

## **2007 Design Studies Industry day**

**Industry day.**

**Wednesday 1<sup>st</sup> August.**

### **Proposed program for the day**

#### **“ How I got into Tertiary”**

*Informal open student forum. This session will comprise recent ex-students with examples of successful folios. Students will make themselves available for discussion and advice.*

#### **“ The road to happy clients”**

*After completing the year at Northland Design Studies, Brett was offered an apprenticeship in Graphic Reproduction with one of Australia's premier repro houses. Throughout his time with the company he worked in a number of major organizations and ad agencies as his role slowly evolved. In 2005 he made the leap and co-founded a small design studio in Carlton which, to date, he has managed not to run into the ground. Included in Brett's presentation will be tips on building a satisfied client base and ways of attracting stimulating work.*

#### **“I want to make computer games”**

*Ben Northcott began working as a graphic artist in a design studio whose clients included Ovaltine, Mildara Blass and Jarrah. He left to run his own business in Multimedia, producing web sites, 3D animations and architectural visualisations for clients such as MAB, Comtech, various architects, and inventors who needed 3D visualisations and animations to apply to patents. As a Multimedia designer, he was also involved in developing computer games. Currently he teaches at Victoria University in the Certificate 4 in Multimedia, Advanced Diploma in Multimedia (Interactive Media) and the Advanced Diploma in Multimedia (Games Development).*

#### **“ I want to draw cars”**

*Sheriff Gobrial completed the Design Studies Course ten years ago and went on to study Industrial Design at Monash University. Having graduated from there in 2000 he is now one of the few very fortunate people to be working for GMH in their Virtual Reality Studio where he is a 3D modeller / digital sculptor. He will talk about the pathway to his success and the role of technology and hand skills in design.*

#### **“Starting your own enterprise”**

*Daniel Barbera was born and raised in Melbourne, Australia. As a child he was inspired by his father building and inventing various objects and contraptions, and so he spent most of his childhood in his workshop being creative and designing anything that came to mind.*

*He studied Industrial Design at Monash University, and completed a Bachelor of Technology / Industrial Design (Hons) 1999. After spending a year living in Europe, he returned to work at MAP furniture where he spent 3 years full time as a designer working on product development and production. Today, Daniel continues to work, freelancing for MAP and Zaishu, while also working on his own furniture and lighting projects. Having completed his SHADY lighting range, ISM objects have taken the range on and is his Australian lighting agent. The Uccio chair and table range is also sold direct to interior designers, while also being sold through MAP.*

*Inspired by physics, nature and beauty in the world, Daniel designs pieces which are functional, but not straight forward, have grace but without unnecessary excess and have a sense of being lost in time. Yet his work is also aware and dealing with the way today's world over consumes throwaway products. Daniel aims to create pieces that have a slow life cycle (slow design).*

#### **“All roads lead to Design”**

*Jacque Hine works as a bathroom/kitchen designer for Smarter bathrooms. She did not take a conventional path into design, as she left her Interior Architecture course at Monash University before completing it. Her job involves interior design, sales, administration and project management. She worked her way through a variety of design related jobs from photography processing to bathroom product sales, eventually gaining enough experience to start in a specific design role. Of her pathway Jacque says, “I would never have got to the position I am today if I had taken a conventional path from university to design career, as I didn't truly develop my passion for the job until I had experienced all aspects of it.... there is always a way of working your way into the design industry.”*

*A final timetable of presenters will be published the week prior.*