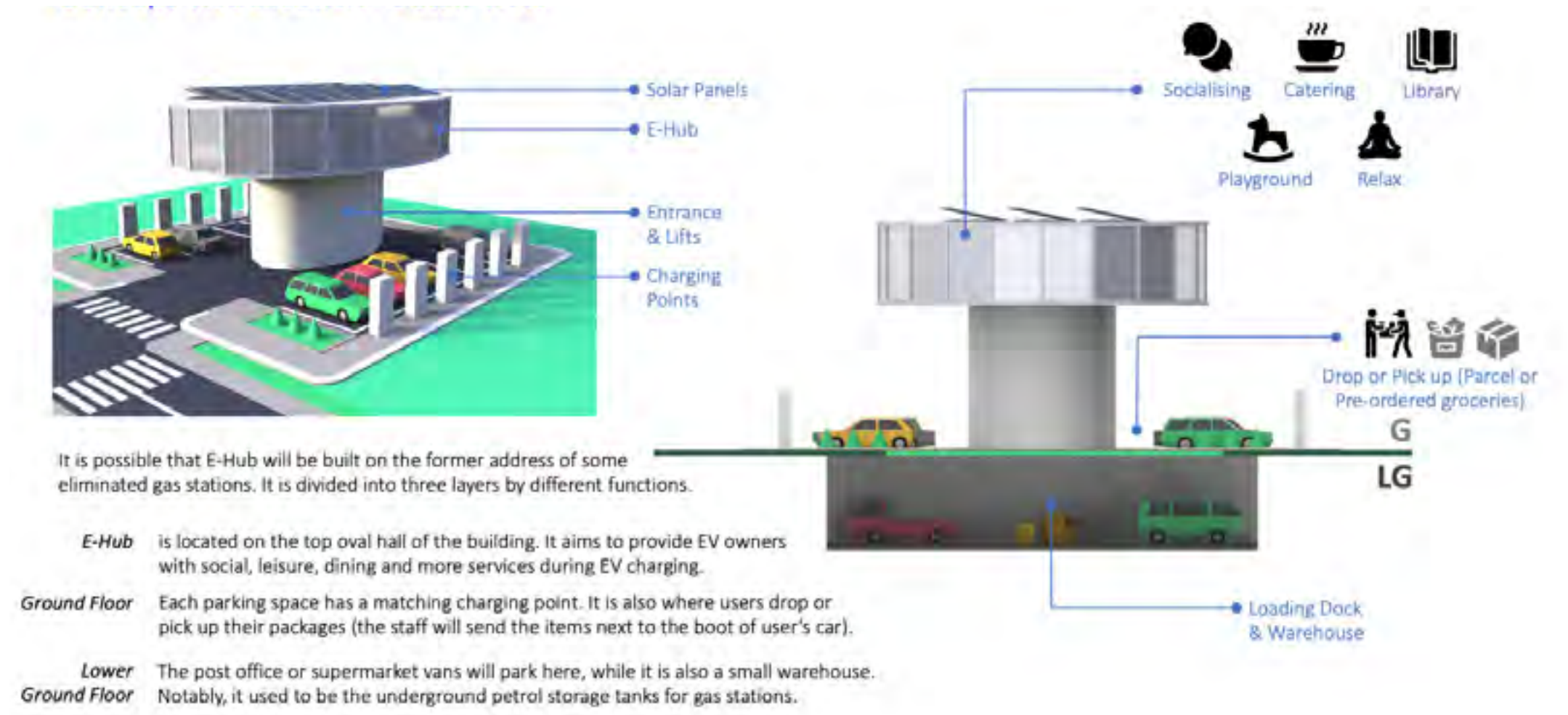
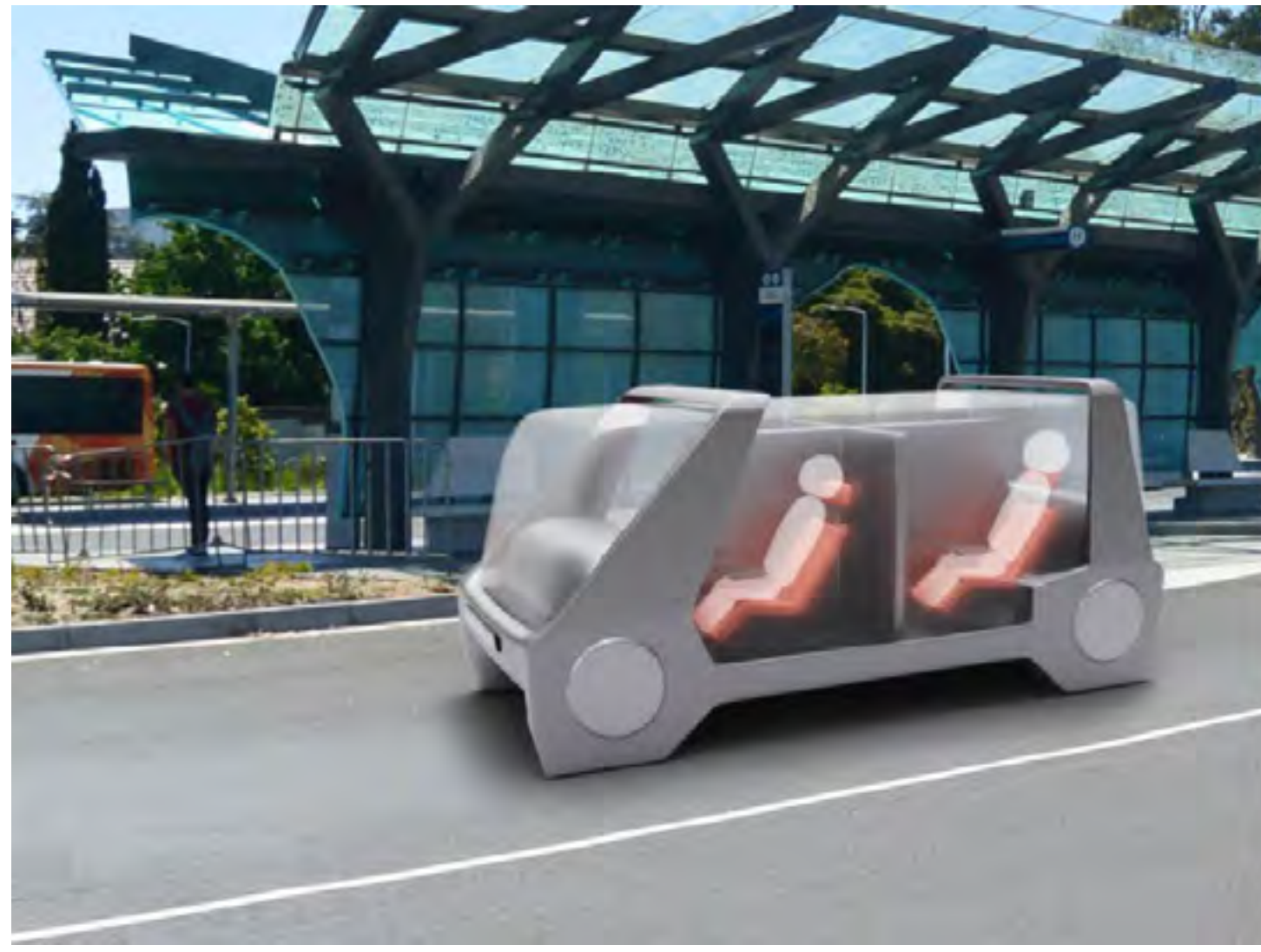
This 12 credit point unit consists of four six week projects: **Marvellous Mavericks, Sense of Place, Bookcover Design Series and a Motion Explainer Video.**

**27 Live Fast:** Savannah Murtough  
**Afrofuturism:** Tien Minh Pham  
**Third row left:** Sienna Fernando  
**Third row right:** Tsz Ting Lam  
**Bottom left:** Tamsyn Williams  
**Bottom right:** Victoria Harter



**IND3002:  
Industrial Design Studio 5  
Design Concept Freeze**

IDN3002 is the capstone Industrial Design Studio. Students have a full semester to develop a research-informed brief in response to one of the following four thematics: Health & Wellbeing, Experimental & Emerging Design, Mobility & Services, or Sustainability & Impact. These projects present a small snapshot of the work-in-progress presentations presented before the mid-semester break.



Hero	Video	<p>Imagenet database</p> <p>wikiart database</p>	
Process	Framework		
Database Customization	Ergonomics		

**Prototyping going forward:**

**Current concept direction**

1. Spool allows for easy access to self-watering system.
2. Interactive bin (when waiting for water to be added) the water bin is placed under the planter (water bin).
3. The active bin has a stainless steel pulley tank on the front face to keep the bin in place and is designed to be placed in the kitchen area where it is easy to access.
4. Small 1/8 inch holes are in the bottom of the bin to allow backup light to drain into the bottom tank.
5. Holes in the top planter pot allow water to be moved into the pot (used to help the plant self-water).
6. The inside of the planter is coated with Tuff Co. moisture-resistant and long-lasting helping to fix their present colour.
7. Counter height is an open source project for self-watering with access to ceramic 3D printing and 3D printing helps the design to ensure it is optimally designed for the application of a ceramic printer to minimize waste.
8. The present project or future to print would come with guides on how to get it back with high-detailed 3D printing community comparing services between the process in employee terms if available.

**Concept Direction**

1. Using outgrown children's clothing to suit a 'growing' creature as a symbol of a child growing up.
2. Creating sentimental value through the symbol (growing up aspect).
3. Allow easy access to outgrown clothes in the instance where clothing can be reused (i.e. a set and child).
4. Evolving toy design that aligns with the age group of the user (from mother, toddler, child, to young child).

**Going forward...**

1. Further exploration into additional features and designs.
2. Materials for ease of build and more inventive builds?
3. New forms and creature (monsters)?
4. Prototyping research into weight, safety and balance.
5. Look into the aspect of sustainability to make the product more personal and specific to the child.

**DESIGN DIRECTION |**

Inspired by hearing aids, sports headphones and bone conduction technology. Refinements include an enhanced ergonomic form, refined features and functionalities, CMF choices and assets, technical package development and a overall house style.

**LIGHTWEIGHT | COMPACT | COMFORTABLE**

**SIMULATION STAND**

An arcade-styled simulation game that uses your own motorcycle as the controller to let beginner riders fall fast, fail often.

Bike is parked on stand after a ride, creating a place to store the bike when not in use.

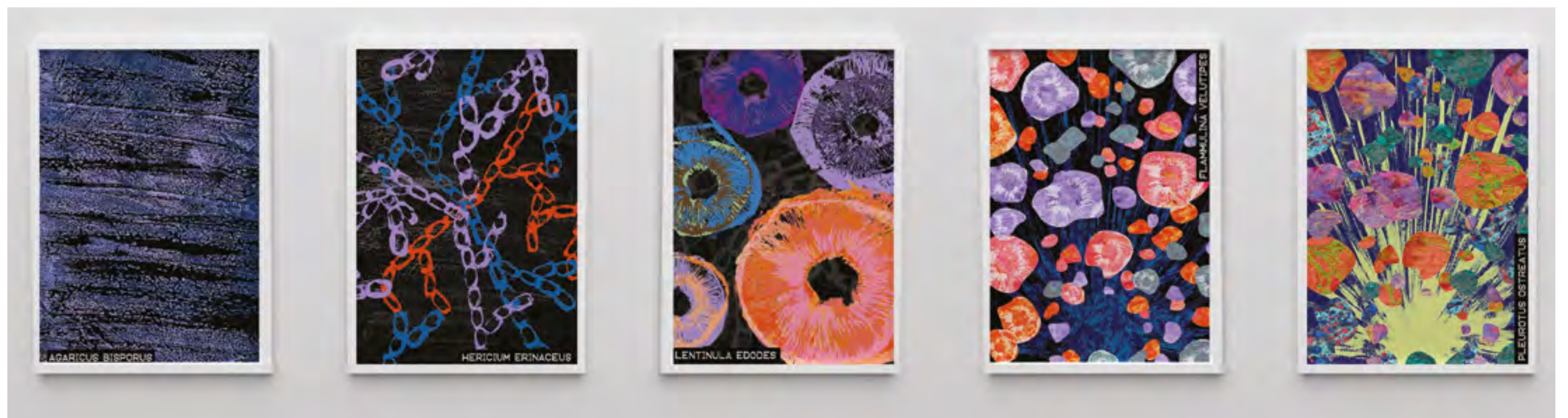
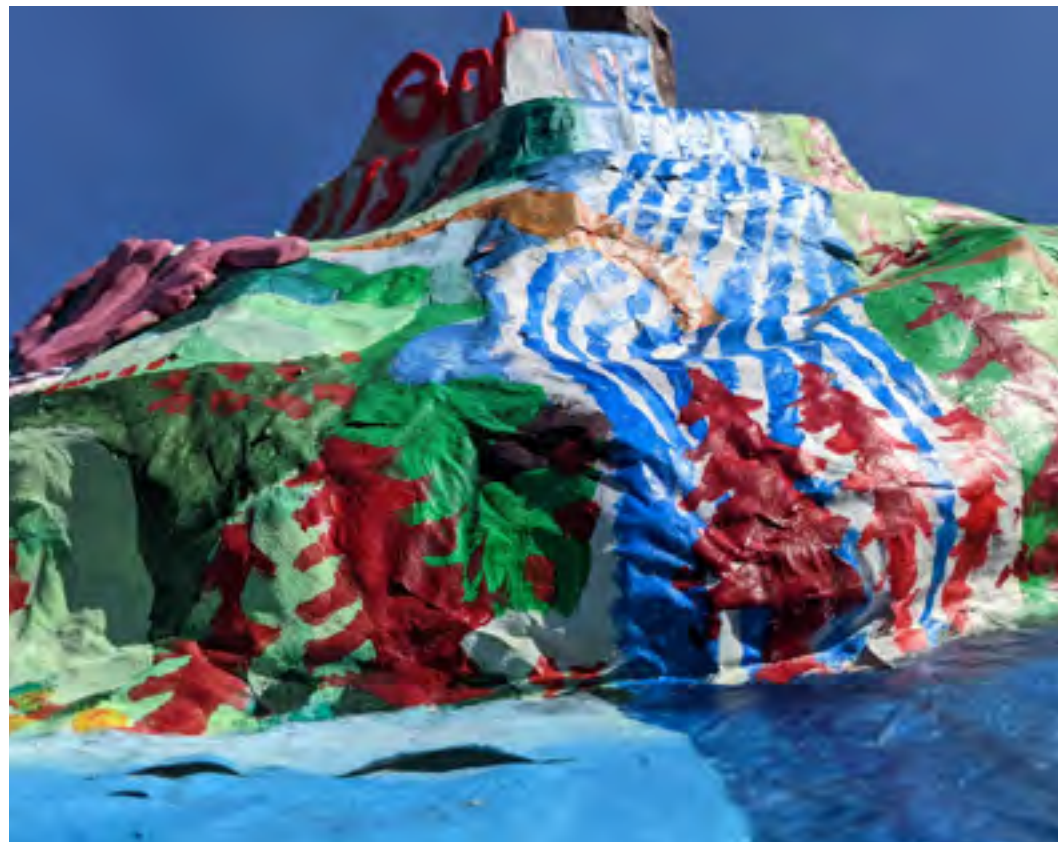
Simulation displayed on screen. Similar to modern exercise bike screens.

U-shaped channel keeps wheels stable so rider can keep feet on controls.

<p><b>Top row:</b> <b>Mobility &amp; Services</b> <b>Campus Rideshare</b> Jason Chia</p>	<p><b>Fourth row:</b> <b>Sustainability &amp; Impact</b> <b>Compost composting system</b> India McPherson</p>
<p><b>Second row:</b> <b>Mobility &amp; Services</b> <b>E-Hub</b> Yunqi Li</p>	<p><b>Fifth row:</b> <b>Sustainability &amp; Impact</b> <b>Animal Furniture</b> Brandon Clutterbuck</p>
<p><b>Third row:</b> <b>Sustainability &amp; Impact</b> <b>Habi Structure</b> Zac Vassallo</p>	<p><b>Fifth row:</b> <b>Health &amp; Wellbeing</b> <b>Motion Sickness aids</b> Amelda Norsworthy</p>
<p><b>Fourth row left:</b> <b>Experimental &amp; Emerging</b> <b>RRR</b> Jeren Velletri</p>	<p><b>Last row:</b> <b>Health &amp; Wellbeing</b> <b>Project Guardian</b> Ryan Potter</p>

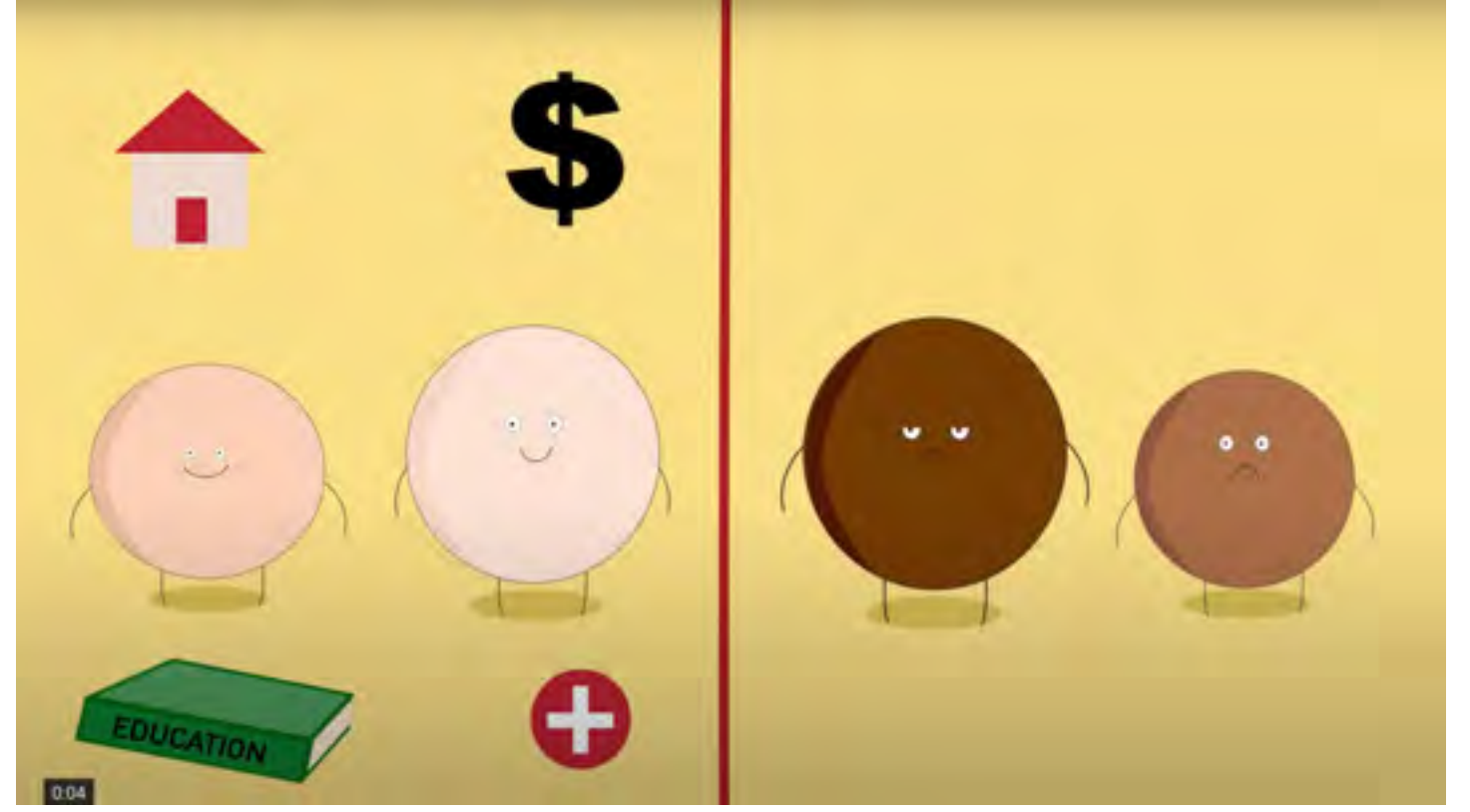
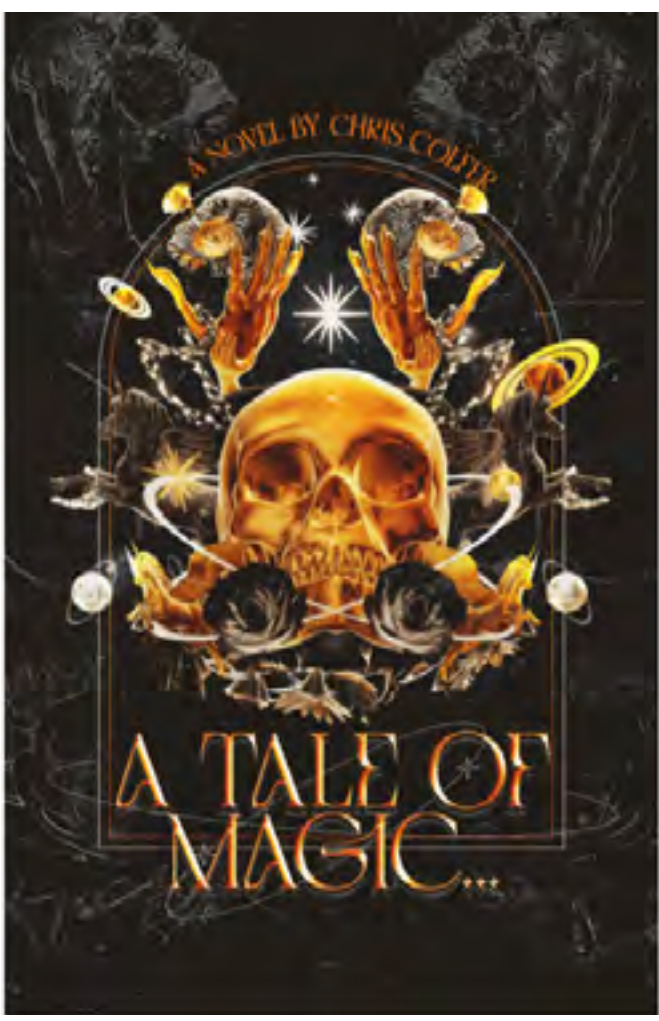
# SHOW CASE

CDS2002: Communication Design Elective Studio



**Teaching Team:**  
 Ned Culic  
 Kate Mansell  
 Di Elderton  
 Jess Keress

**Top row:** Noah Matthews  
**Second row:** Callum Johnson  
**Third row:** Alice Warwick  
**Fourth row left:** Tamsyn Williams bookcover series  
**Fourth row right:** Sienna Fernando bookcover series  
**Bottom right:** Victoria Harter bookcover series



Animated Explainer Video

Above left: Tien Minh Pham

Above right: Zoe Rae

<https://www.youtube.com/watch?v=41VvXKEB5kw>

Top row left: Tien Minh Pham Bookcover series

Top row right: Wei Yen Chan Bookcover series



CDS1002: Communication Design Studio 2

This unit helps you appreciate and develop skills in typography, page layout, motion graphics and digital media design.

Enviro-Alphabet

Rosie Eddy

On the table

Liwen Zhang

Guitar player/ The Canine

Lucianna Quillen / Thilara Herath

First two posters

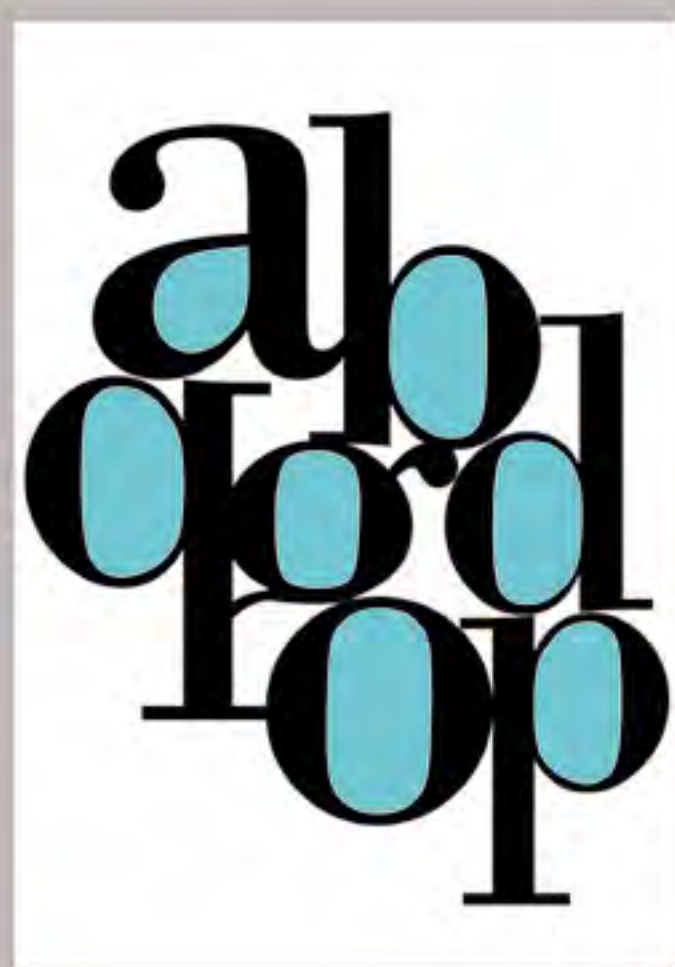
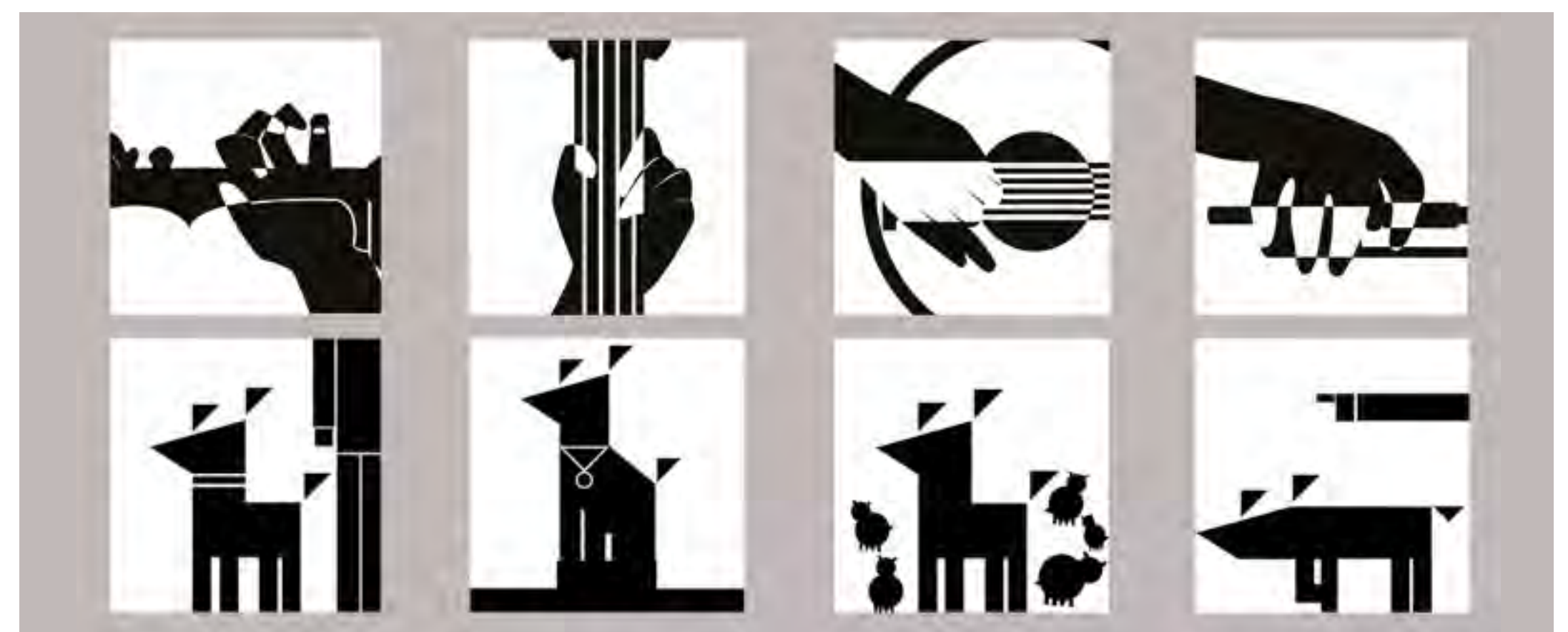
Alyce Darlington

Counters

Enia Temas

LHR

Samantha Rubeli

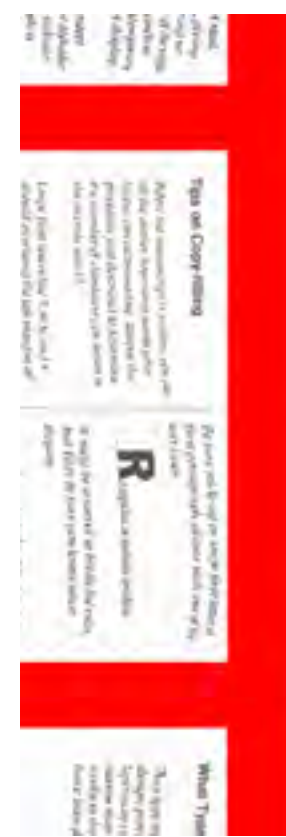
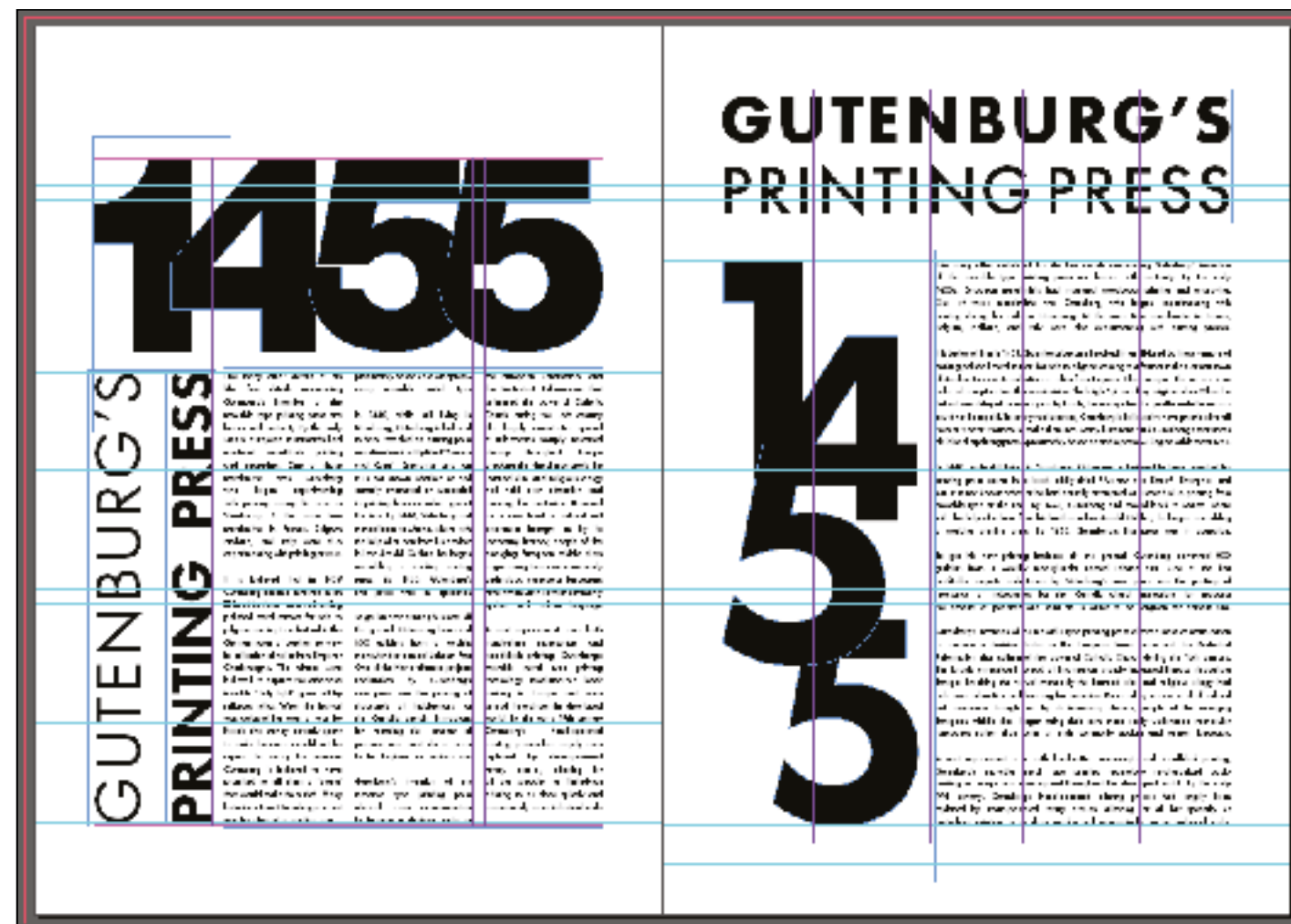




**CDS1002: Communication Design Studio 2**

**Top row**  
 Jaz McLennan  
**Grid layout**  
 Enia Temas  
**Finger photo**  
 Stephanie Hughes

**Motion Book Trailer**  
**Left**  
 Emily Lederman  
**Tips on Type**  
 Sadhana George



**CDS3002: Communication Design Studio 5**

**Road Safety Posters**

A series of Design outcomes from a workshop featuring 3rd Year Communication Design Students working in collaboration with Robbie Napper and Marilyn Johnson (ARC DECRA Fellow, Senior Researcher, Lead Active Transport and Micro-Mobility (ATAMM)) for the **Australasian Road Safety Conference (ARSC2021)**

**The next frontier: Road safety in the workplace won the People's Choice Poster Award.**

**Author:** Richard Cohen, Transport for NSW

**Design:** Marissa Hor

**Art Direction:** Warren Taylor

**The student group was:**

Annabelle Isom  
 Benjamin Simkiss  
 Marissa Hor  
 Renee de Vlugt  
 Alumni Zach Beltsos-Russo assisted with the workshop.

In NSW, around one in three\* workplace fatalities occur while driving or riding for work. It is the number one cause of death in the workplace and for many employers it is their greatest workplace risk. Under the Work Health and Safety Act 2011 (NSW), all employers in NSW have an obligation to ensure their workers have a safe place to work. Transport for NSW has developed a suite of resources to help employers embed a positive road safety culture in their workplace, with the aim of highlighting the significance of the risk while creating an ethos of shared responsibility.

**Background**  
 Data suggests approximately 35% of workplace fatalities are a result of a road crash (Safe Work Australia, 2020). To put this into context, NSW crash data shows that around 26% of fatalities each year on NSW roads are from crashes involving a vehicle being used for work (NSW Centre for Road Safety, 2016-2019 average).

**What's next?**  
 Transport for NSW has recently released interactive, engaging and thought-provoking digital resources to further equip employers. This includes:

**Online learning tool**  
 Transport for NSW, icare and Western NSW Local Health District have identified that there was a gap in workplace safety of providing information direct to workers. To address this, all three organisations worked together to develop a highly-interactive, engaging, and stimulating digital learning solution targeting workers that drive in regional areas, undertake long-distance trips, or drive regularly for work. This resource will be available to NSW Government workers and is currently publicly available through a new, dedicated website housing a suite of new resources for both employers and workers.

**Case studies**  
 Transport for NSW has released several case studies to showcase to employers what is considered best practice. These videos provide information, tips, tools and support for employers to implement similar ideas and practices while outlining the journey the business has taken.

**Partnerships**  
 Transport for NSW is continuing to partner with government and non-government organisations to further spread these safe workplace messages. Our ultimate goal is that every workplace in NSW will be aware of their road safety risk and appropriately managing the risk to themselves and their workers.

For more information, visit [towardszero.nsw.gov.au/workplace](https://towardszero.nsw.gov.au/workplace)

**NUMBER 1 CAUSE OF DEATH IN THE WORKPLACE**

**1 IN 3\* WORKPLACE FATALITIES OCCUR WHILE DRIVING/RIDING FOR WORK**

**ROAD SAFETY IN THE WORKPLACE**

**TRANSPORT FOR NSW HAS DEVELOPED RESOURCES TO HELP EMPLOYERS ADDRESS ROAD SAFETY RISK**

**1 ROAD SAFETY AND YOUR WORK: A GUIDE FOR EMPLOYERS**

**2 ROAD SAFETY: EVERYBODY'S BUSINESS ONLINE LEARNING TOOL**

**3 GUIDANCE ON DEVELOPING A ROAD SAFETY POLICY**

**4 ONLINE TOOLKIT FEATURING FACT SHEETS, TEMPLATES, CHECKLISTS, CASE STUDIES AND MORE**

**5 ENGAGING GOVERNMENT AND NON-GOVERNMENT ORGANISATIONS TO DRIVE PROGRAM UPTAKE**

NSW GOVERNMENT | TOWARDS ZERO | COHEN, R, ROWE, D, EVERINGHAM, S, GRAHAM, R, PARNELL, H. | \*Safe Work Australia 2020



# BRAND DESIGN

## CDS2511: Branding for Designers

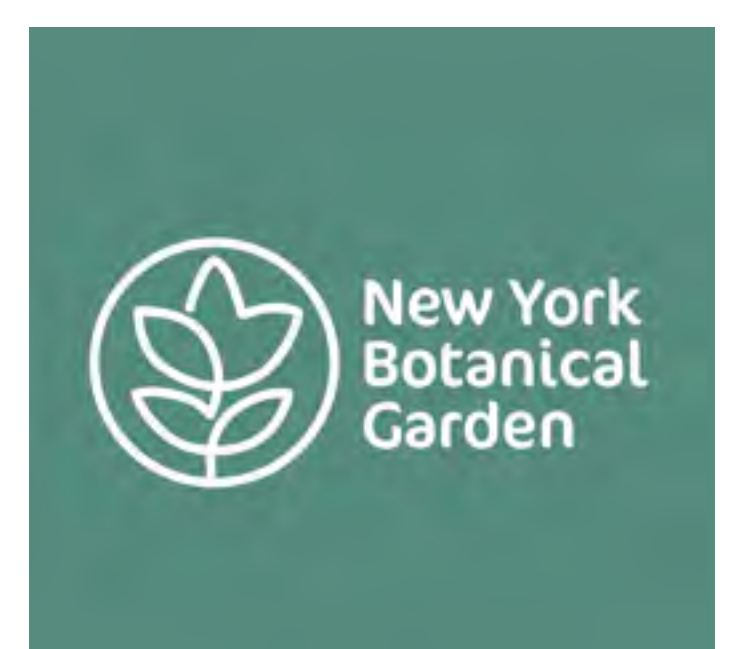
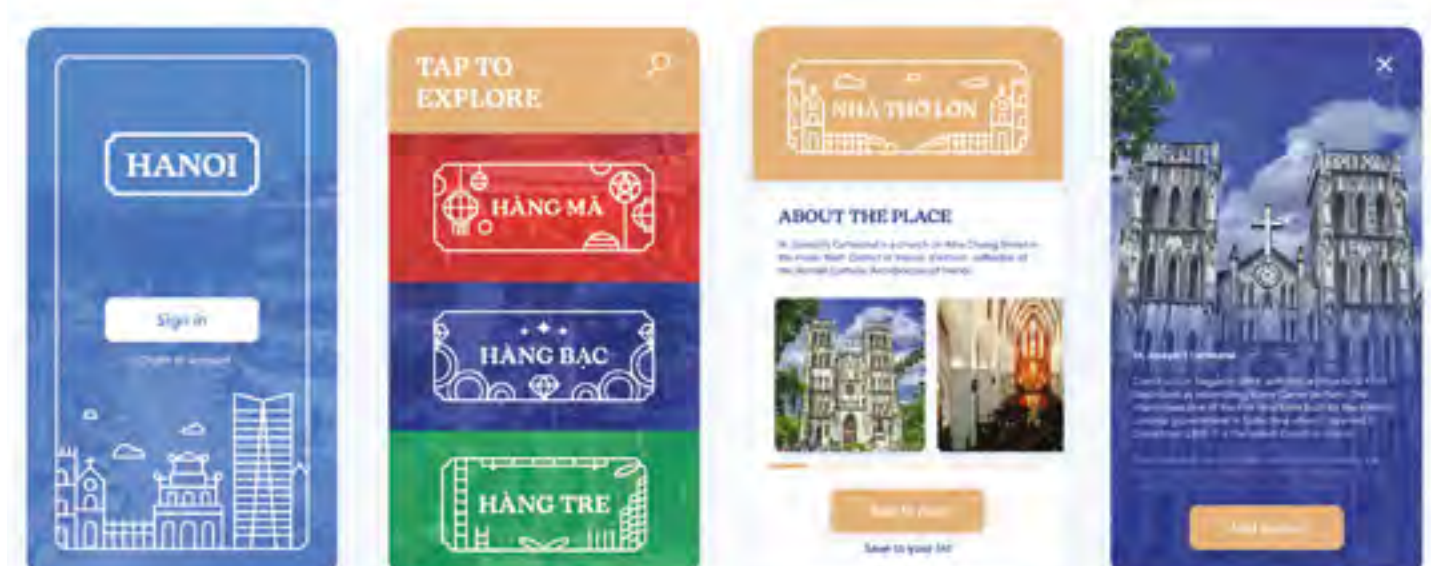
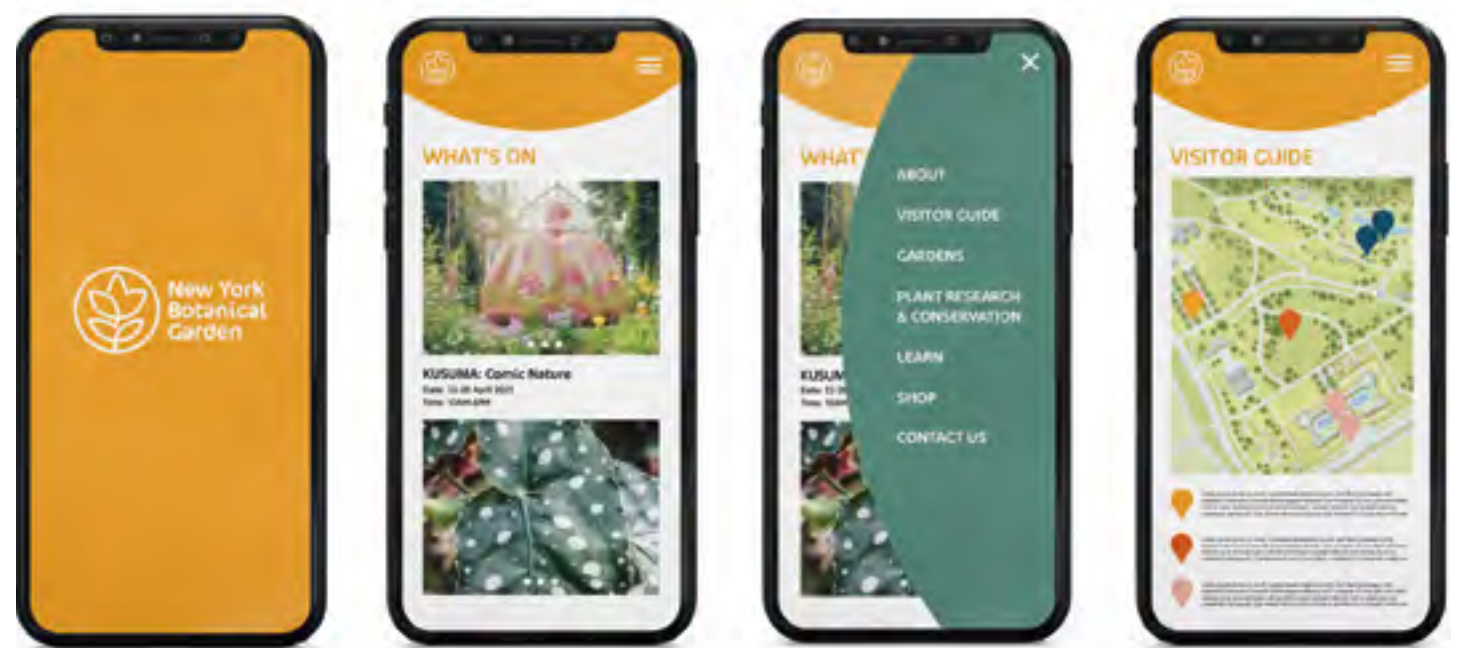
Lecturer:  
Dot Georgoulas

**Botanic Gardens Victoria:**  
Chloe Gratton

**City of Geelong:**  
Renee De Vlugt

**Hanoi:**  
Ming Hoang Nguyen

**New York Botanical Garden:**  
Blaire Lam



**NICE WORK!**

**CDS2512: Packaging Design Project: Precious**

Lecturer:  
Mel Coombes

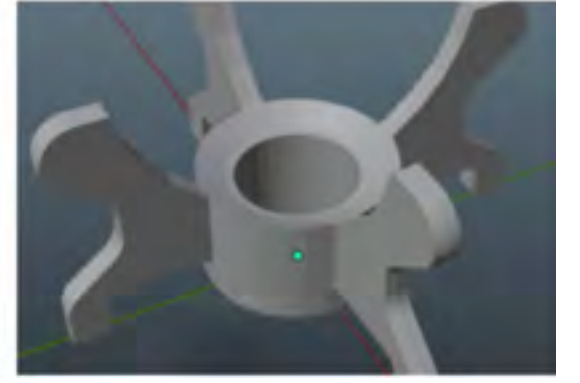
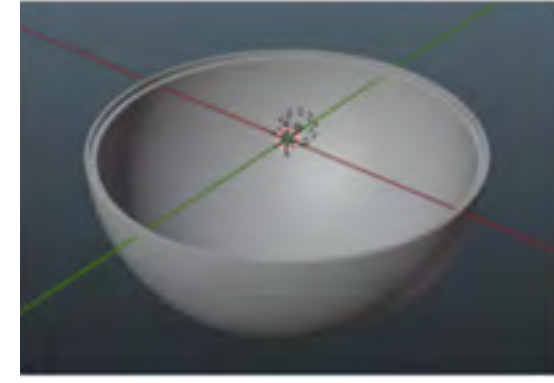
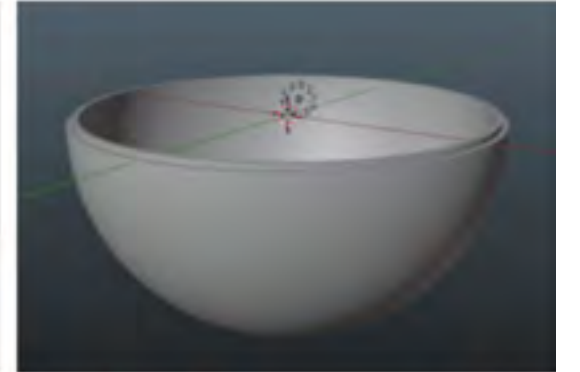
**Pearl bracelet in a large 'pearl' plus process model and a Blender render:**  
Rashmika Jambu

**Ring on 'rude finger' in cheese and some process images:**  
Bailey Marr

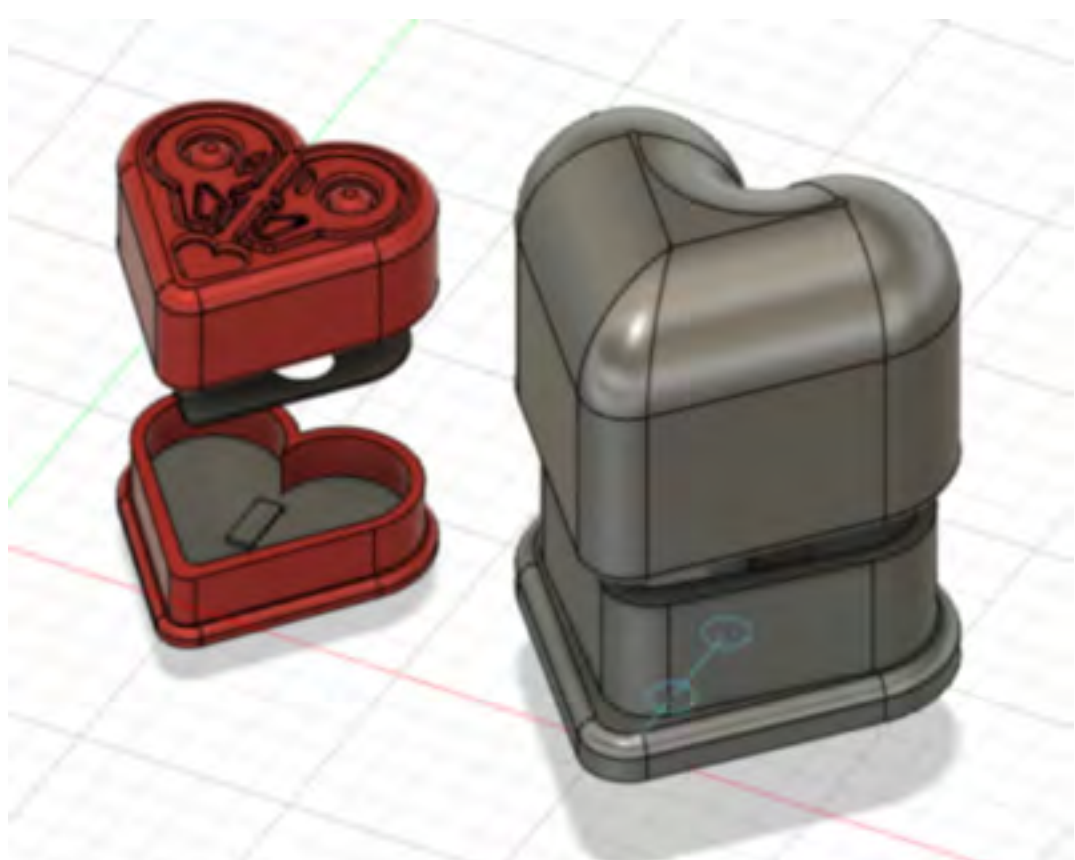
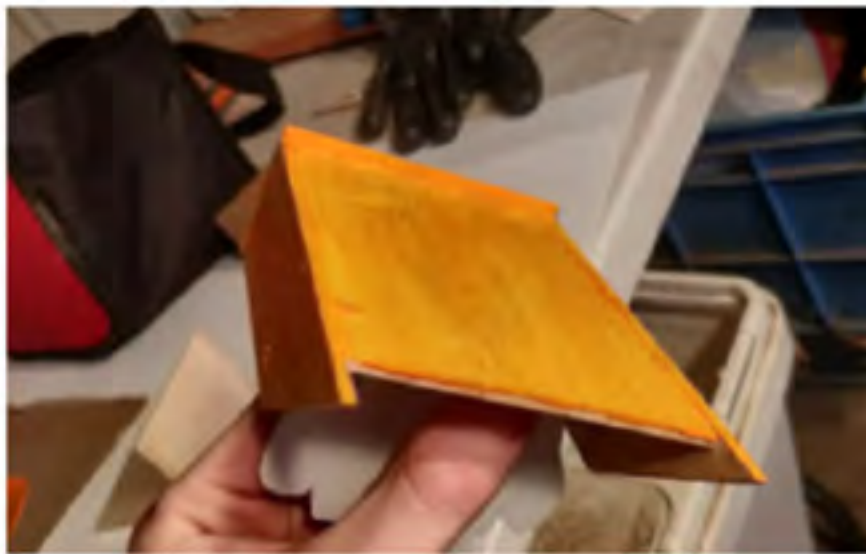
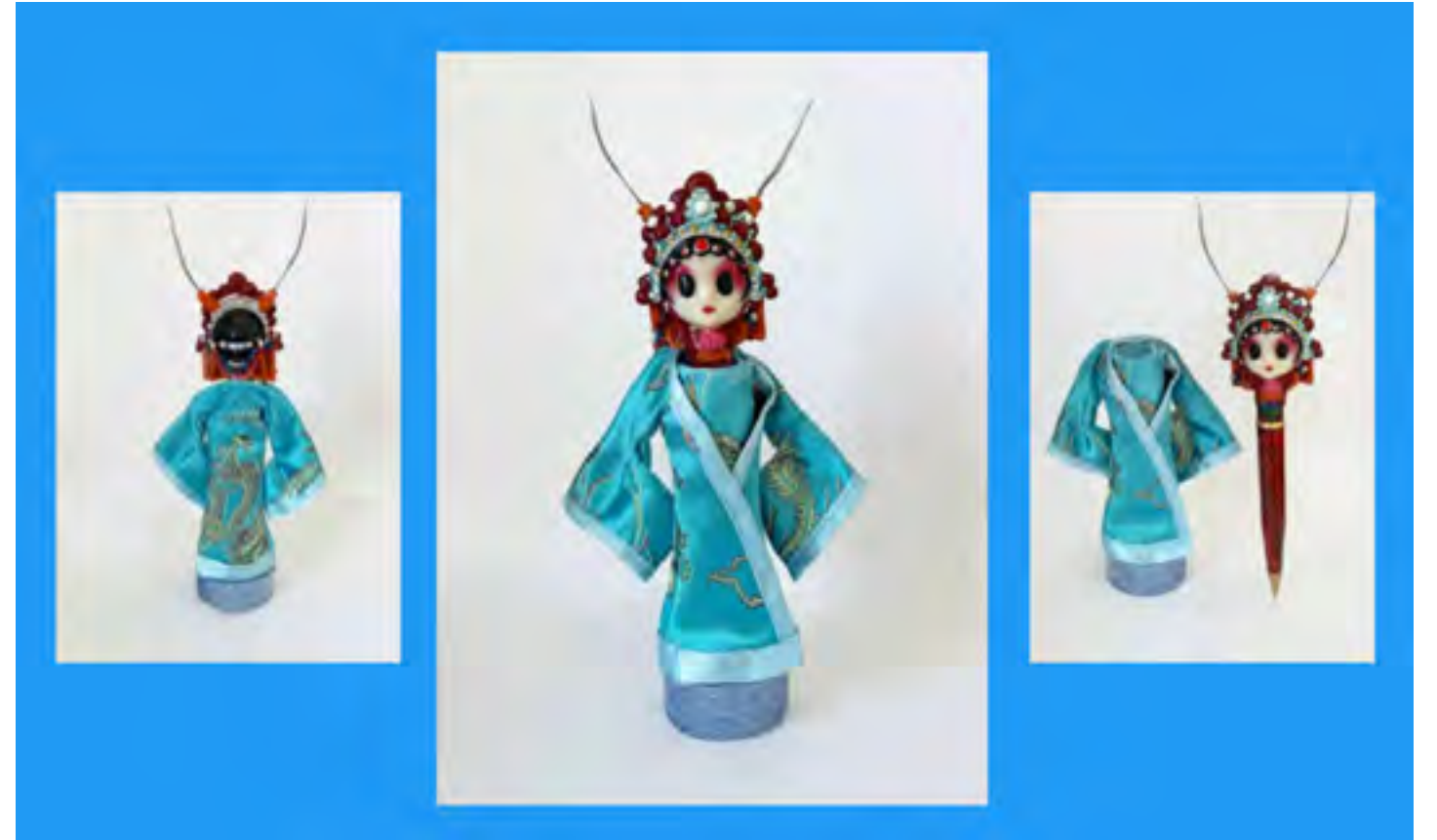
**Pen in Chinese dress:**  
Brittany Nash

**Cherry Socks in a suitcase:**  
Alessia Tsolakis

**Skull ring in a heart/hand/skeleton and 3D Render process:**  
Chen Hao Cooper



**PRECIOUS ASSESSMENT 1**



# MADA NOW

FINE ART  
DESIGN  
ARCHITECTURE  
DEAN'S MESSAGE  
SUPPORTERS  
STUDY WITH US



Don't forget the MADA Now online launch coming up in November. Details of the launch event will be posted very soon. Good luck to all the graduating students who are busy creating the work to be displayed in the exhibition. And for everyone else, its a great opportunity to witness the type of work you'll be creating.



Monash Art Design and Architecture are very pleased to be a sponsor of this year's Design Fringe event as part of the Melbourne Fringe Festival. For all the details just tap on the image above. Congratulations to our Honours Year and Collaborative Design students who participated in a week long design sprint, culminating in the online forum, "Design Fringe: Design Solutions" last week. You can view the collaborative workshop videos [here](#).