Communication Design

B.Des: Five Majors, A4L & WIL

Dr Andrew Haig
Department Chair
17 February 2023

SWIN BUR NE
SWINBURNE UNIVERSITY OF TECHNOLOGY

Acknowledgement of Country

We respectfully acknowledge the Wurundjeri People of the Kulin Nation, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east, and pay our respect to their Elders past, present and emerging.

We are honoured to recognise our connection to Wurundjeri Country, history, culture, and spirituality through these locations, and strive to ensure that we operate in a manner that respects and honours the Elders and Ancestors of these lands.

We also respectfully acknowledge Swinburne's Aboriginal and Torres Strait Islander staff, students, alumni, partners and visitors.

We also acknowledge and respect the Traditional Owners of lands across Australia, their Elders, Ancestors, cultures, and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

We're chuffed*

In a recent survey by QILT.edu.au

The Swinburne School of Design and Architecture came out very well.

- Student experience

- Graduate outcomes

* Very pleased (if you're under 40)

Student experience

Overall study experience
Ranked 1: Swinburne 70% (average 63%)

Skills development
Ranked 1: Swinburne 80% (average 77%)

Learning engagement
Ranked 1: Swinburne 48% (average 45%)

Teaching quality
Ranked 1: Swinburne 82% (average 80%)

4/6 categories

Graduate outcomes

Full time employment
Ranked 1: Swinburne 54% (average 49%)

Median salary
Ranked 1: Swinburne $57,500
(average $54,300)

Labour force
Ranked 1: Swinburne 94% (average 90%)

3/6 categories

Being different and diverse

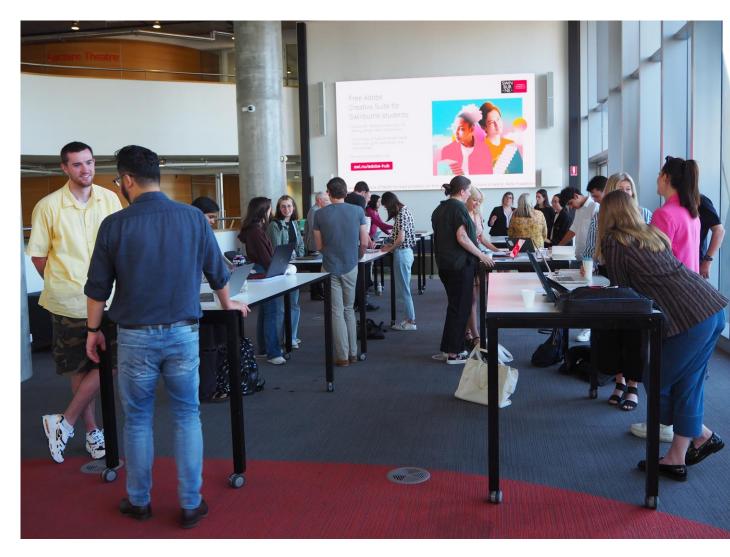Assessment for Learning (A4L)

5 Majors

T-shaped designers

No grades in first year

Encourages creative risk-taking

Reduces fear of failure

Enjoy the process of being creative

Our majors

Five areas of specialisation

Learn skills and produce a portfolio that connects to a specific area of communication design

A Major is worth 100 credit points

It consists of several units

Credit points

B.Des
300 credit points

Core units
100 credit points – *Compulsory*

Major (units)
100 credit points – *Compulsory*

Other studies:
100 credit points

WIL
Placement

Another Major, Co-Major, Minor or Electives

B.Des (Communication Design) (Hons)
400 credit points

Core units
150 credit points – *Compulsory*

Major (units)
100 credit points – *Compulsory*

Communication Design Stream
or **Design Factory Stream** 100 credit points

WIL
Placement

Other studies
50 credit points

Co-Major, Minor or Electives

1. Communication Design

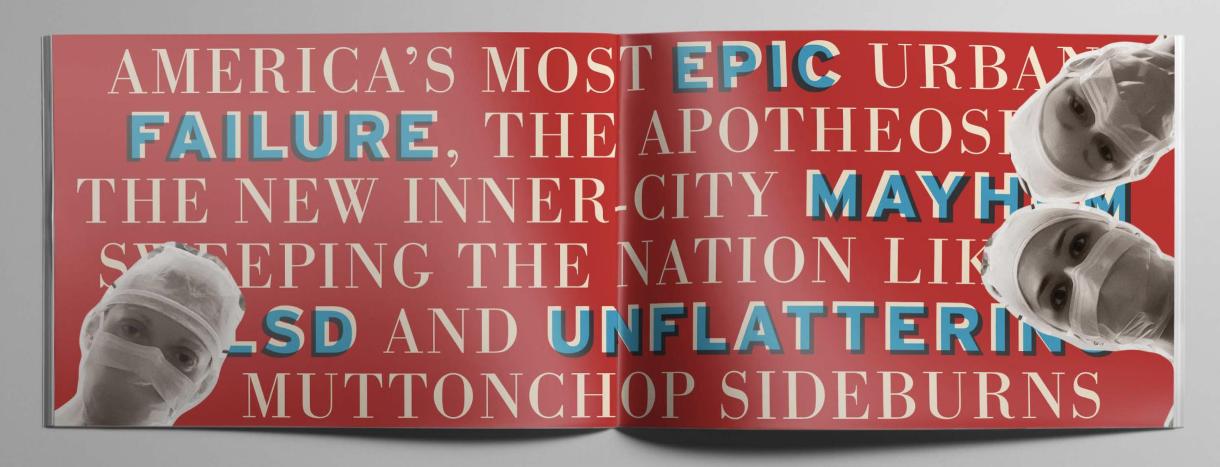# The Communication Design major focuses on:

Web design

Printed media

Digital publishing

Branding

Illustration

Photography

Packaging

AMERICA'S MOST EPIC URBAN FAILURE, THE APOTHEOSIS THE NEW INNER-CITY MAYHEM SWEEPING THE NATION LIKE LSD AND UNFLATTERING MUTTONCHOP SIDEBURNS
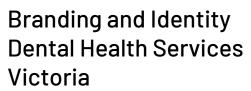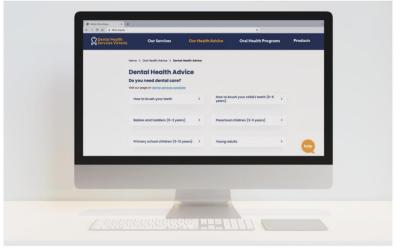
**Branding and Identity
Dental Health Services
Victoria**
Jared Halden-Cornish

Digital Design
Paper Aeroplane Design
Alexandra Hamilton

Alexandra Hamilton

ACQUA

GRAFA
Artisan garden tools to last a lifetime.

ACQUA

GRAFA
Artisan garden tools to last a lifetime.

Acqua is an artisan watering can for gardeners who care
about the wellbeing of their plants and our planet.

This watering can is handmade using only recycled materials.
With a copper body and spotted gum timber handle, Acqua is
not only good for your plants, but comfortable and satisfying
to use for the considered gardener.

To protect our planet, this packaging uses 100% recycled
cardboard and soy-based ink, so it can be recycled or
even composted for your garden.

www.grafa.com.au

Typography for Print and Interactive Publication
Thomas Scully

Branding & Identity
Visual Identity for an
upmarket restaurant
Joey Truong
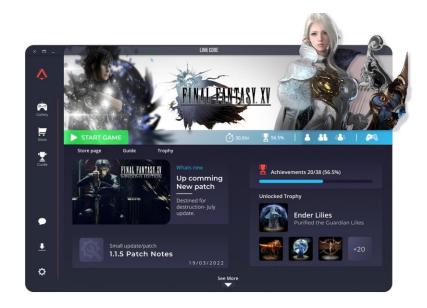
2. UX Interaction Design
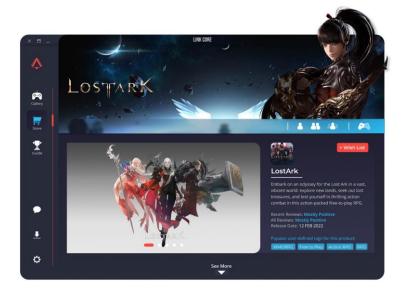
The UX Interaction Design major focuses on:

The design and development of apps
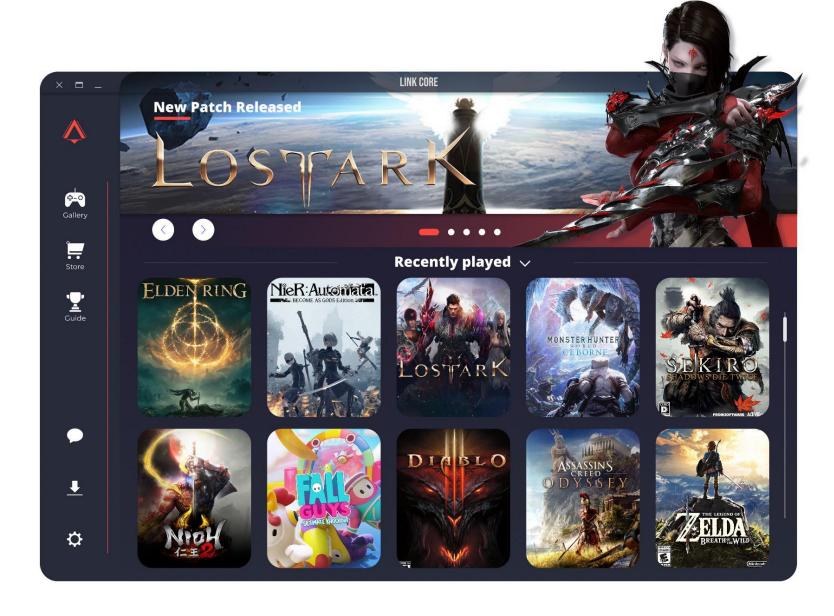
The communication of ideas

Interface design

The user experience (UX) for interactive and mobile devices

Yunpeng Fu

Tara Sleeman

co2GO!
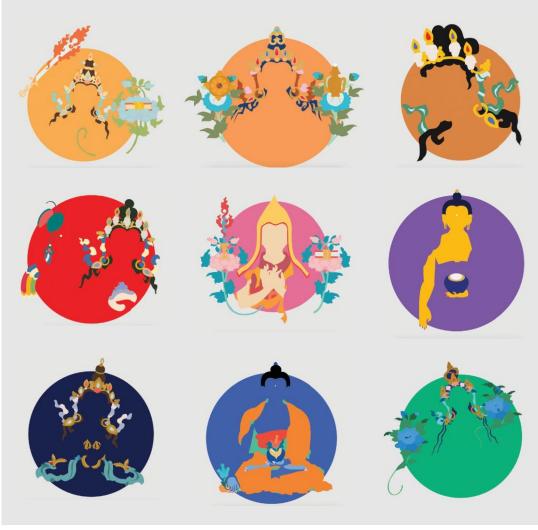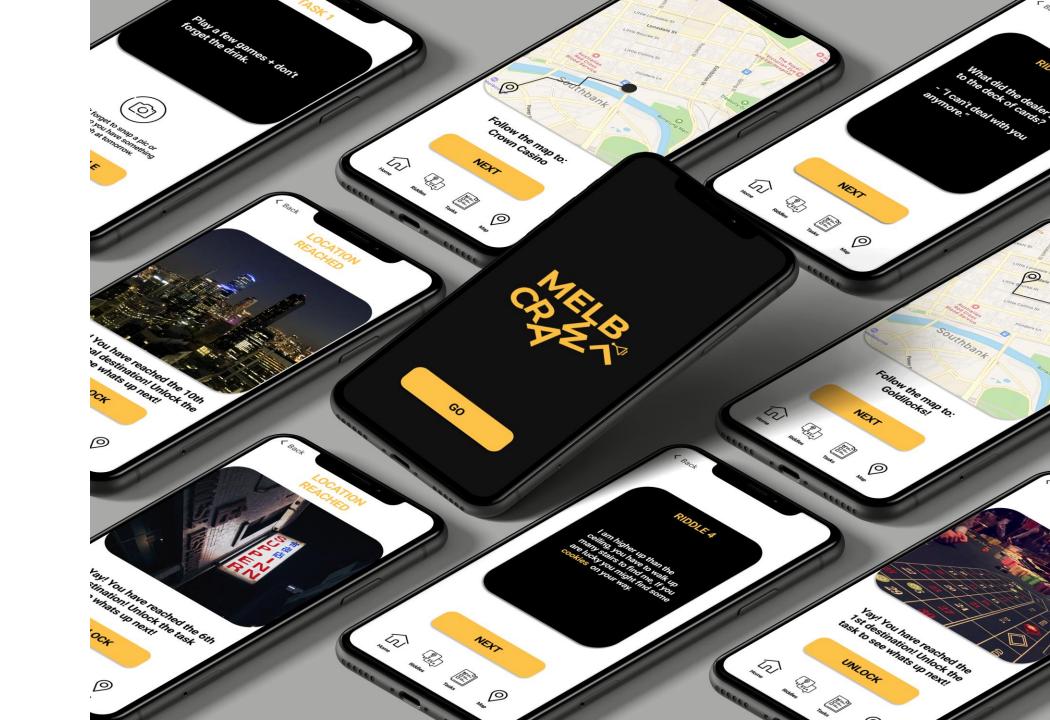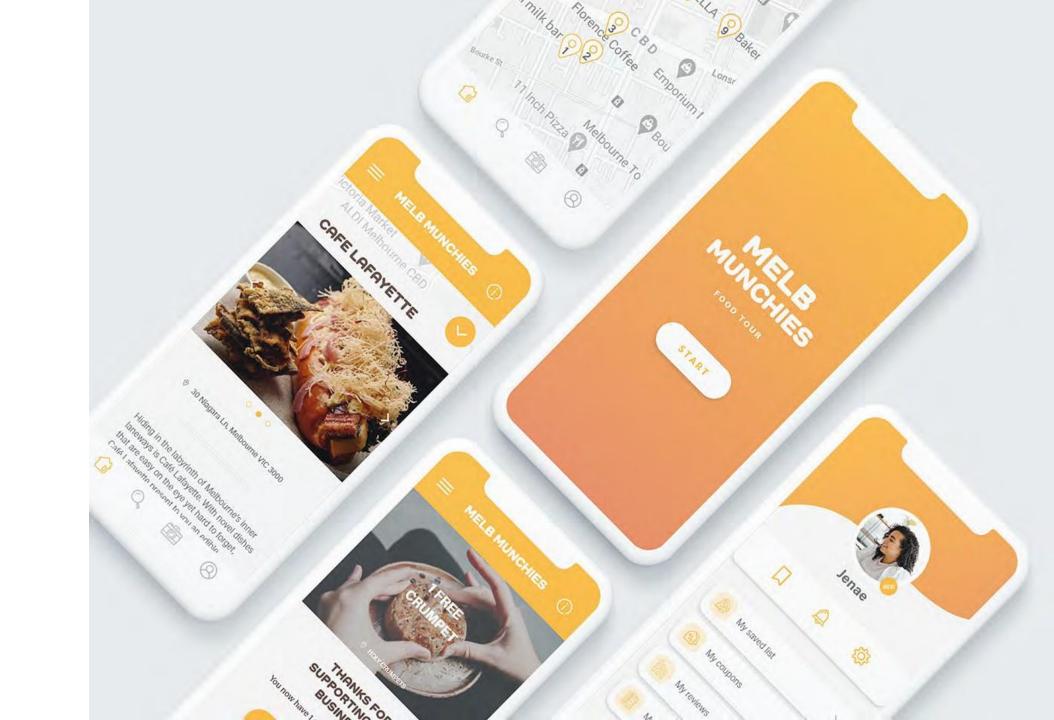
Helping lead you into improving personal energy consumption!

Zi Hao Wang, Minh Ton & Aaron D'Arc
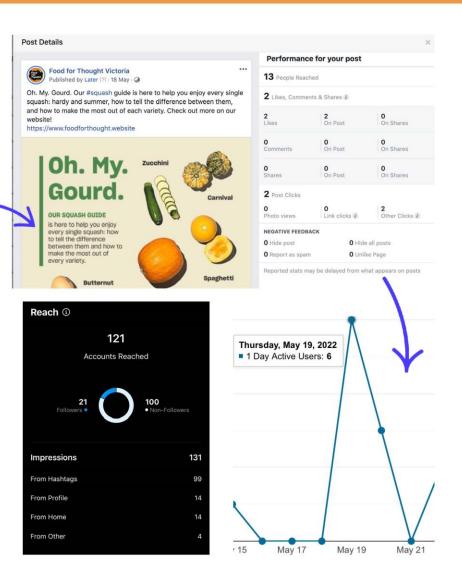
OTHER Interesting OBSERVATIONS

Most successful posts & URL Shortening

One of the most successful posts that was posted from Later (Content Scheduling Manager) on the 18th of May, on both Instagram & Facebook provided a link to the campaigns website. This was one of the few times a URL shortener was used for social links. Overnight and the next day, May 19th, saw one of the highest daily active users on the website.

Active Users
Interestingly, plotting 1 day/7 day/14 day/28 active users across the end of the campaign, 7, 14 and 28 day user patterns were similar until the start of May, where the 7 day active users dropped and started to mimic the patterns of the 1 day users. This trend corresponds to the inconsistencies in campaign themes & emphasis put on keyword SEO towards the end of the campaign.

Alice Butcher

Christy Huang
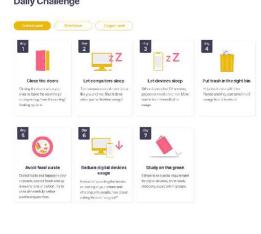
Beau Maher
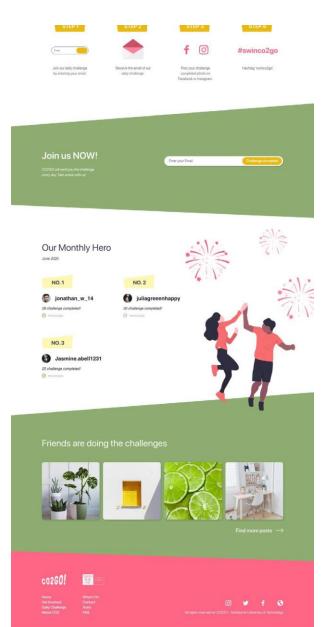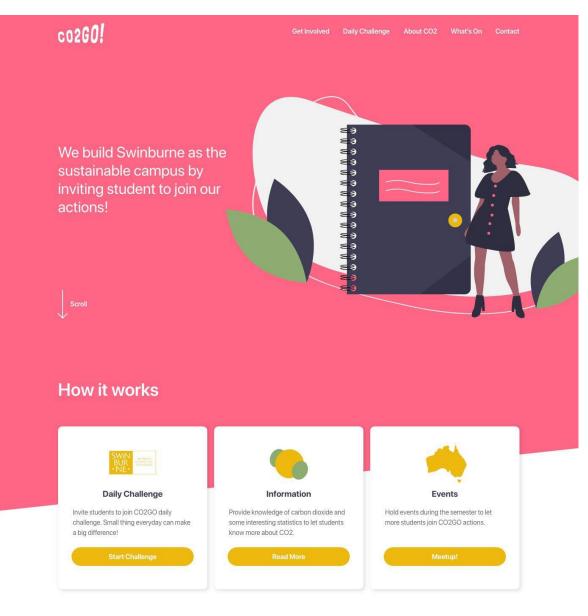
3. Motion Design

The Motion Design major focuses on:

Visual design

Motion graphics

Animation

Video production

Sound design

Interactive media

BACHELOR OF DESIGN

MOTION DESIGN MAJOR

4. Photomedia

There is Magic everywhere, we need only the eyes to see it

Collateral for Production
Visual Storytelling
Dana Flahavin

The Photomedia major
focuses on:

Creating highly conceptual communications
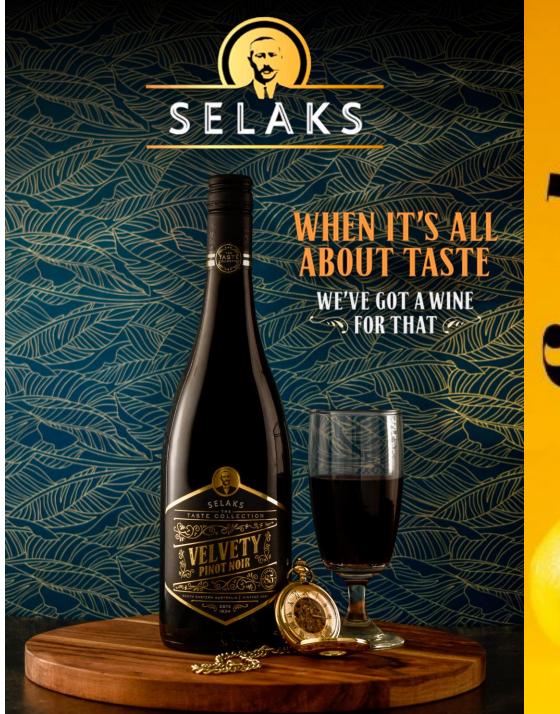
Using the visual and technical practices
of photography and image-making

Visual Storytelling
Catherine Stirling

Photography and Art Direction

Architectural Story
Commercial Photography
on Location
Dana Flahavin

Architectural Story
Commercial Photography
on Location
Dana Flahavin

Commercial Photography
on Location
Davzon Toy

Photojournalism
Commercial Photography
on Location
Dana Flahavin

Photography
and
Art Direction

Visual Storytelling
Catherine Stirling
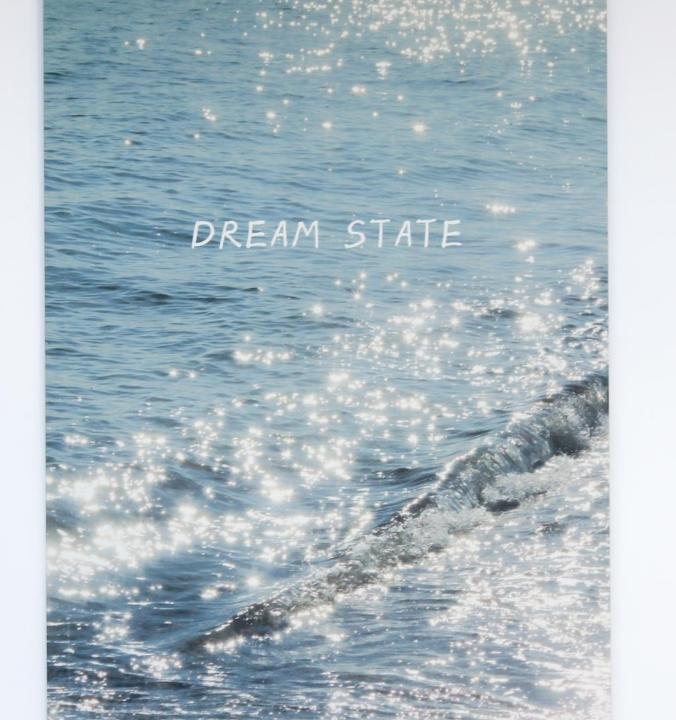
Photomedia Capstone
Laura King

5. Branded Environments

The Branded Environments major focuses on:

The design of a wide range of spaces including retail and exhibitions

Interior architecture and communication design is combined to create engaging spaces

Pop-Up customer journey

The North Carlton Postal Hub

An updated brand identity that is relevant to the modern-day postal customer, with spaces that inspire innovation and encourage empowerment. The North Carlton Postal Hub fosters an inclusive environment that community members want to be a part of ensuring the survival of the post office.
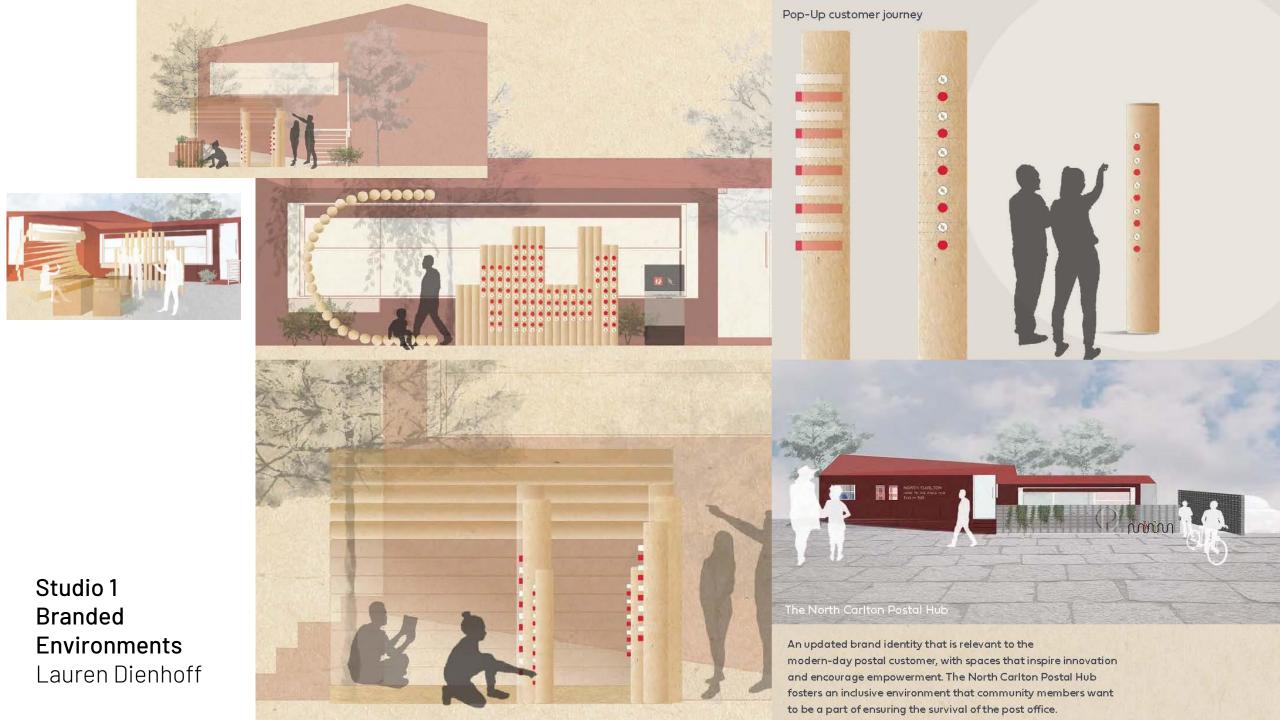
**Studio 1
Branded
Environments**
Lauren Dienhoff

WEIGHTLESS

WEIGHTLESS

Studio 2
Brand Experience
Monet Stitt-Jones
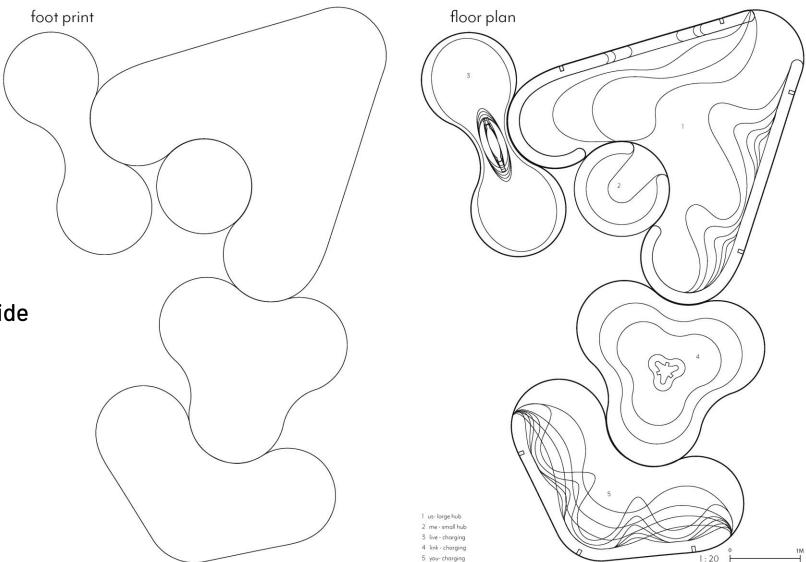
Studio 2
Brand Experience
Monet Stitt-Jones

Branded Environment
Charlotte Wright

foot print

floor plan

Utilising natural resources to provide multipurpose co-working spaces
Charlotte Wright

1 us - large hub
2 me - small hub
3 live - charging
4 link - charging
5 you - charging

1 : 20   0   1M

Branded Environment
Charlotte Wright

me

The smallest echo design. Created for solo use to encourage creativity and connection to the natural environment. Utilities a sloped roof for water filtration. Includes circular bench seat.

you

Medium echo hub design. Created for three person use with dividing desks and seating design for privacy. Layered design allows for ergonomic use of preferred desk height. Solar panel roof and accompanying lighting strip. Central charging stations. Slanted roof for water filtration.

live

charging station and standing desk. Designed for quick access with a walk up desk. Solar panel roof with lighting strip. Accompanying charging station with multiple plug and USB ports. layered design for plant growth and privacy.

link

charging station and topographic seating. Designed for relaxing and collaboration. Solar panel roof with lighting strip. Accompanying charging station with multiple plug and USB ports. Layered design for plant growth.

Branded Environment
Charlotte Wright

Branded Environment
Man Yan Tsui

Work Integrated Learning (WIL)

50 years of industry connectivity

Placements

Internships

Briefs

Critiques

Work Integrated Learning (WIL)

50 years of industry connectivity

Placements

Internships

Briefs

Critiques

The Metaverse
3D AR + VR online world

The Metaverse

www.theconversation.com

"The Metaverse is an integrated network of
3D virtual worlds".

SWINBURNE UNIVERSITY OF TECHNOLOGY

Metaverse = Facebook
Web 3
Facebook lost 20% stock value

www.theconversation.com

Metaverse = Facebook
Web 3
Facebook lost 20% stock value

Commercial

Metaverse = Facebook
Web 3
Facebook lost 20% stock value

Commercial
Cultural
Government
Educational

Metaverse = Facebook
Web 3
Facebook lost 20% stock value

Commercial

Nike
Create virtual trainers

.SWOOSH IS
THE HOME FOR
NIKE'S VIRTUAL
CREATIONS.
JOIN US.

Metaverse = Facebook
Web 3
Facebook lost 20% stock value

Commercial

Nike
Create virtual trainers

Adidas
Purchase virtual clothing

Manchester United
Virtual stadium and matches

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THE HOME FOR
NIKE'S VIRTUAL
CREATIONS.
JOIN US.

ADIDAS WEB3 STUDIO

Metaverse = Facebook
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Cultural

Tuvalu
First Metaverse nation
Climate change
Sea level increase

Government

Seoul
Pay your bills
Visit cultural sites
Events

Education

Education

Communication Design
Motion Design
UX Interaction Design
Branded Environments
Photomedia

Interior Architecture
Architecture
Industrial Design

www.theconversation.com

SoDA: Beyond Blue

SoDA: Beyond Blue

SoDA: Lune Croissants

Croissant

Pain Aux

Cronut

Croissant planet **forms** establishes Lune's cosmic pastry environment.
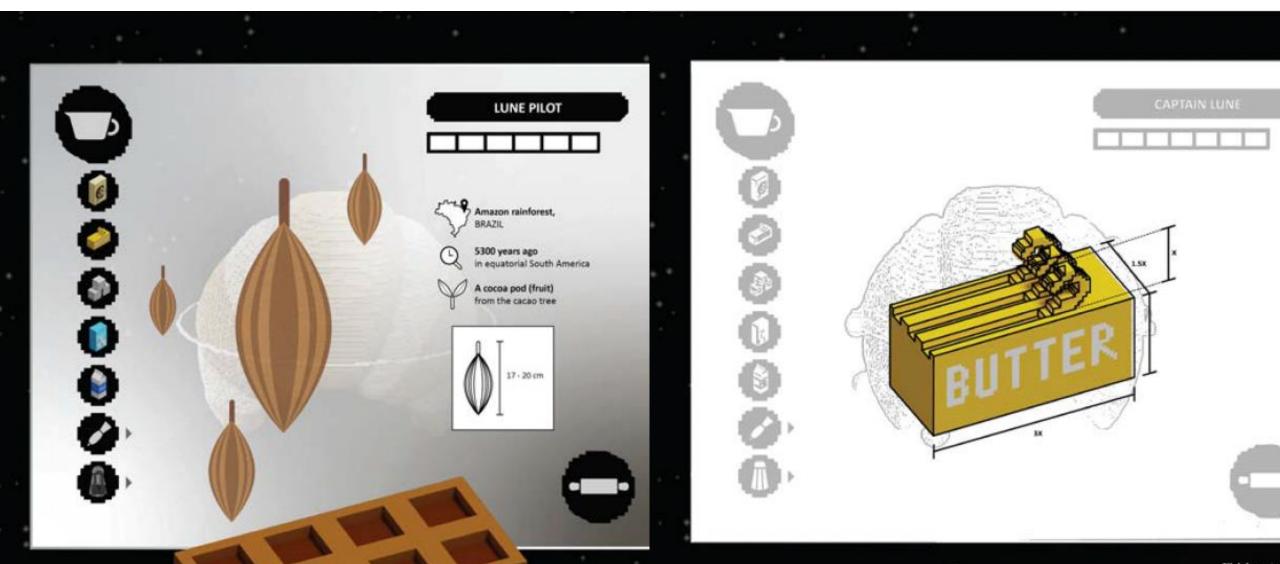
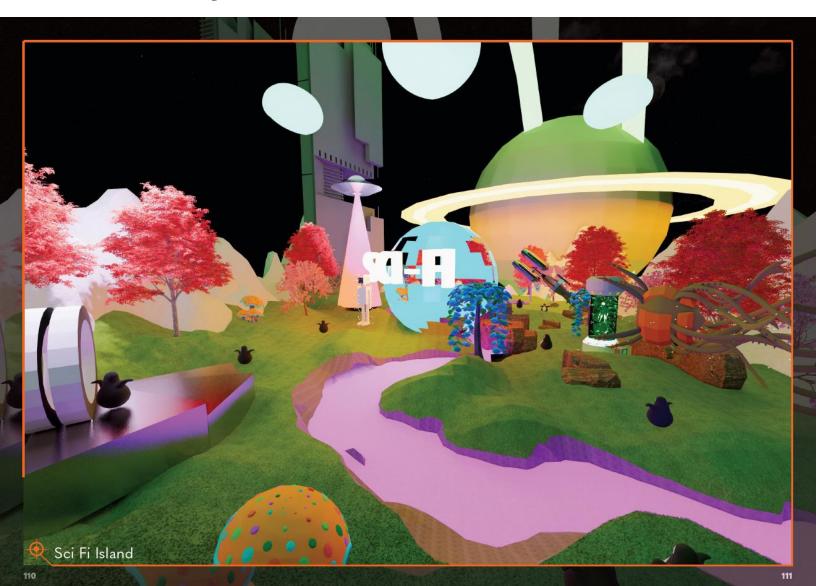**Hierarchy** of planets based on its proximity to the central Moon (Lune).

Play of **spatial depth** to manipulate and limit a users **visual field**.
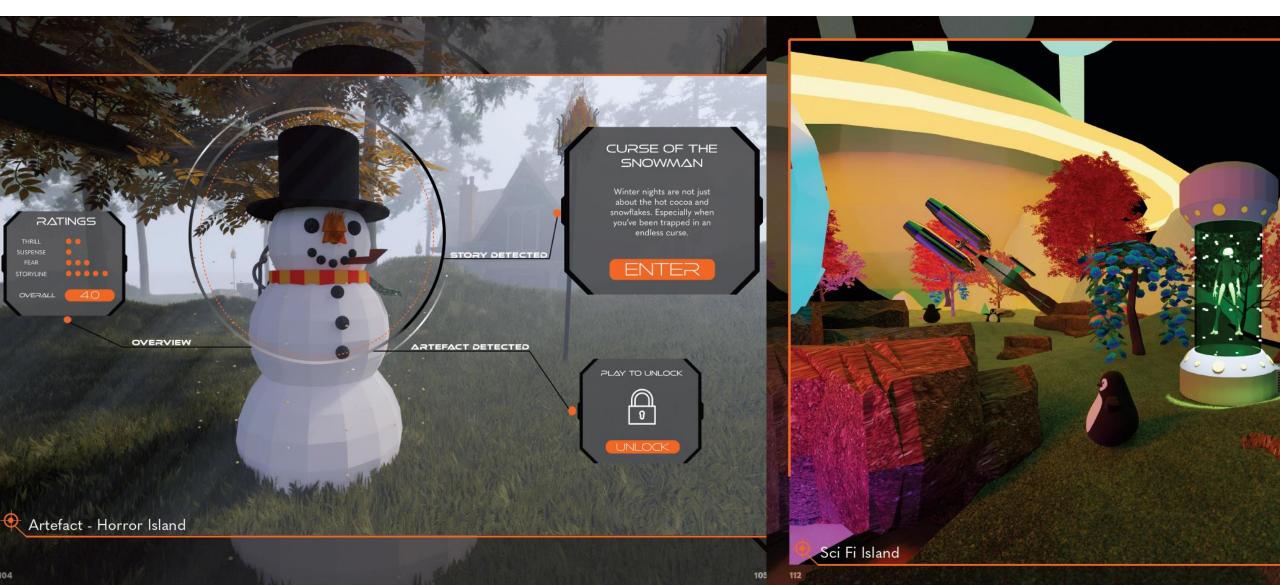
SoDA: Lune Croissants

SoDA: Penguin Random House

SoDA: Penguin Random House

Thank you