

# Squirrel\*

\* to move in an inquisitive and restless manner

We acknowledge and pay respect to the Traditional Owners and Elders, both past and present, of the lands and waters on which Monash University operates.

**A design  
competition  
open to all  
students  
in Australia  
studying  
year 10, 11  
and 12**

# THE MONASH DESIGN PRIZE

**DETAILS PAGE 3**

**Cover image:** Jessica Heng, Tom Millard and Emily Fraser; Collaborative Design Studio 1, 2021. See page 6 for more work from the 2022 cohort of Collaborative Design Studio 1 (COL1001)



# FROM THE HOD



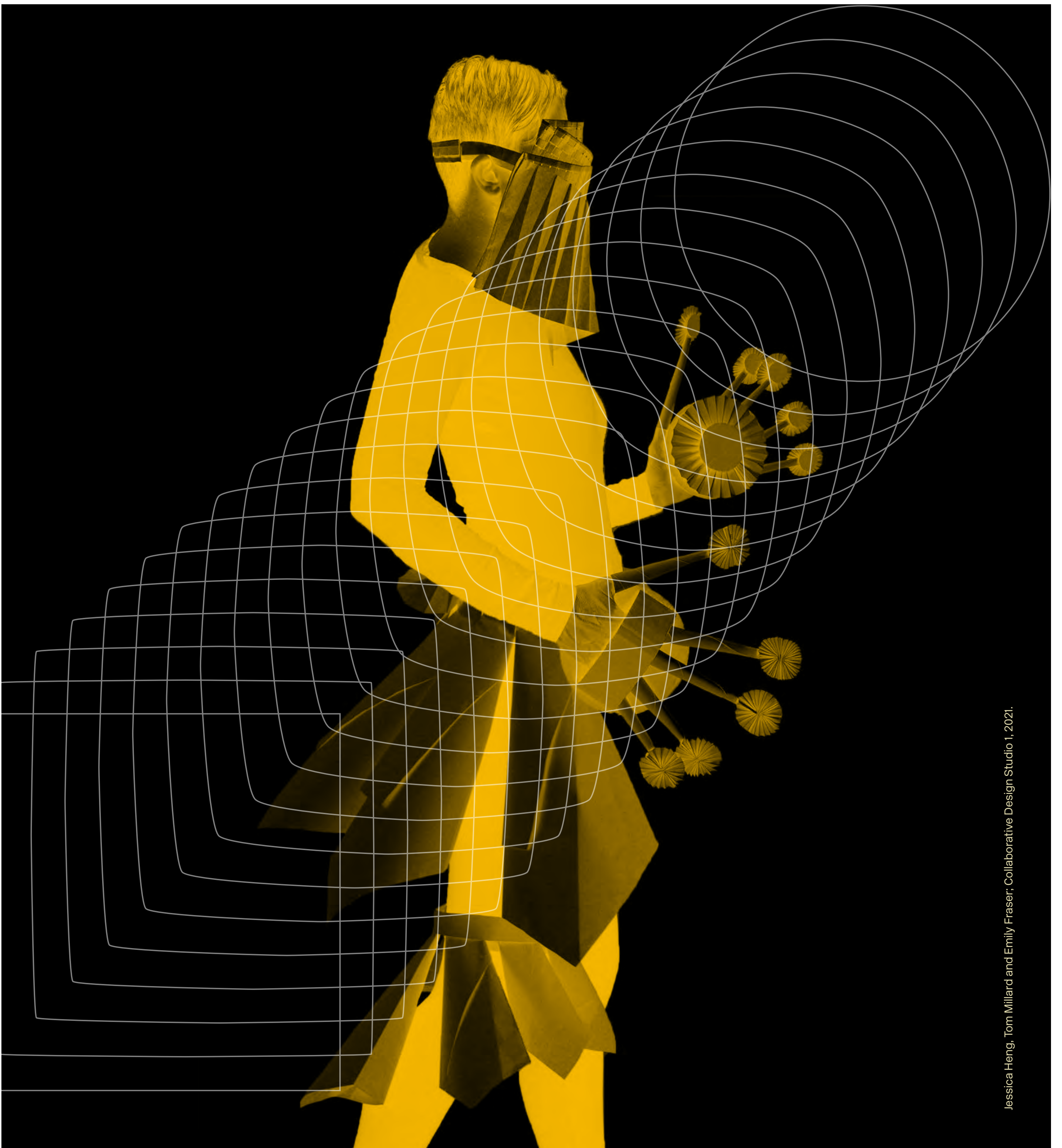
**Gene Bawden**  
Head of Department, Design

As we edge closer to the end of Semester One it feels good to reflect on the achievements we've made in 2022. From staff accomplishments to student successes, the Department of Design at Monash should be rightly proud of its creative community. This edition of 'Squirrel' celebrates the outputs across our design studios and elective streams as well as from those who teach within them. Melbourne Design Week (see the last page for a visual summary) allowed us to really demonstrate what Design stands for at Monash. Design Week proclaimed a purpose for design that we truly connect with: "design can be used as a force for good in an increasingly complex and precarious world". Put simply, good design, designs for good. This is a philosophy that we pin our reputation to and in doing so hope to inspire an emerging cluster of change-making designers both within the university and those in the secondary school sector. See the next page for details of our [Monash Design Prize](#) for high school students in years 10—12, where we ask them to share with us their good design ideas that will help shape a better future. If you're in years 10—12, or if you know someone who is, encourage them to enter. Entries close on June 1.

**Right:** Melbourne Design Week was an energetic and engaging program of events that MADA played a significant role in. A highlight was the announcement of the Premier's Design Awards, where [XYX Lab](#) was honoured to receive the "Highly Commended" award in Design strategy for its 'YourGround' project. Read more about the project on the Awards website by [tapping here](#).

The Premier's Design Awards identity and collateral was designed by the very talented Mel and Tony at [Coombes Whitechurch Design](#). Mel Coombes is an associate lecturer with us teaching packaging design. See page 8.





Jessica Heng, Tom Millard and Emily Fraser; Collaborative Design Studio 1, 2021.



Are you an Australian high school student in Year 10, 11 or 12 keen on a design career? Or do you know someone who is? If so then enter our Monash Design Prize. The details and entry portal are accessible by tapping the “WIN” icon above.

## Good design designs for good

The Department of Design at Monash Art, Design and Architecture is proud to announce its inaugural Design Award, **open to all Australian students in years 10, 11 and 12.**

**At Monash we're committed to ensuring our design practice contributes to the essential change the world needs as we transition towards a more sustainable, equitable and desirable long-term future. Whether it's through our teaching or the work of our research labs, Monash Design designs for good.**

As we emerge into a new, post-pandemic world we're keen to encourage our 'design for good' philosophy beyond the university. We'd like to invite the budding designers of the future to join us in this mission and show us how you apply design to respond to some of our most pressing challenges.

### What's involved?

Show us what you've designed to address a particular challenge. You can address any issue from sustainability and climate action, to social equity and healthy communities. And you can choose any format; a poster campaign, product design, interior or public space, wearable device... the choice is yours. Once you submit your work, we will display it on a specially built online exhibition platform for the world to see your design genius.

### The prize

The winning entrant will receive the Monash Design Award, judged by a panel of leading university and industry designers. The award will consist of a certificate, trophy, \$1000 and a two week paid design internship with Monash Design Health Collab.

### The details

Head to the website by tapping the 'WIN' icon to see all the details of the Prize including the entry form.

You will be asked to upload 1–3 images, and a brief 25–50 word description of your project. File sizes and formats are listed on the [entry form](#).

### Who can enter?

If you're a year 10–12 student in Australia you are eligible to enter. At Monash, we believe anyone can think, act and make like a designer so you don't need to have undertaken any specific subjects. You just have to have the ability to show us your ideas visually. Check out our image gallery on the competition website to see how Monash students, alumni and staff have addressed similar challenges. We very much look forward to seeing your solutions among our own.

**Entries close June 1, 2022**



**TONANTSINTLALLI**  
**A Multidimensional Mother Earth**  
**By Desiree Hernandez Ibinarriaga and David**  
**Marcelino Cayetano**

The creative practitioners Desiree Hernandez Ibinarriaga, Nahua (Aztec), Chamula (Mayan), and Euskaldunak (Basque) woman and Marcelino Cayetano, Nahua-Mexika man welcome you to appreciate the multidimensional reality through a series of photographs, video and designs from Mexico and Australia to understand the real world, with its material and immaterial connections through deep listening, observation, sensation and appreciation. This exhibition is for you to be immersed in the multidimensional world we exist in and connect with the material and immaterial. To have relationality with TONANTSINTLALLI – Our Madrecita Tierra. The connection with everything.

**Until Sunday**  
**8 May 2022**  
**Blak Dot Gallery**  
**33 Saxon Street**  
**Brunswick**

**Artist talk:**  
**Saturday 7 May**  
**1:00—2:00pm**

**Tap on the**  
**'EXHIBIT' icon**  
**above for more**  
**details**

**Right and above:**

*Agave* by Desiree Ibinarriaga

Furniture-sculpture Materials: Fabric, timber, stainless steel and sand. 1.52 m

*Agave o Maguey* comes from the Mayáhuēl, the goddess of maguey, the fertility and inebriation for the Mexicas (Nahuas). Agave or maguey is used to make several drinks such as mezcal, tequila and pulque.

A long time ago, here on earth there was a lot of sadness and the humans seemed to have no life, so the sacred energies told themselves that they would send the Metl woman to give them their medicine. And one day as planned Metl came, and she really liked being here with Mother Earth. She saw that there was a lot of sadness in humanity; then she spoke to a man who was passing by and told him to do what she ordered.

Metl transformed herself into a beautiful maguey / agave plant with a beautiful green skirt. And she said to the man: 'gently scrape me from the bottom and leave a hole, then come back tomorrow morning, take the juice that will be on the bottom of my heart, and drink it'. After doing what Metl asked, the man started to feel. He looked at her with great happiness coming from his heart and danced; to which Metl told him to give them to the other people to be happy. This man did so, he shared the medicine from Metl's own essence and thus, humanity regained happiness. Metl and humans worked together and were together happily ever after. This medicine today is called Mezcal and comes from the Agave plant.

— **Desiree Hernandez Ibinarriaga**

[Download the catalogue here](#) to read about, and see more of this exhibition.



Photograph: wāni

**MELBOURNE**  
**KNOWLEDGE**  
**WEEK/**  
**DECOLONISING**  
**DESIGN**  
**THROUGH**  
**VALUES**

Join Desiree with her Collaborative Design Studio colleagues Wendy Ellerton and Amy Killen at Melbourne Knowledge Week on Wednesday 11 May (4:30—6:00pm) to explore how alternate perspectives can inform a design practice to better care for people, the community and Country. For more information and to register your ticket, [tap here](#) to connect to the MKW site.



## MELBOURNE KNOWLEDGE WEEK/ Our Future Air

Imagining how new devices and technology could protect the atmospheres in our homes with Emerging Technologies Research Lab

In this hands-on exploration of emerging technologies, participants will work in groups to use recycled materials and craft supplies to speculate and build possible devices to keep the air in our homes healthy and comfortable. When done, each group will share their creation with the audience and enact a marketing pitch to camera.

After the workshop, the Monash University Emerging Technologies Research Lab will share findings from the Digital Energy Futures research project. Attendees will learn about new digital technologies, like smart tech air purifiers, and understand their wider impact on future household electricity demand.

\*The event will be filmed, and the footage/clips from the event will contribute to a documentary film in development on this topic.

Presented by Dr Hannah Korsmeyer, Research Fellow in the Energy Futures programme and Professor Sarah Pink, Director of the Emerging Technologies Research Lab.

Thursday 12 May | 5.30pm – 7.30pm

Wesley Place – Business Hub130 Lonsdale Street, Melbourne, Victoria, 3000

[Register here](#)



### Everyday Australian Design Shepparton Art Museum

Everyday Australian Design is an exhibition of objects curated by Ian Wong, Program Director of the Master of Industrial Design in Suzhou.

Many of these familiar objects, from the 1880s to the present day, have become icons of a particular time. They provide insights into our everyday lives — the glasses we drink from, pans for cooking, the electric toasters and kettles in the kitchen or the iconic esky full of ice for a picnic — these are items we use at home and while at leisure with our family and friends.

The exhibition closes on May 22. [For details tap here.](#)





**Collaborative Design Studio 1**  
**Trans-Human/Artefact**

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. Each student is allocated a body section (either legs, torso or neck+head) to focus, and each student looks at the natural world to generate and inspire the design response. We restrict material use to brown paper, card or box board, to create some unity between the different prototypes. This material is also commonly used in design to give form to ideas as it’s low cost, accessible, recyclable and biodegradable.

See the next page for the Speculative Image component of the project



**Top to bottom, Left to right:**  
 Alyssa Mouzouris / Pollinator  
 Owen Hanna / Ray Wings  
 Geoffrey Gao / Webbed Hand  
 Amy Pham / Carnivorous Feed  
 Johanna Wickramaratne / Platonic Filter  
 Joshua Wong / Thorny Devil

# STUDIO COL1001

## Collaborative Design Studio 1 Trans-Human/ Speculative Image

Prototypes are in the early stages of development and the purpose of this task is to visually speculate on the future concept direction, and illustrate possible making methods and techniques. To achieve this, they combine, manipulate, and edit a series of images using Photoshop.

**Right:** Simeon Rubi. **Centre row:** Wendi Zhu, Bee Hill, Prue Spencer. **Bottom row:** Angela Wu, Esther Wu, Ethan Aliano



## Example atmosphere: Playful



Lighting:  
Colours:  
Composition:  
Description:



Lighting:  
Colours:  
Composition:  
Description:



Lighting:  
Colours:  
Composition:  
Description:



Lighting:  
Colours:  
Composition:  
Description:



Lighting:  
Colours:  
Composition:  
Description:



Lighting:  
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Composition:  
Description:

**Above:** As part of Collaborative Design Studio 1 (COL1001) students use photography to explore ideas of atmosphere. This example is by Prue Spencer. Lecturer: Tobias Titz.



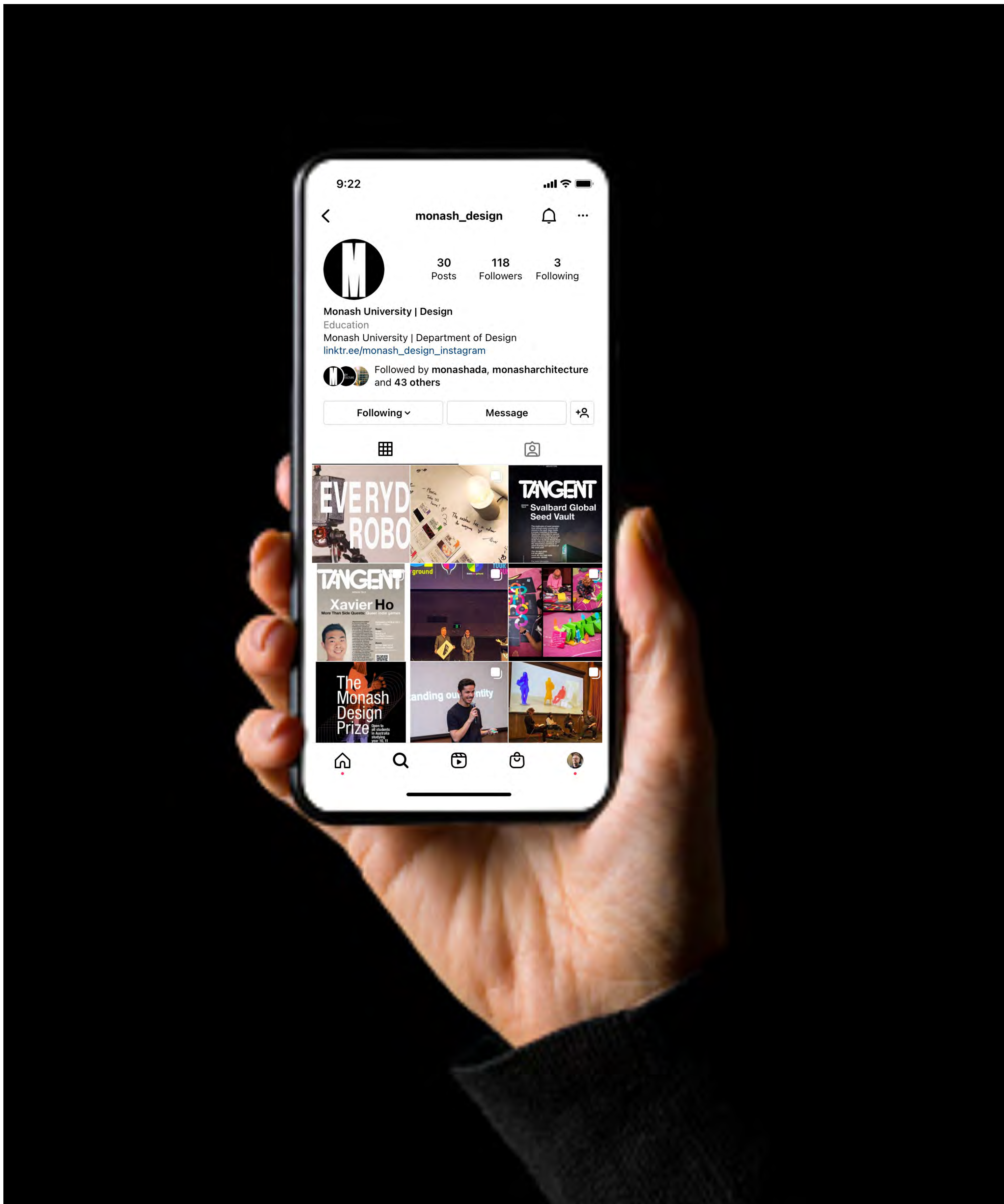
## Packaging Design Precious

Students were asked to package an item that is personally precious to them. This is Rinjila Pradhan's response to the brief:

"My great grandmother used to make these threads called 'itta' that function like a wick. It is a traditional wick, which is hand-made by twisting cotton. It is then soaked in oil and lit to create 'batti', which means light. They are used in temples and during festive seasons like tihar. I was very close to my great grandma growing up. She passed away last year and I wasn't able to see her off. These 'itta' are the only last physical memory I have of her and hence is very precious to me".

**Lecturer**  
Mel Coombes





Help build our profile by following us on Instagram. Tap the 'FOLLOW' icon to connect to **monash\_design**. Here we'll post events, competitions and other news so you're always up-to-date with what's happening in Monash Design. Don't forget to tag us as well: **#monashada, #monash\_design**



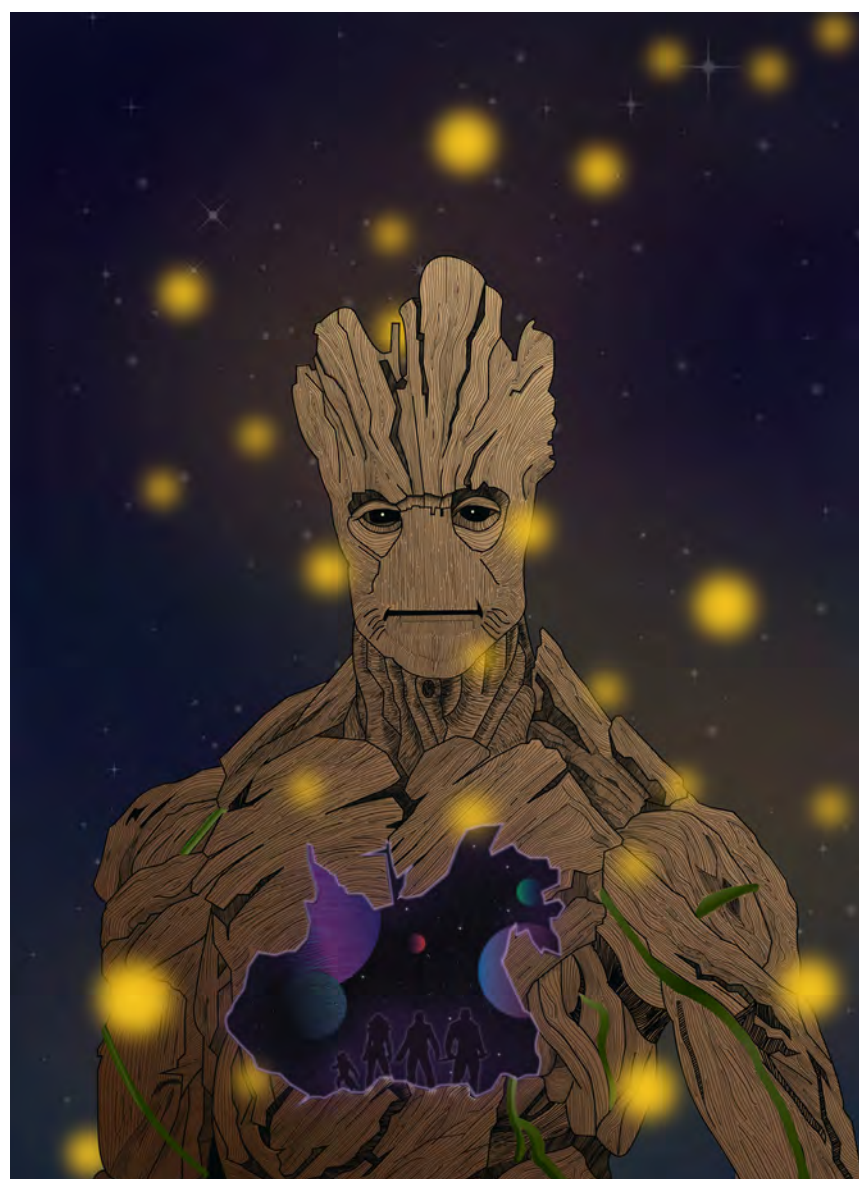
The State Library of Victoria is keen to get Melburnians back into the city, and this month they are encouraging us to "experience a different state of mind as we journey through the Library at night as part of Visit Victoria's Art After Dark". The Library's Dome will host a 360-degree after-dark projections for two nights only. Be transported through the city and over bridges to tidal saltmarsh pools, exploring the colours, sounds and beauty of these unique ecosystems as the La Trobe Reading Room will come to life with *Midnight at Pink Lake* (right) – a dreamlike projection created by The Orbweavers and Gatherer Media with The Electric Canvas. **Tap the 'ART AFTER DARK' icon to connect to the details of the event on May 13 and 14, 2022**



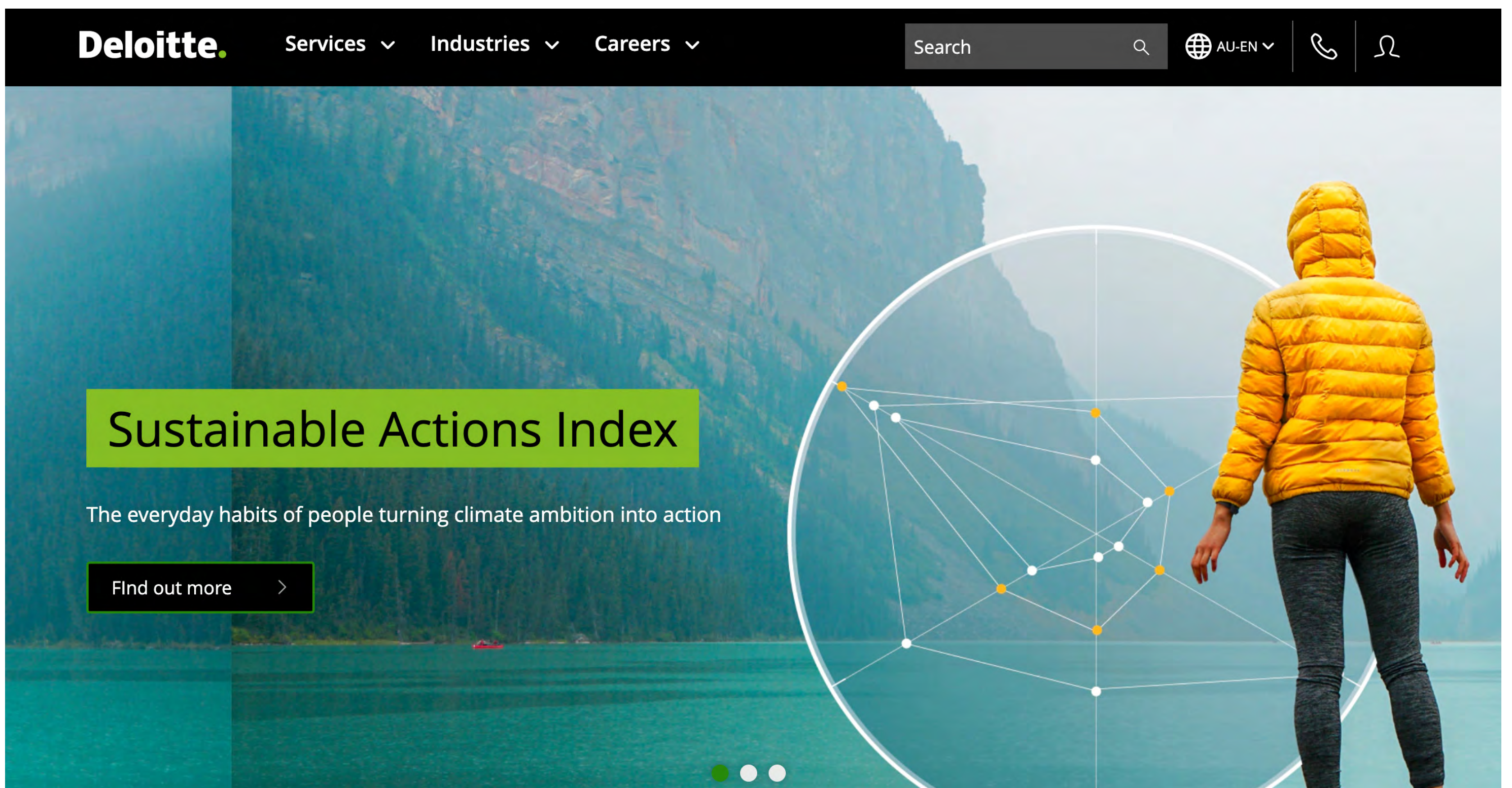
**ELECT**  
CDS1531

**Packaging  
Design  
Illustration for  
Narrative**

**Lecturer**  
Ned Culic



**From top to bottom,  
left to right:**  
Ryan Oxford  
James Yang  
Lily Aldridge  
Thi Quynh AnhTrinh  
George Sadhana

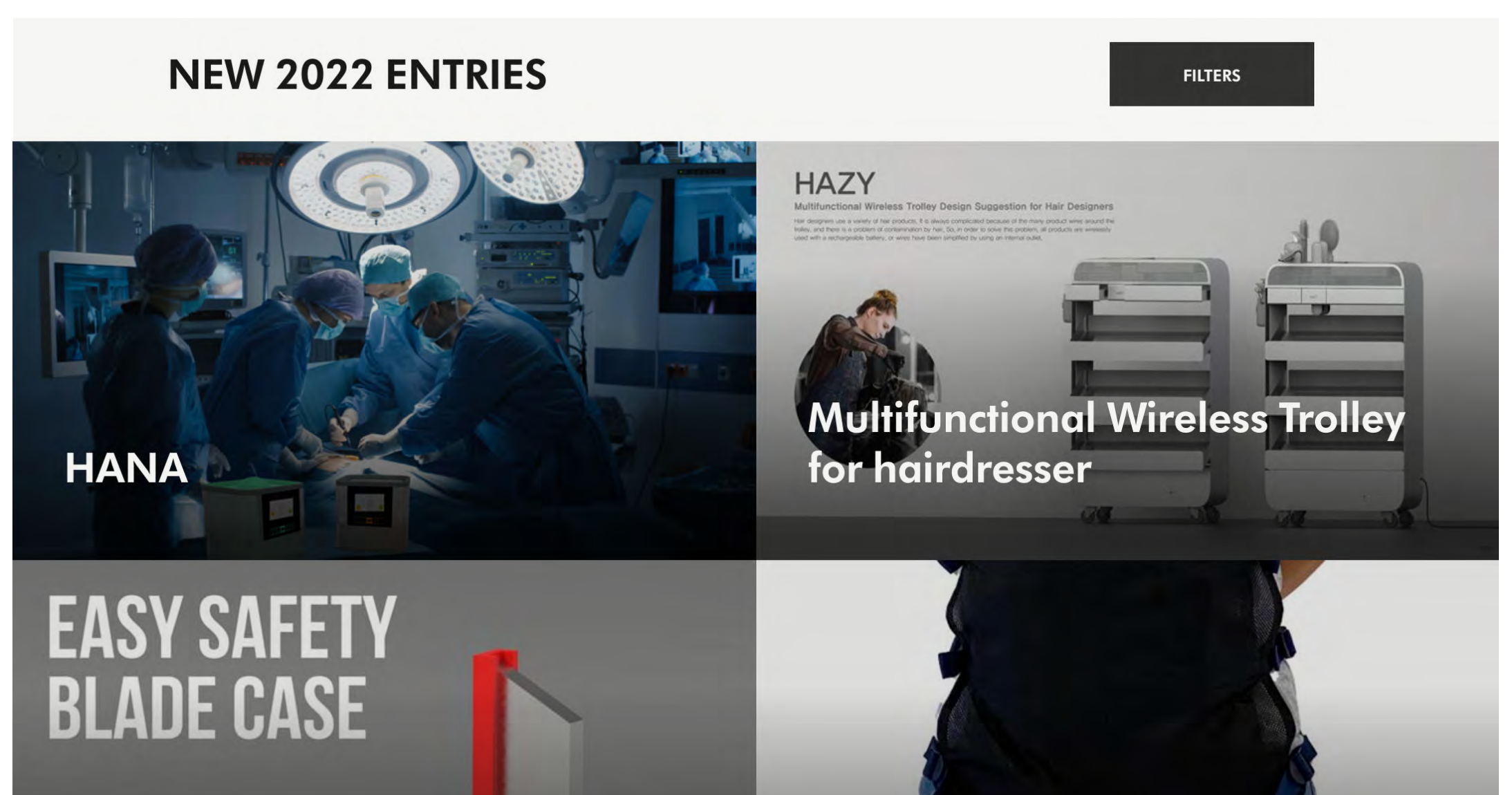


We were recently contacted by a MADA Design Alumnus, [Warren Everard](#), who is now the UX capability lead at Deloitte, Australia. Warren alerted us to the opportunities at Deloitte for both recent and current grads: “Deloitte consulting would be most interesting for those curious about UX user experience (ie: web design, usability testing etc) or Service Design (ie: journey mapping, CX, design research etc). We also have a visual design (UI) team”. For work experience/ internship roles (ie: summer, 6–8 weeks paid) [tap here](#). For Graduate (full time entry level positions) keep your eye on the Deloitte site: tap the ‘INTERN’ icon to connect.



James Dyson is on the hunt for bright minds with fresh ideas from around the globe. **The James Dyson Award** is an international design award that celebrates, encourages and inspires the next generation of design engineers. It’s open to current and recent design engineering students, and is run by the James Dyson Foundation, James Dyson’s charitable trust, as part of its mission to get young people excited about design engineering. **For details tap the blue icon, left.**

**Entries close:** July 6, 2022.  
**First prize:** \$9000  
 To check out your rival competition, tap the image, right. Here you will connect to the current 2022 entries from other universities and design schools from around the world.



# PRIDE WEEK

Pride Week brings our Monash community together to share stories, learn, teach and to celebrate our LGBTIQ+ community. Pride Week coincides with The International Day Against Homophobia, Transphobia and Biphobia (**IDAHOBIT**). Acknowledged worldwide since 2004, this day of global awareness takes place each year on 17 May, a significant date in the ongoing fight for equality: On this day in 1990, the World Health Organisation declassified homosexuality as a mental disorder. Over 130 countries now celebrate IDAHOBIT.

**To see all the Monash Pride Week events tap the 'PRIDE WEEK' icon, but the specific MADA Pride Week Events include:**

**Monday 16 May, 10am-11am:**

LGBTIQ+ Flag Raising Ceremony with Respectful Communities - Outside of MADA and G Concourse

**Tuesday 17 May, 10:30am-11:30am:**

(In)Visible: Trans and Nonbinary Artists of Melbourne; Queer Documentary created by Luke Pringle from Intermission — Caulfield Big Screen

**Tuesday 17 May, 2:30pm-3:00pm:**

MADA Rainbow Afternoon Tea — MUMA Courtyard

**Tuesday 17 May, 6:00pm-8:00pm:**

*Rafiki* screening and discussion — G1.04 (see details below)

**Thursday 19 May, 6:00pm-8:00pm:**

*Stardust* screening with the Business School — G1.04 (See details below)



## **IDAHOBIT Film Viewing & Discussion: Rafiki (Wanuri Kahiu (2019, above))**

Rafiki is a coming of age lesbian romance set in Nairobi, a place where such love stories both on screen and in real life, are forbidden by law. The first Kenyan movie to be screened at the Cannes Film Festival, it won a groundbreaking lawcase to be shown in its own country after it was initially banned for its positive portrayal of queer love. **Join Dr Whitney Monaghan and Dr Jess Berry** to watch this visually striking celebration of queer romance and discuss the representation of queer girlhood and the vibrant street-style of Nairobi's queer youth.

**Date:** Tuesday 17 May (IDAHOBIT)

**Time:** 6:00—8:00pm.

**Location:** Lecture Theatre G1.04, Building G, Caulfield Campus

[Register here](#)

## **Stardust. David before Bowie**

Monash Art, Design and Architecture (MADA) together with Monash Business School are incredibly excited to invite you to a film screening of David Bowie biopic 'Star Dust' as part of Monash Pride Week celebrations. Come grab a glass of wine and a bag of sparkles and join us for a night at the movies. Dress up in your favourite Bowie attire and win one of our fabulous door prizes!

**Date:** Thursday 19 May

**Time:** 6:00—8:00pm.

**Location:** Lecture Theatre G1.04, Building G, Caulfield Campus

[Register here](#)

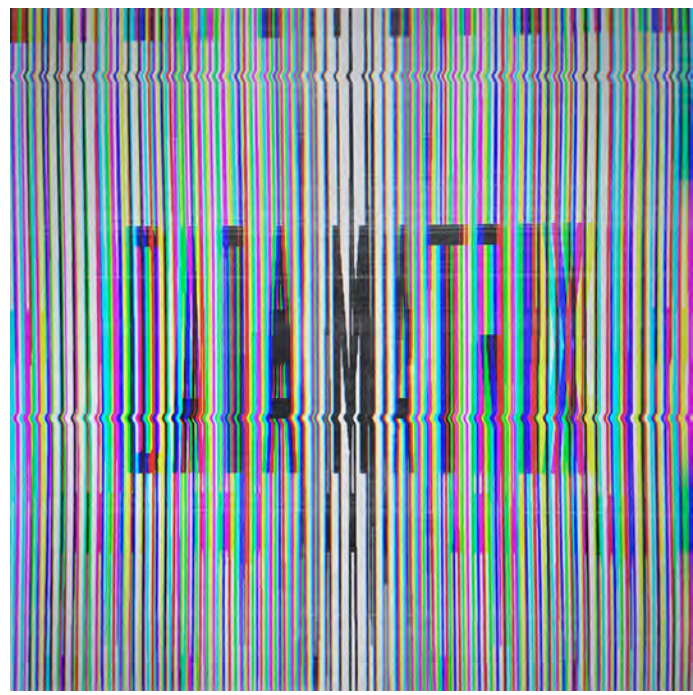
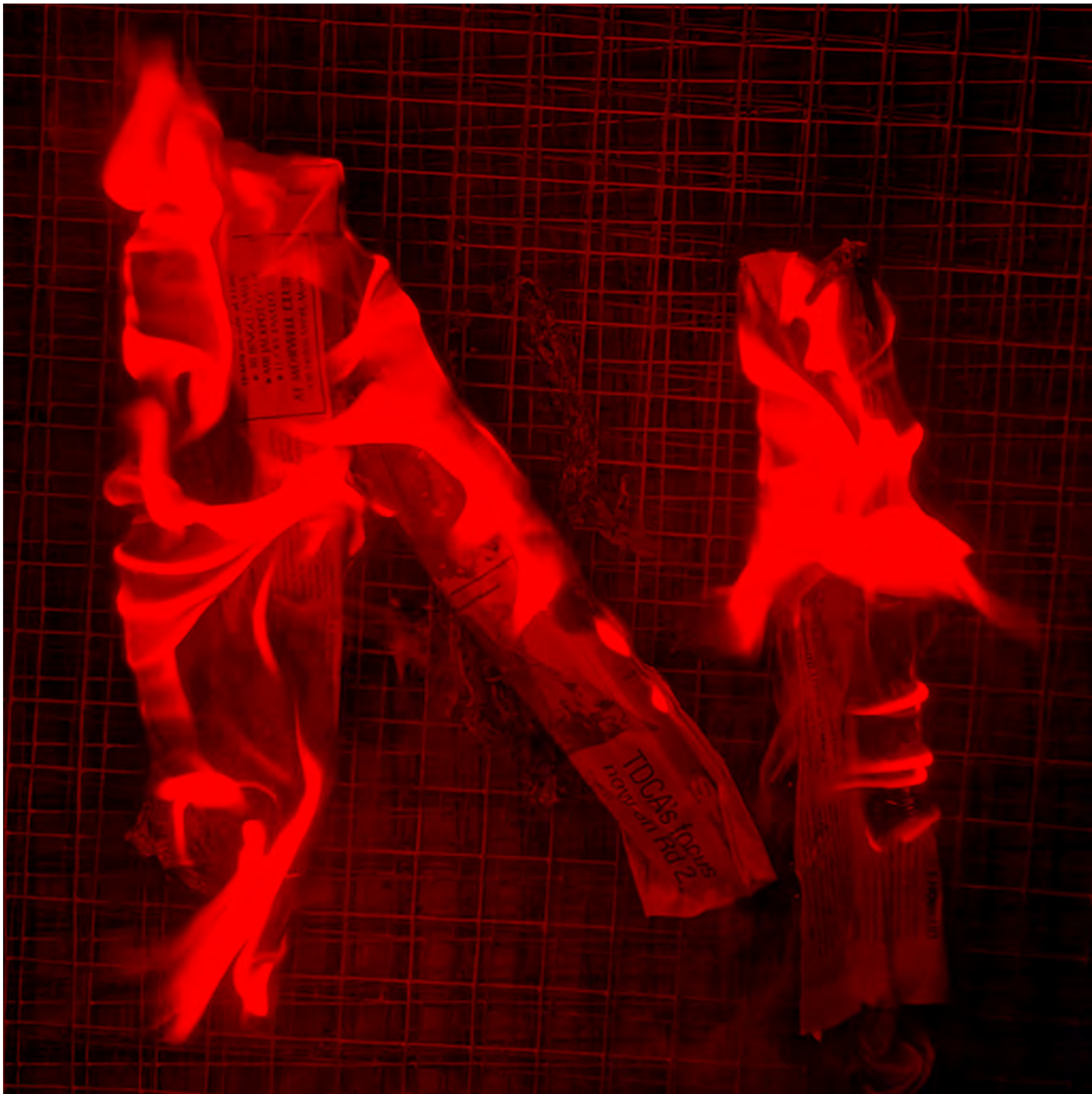




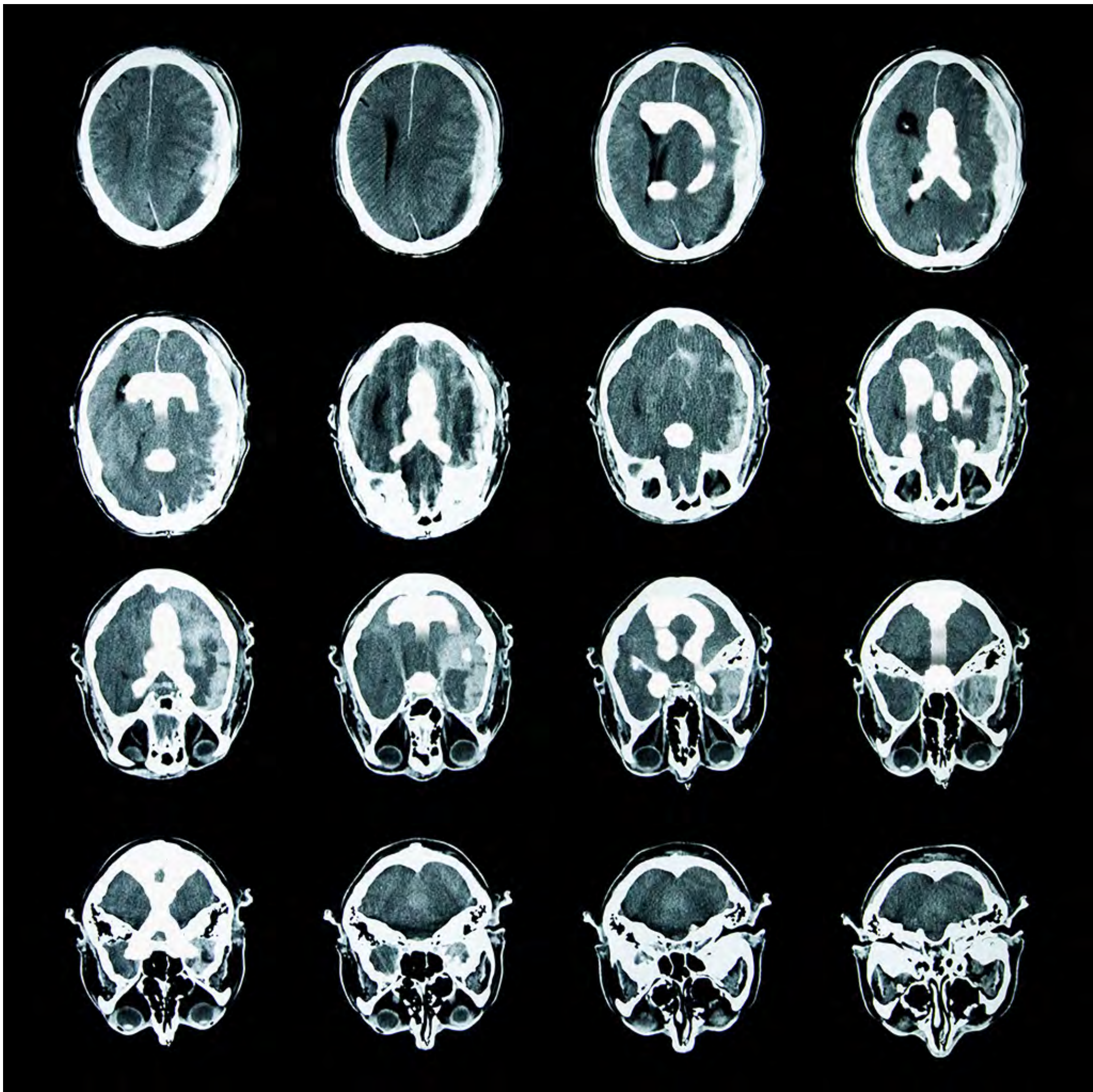
# Communication Design Studio 3 Sounding Type

The 'Sounding Type' brief invites students to produce a record sleeve in response to a recording of their choice. They are also asked to consider how a creative direction may extend to become a cohesive campaign across various formats and outputs. 'Sounding Type' is an opportunity to explore the relationship between typography and sound in their most expanded definitions, embrace experimentation, improvisational thinking processes, whilst interpreting, organising and giving shape to stimuli.

**Lecturer**  
Adam Cruickshank

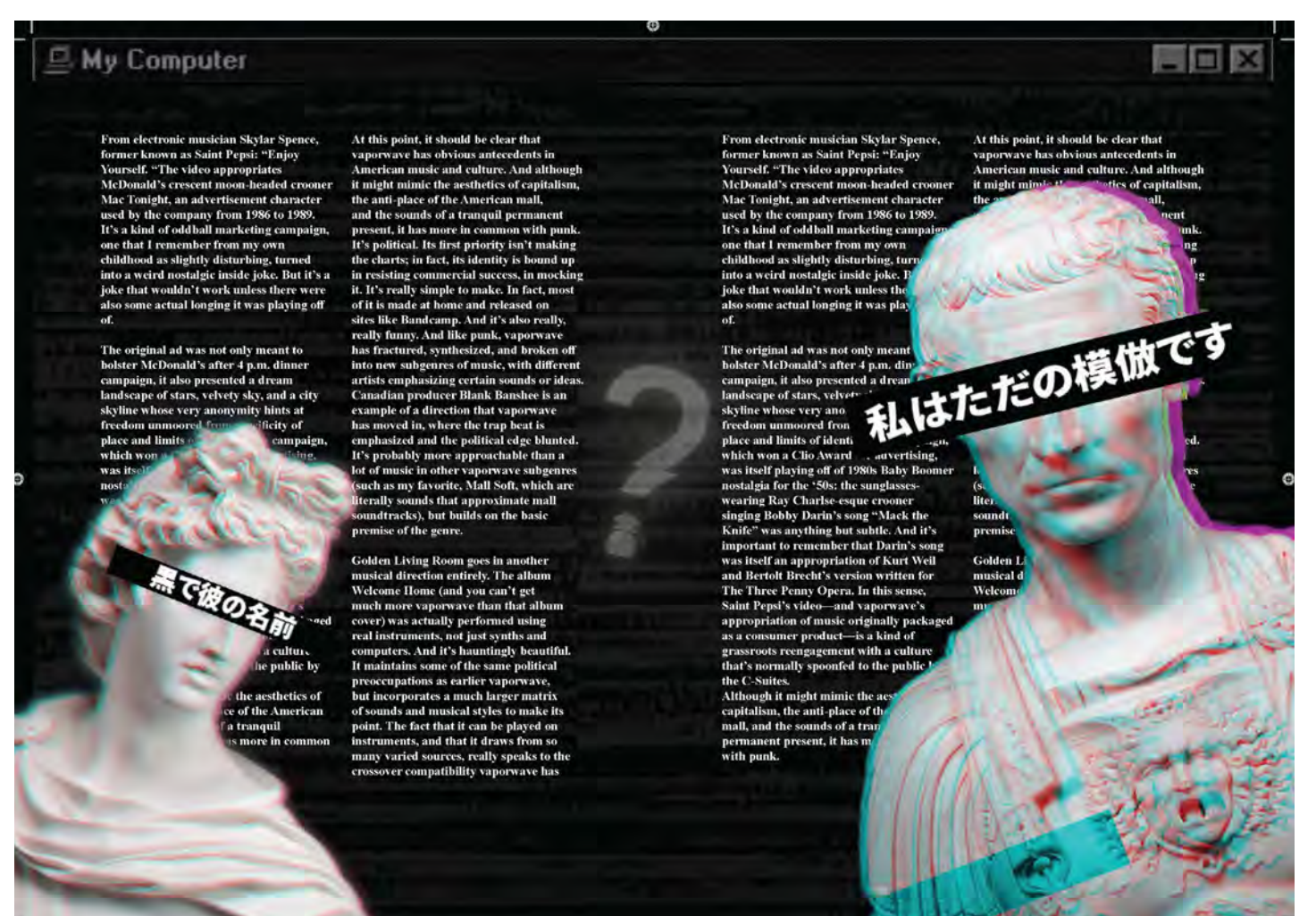
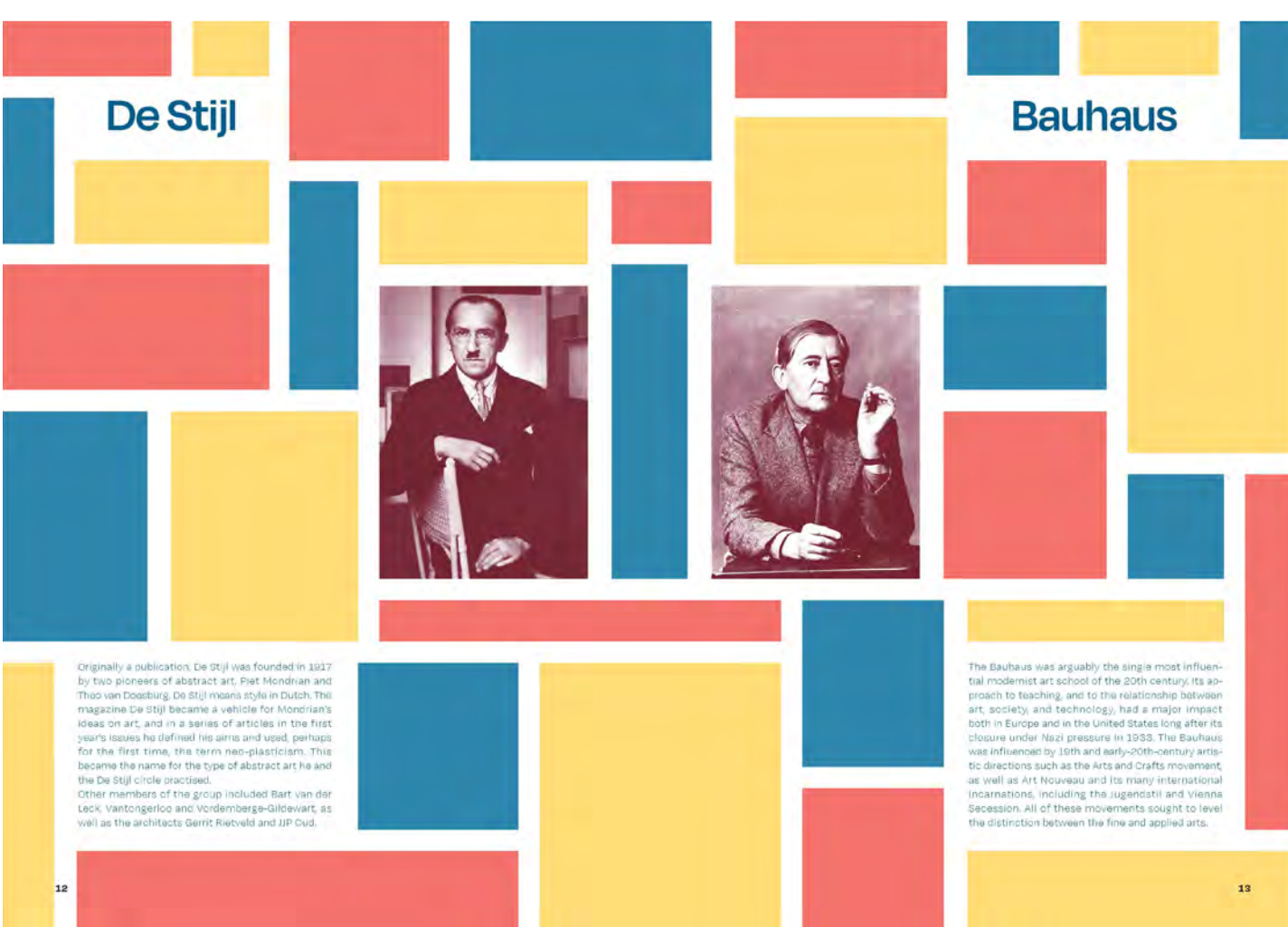
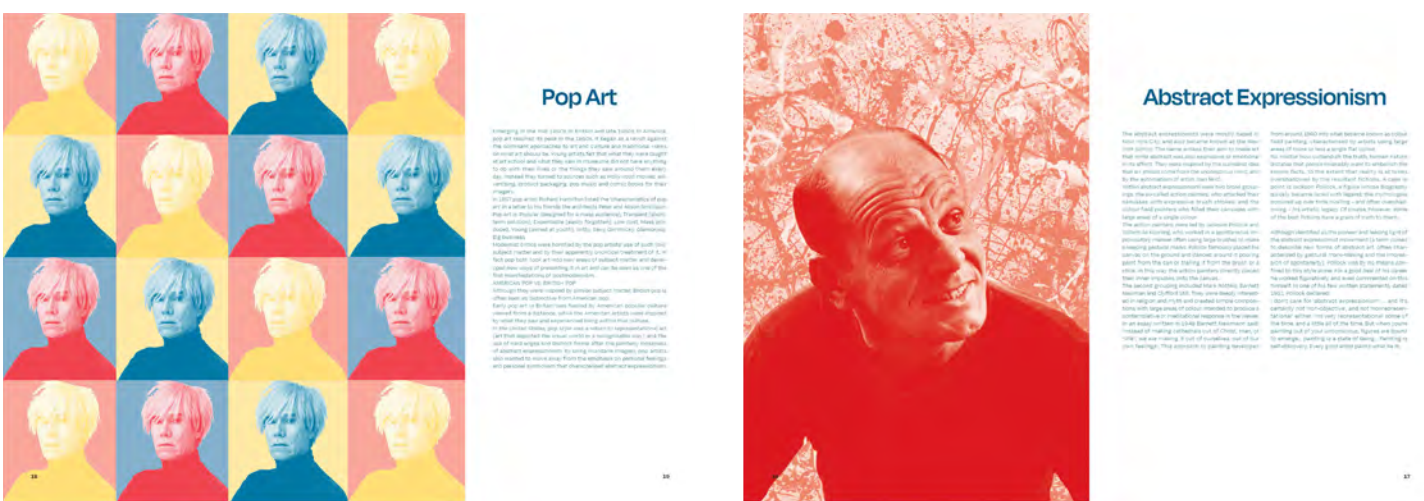


Above: Minh Nguyen. Top right: Lilian Gordon  
Centre row: Grace Robson, Sophie Usatoff  
Right: Patrick Walby





# MODERNISM



## Communication Design Studio 3 Marvellous Mavericks/ Publication

The brief: Create a print publication that tells the story of an individual or a movement that has impacted cultures and ways of thinking. Celebrate their differences and capture the splendour of your 'Marvellous Mavericks'.

**Designers:**  
Kate McDonald (Modernism), Julian Lee (Vaporwave)  
**Lecturers:**  
Myra Thiessen, Ned Culic



# AI WEIWEI

## A DIGITAL EXHIBITION

Above: Rachel Reyes Below: Alyce Darlington Bottom left: Lucas Sakell Bottom right: Chinh Seng Sreng

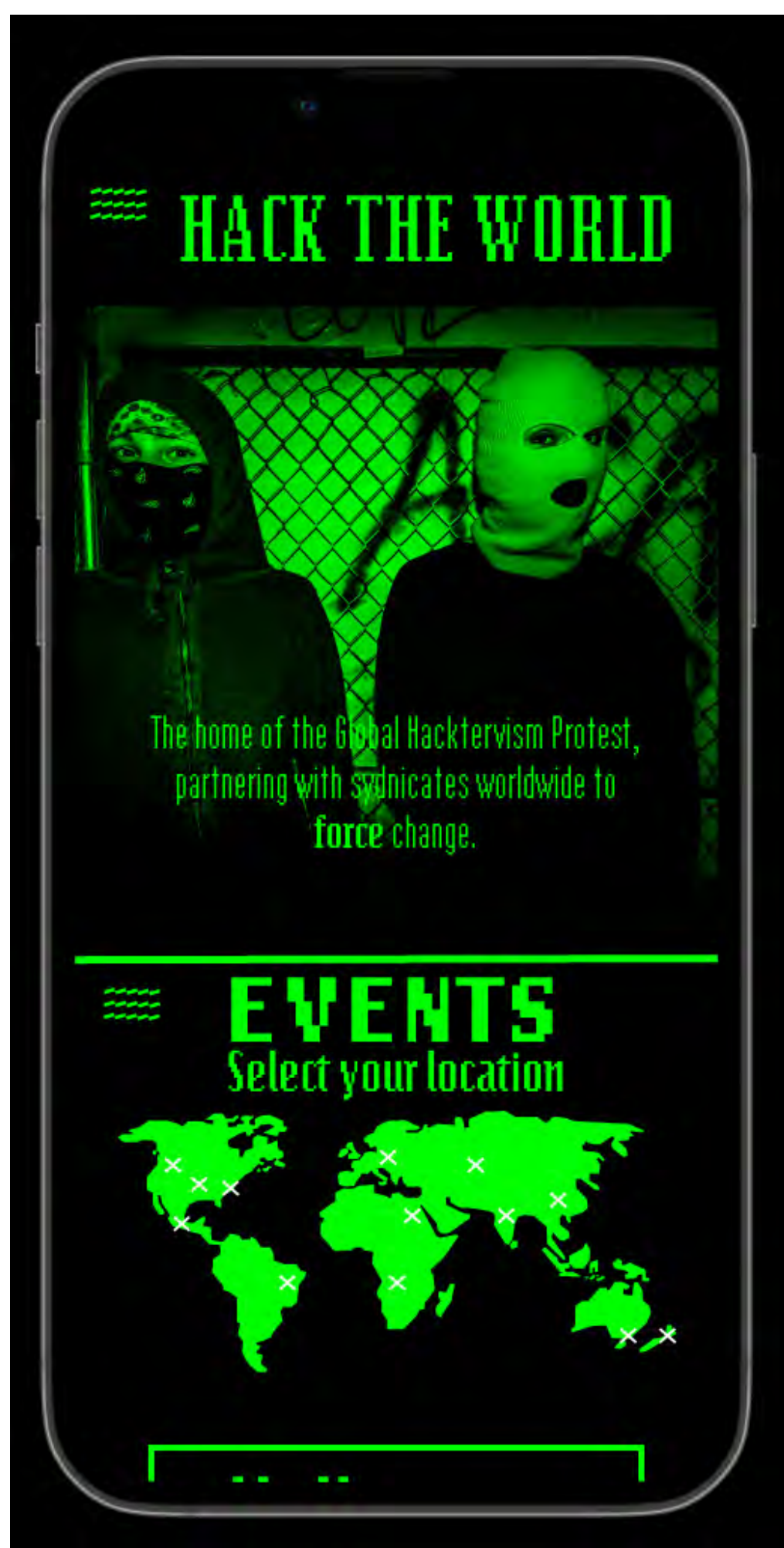


### Communication Design Studio 3

### Marvellous Mavericks/ Website

The brief: Using the identity already created within the printed publication, the website will be a continuation of this design with a new purpose and application within a digital environment. Using Figma, design a website exploring both desktop and mobile responsive sizes, experimenting with interactions and learning the requirements for functionality.

**Lecturer**  
Louise Walker







Above: the IDE2810 class of 2022. Clockwise from below: Dion Konstandatos, Yume Ebihara, Cooper Cox, Scott Rowe, Asma Marikkar, Nawal Makani.

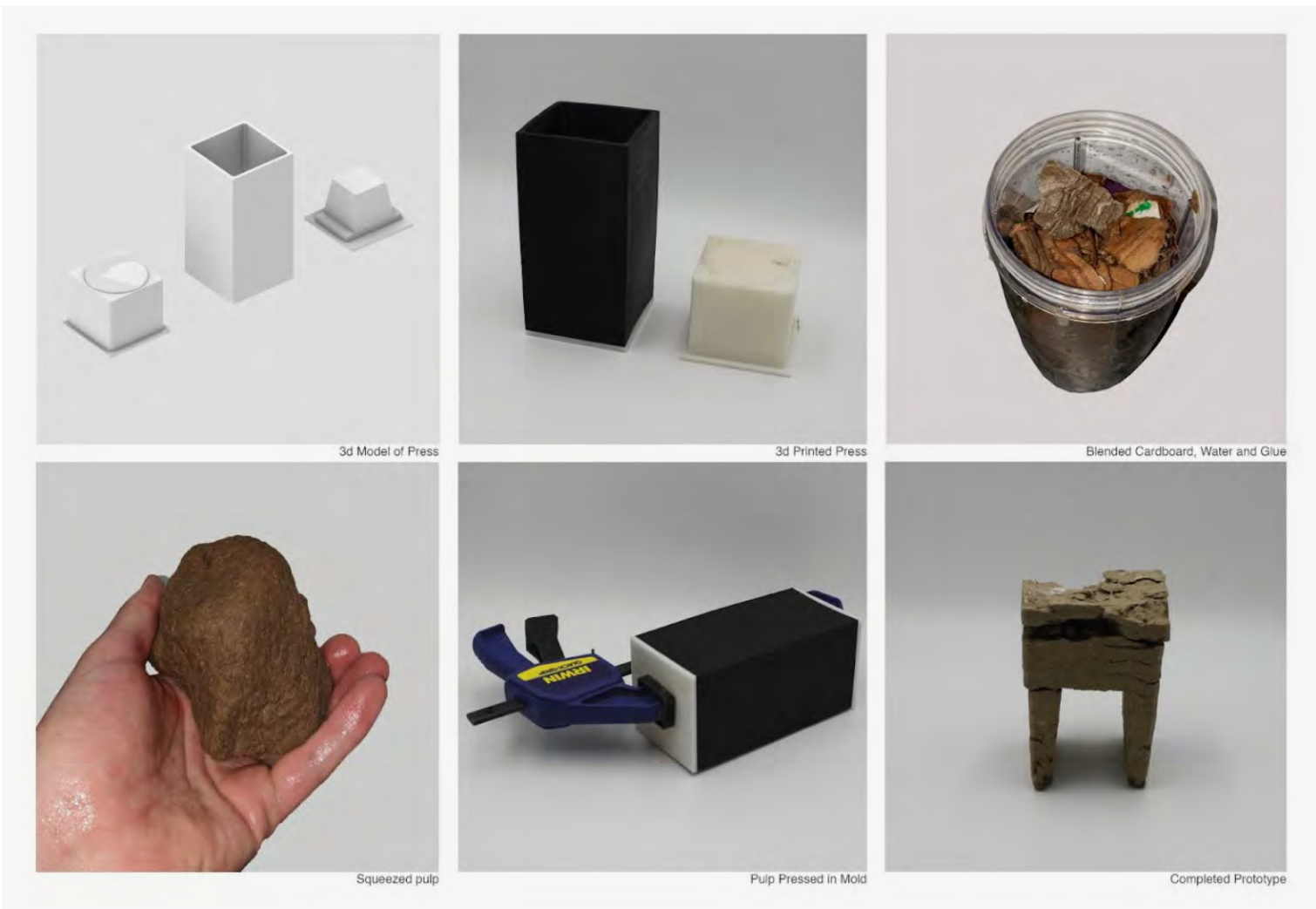
# ELECT IDE2810

## Furniture 1 Cardboard Furniture

Students were asked to investigate a structure in the built environment and to interpret it into a stool or chair that was:

- Made from cardboard boxes
- Can support the weight of a person

**Lecturer**  
Marinos Drakopoulos





**Industrial Design Studio 4/ Collaborative Design Studio 4**  
 Design For (Self) Care  
 (mid-project prototypes)



From top to bottom:

**Magnus Anderson:** How might we implement a system to support natural circadian rhythm?

**Chenhao Li:** How might our sense of smell be activated to influence our emotions?

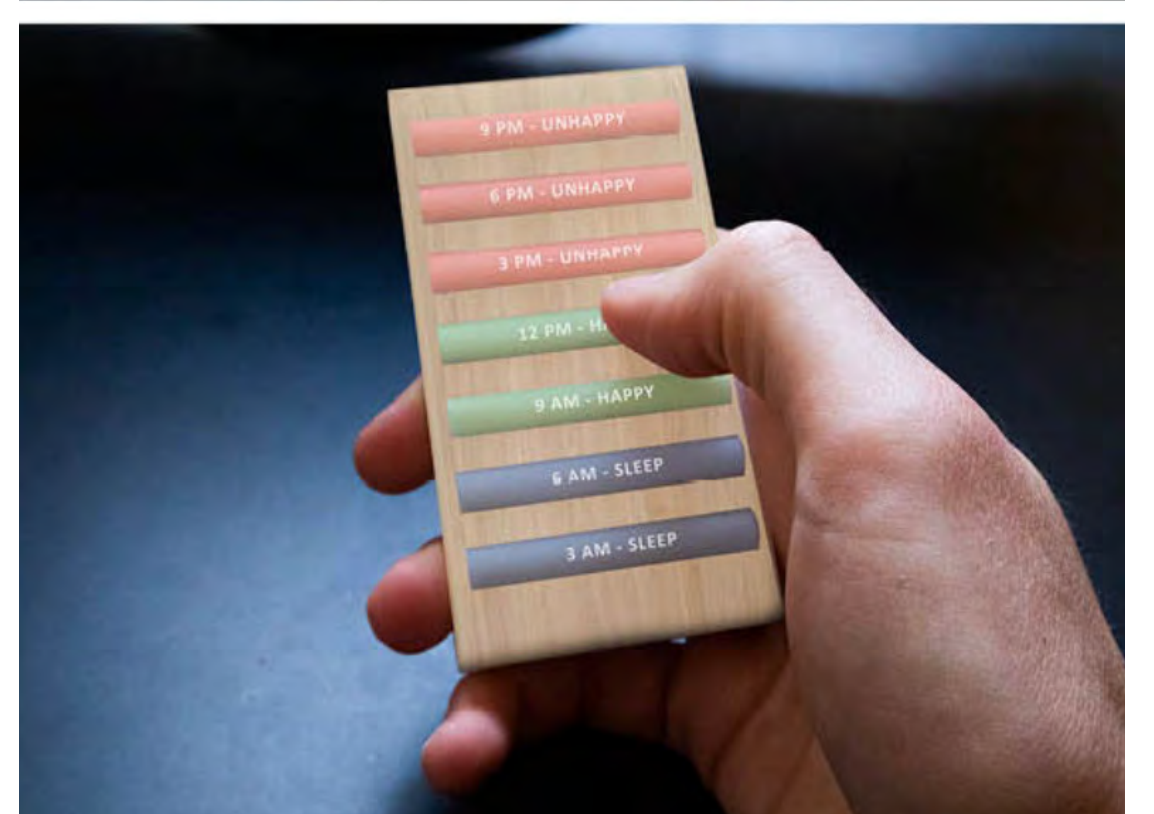
**James Shen:** How might we design a product that helps us live responsibly while limiting our spending?

**Ian Neo:** Yum Chat: How might we create stronger connections between migrant parents and their families?

**Michael Casimir:** How might we create a means by which people can improve how they start their day?



**Lecturers**  
 Troy McGee,  
 Wendy Ellerton,  
 Amy Killen,  
 Rowan Page



**STUDIO**  
CS3001

**Communication  
Design Studio 4  
Observation  
Project**

**Jacinta Ramsdale:**  
Smith Street poster and  
research publication.  
See next page for more  
Observation project posters

**Lecturers**  
Dane Kerr, Kasia Ilczyszyn,  
Tristan Ceddia



**SMITH STREET**



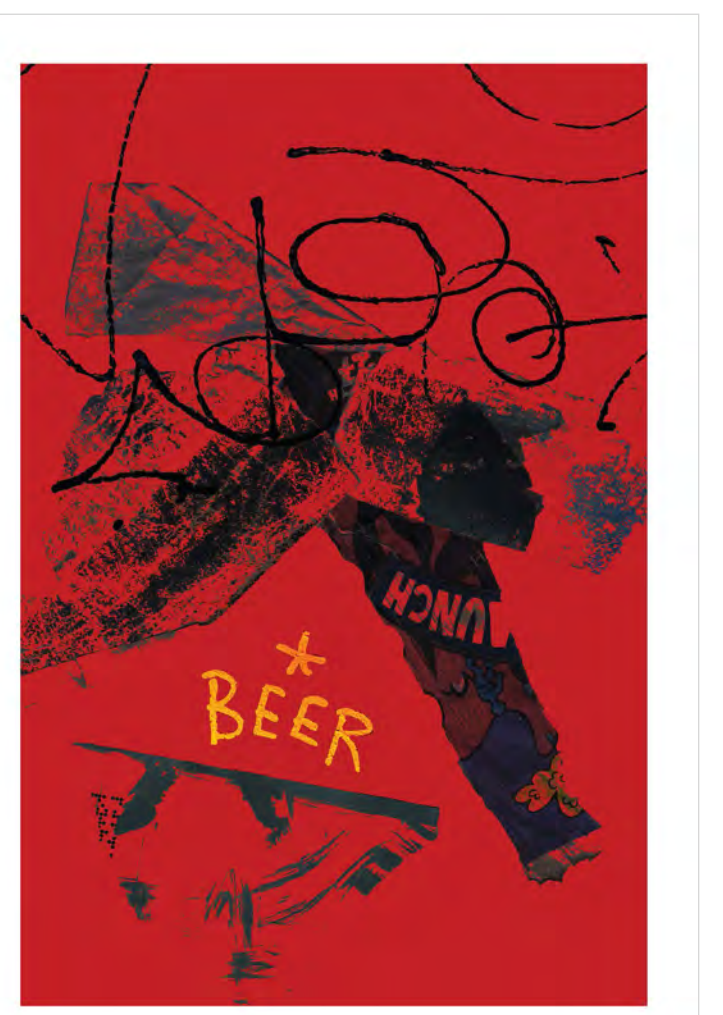
The ever changing morality of  
Marksmanship

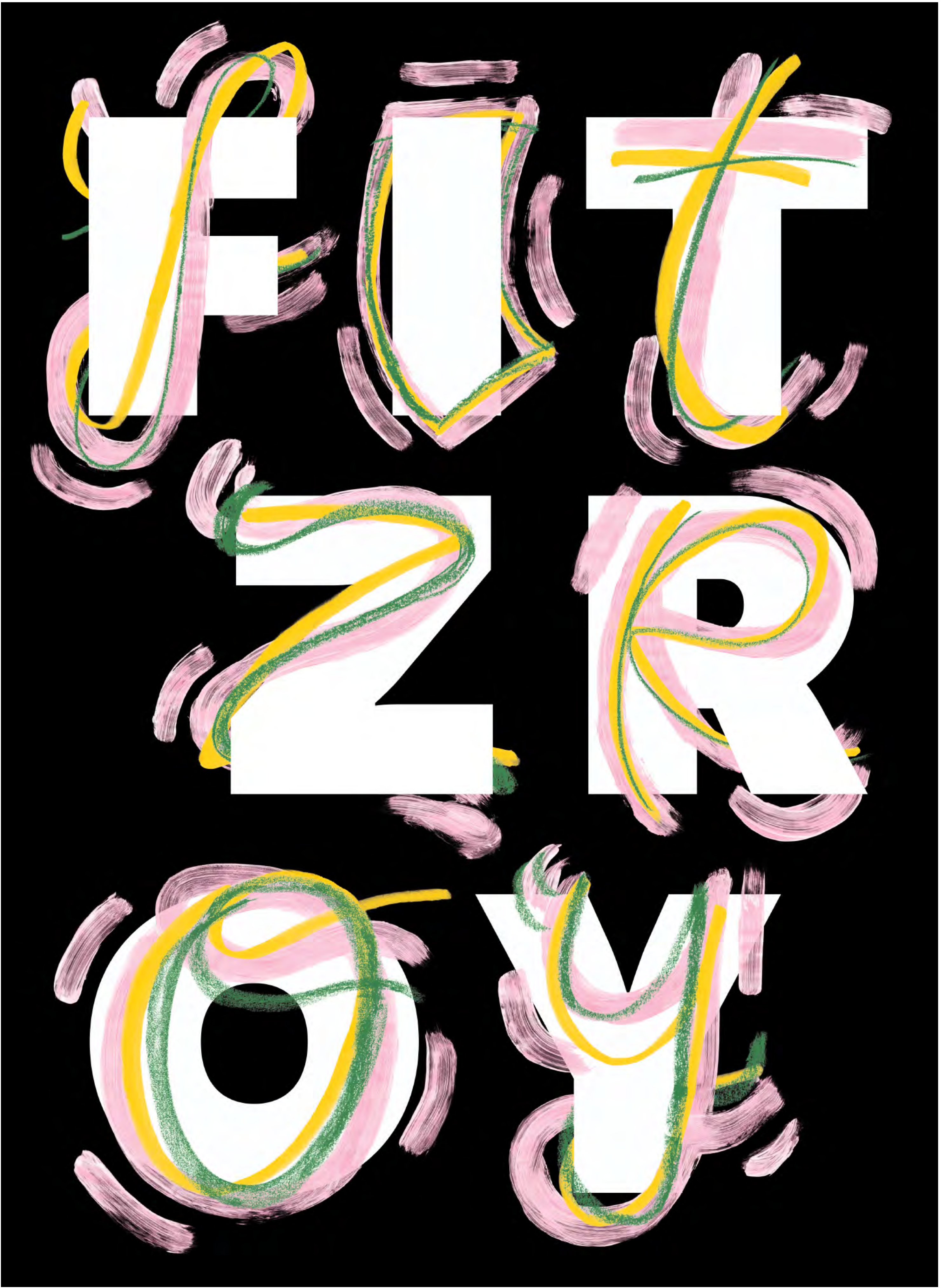
3

The universe is infinite, it has an immortality that comes with the markings and indentations of the human experience. When I walk down Smith street such ideas are elevated, things are piled recklessly on top of each other, flyers, numbers, artworks, writings, and ramblings of drunk pass byers and permanent locals. There's this presence in my mind that these things will be forever encosed in the concrete walls and wooden posts, as though they've been morphed into the street by other people's hands, work, stickers and advertisements. These things feel permanent in this street even though they are everchanging, they are covered by the shire, they are hidden by other bands and gigs that are newer and more recent. My concept for this research publication was to articulate this sense of impermanence, the kind that has a falsity of being undying. I have compiled all of my observations together, some more so than others, some images stand alone, others have been piled together, written on, taken up by scans of objects or scribbblings I found on walls. This to me embraces the senses of Smith street, its essence is a rashness that is always abrupt, I wanted to reflect the spontaetly I always feel walking down this street in my collection of observations and I intently aimed through my choice of colours, images and there relationship together, the commercialized freedom that such a place leaves,

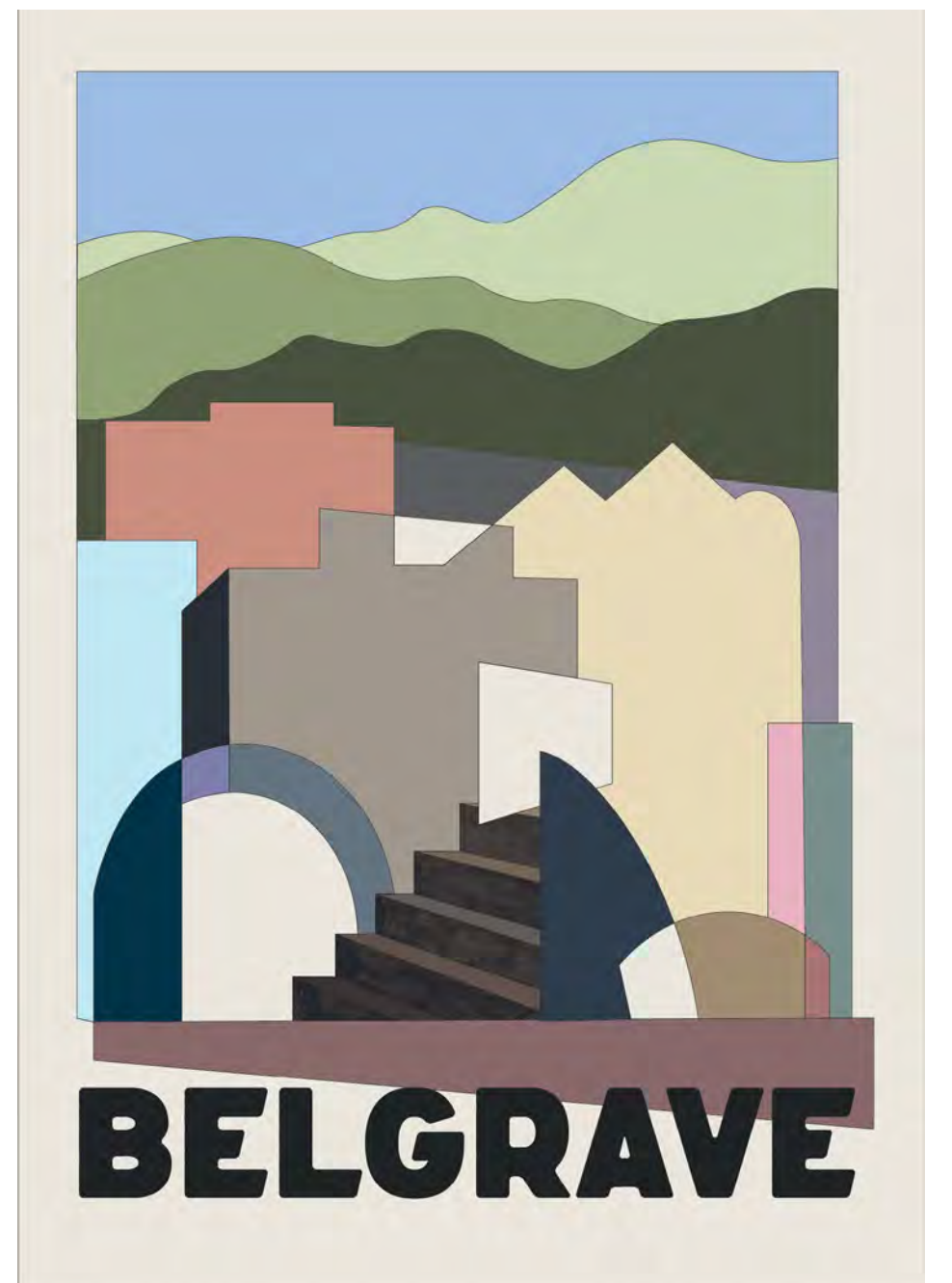
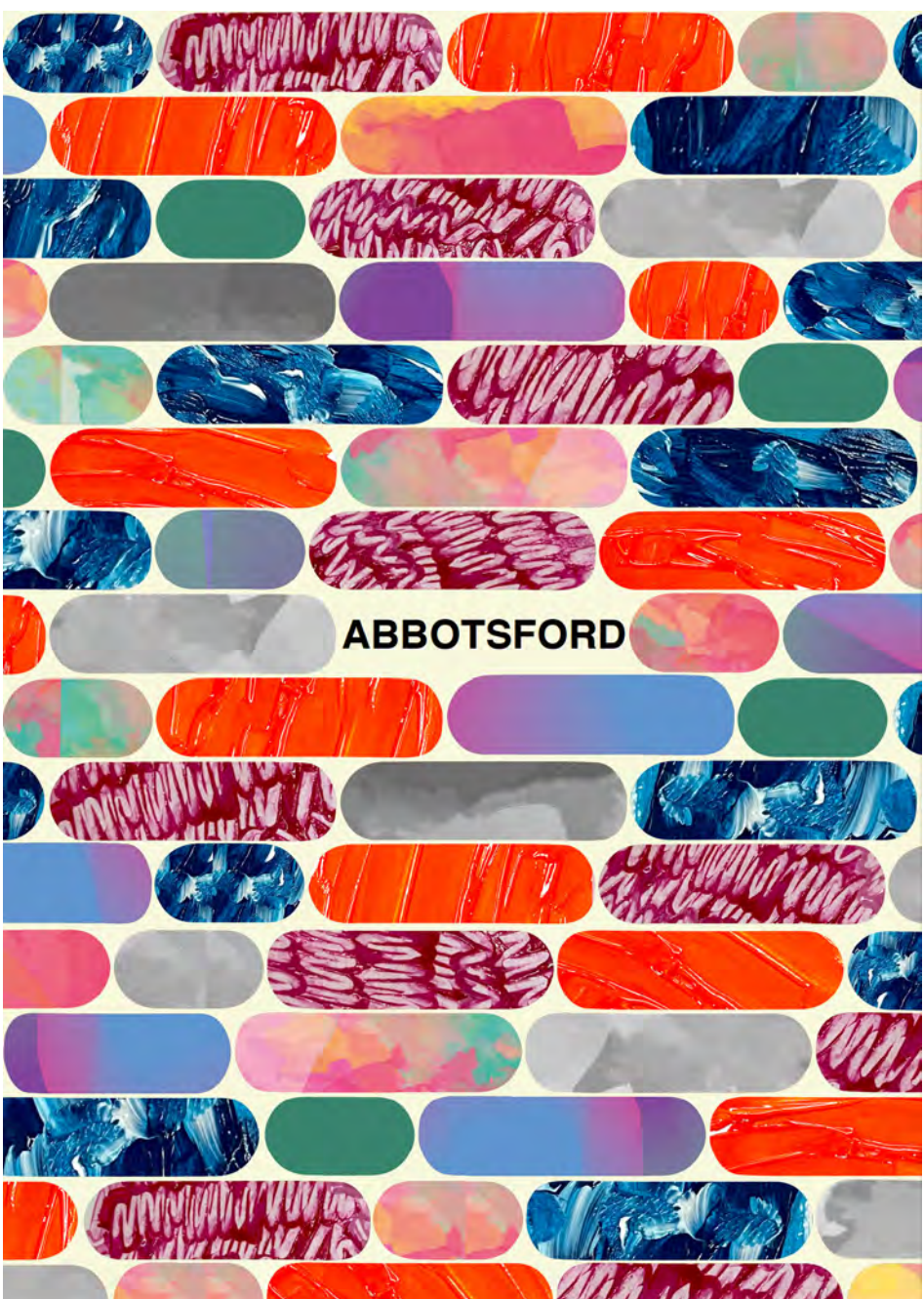


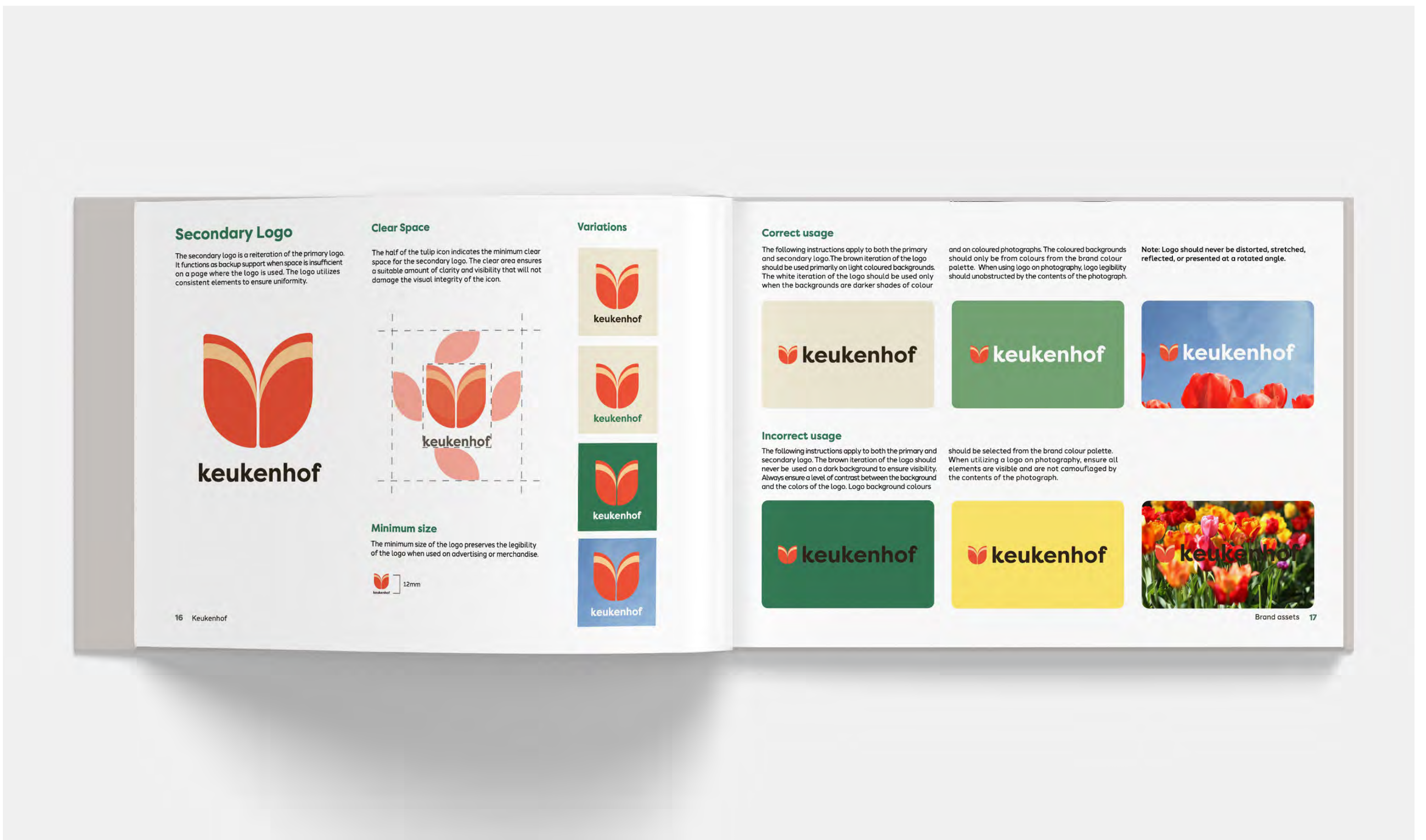
the place breathes in its own evidence





Fitzroy: Audrey Efendie Abbotsford: PhoebeElliott Springvale: Jacob Tien Minh Pham Belgrave: Jiwon Lee





Above: Nat Rui Lin Song Below: Lily Kornkamol Temswanglert



**Branding for Designers**  
Identity design and Brand book

Lecturer  
Dot Georgoulas



# MDW

A pictorial summary of our Melbourne Design Week events. All photos by Adam Thomas



# DESIGN & AI

2022

DESIGN AND AI  
(INTENSIVE) WINTER  
ELECTIVE / ONLINE  
ENROL IN ADA3011  
TAP THE ADA3011 CIRCLE  
TO ACCESS THE  
HANDBOOK

WINTER ELECTIVE 2021

ADA3011

This winter we will be offering a 6 point elective in ‘Design and Artificial Intelligence’, open to all students across the Faculty. AI is impacting on all our futures, and as ‘Future Designers’ (in every sense) you need to be aware of its impact on your practice, and more importantly how you leverage its capacity from a position of understanding it.

#### The course will address the following:

- What Exactly is AI?
- How Does AI Impact the World of Design and Creativity?
- How to Use and Build AI-Based HCI
- Can Designers Solve AI's Trust Problem?
- How Can AI Address the UN's Sustainable Development Goals?
- How Can Designers Lead AI?
- How to Design AI Solutions and Systems

#### The unit will be offered in intensive mode and entirely online over two weeks; June 14 until June 27, 2022.

It will be offered entirely online and facilitated by Ian Myles CEO of Area 51 (USA) using built-for-purpose online learning material from leading AI learning provider *learn-tech*\* (UK).

The unit will cover key AI design considerations: ‘voice’ (control and recognition); ‘pixels’ (image recognition) and ‘geometry’ (AI in spatial practices).

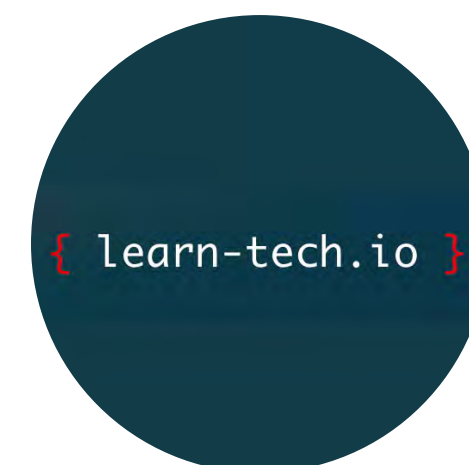
No special software is required, just access to a computer and (free) Microsoft Teams and Google Sheets. The unit will consolidate your learning in a final collaborative AI project presented on the last day.

**Spaces are limited to 25, so if you are interested enrol quickly through WES. For further information contact [gene.bawden@monash.edu](mailto:gene.bawden@monash.edu)**

\* All *learn-tech* costs will be covered by your standard unit fee. No additional payments are required.



**Ian Myles,**  
CEO, Area 51  
(Tap the image to link to the Area 51 website)



**Learntech**  
(Tap the logo to link to a sample of the AI learning you will access throughout the unit)