

workshop



Develop business opportunities

by designing creative images

then applying onto bags,

fabrics for furniture, scarves,

stationery, ceramicware,

lampshades, sheets, wallpaper,

tee-shirts or sleepwear.

Now you have the product,

what are the next steps to building

a successful business?

Developing creative ideas that lend themselves
to effective, economic application, manufacture, the marketplace

design+business

Design • Weeks 1 and 2

Ideas. Images.

Product.

Justin Garnsworthy

Justin works at BRW as Art Director and undertakes free-lance projects.

“Any found object can create a mark, then it is what you do with it from there.” This is the context of Justin’s workshops with ISS Institute. Anything from BluTack, staples, card to charcoal are used to construct designs, then using photocopies and/or digital technologies unique images are created.

Commissions Computershare, The Age, Innovation, Yellow Pages, The Australian.

Corporate Clients Yellow Pages, Creative Idea Awards. Vic • Fairfax Publications.

Awards Wakley Awards nomination • 2002 Press Awards (Melbourne) • 1997 Melbourne Fashion and Textile Exhibition 1996 Society of Newspaper Design (New York) • 1995 Press Awards (Melbourne) 1994 Wakley Awards (Australia)

... he'll fill you in with what's happened since then, to now!

Business • Weeks 3 and 4

Communication.

Brands.

Garry Emery

Garry Emery is a member of the exclusive Alliance Graphique Internationale.

The studio has won numerous significant design awards including the New York Type Directors’ Club, as well as many awards from the Society of Environmental Graphic Design USA.

Emery Studio is a design practice undertaking work in Australia, Asia, the Middle East, the United Kingdom and America.

Activities include designing for the written word and moving image, designing exhibitions and building for corporate communications and branding. Its a mixed bag. But whatever the task or medium, their focus is design.

Design Law.

Patents...

James Samargis

James Samargis is a Barrister specialising in Intellectual Property Law. He will cover information concerning issues and options relating to designs, patents, trade marks and copyright.

James is also a registered Patent Attorney and has had extensive experience in both litigious and nonlitigious work covering all facets of intellectual property: patents, trade marks, designs, copyright, unfair trade practices, unfair advertising and licensing matters.

James has a keen interest in the design process, from artistic conceptualization to its final form using technological developments in industry and in information technology.

Consumer

Psychology

Michael Bourne

BA, BEd, MEd, PG Dip Crim
MAPS (Registered Psychologist)

Michael Bourne is a practising psychologist with experience and expertise from business to education. At Swinburne University of Technology and RMIT where he lectured in Consumer Psychology and Total Quality Management.

He will cover identifying who are the target consumers, the nature of the consumer and how it links to emotion and perception as to what motivates them to buy and the point of differentiate between products (why people buy one bag and not another).

Michael has a lifelong interest in the value good design has in every aspect of our lives from business to leisure.

The Plan. Rresearch it, create it, manufacture it, market it, research it.

A crucial factor in business is • integrating design into all stages from concept to product end-of-life • using market research to understand customers and the market • linking with others who can add value to your business and you to theirs • creating links in the chain of building a business - designers, manufacturers, government agencies such as Austrade, PR, materials suppliers to name a few.

skills + knowledge + good design + innovation + communication = competitive edge • good business

workshop



Justin Garnsworthy

Suitable for those who

- Have a business.
- Have a product.
- Are beginning an enterprise.
- Have completed business courses and have difficulties in implementing strategies to sell their product.
- Manufacturers who are interested in understanding design and how it can add value to this business
- Designers and crafts people who want to understand the business world and take their product to the marketplace:
 - Industrial and product designers
 - Fashion and Accessories designers
 - Textile designers
 - Crafts people
 - Illustrators
 - Multimedia designers
 - Educationalists

This workshop is not targeted to those who make only one-off items for exhibition.

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About the workshop

This workshop has been designed for you to create a new product from concept to prototype, then along the way have leaders in their field provide you with essential information to assist in bringing your new product to the marketplace.

The process can be applied to your particular product line upon conclusion of the workshop program.

Consider • life style • function • client profile • environmental issues • price point.

Explore colour, texture, surface, scale and exciting and diverse materials...

Format

The workshop program comprises illustrated lectures, demonstrations, group and individual discussion and a hands-on project.

What will you learn?

- Creating images using unexpected materials such as BluTack.
- Developing new product lines, or redeveloping existing ones.
- Protecting your ideas, your design your products - develop an understanding of design law, patents, etc.
- Understanding and using market research techniques with limited financial resources.
- Developing new product lines, or redeveloping existing ones.
- Create your brand which differentiates you from others. What is it, how do you use, why do you need it?
- Developing the plan - research it, create it, manufacture it, market it, research it.

What will you do?

Create the Image. Design the Product.

At each workshop session Justin will take you through ways to create innovative images which will be then using digital technologies applied onto a product. Computer skills are not required.

- Exploring materials through texture, tone and colour such as fabric, photocopies, ink, pastel, and found objects, even Blu-Tak
- Researching your subject
- Composition
- Drawing (representational and abstract)
- Selecting appropriate methods and materials. This may include collage, photomontage, frottage, montage, sculpting in low relief, etc.
- Creation of images.
- Scanning image using computer technology prepare for application onto product.

Business Skills

A leader in their field has been invited to take you through what is needed to assist in creating and building a brand, consumer psychology, client relations, presentation, promotion and market research.

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“ To develop and run a successful design business is not easy...”

Australia, arguably, has more creative talent per head of population than any other nation and we have a wealth of natural and manufactured resources compared to our overseas competitors.

Yet, in the main, we do not turn that into an economic return. Imports continue to grow. What has to change?

All too often Australian business thinks the product will sell itself. As Luisa Fazio, Italy in her ISS “Australian design Italian markets forum” said time and again ‘market your brand’, ‘understand trends’, ‘forecasting’, ‘research the market/your clients’, ‘experiment and explore’ then ‘research again’ and collaborate with master artisans, manufacturers, retailers, suppliers’.

A crucial factor is the way we work - creative people/designers take their concept and make ‘it’; manufacturers/trades take their production facilities and make ‘it’. Each separate - not communicating, not valuing and respecting what the other can contribute, therein their livelihood may be diminished and, in turn, the Australian economy loses to imports. For many designers/creative people they must find other work to pay the bills such as waitressing, working in retail or teaching. Precious time taken from the design studio where they could be developing their talent.

So what can we learn from those whose imports are taking the market Australian designers and manufacturers should have?

Take the challenge to explore a different way of working that may just open pathways to realising your talent and markets.

Fee

The fee includes tuition, materials, use of equipment, course notes and refreshments - \$420. The fee is subsidised by ISS Institute.

Early Bird rate is \$380 for those who Register and pay prior to 4th August 2006.

Course participants will be required to supply items to build their own Design Kit so they can continue work outside the class-room. A list will be sent to participants upon registration.

Date • Time

6.00 to 8.30pm

Design

Tuesday 15 August 2006
Tuesday 22 August 2006

Business

Tuesday 29 August 2006
Tuesday 5 September 2006

Venue

ISS Institute
685 Burke Road
Camberwell

The central location means excellent access to established public transport networks that includes trams, trains and buses.

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Registration Form

I am registering : [tick please]

WORKSHOP

Post, email or fax to:

ISS Institute
Suite 101,685 Burke Road, Camberwell 3124 Victoria
T 03 9882 0055 F 03 9882 9866 E issi.ceo@pacific.net.au

Fee

\$420 The fee includes tuition, some materials, use of equipment, course notes and afternoon refreshments

Early Bird rate is \$380 for those who Register and pay prior to 4th August 2006.

Payment Method:

- Cash (Pay directly at ISS office or by arrangement)
- Cheque (Make payable to 'ISS Institute')
- Postal Order (Make payable to 'ISS Institute')
- Credit Card (Diners and American Express are not accepted)
- Bankcard Mastercard Visa

Name on Card _____

Card Number _ _ _ _ _

Expiry Date __ __ / __ __

Cardholder Signature _____

Complete the Registration Form and post, email or fax back.

You are welcome to forward on to others who would also be interested in attending.

Name _____

Organisation _____

Title/Position _____

Address _____

_____ Postcode _____

Phone: Work/Home _____

Fax _____

Mobile _____

Email _____

Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature _____ Date _____

Enrolment • Entry Requirements In general no formal entrance requirements are necessary.

• Conditions of Registration Complete the registration form attached. Enrolment can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the workshop will not be reserved without payment being received by this office. Enrolment is on a firstcome- first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application. Do not assume that because you have sent an application you are automatically enrolled in the workshop

• Refunds Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed

• Cancellation ISS Institute reserves the right to cancel the course if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the course be cancelled

• Disclaimer ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the workshop from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the workshop presenter, supplier of materials or other third party

• Privacy ISS Institute may photograph or video record workshop participants activities for use in promotion of the work of ISS Institute. Please let us know if you object to use of pictures of yourself in this way.

March 2006