DESTINATION DESIGN GRADUATE

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TODAY...

• Value of design
• Australia’s creative economy
• Design-led innovation
• Future of design at Swinburne
• Swinburne design difference
• Student experience
• Aspiration programs
THE VALUE OF DESIGN

• Industries can no longer compete on costs alone
• Design-led innovation signaled as the value-add for organisations and their customers
• Human-centred approach to problem solving and improving products, systems, services and places
• Good design provides new opportunities to develop new products, expand markets and create an innovative competitive Australian creative-based economy
‘THE IDEAS BOOM’

• Turnbull’s Innovation Statement
• Industry-based research
• Strengthening ties between business, community, universities and scientific institutions
• STEM focus
Creative Industries Strategy

- Strengthen Victoria’s leadership across the creative industries, stimulating innovation, collaboration, investment and growth
- Increase cultural, social and economic impact of our cultural and creative industries
CREATIVE VICTORIA

• Backing creative talent
• Strengthening the creative industries ecology
• Delivering wider economic and social benefits
• Increasing participation
• Building international engagement
Creative Victoria exhibit at BODW
BACKING CREATIVE TALENT

There was consensus on the growing impact and importance of design and design thinking across all industry sectors.
STRENGTHENING THE CREATIVE ECOLOGY

Accelerating the development of entrepreneurial, cultural and creative businesses and organisations
Strengthening the Creative Ecology

- Aboriginal design and innovation
- Dedicated strategy with an emphasis on training, mentoring, placements and professional development for Aboriginal people across the creative sector
INCREASING ACCESS AND PARTICIPATION

• Engagement and participation by young people and in schools
• Embed arts and design more strongly in the curriculum
• STEM > STEAM focus
INCREASING ACCESS AND PARTICIPATION

• Digital businesses will dominate the market by 2020

• Many organisations and enterprises indicated a sense of urgency around the need to digitise collections and capture new audiences online
Delivering wider social/economic benefits

• Increased opportunities for industrial design, manufacturing and packaging
• Facilitate ways to make manufacturing businesses more likely to invest in design-led innovation
• B2B services such as design, digital creative services, marketing and advertising ‘constitute the largest, fastest growing area of the creative industries’
• Digital economies and new technologies
LONG TERM TRENDS

Shift from a production-based to a service-based economy
LONG TERM TRENDS

• Innovation
• Increased productivity
• Mass customisation
• New distribution channels
• Small, nimble, flexible organisations
• Creativity
• Universal connectivity
• Internationalisation
• Aging population and workforce
• Constant change
# The Creative Industries and Future Careers

## Arts and Culture
- Performing arts
- Visual arts
- Literary arts
- Photography
- Crafts
- Libraries
- Museums
- Galleries
- Markets
- Archives
- Heritage sites
- Festivals
- Arts supporting enterprises

## Design
- Advertising
- Architecture
- Web and software
- Graphics
- Industrial products
- Fashion and textiles
- Jewelry
- Furniture
- Communications
- Interior
- Environmental

## Media
- Broadcasting
- Radio
- Television and satellite
- Digital music (including software and computer services)
- Software and interactive content
- Film and video
- Recorded music
- Publishing
Every year, the creative sector:

- contributes around $90.19 billion to the national economy
- adds almost $45.89 billion in GDP
- helps generate exports of $3.2 billion
Percentage share of GDP, 2004-2012
THE CREATIVE TRIDENT

• Specialist creatives
  Those employed in creative occupations in creative industries

• Support workers
  Those employed in creative industries in non-creative positions

• Embedded creatives
  Those employed in creative occupations in non-creative industries
The Creative Trident

• In the 2011 census there were 611,307 people employed in the creative industries.
• 347,744 people were considered to be creative specialists.
• The overall figure is an increase of 21% since the 2006 census.
• Almost 40% of employment within creative occupations was related to advertising, marketing and communications.
# The Design Spectrum

## Information and Communication
- Logos
- Adverts
- Promotions
- Packaging
- Publications
- Campaigns
- Web sites
- Posters
- Computer Games
- Animations
- Photography
- Software
- Signs, Maps

## Products
- Product design
- Fashion design
- Furniture design
- Jewelry design
- Shoe design
- Packaging
- Glass and table ware
- Crafts
- Ceramics
- Lighting
- Building components
- Automotive components

## Environmental
- Architecture
- Interior design
- Retail spaces
- Exhibitions
- Museums
- Public spaces
- Urban walkways
- Landscapes
- Garden design
- Outdoor parks
- Recreational areas
Design in Victoria

• More than 75,000 people are employed as designers in Victoria.
• Victoria is home to more than 4000 design consultancies – most are energetic small businesses employing fewer than five people.
• Design consultancies contribute more than AU$4.8 billion to Victoria's economy.
• Total employment associated with design in Victoria is estimated to be about 200,000.
EMPLOYMENT OUTLOOK

• Industrial design, fashion and jewelry
  Average weekly salary before tax: $990

• Graphic design, web, visual communication
  Average weekly salary before tax: $990

• Interior design, interior architecture
  Average weekly salary before tax: $1060
A human-centred approach to innovation, and a problem solving process
Design at Swinburne

Designers translate needs into tangible products, services, environments and experiences
Business Innovation & Entrepreneurship

Management

Marketing & Public Relations

Software Engineering

Mechanical Engineering

Civil Engineering

Innovation & Design

Games & Interactivity

Digital Media Design

Product Design Engineering

Design / Business

Communication Design

Industrial Design

Branded Environments

Interior Architecture

Design / Business

Communication Design

Industrial Design

Branded Environments

Interior Architecture
What we look for in our students

• Design is no longer an ‘artistic pursuit’
• Design, art and visual skills are vital but are a narrow indicator of success in design
• It is a serious industry that requires all-round intellectual capability and leadership
WHAT WE LOOK FOR IN OUR STUDENTS

The design industry requires people who are visionary and want to change the world through better environments, products, communications, systems and services.
Parents, Tweens and Sex App

‘Deep Breath’ ski mask
WHAT WE LOOK FOR IN OUR STUDENTS

The design industry requires people who can *empathise*, who can understand complex problems and find unique ways to solve them.
• Swinburne design graduate Edward Linacre received the James Dyson Award for an irrigation system that pulls liquid moisture straight out of dry desert air.
• The device was designed as a low-cost, self-powered solution to growing crops in arid regions.
The design industry requires good all-round communication skills and people who can work across disciplinary boundaries and cultural contexts.
STUDENTS SHOULD KNOW ABOUT AND RESPECT COPYRIGHT AND UNDERSTAND IT MAKES IT SIMPLER AND EASIER TO.
STUDENT EXPERIENCE

• Industry placements
• Swinburne Design Factory (honours and postgraduate study only)
• Study Abroad – exchange and study tours
• Cross-institutional collaborations
• Student Ambassadors
• Emerging Leaders Program
SWINBURNE DESIGN FACTORY

- Part of the Global Design Factory Network, a global network of universities offering innovative education, research and partnerships.
- Offers students new learning experiences through interdisciplinary and international activities and collaborations
- Offers organisations, governments and researchers a platform to develop and deliver innovative solutions focused on real user needs

Partnerships:
- Aalto Design Factory, Aalto University, Helsinki
- Aalto-Tongji Design Factory, Tongji University, Shanghai
- ChinaDuoc Design Factory, Duoc UC, Santiago, Chile
- Stanford University, Stanford, California.
- Design Factory Korea, Yonsei
INDUSTRY ENGAGEMENT

• Professional placements – 50+ years’ experience
• Embedded industry placement
• Capstone projects
• Industry workshops
• Adobe Partners by Design
Design Industry of Australia Graduate of the Year Awards

Evelyn Caceres
• Swinburne Bachelor of Design (Communication Design) (Honours) graduate
• Named Graduate of the Year in the Graphic Design category at the 2014 awards
EXCHANGE AND STUDY TOURS

• San Francisco Design Week
• Hong Kong Retail Environments

SDF Study Tour: Helsinki & Shanghai

Get in quick! Applications close 12th September
CROSS-INSTITUTIONAL COLLABORATIONS

- Hong Kong Poly University
- London College of Communication
- Design, what is it good for?
- Melbourne International Design Week
- Adobe Partner by Design
- CollabCollective
Opening night for Melbourne International Design Week
Swinburne’s Advanced Manufacturing and Design Centre, Hawthorn campus
Discover Design at Swinburne

• Year 10 and 11 students
• Three-day workshop program: 12–15 July 2016
• Experience different design fields and study areas
• Find out more about creative careers and pathways
• Practical, fun and hands-on
• Undergraduate student mentors
• Meet academics
• Educational pack
• Lunches and resources
• Costs
MARNGO DESIGNING FUTURES

• Tertiary aspiration program
• Connects young Indigenous people with the university and the world of design
• Undergraduate student mentors
• Cultural connections and understanding
• Both ways teaching pedagogies
• Aboriginal design

www.marngodesignfutures.com.au
Swinburne Graduates

- Industry ready
- Curious about the world
- Keen observers of people
- Able to solve problems
- Good communicators
- Dynamic and nimble in their thinking
- Able to work independently and collaboratively
- Critical design thinkers
- Empathetic and resilient
THANK YOU

Find me during the lunch break if you would like to find out more about how your students can participate in Discover Design or Marngo Designing Futures