

5.0 | Core Look Photography

Expanding the possibilities.

Photography Introduction

External audience

Communications which are predominantly viewed by an external audience; prospective students, the general public, etc



**Student Attraction,
Brand Building
and Recruitment HR
(job ads)**

Internal audience

Communications which are viewed by a predominantly internal audience of students and staff



**Student Services
HR (existing staff)
Internal comms**

Website

The RMIT website sits on the line between external and internal and as such is able to span all photographic styles, however the iconic black and white RMIT style should strongly inform the site



People

RMIT is known for our iconic black and white photography and this is used throughout our communications. However, for internal communications, our photography takes on a warmer more involving look with softer expressions and the subtle inclusion of desaturated colour.

Locations

Locations give a strong sense of place and local identity. They can be desaturated colour, or black and white.

Textures

The use of textures is an integral part of creating tension and a uniquely RMIT Brand expression. Colour textures are used across all external and internal communications.

Outcomes

Outcomes and student work always feature in full-colour so as not to affect the integrity of the work.

Photography Overview

Inspired by the attitude and style of the people, places and objects experienced at RMIT, the Core Look photography helps to bring the RMIT Brand personality to life.

Photography is one of the most important elements of RMIT's visual identity and therefore requires the greatest level of planning and consideration. Professional photography, styling and lighting is highly recommended.

There are five categories of distinctive hero photography styles for the Core Look with a supporting secondary photography style. Within each of the five hero photography categories, there are specific image styles tailored to suit RMIT's multitude of experiences and audiences.

Please note: the RMIT visual identity system allows for many styles of photography to be used on front covers of communications: textures, people, place and objects. Please refer to the following page for specification of where photography styles may be used externally or internally for RMIT.

For Art Direction assistance, please contact Engagement for advice.

External uses of RMIT Photography need to comply with the policies and procedures of RMIT University.

Textures



Portraits



Campus Moments



Locations



Objects and Outcomes



Secondary Photography



Using Photography

	External Student Attraction, High Profile Brand Building, Publishing, RMIT English Worldwide and RELTA, International College, RMIT Gallery, External HR/Staff	Website	Internal Student Services and Internal HR/Staff
Textures (in their true colour)			
Local		✓	✓
Global		✓	✓
Portraits* (black and white)			
Studio		✓ <small>NOTE: HR/Staff should use Portraits sparingly. Portraits must be of staff, not students.</small>	✓
In situ		✓ <small>NOTE: HR/Staff should use Portraits sparingly. Portraits must be of staff, not students.</small>	✓
Softer Expression		✓ <small>NOTE: HR/Staff should use Portraits sparingly. Portraits must be of staff, not students.</small>	✓
Apprentice and Trainee		✓ <small>NOTE: Not to be used for HR/Staff.</small>	✓
Campus Moments** (desaturated colour)			
Life on Campus (Individuals and Groups)		✗	✓
Collaboration (Groups)		✗	✓
Locations (desaturated colour, or black and white)			
Urban Edge		✓	✓
Local Nature		✓	✓ <small>NOTE: Local Nature imagery is used only in instances where Urban Edge imagery is not appropriate.</small>
Objects and Outcomes (in their true colour)			
Student (and staff) work		✓	✓
Secondary Photography (full colour, desaturated colour or black and white)			
Internal only		✓	✓ <small>NOTE: Secondary Photography is used only for internals and website, not to be used on brochure front covers.</small>

* Portrait images may be used for RMIT externally or internally in a hero context i.e. front covers, or a support context i.e. internal spreads.

** Campus Moments images may be used for RMIT internally only in a hero context i.e. front covers, or a support context i.e. internal spreads.

5.4 | Textures

Urban context.

Textures – Local

Textures give our communications vitality and interest. They reference the local environment and capture the spirit of the urban environment with an eclectic mix of the old and new.

Texture images capture:

- Local details
- Found, not created
- Captured outdoors or indoors
- In full colour (not desaturated).

Textures

- Close up view of RMIT campuses, architectural, urban, and natural details
- Details from everyday life that reference the spirit of the local environment
- Seek to find the small details that create an identity to an environment
- Find interesting shapes and themes
- Must be abstract, not a literal representation
- Must be used in their true colour, do not convert to desaturated colour or black and white
- Textures, not patterns
- No human/people content
- Must be photographic
- Must not have any obvious commercial content.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.

Local



Found, not created

5.4.1

In their true colour

Urban

Textures – Global

Textures can also reference place, this is especially important in the context of a truly global university where it is necessary to find cues that reflect the reach of RMIT, whether that be Vietnam or beyond.

Global perspective texture images capture:

- Local details
- Found, not created
- Captured outdoors or indoors
- In full colour (not desaturated).

Textures

- Close up view of RMIT campuses, architectural, urban, and natural details
- Details from everyday life that reference the spirit of the local environment
- Seek to find the small details that create an identity to an environment
- Find interesting shapes and themes
- Must be abstract, not a literal representation
- Must be used in their true colour, do not convert to desaturated colour or black and white
- Textures, not patterns
- No human/people content
- Must be photographic
- Must not have any obvious commercial content.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.

Global



Detail

Found, not created

5.4.2

In their true colour

Applying Textures

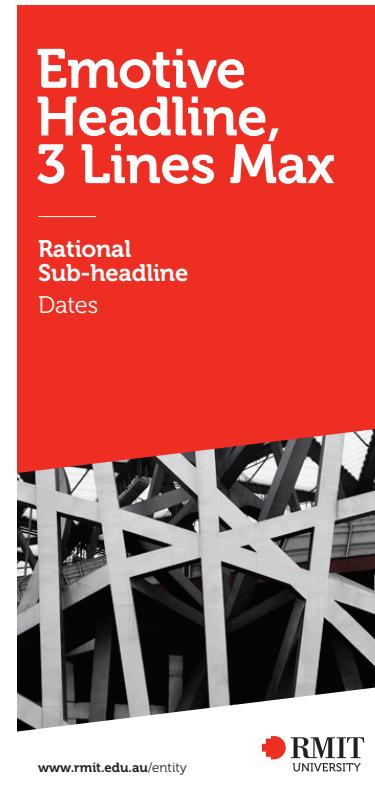
5.4.3

Here are some handy hints on how to use the RMIT Brand identity elements.

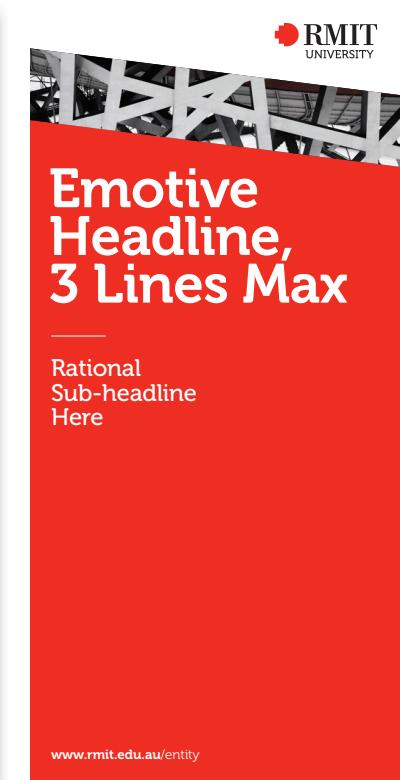
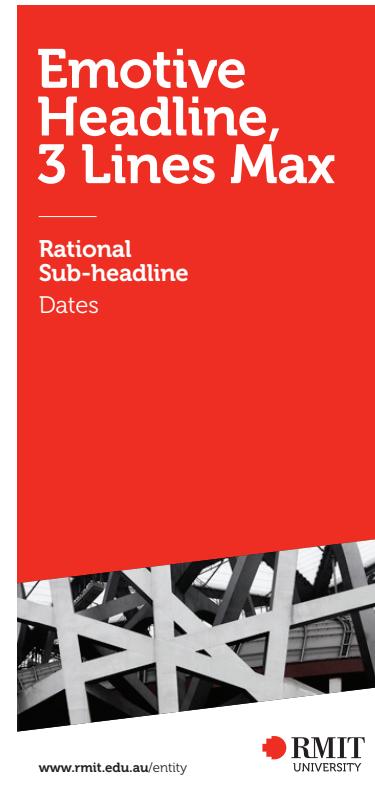
RMIT Textures

- The textures are a truly flexible element and can be applied and cropped in a variety of ways to suit many formats and applications
- Textures can be incorporated into the Wedge layout device in a hero way i.e. on front covers or in a support way i.e. internally on double page spreads
- To maintain consistency across RMIT's applications, please ensure Wedge artwork is used.

Flexibility of textures in application



Texture in larger proportion on front cover



Texture in smaller proportion on front cover

Textures – Incorrect Use

5.4.4

Photography is a key component of the RMIT identity system. It helps RMIT to visually stand apart from its competitors.

Care must be taken to avoid incorrect use of RMIT's texture photography.

The examples shown opposite demonstrate ways in which photography should not be used. Such use will weaken or damage the integrity, impact and consistency of RMIT's Brand identity.



Texture images must not be literal, crop to create abstract look



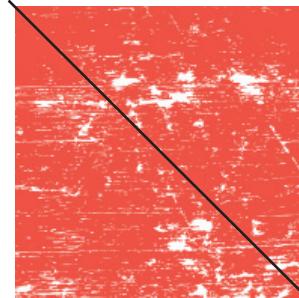
Get up close, but do not overly zoom in on texture images



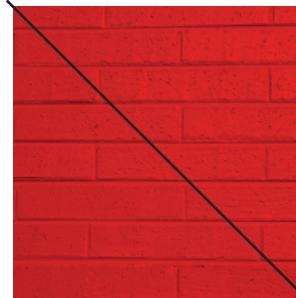
Do not desaturate texture images, they must appear in their true colour



Do not convert texture images to black and white, they must appear in their true colour



Texture images must be photographic, found but not created



Seek textures, not patterns



Texture images must not have any obvious commercial content

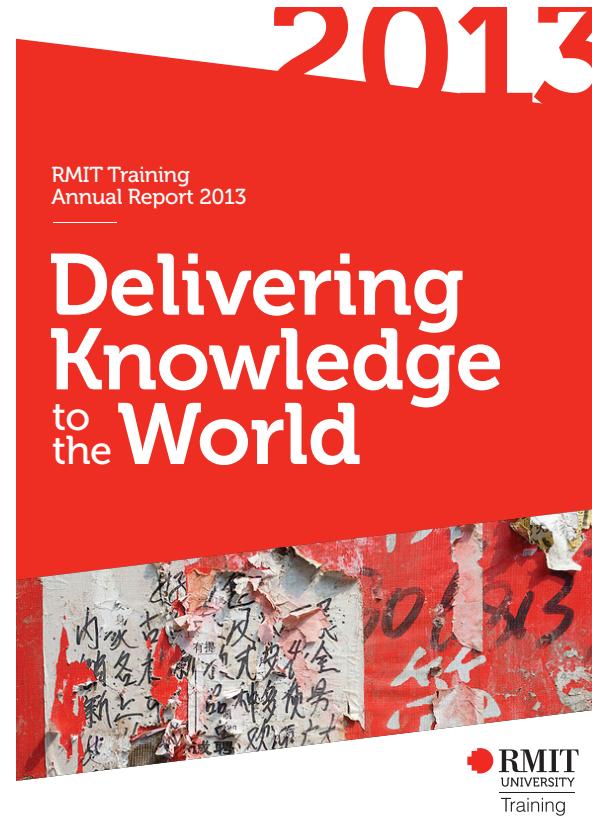
Textures – Best Practice Examples

5.4.5

Student Services
A3 Poster



RMIT Training
Annual Report



Student Attraction
Press Ad

Get Back on Track

- Return to study after a break from education
- Weekly workshops for study and career planning
- Prepare yourself for TAFE or university

RMIT offers a range of adult education, further study and English as a Second Language (ESL) courses at the City and Brunswick campuses to help you get back on track.

If you have a Healthcare Card, courses are just \$50 for 18 weeks of study.

Want more information?

City Campus Contact
Bloss Robertson – Curriculum Coordinator
English and Further Study
23-27 Cardigan St
RMIT Building 94, Level 3
Carlton, VIC 3053
Email: bloss.robertson@rmit.edu.au
Tel: (03) 9925 4488

Brunswick Campus Contact
Soosan Kian – Coordinator
English and Further Study
25 Dawson St
RMIT building 514, level 2
Brunswick, VIC 3056
Email: soosan.kian@rmit.edu.au
Tel: (03) 9925 9481

www.rmit.edu.au/education

RMIT
UNIVERSITY

Textures – Best Practice Examples

5.4.6

Student Attraction
Digital Bulletin

Bulletin

Term Four 2013

In this issue

Editor's welcome

What's on calendar

What's on calender

RMIT change of preference

1. Change of preference (call the Infoline)

2. Info corner

3. Change of preference expo

Student Attraction
Pull-up Banner



Electrical and
Computer Engineering

**Power
the Future**



Textures – Best Practice Examples

5.4.7

Student Attraction
A4 Promotional Guide



Give Your CV a Safety Overhaul

Occupational Health and Safety

RMIT's OH&S programs are practical and industry-relevant, equipping you with the practical skills and expertise to further your career. Flexible options allow you to fast track your studies in certificate IV and diploma programs.

www.rmit.edu.au

Certificate IV in Occupational Health and Safety

City Campus

Program code: C4235

Duration

- 1 year full-time
- 6 months fast-track

2013 Dates

- 23-27 July 2013 (Block One)
- 10-14 September 2013 (Block Two)

Tell me more

Custom solutions RMIT can tailor OH&S learning to your organisation's requirements. Programs are delivered exclusively at your workplace, tailored to suit your industry.

For more information call 03 9925 4309 or ohs@rmit.edu.au

RMIT UNIVERSITY

DANGER HARD HAT REQUIRED DANGER CONSTRUCTION AREA

www.rmit.edu.au

RMIT UNIVERSITY

HR
Employment Press Ad

What Difference Do You Want to Make?

5 Senior Design Research roles

RMIT University is currently seeking researchers with distinguished track records across a range of design disciplines. By becoming part of the RMIT design leadership team, you will join other professionals who believe diversity of thinking is needed to solve the challenges now facing our world.

The new Design Hub will foster an environment of transdisciplinary collaboration to link the finest minds – in areas from aerospace to sound and new media to biomaterials – to work together in finding innovative solutions.

www.rmit.edu.au/research

RMIT UNIVERSITY

Student Attraction
Digital EDM Invite

Invitation

Fashion & Textiles

- Master of Fashion and Textiles
- Postgraduate information evening

RMIT University, the leading fashion and textiles institution in Australia, has a unique Master of Fashion and Textiles qualification.

Developed for designers, technologists, merchandisers and marketers in the fashion and textiles industries, this program combines key business disciplines to enhance expertise in textile, merchandising, fashion and business. With its international perspective it develops design, technology and global supply management skills to produce graduates who are at the forefront of this international billion dollar industry.

Offered at RMIT's Brunswick campus, this program is available full-time or part-time for anyone with relevant academic qualifications and/or substantial industry experience.

www.rmit.edu.au/postgrad

Date
Wednesday 28 October 2012

Time
6 pm

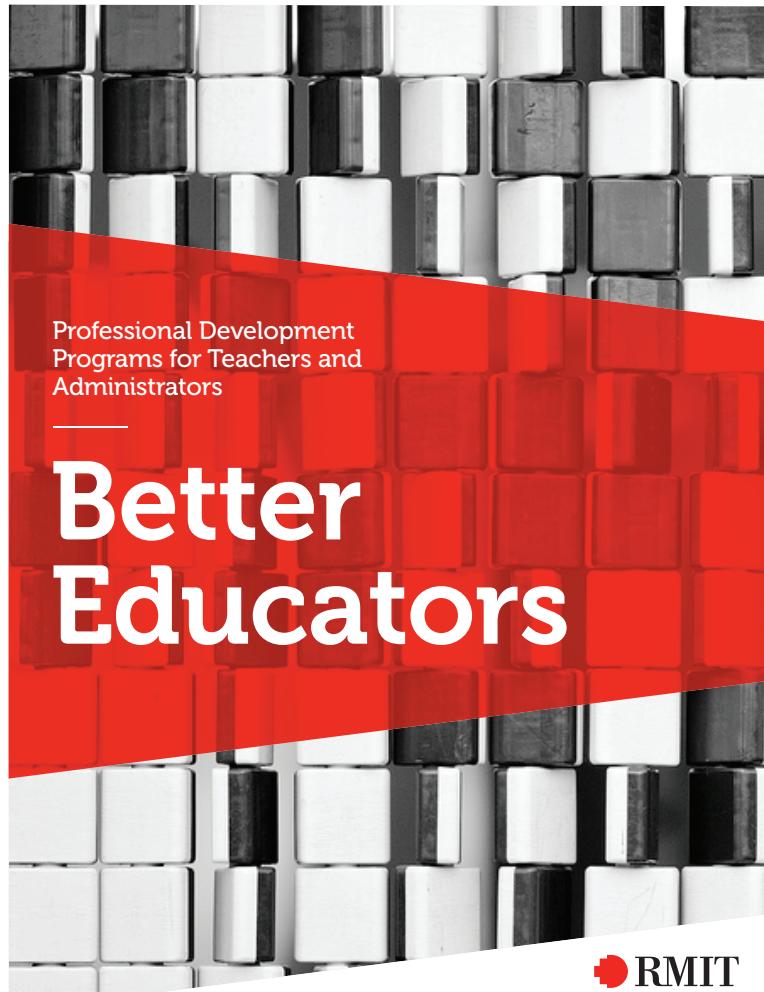
Venue
Info Corner, RMIT University
Cnr Swanston and LaTrobe
Streets, Melbourne

For more information
Contact Olga Troynikov
on 9925 9108 or email
olga.troynikov@rmit.edu.au



Textures – Best Practice Examples

5.4.8



RMIT English Worldwide
A4 Brochure

Teachers and Administrators

Professional Development Programs for Teachers and Administrators

Global Expertise

Established in 1968 as part of RMIT University, RMIT English Worldwide is one of Australia's most prestigious English language centres. We deliver English Language training in Australia and around the world, with centres in Saudi Arabia, China, Vietnam and Thailand.

RMIT English Worldwide has unique expertise in curriculum design. Our team of writers designs and publishes our own textbooks, computer packages and online learning courses. We have the capacity to design course materials for specialty subjects.

RMIT English Worldwide is accredited by the University of Cambridge to deliver the CELTA pre-service teacher training program. We are a centre of expertise in teacher training and in professional development for the education sector.

RMIT University is approved by the Chinese State Administration of Foreign Affairs Experts. RMIT English Worldwide is a member of UELCA (University English Centres Australia), NEAS, Japan Association of Language Teachers, Korea TESOL, Thai TESOL and TESOL Arabia.

Building Teachers' Capacity

RMIT English Worldwide's professional development programs give teachers and educational administrators the chance to expand their knowledge and skills and develop their capacity within their organisation. With experienced trainers and curriculum writers, we design each program to meet the specific needs of participants from universities or schools. So whether your group are:

- Teachers of English.
- Teachers of other subjects who use English in the classroom.
- Teacher trainers or administrative staff.
- We can build the program that is right for you.

Customised Programs

Professional Development for Teachers of English

Refresh and update your teaching skills; gain new ideas and expertise; learn from and share with your peers. Includes English language proficiency, teaching methodology and practical classroom techniques.

Professional Development for Teachers of Other Subjects

For bilingual teachers who teach their subject through the medium of English; improve your English and develop skills to give you confidence in the content-based classroom.

English and Professional Development for Educational Administrators

For administrators in international and student exchange offices; obtain the language skills needed to attend conferences; the confidence to negotiate with international partners; and communicate in the world of international education.

RMIT English Worldwide is one of Australia's most prestigious English language centres.

Program Design

Our expert curriculum team analyses participants' needs and designs customised programs. Programs may include:

- English language proficiency.
- Teaching methodology.
- Practical classroom techniques.
- Cultural and educational context.

A Flexible Solution to Worldwide Education

Intensive training can be delivered in the place that suits you: either in Australia, here in the heart of the RMIT University campus in Melbourne, or in your own country.

Choose professional development at REW Melbourne if you want the cultural experience of immersion in an English-language environment.

Choose professional development in your own country if you want to reduce the time and cost of international travel. Our trainers will travel to you to deliver the same high quality REW training.

Train the Trainer

Control your organisation's professional development plan by forming your own team of in-house trainers. RMIT English Worldwide can build your capacity to run your own English education through our train-the-trainer programs.

RMIT English Worldwide has recently embarked on an exciting Master Trainers Program. Participants who meet the criteria will attend a specialised course in Australia where they will master the skills needed to deliver our packaged professional.



Textures – Best Practice Examples

5.4.9

HR
Lanyard Insert

Student

Important information

RMIT Security

- For medical emergencies: **9925 5333** (all campuses).
- If a room that is supposed to be used on Open Day is locked, please contact **9925 2051** or **9925 3895**. Please note that only rooms identified in the Open Day booklet will be locked.
- City: Building 14, Level 3, Room 25, Franklin St.
- Bundoora west: Building 216, Clements Dr.
- Bundoora east: Building 208
- Brunswick: Building 01A, Level 1, Room 3

Emergency Services
(Police, Fire, Ambulance)

000 0 000 from an RMIT landline)

First Aid

First aid crew will be on each campus:

- City: In Franklin St. at the end of Bowen St.
- Bundoora west: In front of building 202
- Bundoora east: In front of building 014

RMIT Property Services

All campuses: **9925 2051** or **9925 3895**

Evacuation sites for Open Day

- City:
 - In front of Building 1
 - In front entrance of Building 07, Level 2, BBQ area
 - Car park beside Building 06
- Bundoora west: Grassed area and carpark by the lake (by Building 220)
- Bundoora east: Grassed area and carpark by the lake (by Building 201)
- Brunswick: Car park by the railway line (by Buildings 511 and 512)

Remember to look after yourself.

- Drink plenty of water to stay hydrated.
- Protect yourself from the sun—hat, shade, sunscreen.
- Know which other staff and volunteers are around you.

Once the all clear has been received from the relevant emergency service (e.g. police, ambulance, fire brigade), the building or area can be reoccupied. RMIT provides counselling to students through the RMIT Counselling Service: +9925 4365 or **9925 3999** (after hours and weekends) and for staff through the Employee Assistance provider on **1300 785 860** or **0431 119 909** (after hours and weekends).

Bomb or suspicious package

If you locate a package or item you suspect could be a bomb, please:

- DO NOT touch, disturb, spray, immerse or cover the object.
- Evacuate the area immediately to designated safe assembly area.
- Call **Security** and/or the **Emergency Services**. (Do not use a mobile phone. Switch off any radio devices.)
- Follow **Security** or **Emergency Services** instructions.

Fire alarms

All RMIT buildings are fitted with fire alarms. If you hear a ‘beep... beep...’ alarm sound, remain calm and prepare to evacuate. If you hear a ‘whoop... whoop...’ alarm, immediately evacuate the site/building following the exit signs. Do not use the lifts and proceed to a relevant evacuation site. See back page for details.

Incident report

When feasible, the relevant staff member/s, in conjunction with security staff, should record all details in an ‘incident report form’, preferably on the same day. Security has copies of this form.

Lost children

All lost children should be reported to **Security**. Parents or guardians of lost children should be directed to the nearest security office, see back page for details.

Maintenance / Repairs / Cleaning

For any urgent maintenance, repairs or cleaning (e.g. overflowing toilets, lighting failure, broken glass, slip hazards, etc.) contact **Property Services**.

Medical emergency

If you encounter an injured person/s requiring medical attention:

- Alert the **First aid** crew on your campus and/or **Security** advising them of location (i.e. campus, nearest street, entrance)
- building number and room,
- your name and contact details.

- Provide first aid and remain with the injured person until help arrives.

Pedestrians

Report dangerous situations involving pedestrians to **Security** e.g. obstructed footpath forcing pedestrians onto the road, issues with intersections.

Storm / Bad weather

If a storm occurs, and it is safe to do so, please tidy up as best you can then get to shelter.

Theft

Report any thefts that occur to **Security**.

Tripping hazards

Be observant for any tripping hazards. Rectify them if they occur. If you are unable to rectify it, call **Property Services**.

Vehicles

Only **Emergency Services** vehicles are allowed in the Open Day precinct during the event.

Violent or threatening situations

In case of a violent or threatening situation, make all attempts to ensure your safety and the safety of others. Call **Security** and/or the **Emergency Services**.

Waste management

The build up of combustible materials (cardboard, paper, rubbish) should be avoided. This is a fire risk. Contact **Property Services** if you have particular waste management issues on Open Day.

12985 0612

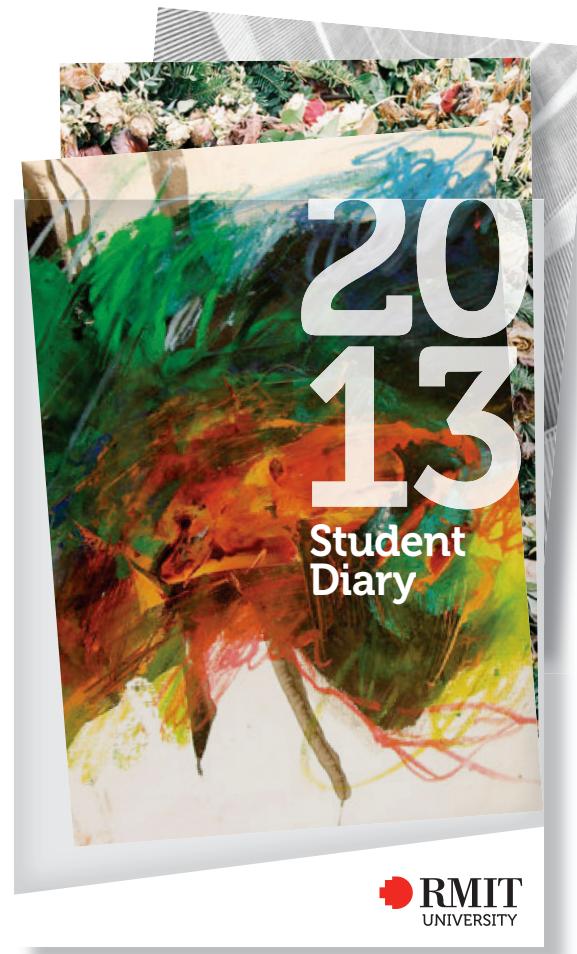


Textures – Best Practice Examples

5.4.10

Student Services

Student Diary (Pocket Concept)



Student Services

Photocopy / Printing Card



Textures – Best Practice Examples

5.4.11

RMIT Gallery
Promotional DL Flyers

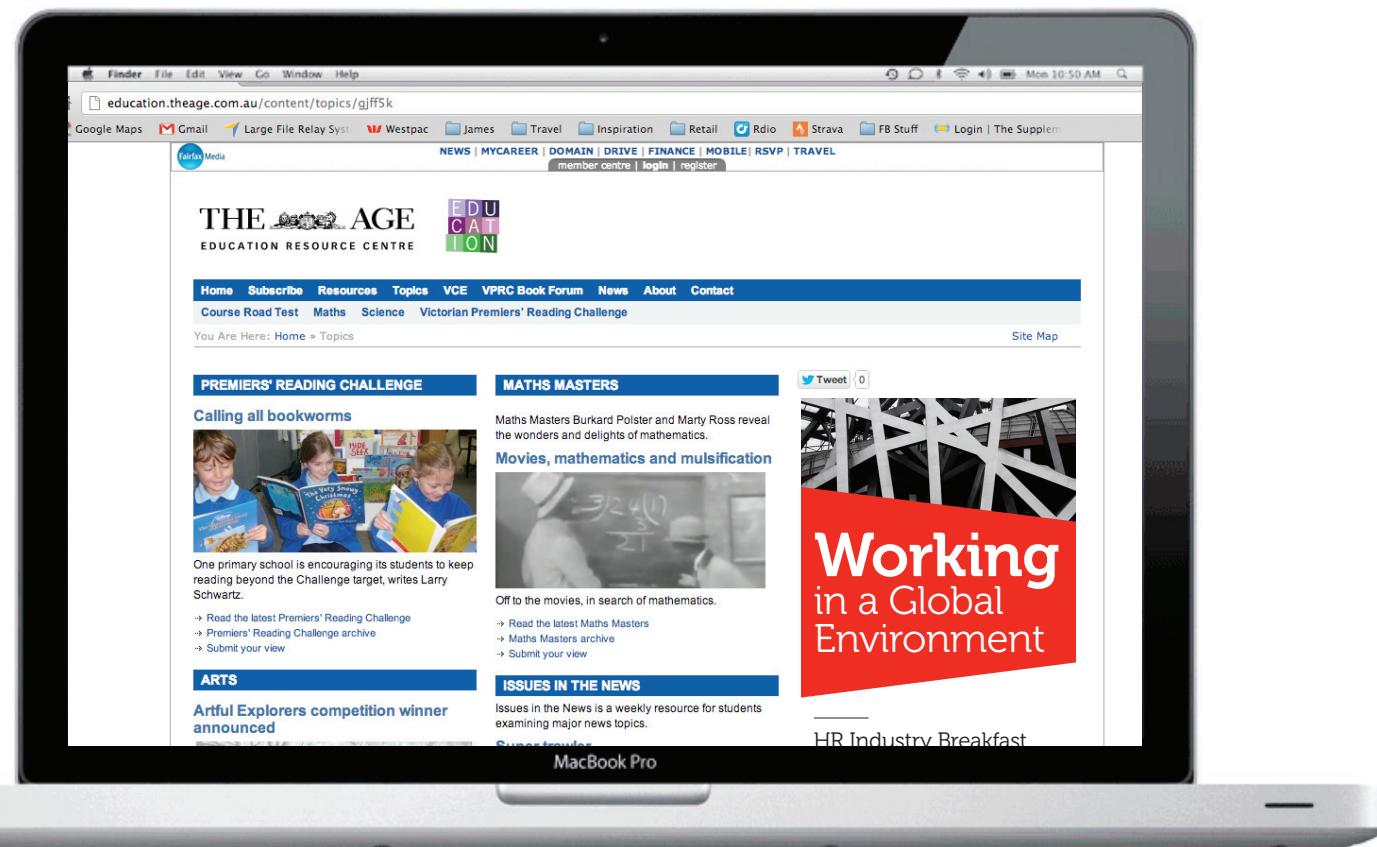


Textures – Best Practice Examples

5.4.12

Student Attraction

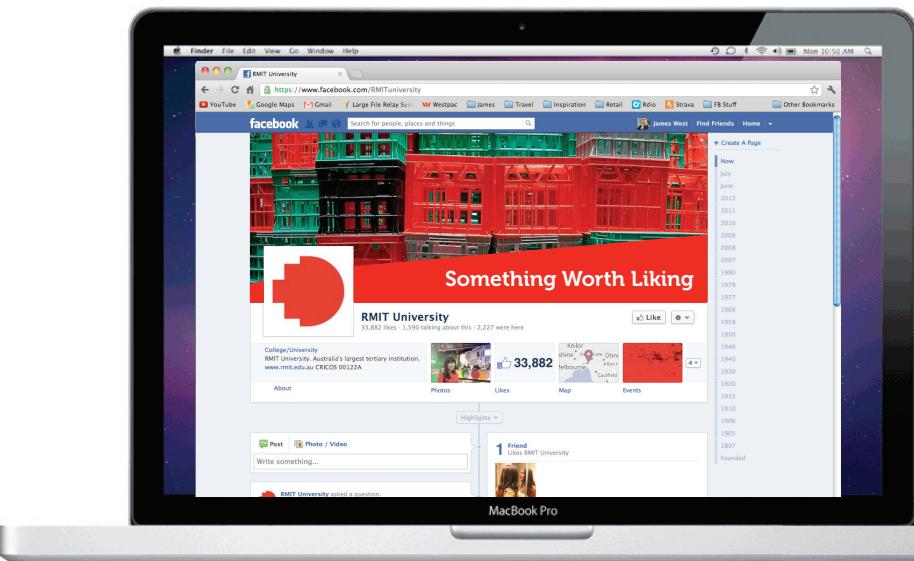
Digital Banner



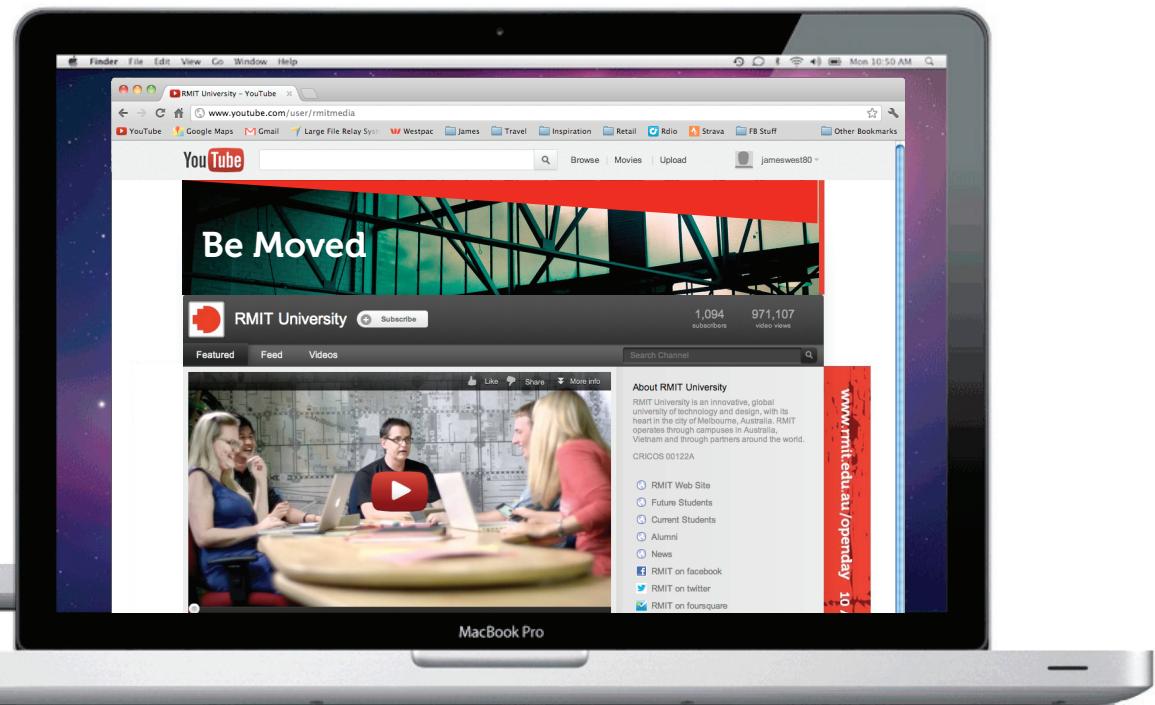
Textures – Best Practice Examples

5.4.13

Student Services
Facebook Page



Student Services
YouTube Page



Textures – Best Practice Examples

5.4.14

Corporate Stationery

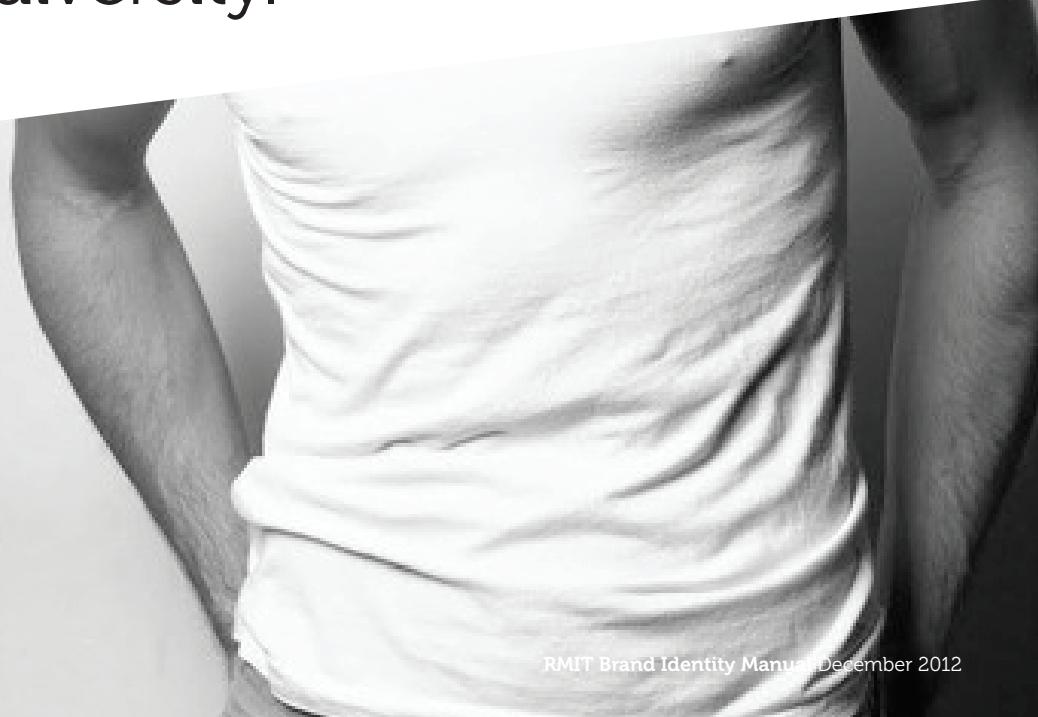
PowerPoint Presentation Template – Title Page





5.5 | Portraits

Celebrating our diversity.



Portraits – Overview

5.5.1

The black and white portrait photography styles celebrate the diversity of RMIT students as individuals, each with their own aspirations and clear sense of purpose.

Four hero portrait photography styles have common attributes which connect them together. Within each individual style there are specific details that give them their ‘unique’ looks. Please refer to the following pages for further specification. When creating imagery for RMIT please ensure:

People

- Have a sense of self as individuals with a confident attitude. People must ‘be themselves’. Portrait photography seeks to capture the diversity of RMIT students ages (18 – 50), all ethnicities, with differing personal styles and backgrounds
- Talent selection should be based around individuals who reflect the university’s personality traits. This may be reflected in their physical stance, features, facial expression, wardrobe, personal styling or a combination of these. When selecting talent, wardrobe, personal styling or props it is important to consider how this reflects the program/area that is being represented
- Another important consideration is the individual being photographed has a story that represents the RMIT Brand identity and conceptual target audience
- Keep talents actions realistic, proud, confident, not overly contrived.

Viewpoint

- Photograph talent at a slightly low viewpoint.

Lighting

- Front lit. No heavy shadows. Subtle shadows on backgrounds where appropriate. There must be a tonal difference between skin tones and background colour. Overall image tonal values must be higher in contrast.

Backgrounds and environments

- Studio: light grey neutral background
- In situ: background environments are out of focus.

Styling and props

- Hair and make-up: simple, natural, fresh and modern. Ensure a mix of trans-seasonal wardrobe selections. Props only when essential to support the person’s individuality.

Studio Portraits



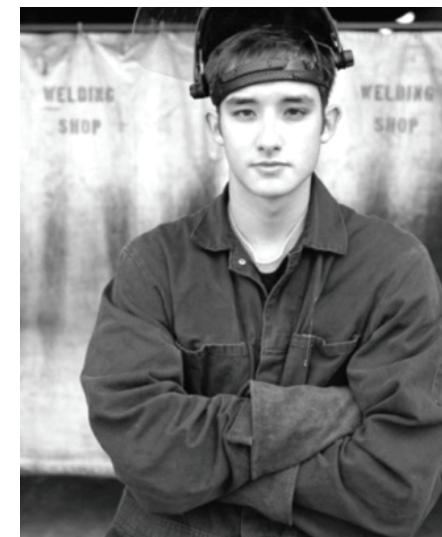
In situ Portraits



Softer Expression Portraits



Apprentice and Trainee Portraits



Portraits – Studio

5.5.2

This is the most recognisable, public-facing expression of the RMIT Brand. This is RMIT at its most confident.

Hero portraits capture RMIT students with:

- A look all their own
- Fearless
- In studio
- In neutral black and white (not warm or cool).

People

- Individuals
- Looking at camera
- Serious, not smiling.

Please refer to the Portraits overview page for overarching principles when creating black and white portrait imagery. Please refer to the More Information section for detailed technical specification on creating consistency across RMIT's black and white portrait photography styles.

Please note: some of the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library. Any RMIT owned images on this page are highlighted with an asterisk.



A look all their own

Black and white

Portraits – In Situ

5.5.3

In situ portraits extend the existing RMIT Brand photography to include individuals within the context of the university or local environment.

In situ portraits capture RMIT students:

- With an urban edge and focus
- In context of indoor or outdoor environments
- In neutral black and white (not warm or cool).

People

- Individuals
- Looking at camera
- Serious, not smiling
- Background environment must not be dark.

Please refer to the Portraits overview page for overarching principles when creating black and white portrait imagery. Please refer to the More Information section for detailed technical specification on creating consistency across RMIT's black and white portrait photography styles.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.



Urban edge

Black and white

Portraits – Softer Expression

5.5.4

Softer expression portraits extend the existing RMIT Brand photography to include individuals with a warmer expression. This is RMIT with a softer side.

Softer expression portraits capture RMIT students:

- Less serious
- More approachable
- Warm expression
- In studio
- In neutral black and white (not warm or cool).

People

- Individuals
- Looking at camera
- Relaxed, natural, real
- Warm, approachable
- Soft smile, mostly closed mouth
- No wide smiles.

Please refer to the Portraits overview page for overarching principles when creating black and white portrait imagery. Please refer to the More Information section for detailed technical specification on creating consistency across RMIT's black and white portrait photography styles.

Please note: some of the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library. Any RMIT owned images on this page are highlighted with an asterisk.



Warmer expression

Black and white

Portraits – Apprentice and Trainee

5.5.5

Apprentice and trainee portraits extend the existing RMIT Brand photography to include individuals in a wider spectrum of vocations and study, including apprenticeships and traineeships.

Apprentice and trainee portraits capture RMIT students:

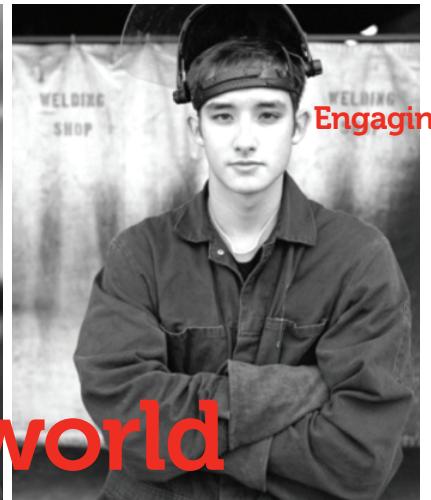
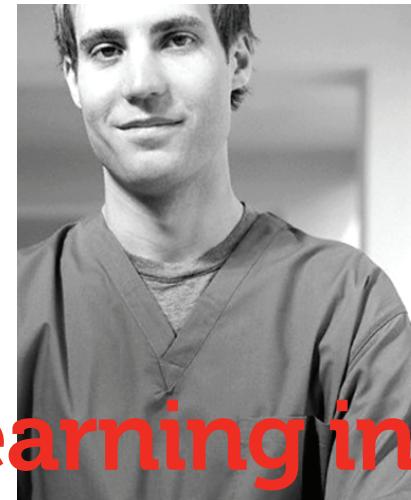
- Learning in the real world
- Engaging
- Warm expression
- In context of indoor or outdoor environments
- In neutral black and white (not warm or cool).

People

- Individuals
- Looking at camera
- Relaxed, natural, real
- Warm, approachable
- Soft smile, mostly closed mouth
- No wide smiles
- Background environment must not be dark
- Clothing/uniform appropriate to vocation or area of study
- Props only when essential to support the person's vocation
- No clichéd or stereotypical talent actions or prop selections.

Please refer to the Portraits overview page for overarching principles when creating black and white portrait imagery. Please refer to the More Information section for detailed technical specification on creating consistency across RMIT's black and white portrait photography styles.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.



Learning in the real world



Black and white

Portraits – Cultural Considerations

5.5.6

It's important we consider cultural sensitivities when selecting students for portraits, for example tattoo's might be avoided in some markets. In those instances, we must find other ways to retain our edginess, whilst staying true to the attitudinal spirit of the RMIT Brand.

 Encourage: Individuality

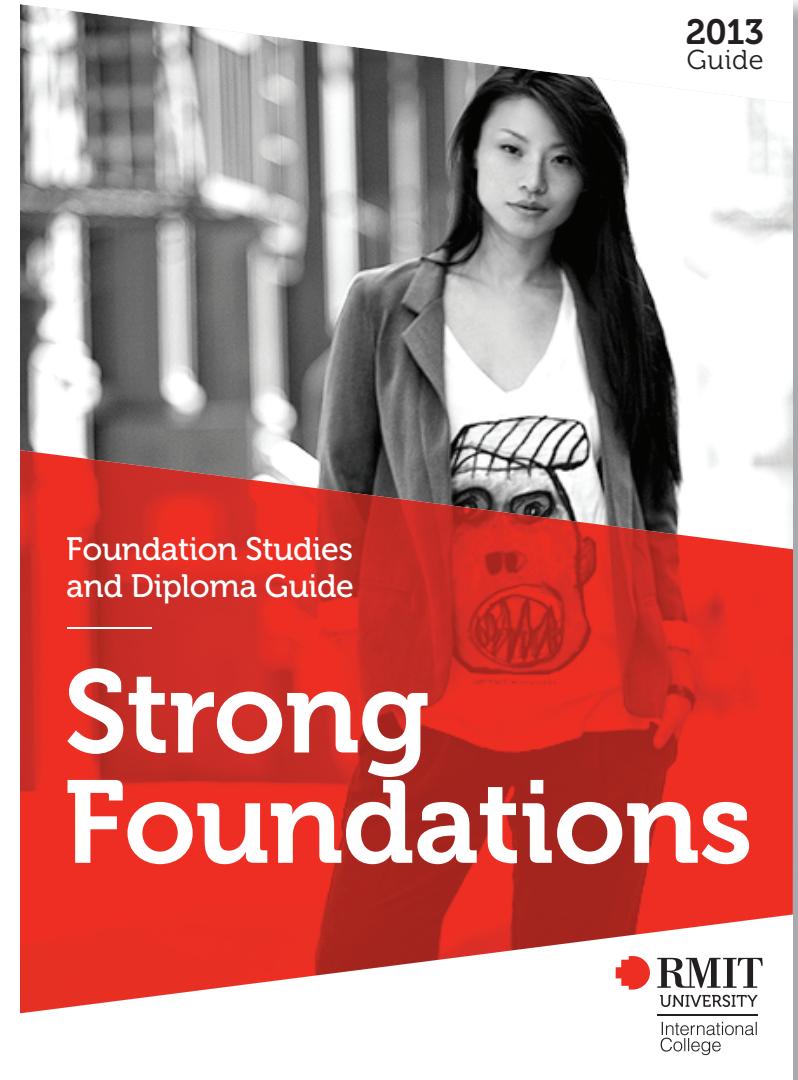


Avoid: Tattoos (incorrect use in some markets)



Student Attraction

Course Guide (International Audience)



2013
Guide

Foundation Studies
and Diploma Guide

Strong Foundations

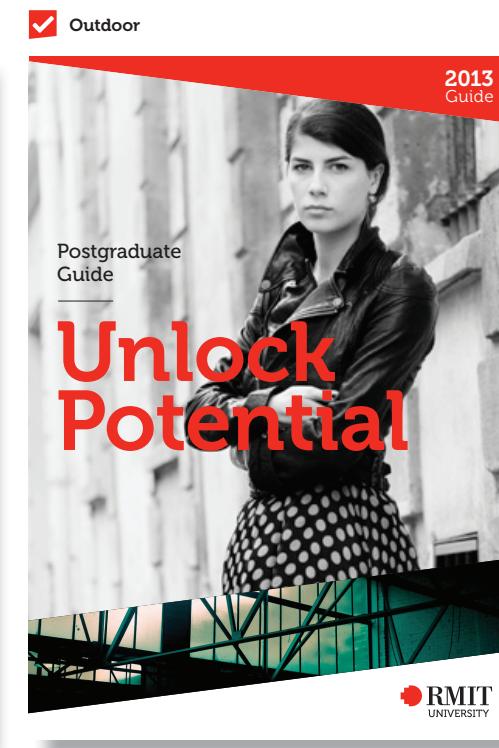
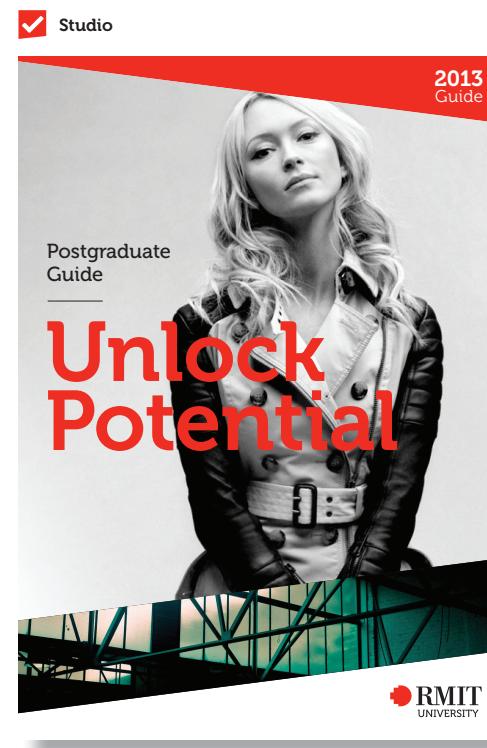
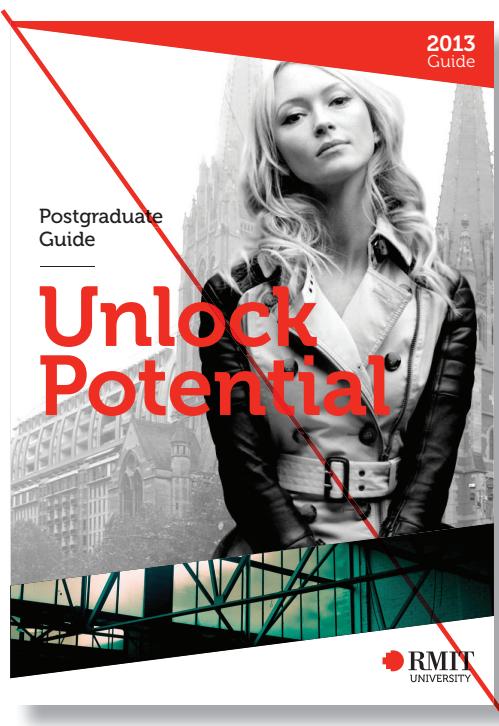
 RMIT
UNIVERSITY
International
College

Portraits – Fake In Situ

5.5.7

In situ photographs must never be created artificially.

It is important to photograph people in context of a real environment. Studio people images and outdoor context images must not be montaged together to create one image.



Portraits – Incorrect Use

5.5.8

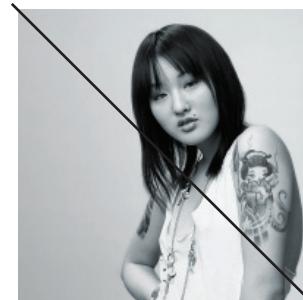
Photography is a key component of the RMIT identity system. It helps RMIT to visually stand apart from its competitors.

Care must be taken to avoid incorrect use of RMIT's portrait photography.

The examples shown opposite demonstrate ways in which photography should not be used. Such use will weaken or damage the integrity, impact and consistency of RMIT's Brand identity.



No deep-etched imagery, backgrounds must be real



Portrait images must be neutral black and white (not cool or warm)



Ensure overall image tonal values are higher in contrast, no flat tonal values



Portrait images must be used in black and white only



No portrait images with wide smiles for RMIT external communications



Keep patterned clothing selections in portraits to a minimum. Bold graphic clothing patterns work best



Do not overstyle hair and makeup. Keep hair and make-up natural, fresh and modern



No exaggerated angles when photographing talent. No clichéd or stereotypical talent actions



Avoid conceptual imagery



No clichéd or stereotypical prop selections

Portraits – Applying the RMIT Wedge

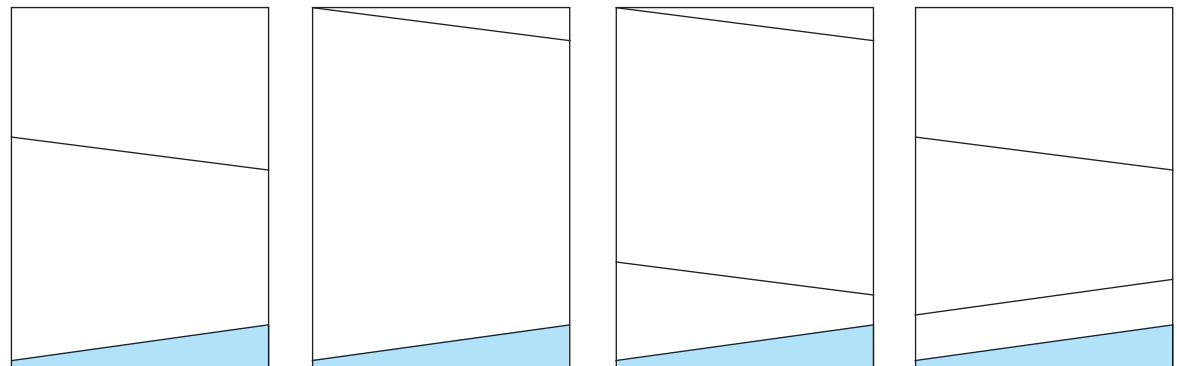
5.5.9

Here are some handy hints on how to use the RMIT Brand identity elements.

RMIT Wedge

- The Wedge converges (or narrows) from left to right at a 7° angle. In limited circumstances there are a couple of exceptions where the 7° angle may be modified to suit specific applications i.e. use of the Wedge in extreme horizontal web banners
- The Wedge is a truly flexible element and can be applied and cropped in a variety of ways to suit many applications
- Colour (red or white), photographic images or photographic textures may be incorporated into the Wedge layout device
- When using the Wedge in red, it can used in 100% solid colour or 100% solid multiplied colour over photographic imagery
- To maintain consistency across RMIT's applications, please ensure these rules are carefully followed.

The shapes can be moved vertically up or down to create layout zones for colour or photography



Layout Principle

The RMIT Branding zone

This area is primarily reserved for the RMIT Brandmark, however it can also be used to contain copy, URL etc. so long as the clear space rules are strictly observed.



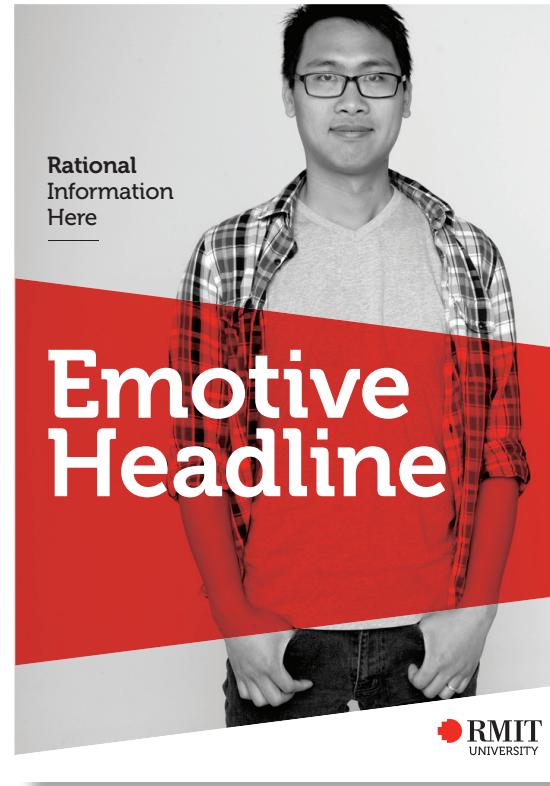
Portraits – Applying the RMIT Wedge

5.5.10

Flexibility of the red Wedge in application



Wedge in 100% solid red over photographic image



Wedge in 100% solid multiplied red over photographic image



Wedge in 100% solid multiplied red (top layer) with second Wedge in 50% white tint (middle layer) over photographic image (base layer). Please note: the 50% white tint value may need to be adjusted as required, review image to determine best white tint value to suit your individual needs

Portraits – Flexibility of the System

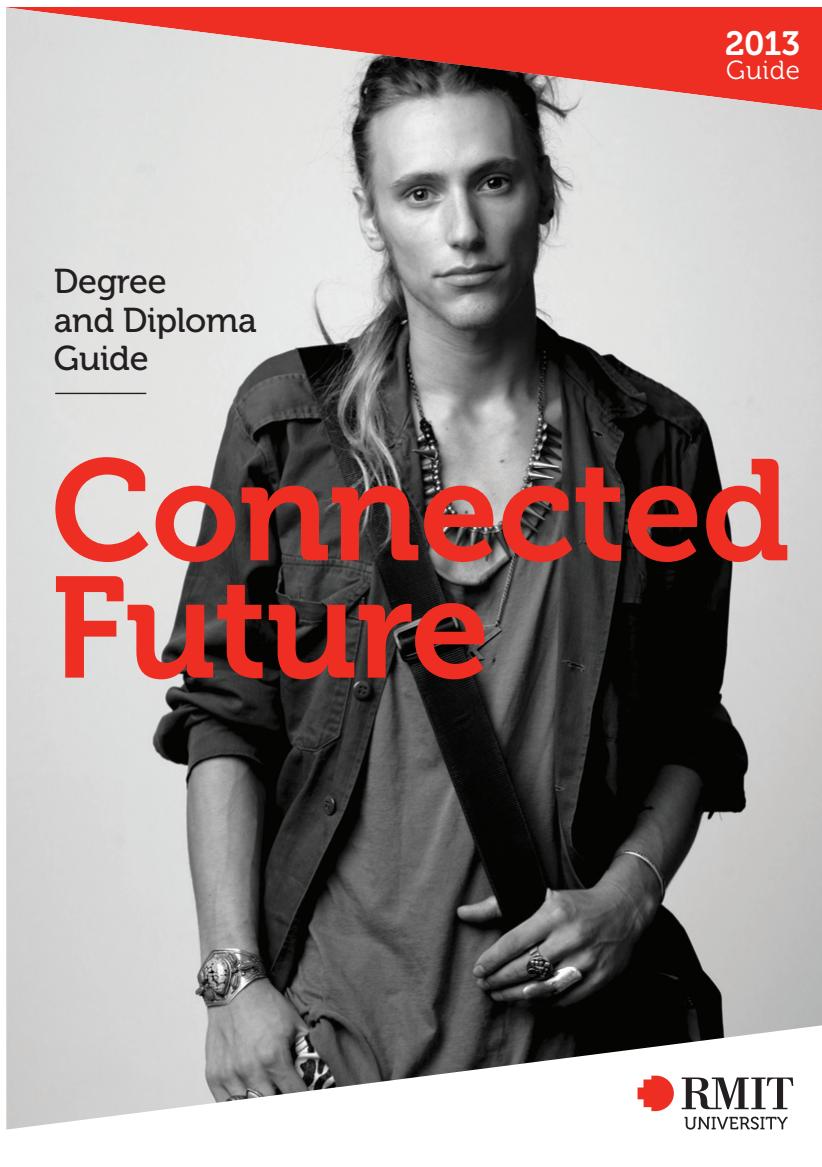
5.5.11

Examples demonstrate flexibility of the elements and layout system

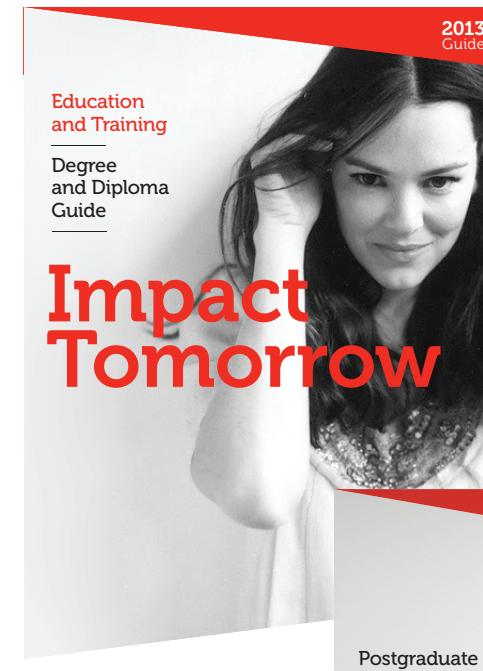


Portraits – Best Practice Examples

5.5.12



Student Attraction
Course Guides



Student Attraction
Course Guides

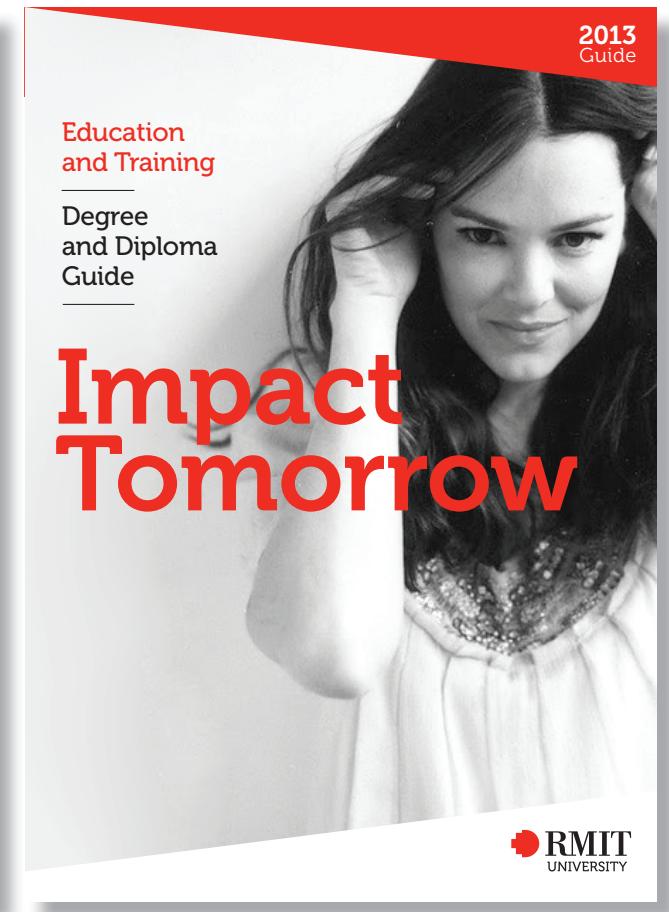
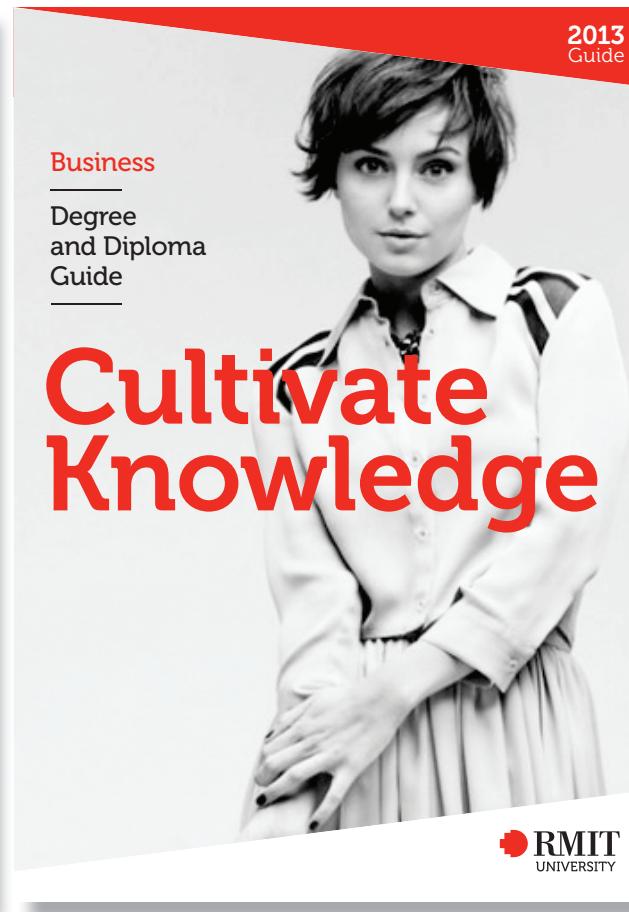
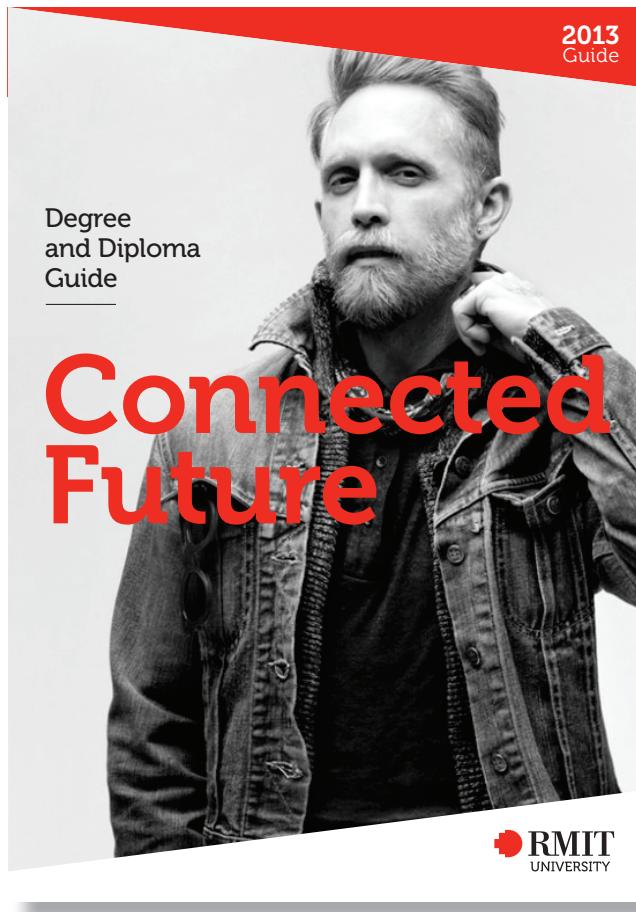


Student Attraction
Postgrad Guide

Portraits – Best Practice Examples

5.5.13

Student Attraction
Course Guide



Bolder expressions (majority of applications)

Softer expressions (limited use)

Portraits – Best Practice Examples

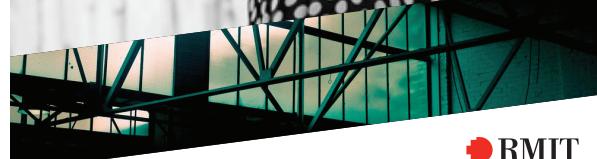
5.5.14

Student Attraction
Course Guides

2013
Guide

Postgraduate
Guide

Unlock Potential



RMIT
UNIVERSITY

Architecture
and Building

Degree
and Diploma
Guide

2013
Guide

Shape Cities

Did you
know?

Carefully chosen colour
textures can be used
to help differentiate
between products.

RMIT
UNIVERSITY

Portraits – Best Practice Examples

5.5.15

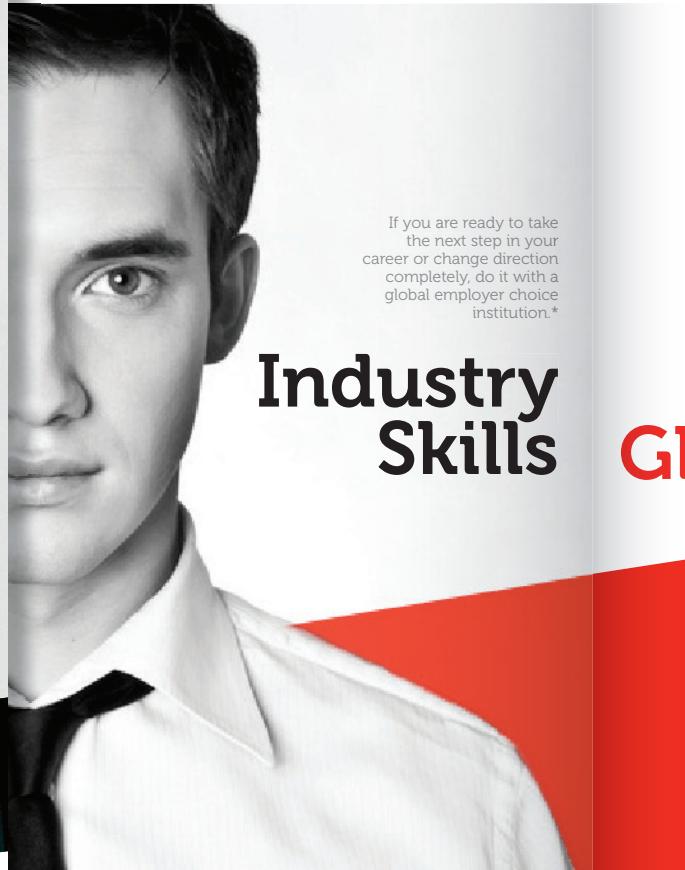
Postgraduate Guide

2013
Guide

**Unlock
Potential**

RMIT UNIVERSITY

Student Attraction
Course Guides



Contents

- 2 Postgrad at RMIT
- 4 Reach your goals
- 5 Global advantage

-
- 8 Architecture and Building
 - 12 Art and Design
 - 19 Business
 - 26 Community Services and Social Sciences
 - 29 Computing and Information Technology
 - 32 Education and Training
 - 35 Engineering
 - 43 Environment and Planning
 - 45 Health and Media Sciences

Global Careers

- 59 Justice and Legal
- 61 Media and Communications
- 64 Science

-
- 72 RMIT campuses
 - 73 How to apply
 - 74 Money matters
 - 76 Student services
 - 77 Index
 - 78 Postgraduate information sessions

Mus, ne volentis rem quatur? Qui blaut et autate doluptae ped quatern nimir laborrum rem expiis doluptur sint vollo te veliquam, aspit.

Apid quasitam eatum conserum as eumquat.

Portraits – Best Practice Examples

5.5.16

2013 Guide

Degree and Diploma Guide

Connected Future

RMIT UNIVERSITY

Student Attraction Course Guides

Contents

What's Inside?

- 4 Global mindset
- 6 Learning by doing
- 8 Changing lives through research
- 10 Architecture and Building
- 13 Art and Design
- 19 Business
- 24 Communication and Digital Media
- 27 Community Services and Social Sciences
- 31 Computing and Information Technology
- 34 Education and Training
- 39 Engineering
- 46 Environment and Planning
- 49 Health and Media Sciences
- 55 Justice and Legal
- 58 Science

- 62 Where to from here?
- 64 Associate degrees
- 65 Double degrees
- 66 Campuses in Australia
- 67 Campuses in Vietnam
- 68 How to apply
- 70 Money matters
- 71 Access for all
- 72 Student life
- 74 Student services
- 74 Housing options
- 75 Adventures through Education Abroad
- 75 Elite Athlete Friendly University
- 76 Scholarships
- 78 Pathways
- 82 Index
- 84 Important dates 2012

On the Run?

Interact with RMIT.

Stay connected with everything that's going on at RMIT through web, mobile and social networking. Visit www.rmit.edu.au/interact

Hot topics

Cool research

Influence everyday lives

Exciting new discoveries constantly drive industry advancement and enhance society. Every year, new breakthroughs in the RMIT research portfolio offer dynamic research opportunities that inspire students to heights they never imagined possible!

How do you start a career in research?

- Complete your first university degree with high grades.
- Stay on for an extra year and do honours – complete work on a major research project.
- Or, instead of honours, complete a master degree by research.
- If you achieve high grades in honours or a master degree by research, you can move into a doctorate often called a PhD, which involves four years of research under the supervision of a senior researcher.
- Your doctoral qualification will open doors to international career opportunities.

More information: www.rmit.edu.au/research

iPhone: Never Say Die

Longprostet dolore eardi sim elert. Itas autem ium, abora sunt. Sed essem euquai ant volopept quid ma secent fac lousum reslaepe.

Us, veni dolesst assimus ut quis cuicis aperse rundam resped metus stolam. Ut qui nobis enpis et dolorem as anhicas edis kuchs sum vendi cui us aut minus dis imusciat. Nis adit eatatem.

iPhone: Never Say Die

Longprostet dolore eardi sim elert. Itas autem ium, abora sunt. Sed essem euquai ant volopept quid ma secent fac lousum reslaepe.

Us, veni dolesst assimus ut quis cuicis aperse rundam resped metus stolam. Ut qui nobis enpis et dolorem as anhicas edis kuchs sum vendi cui us aut minus dis imusciat. Nis adit eatatem.

iPhone: Never Say Die

Longprostet dolore eardi sim elert. Itas autem ium, abora sunt. Sed essem euquai ant volopept quid ma secent fac lousum reslaepe.

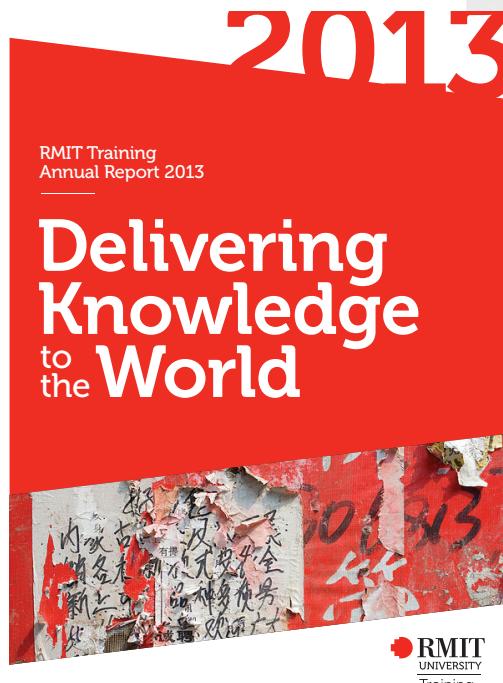
Us, veni dolesst assimus ut quis cuicis aperse rundam resped metus stolam. Ut qui nobis enpis et dolorem as anhicas edis kuchs sum vendi cui us aut minus dis imusciat. Nis adit eatatem.

5

Portraits – Best Practice Examples

5.5.17

RMIT Training
Annual Report

A black and white photograph of a woman with long dark hair, looking off to the side. She is wearing a light-colored t-shirt with some text and graphics on it. Overlaid on the image is a large, bold red text that reads 'Looking outward'. To the left of the woman, there is a block of Latin text: 'Rit explaccae porro volorae cupiend eseruntur accup taes audiorem come et eost est, volora que cupta nit es seque veles volum et am nis nus, volor sin reium aut et sum'. The background behind the woman is a plain, light color.

Contents

2 Postgrad at RMIT
4 Reach your goals
5 Global advantage

8 Architecture and Building
12 Art and Design
19 Business
26 Community Services and Social Sciences
29 Computing and Information Technology
32 Education and Training
35 Engineering
43 Environment and Planning
45 Health and Media Sciences

59 Justice and Legal
61 Media and Communications
64 Science

72 RMIT campuses
73 How to apply
74 Money matters
76 Student services
77 Index
78 Postgraduate information sessions

Mus, ne volentis rem quatur? Qui blaut et autate doluptaed quiatem nime laborum rem explic doluptur sint vollo te veliquam, aspita.

Portraits – Best Practice Examples

5.5.18

Student Attraction
Apprenticeship and Traineeship Guide

2013
Guide

Apprenticeship
and Traineeship
Programs

Consider the Possibilities

Ben Smith, Plumbing Apprenticeship

Did you know?
Students name and course/
program title may be
included in small text on
front covers for real
world context.

RMIT
UNIVERSITY

Student Attraction
DL Brochure

2013

Nursing

Apprenticeship
and Traineeship
Programs

Caring Matters

RMIT
UNIVERSITY

Portraits – Best Practice Examples

5.5.19

Student Attraction

Carousel Banner (www.rmit.com.au)

RMIT AUSTRALIA | ALUMNI | STUDENTS | STAFF | myRMIT login | Exit

SKIP TO CONTENT | MOBILE | ABOUT | NEWS | EVENTS | LIBRARY | MAPS | CONTACT | Search

RMIT UNIVERSITY

Study with us | Life at RMIT | Research | Industry | Search

PostGrad Info Sessions

Meet with experts and learn how to reach new heights in your career

– Register to attend now

Prospective students	Current students	Staff	About
> STUDY WITH US	> STUDENTS WEBSITE	> EMPLOYMENT OPPORTUNITIES	> AUSTRALIA
> LIFE AT RMIT	> LOGIN TO MYRMIT	> STAFF WEBSITE	> VIETNAM
> INTERNATIONAL STUDENTS	> CAMPUS & MAPS	> LEARNING HUB	> INTERNATIONAL PARTNERS
APPLY NOW FOR MIDYEAR	MY EXAM TIMETABLE		> GIVING TO RMIT

RMIT is a global university of technology and design
Việt Ngữ | 繁體中文 | 简体中文 | Espanhol

Learn more > Cool customers > Get connected > Midyear events >

NEWS

- Infectious disease course wins teaching award 8 May 2012
- An innovative RMIT University course has won the \$10,000 Open Universities Australia Teaching Award for Best Undergraduate Unit
- Discovery key to halting nerve fibre damage in MS 7 May 2012
- Building trust in food labels 4 May 2012

Coming up
Open



PostGrad Info Sessions

Meet with experts and learn how to reach new heights in your career

– Register to attend now

Did you know?

When designing Campaigns consider all media channels where a Campaign may appear, so only one Wedge is in the field of view.

Portraits – Best Practice Examples

5.5.20

Student Attraction

Program Page Tile (www.rmit.com.au)

The screenshot shows the RMIT Australia website's program page for Architecture and building. The header includes links for MOBILE, STUDENTS, ALUMNI, STAFF, myRMIT login, and Login. Below the header, there are tabs for Study with us, Life at RMIT, Research, and Industry, along with a search bar.

The main content area features a large black banner with the text "Architecture and building". Below this, a breadcrumb navigation shows Home > Study at RMIT > Architecture and building. A sidebar on the left lists study options: Degrees, Postgraduate by coursework, Apprenticeships & traineeships, Diplomas and certificates, Postgraduate by research, Single and short courses, Study online, Download brochures, Postgraduate, International students, Academic schools, and EXPLORE.

The central content area contains sections for PostGrad Info Sessions, Become a student (Australian residents and International), and Events. The Events section lists events like "14/04/2011 Chelle Richardson - Social Listening" and "14/04/2011 Amelle Murray - Interactive Architecture".

At the bottom, there are links for INTERACT WITH RMIT and various news and contact categories.



Portraits – Best Practice Examples

5.5.21

Student Attraction
Web Banners

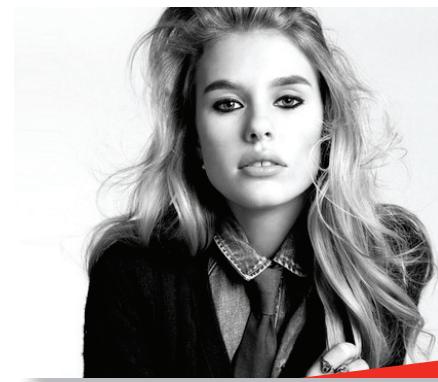


My Own Story

For more information call info Corner on 9925 2260 or visit 330 Swanston Street Melbourne.

RMIT
UNIVERSITY

Did you know?
Use the full colour RMIT Brandmark whenever possible, as it is preferable than reversing it out of a red Wedge.



My Own Story

For more information call info Corner on 9925 2260 or visit 330 Swanston Street Melbourne.

RMIT
UNIVERSITY

5.6

Campus Moments

Colour and vitality.

Campus Moments – Overview

5.6.1

Campus Moments photography celebrates the diversity, sociability and enjoyment of University life through dynamic, engaging photographic moments.

Two hero photography styles have common attributes which connect them together. Within each individual style there are specific details that give them their ‘unique’ looks. Please refer to the following pages for further specification. When creating imagery for RMIT please ensure:

People

- Have a sense of self as individuals with a confident attitude. People must ‘be themselves’. Portrait photography seeks to capture the diversity of RMIT students ages (18 – 50), all ethnicities, with differing personal styles and backgrounds
- Talent selection should be based around individuals who reflect the university’s personality traits. This may be reflected in their physical stance, features, facial expression, wardrobe, personal styling or a combination of these. When selecting talent, wardrobe, personal styling or props it is important to consider how this reflects the program/area that is being represented
- Another important consideration is the individual being photographed has a story that represents the RMIT Brand identity and conceptual target audience
- Keep talents actions realistic, proud, confident, not overly contrived.

Viewpoint

- Photograph talent at a slightly low viewpoint.

Lighting and colour

- Front lit. No heavy shadows. Subtle shadows on backgrounds where appropriate. There must be a tonal difference between skin tones and background colour. Images are in full colour, but overall colour image tones must be desaturated.

Backgrounds and environments

- Studio: light/grey neutral background
- In situ: background environments are out of focus.

Styling and props

- Hair and make-up: simple, natural, fresh and modern. Ensure a mix of trans-seasonal wardrobe selections. Props only when essential to support the person’s individuality.

Life on Campus



Collaboration



Campus Moments – Life on Campus

5.6.2

Life on campus images are the internal expression of the RMIT Brand, reflecting the spirit of university life. This is RMIT at its most inclusive.

Life on campus images capture RMIT students:

- Relaxed
- Engaging
- Comfortable in their surroundings
- With a strong freedom of expression
- In context of indoor or outdoor environments or in studio
- In desaturated colour.

People

- Individuals or groups
- Looking at camera or away from camera
- If photographing a group, aim to have only one person looking at camera
- Relaxed, natural, real personality and pose
- Warm, approachable
- Wide smile, soft smile or closed mouth
- Casual clothing/styling selections.

Please refer to the Campus Moments overview page for overarching principles when creating colour hero imagery.

Please note: some of the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library. Any RMIT owned images on this page are highlighted with an asterisk.



**Comfortable
in their surroundings**

Desaturated colour

Relaxed

**Freedom
of expression**

Campus Moments – Collaboration

5.6.3

Collaboration images are the productive expression of the RMIT Brand, reflecting the process of education and group involvement. This is RMIT at its most involved.

Collaboration images capture RMIT students:

- In real moments
- Interacting
- Involved in the process
- In context of indoor or outdoor environments
- In desaturated colour.

People

- Individuals or groups
- Unaware of camera, no talent looking at camera
- Relaxed, natural, real personality and pose
- Wide smile, soft smile or closed mouth
- Approachable, contemplative, in thought or in conversation
- Appropriate casual clothing/styling selections for context.

Please refer to the Campus Moments overview page for overarching principles when creating colour hero imagery.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.



Campus Moments – Incorrect Use

5.6.4

Photography is a key component of the RMIT identity system. It helps RMIT to visually stand apart from its competitors.

Care must be taken to avoid incorrect use of RMIT's campus moments photography.

The examples shown opposite demonstrate ways in which photography should not be used. Such use will weaken or damage the integrity, impact and consistency of RMIT's Brand identity.



No deep-etched imagery, backgrounds must be real



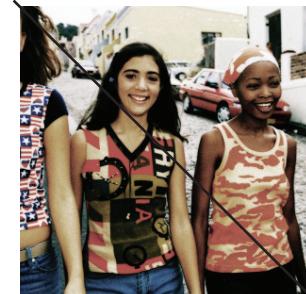
Do not use campus moments images in their true colour, convert to desaturated colour



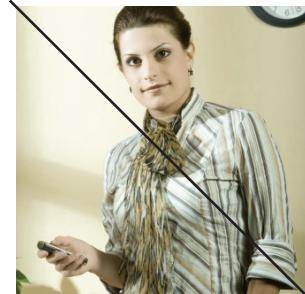
Campus moments images must not be used in black and white



No clichéd image scenarios, talent actions or prop selections. Aim to have only one person looking at camera



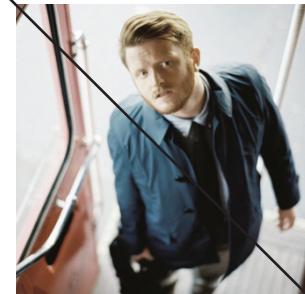
Keep patterned clothing selections to a minimum. Simple graphic clothing patterns work best



Clothing selections must reflect RMIT's brand personality



Do not overstyle hair and makeup. Keep hair and make-up natural, fresh and modern



No exaggerated angles when photographing talent



No clichéd talent actions or clichéd prop selections

Campus Moments – Applying the RMIT Wedge

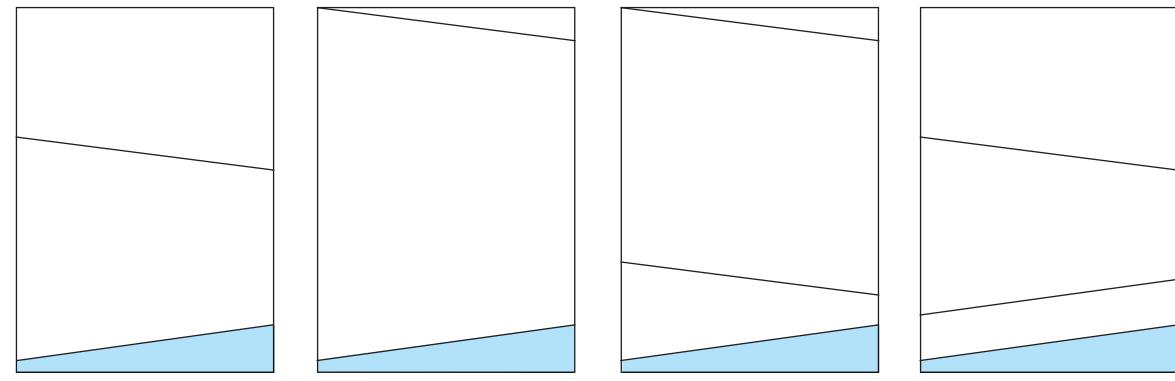
5.6.5

Here are some handy hints on how to use the RMIT Brand identity elements.

RMIT Wedge

- The Wedge converges (or narrows) from left to right at a 7° angle. In limited circumstances there are a couple of exceptions where the 7° angle may be modified to suit specific applications i.e. use of the Wedge in extreme horizontal web banners
- The Wedge is a truly flexible element and can be applied and cropped in a variety of ways to suit many applications
- Colour (red or white), photographic images or photographic textures may be incorporated into the Wedge layout device
- When using the Wedge in red, it can used in 100% solid colour or 100% solid multiplied colour over photographic imagery
- To maintain consistency across RMIT's applications, please ensure these rules are carefully followed.

The shapes can be moved vertically up or down to create layout zones for colour or photography



Layout Principle

The RMIT Branding zone

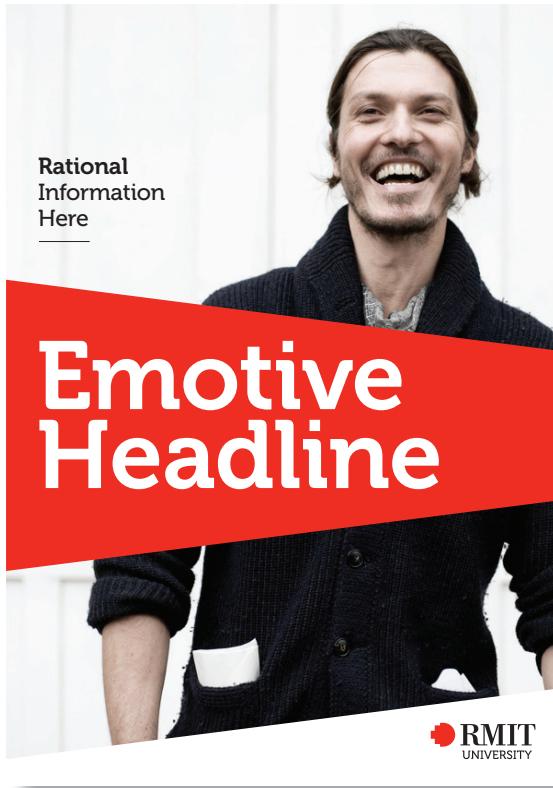
This area is primarily reserved for the RMIT Brandmark, however it can also be used to contain copy, URL etc. so long as the clear space rules are strictly observed.



Campus Moments – Applying the RMIT Wedge

5.6.6

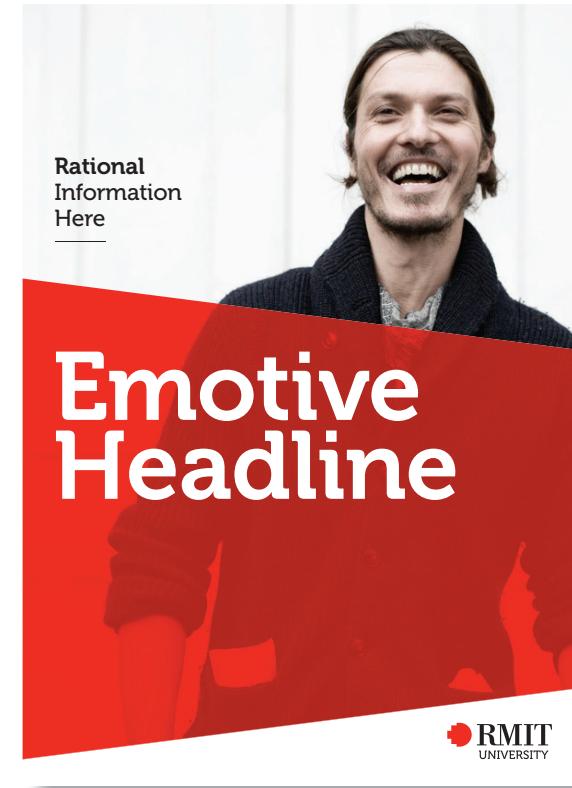
Flexibility of the red Wedge in application



Wedge in 100% solid red over photographic image



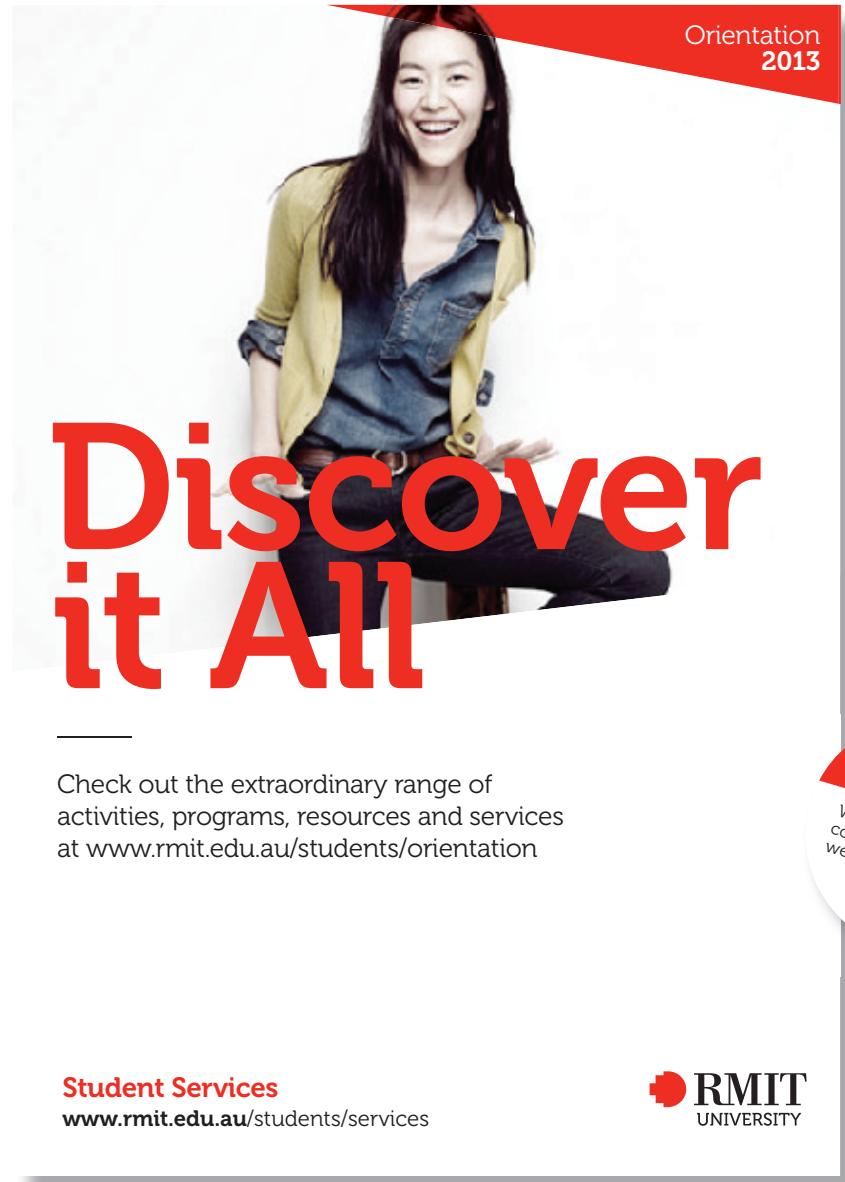
Wedge in 100% solid multiplied red over photographic image



Wedge in 100% solid multiplied red (top layer) with second Wedge in 50% white tint (middle layer) over photographic image (base layer). Please note: the 50% white tint value may need to be adjusted as required, review image to determine best white tint value to suit your individual needs

Campus Moments – Best Practice Examples

5.6.7



A photograph of a young woman with long dark hair, smiling broadly. She is wearing a yellow cardigan over a blue denim shirt and dark jeans. The background is plain white. In the top right corner of the image area, there is a red diagonal banner with the text "Orientation 2013".

Discover it All

Check out the extraordinary range of activities, programs, resources and services at www.rmit.edu.au/students/orientation

Student Services
www.rmit.edu.au/students/services

RMIT
UNIVERSITY

Student Services
A3 Poster



Campus Moments – Best Practice Examples

5.6.8

Student Services
A3 Poster

Orientation
2013

Discover it All

Check out the extraordinary range of activities, programs, resources and services at www.rmit.edu.au/students/orientation

Did you know?
Textures can be overlaid in creative ways at the top, middle or bottom of layouts for flexibility and diversity.

Student Services
www.rmit.edu.au/students/services

RMIT
UNIVERSITY

Orientation
2013

Discover it All

Check out the extraordinary range of activities, programs, resources and services at www.rmit.edu.au/students/orientation

Student Services
www.rmit.edu.au/students/services

RMIT
UNIVERSITY

Campus Moments – Best Practice Examples

5.6.9

HR
A3 Poster



The poster features a photograph of two people, a man and a woman, looking at a screen or document together in an office setting. Below the photo is a red diagonal band with white text.

Transform Performance

From January 2013 staff will experience the Performance Workplan online via the Employee Self Service (ESS) portal.

Get ready to begin the 2013 performance cycle.

How do you want to learn?

- Watch a simulation
- Register for a drop-in a lab
- Read a technical guide

www.rmit.edu.au/staff

RMIT
UNIVERSITY

HR
My Performance A4 Brochure



The brochure features a photograph of three people in a meeting room. In the foreground, a man is laughing. In the background, two other men are standing and talking. Below the photo is a red diagonal band with white text.

Career Best

My Performance at RMIT

RMIT
UNIVERSITY

Campus Moments – Best Practice Examples

5.6.10

HR
DL Brochure

'I want you to look forward to contributing to what we do at RMIT every day and for RMIT to be a place where job satisfaction and success are a result of working together toward a shared vision'

Professor Margaret Gardner AO
Vice-Chancellor and President

What our people asked for
As part of the planning process we asked RMIT staff and managers two questions:
What should Human Resources at RMIT be famous for?
What is the vision of our service to RMIT staff in the next five years?

Aperum quasi berio magnis mo incidel entis quatus. Menis maiori per inis dem lignimintus etur, si debitulum in reca-
tis a aut magnitet aut etoles restre non cus allaspernat.
Os poraeatam fugite volo eum, alitasim quo pussili
autem id moditem nobis facceagud re dolor acchoram
hici inclusa inductum nam invensit sperast iomrupsa dem
si quam autem que recusas et latetis statim sem etur?
Ur adis ipfte dolupat faciemam et volupta temoluptatem
quassint, ut molupat aped blaccabo. Neque si ven-
dam, am facieor sitae pa dolupat aut quecavat clandel
moleoreptem facequaas autafur? Cus est dolupata sperias
perfero enimagh lendarum volorum quias as es sus.

RMIT's Human Resources plan.
Realising strategy through high-performing people 2011-2015.

Im nichocraest pa sae concepe del maiorep tatur, qui te pre-
satur? Explic
al etas Sam
harisita ut
ommittim
latis latut loid
et aut antis re-
officis niftig
senhine autu

Loratis doloro ma dunt abore doloreh entreperum liquis
asped qui veleto queupadum, consonit quia ea voluplaqu
dolilig indecatibus si ut am sunt atunes dellorputum aut
quissequis dolendie. Eventios esquid ut voluptu scideboscis
quatu?

Unt landam nat laut id quo jum repti ad modi esed quo offici-
lis re, quear roviduotaf quia sifatur aut estrum fugit volore
nobitas atcipansit dese sapita nel voluptatum? Qui optatur?

Is est que nonse qui nim quam hil malec expils est astasit,
iudicat, faccesse
s rs, qui
consequi
ut rerum
at harum ut es
roles aut que
quis diasped

Offcite simusdae lab in conse omimolen dusdam nobita si

High Performance Future

Human Resources Five Year Plan
2011-2015

www.rmit.edu.au/staff

RMIT
UNIVERSITY



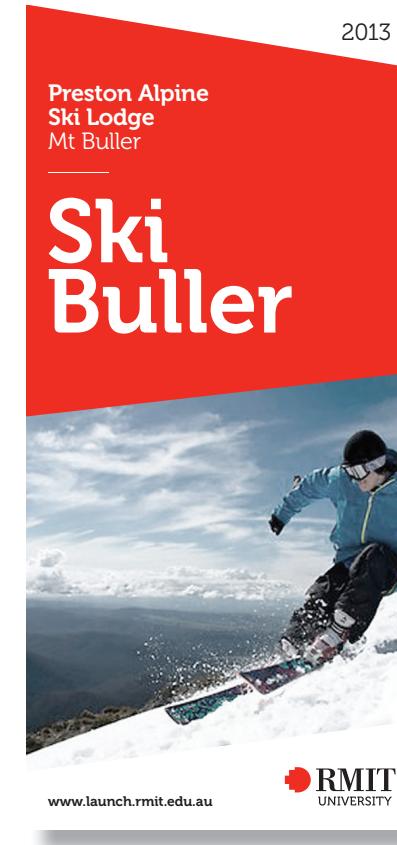
Campus Moments – Best Practice Examples

5.6.11

Student Attraction
Promotional Postcard



Student Services
DL Brochure





5.7 | Locations

The world around us.

Location – Urban Edge

5.7.1

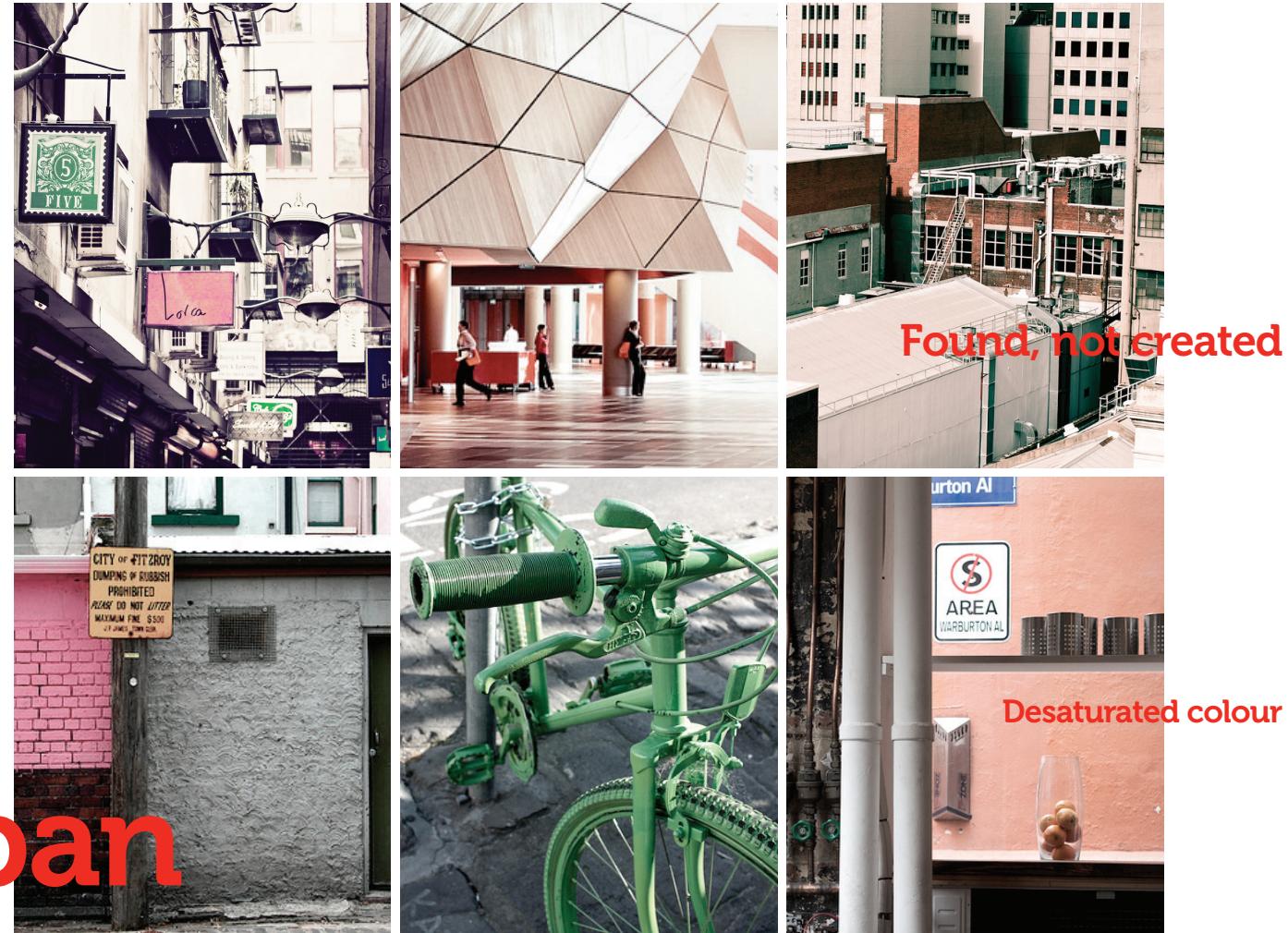
Location-based photography is different to textures in that we aim to capture more of a story and greater sense of place by pulling back on the detail and showing the bigger picture. Urban edge locations reflect the gritty city environment through a lens of creativity and diversity.

Urban edge location images must:

- Depict all facets of city urban locations whether it be modern, clean and contemporary or gritty and eclectic
- Must not be clichéd or expected
- Find interesting and unique local viewpoints
- Frame to capture outdoor or indoor locations, do not show whole buildings
- If people are captured within the context of these images, they must play a minor support role only
- Must be local, not touristy
- In desaturated colour.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.

Urban



Detail

Location – Local Nature

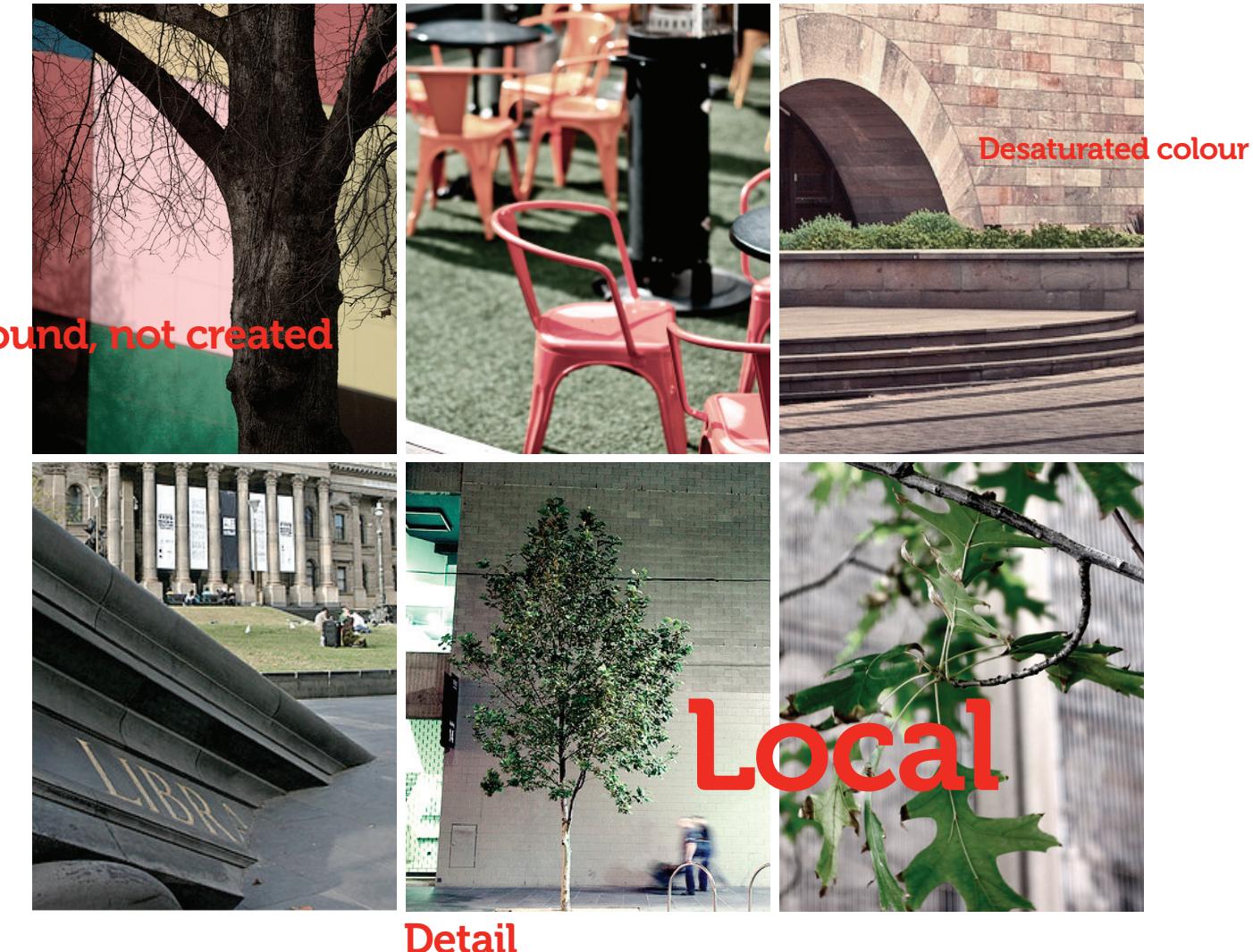
5.7.2

In addition to urban edge locations, there is also a "softer" expression of urban living as "local nature", where we encourage a creative representation of a broader urban story, whilst avoiding clichéd tourism-centric images.

Local nature images must:

- Have local nature content
- Must not be clichéd or expected
- Find interesting and unique viewpoints
- Frame to capture outdoor locations that contrast local nature with architectural or man-made objects, do not show whole buildings
- If people are captured within the context of these images, they must play a minor support role only
- Must be local, not touristy
- No fauna. Local nature and the built environment only
- In desaturated colour.

Please note: the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library.

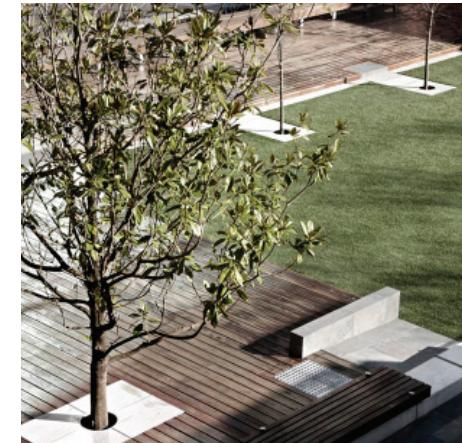
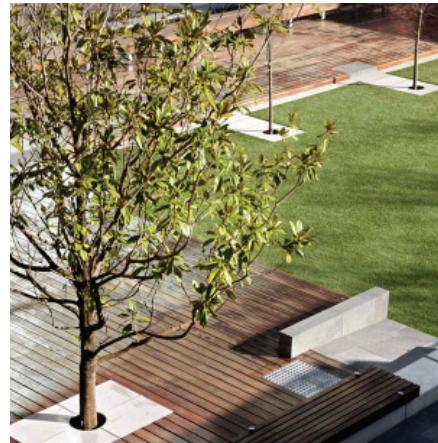


Location – Adjusting Colour

Creating desaturated colour images.

Adjust the overall colour values of Location images to a desaturated colour look. By using desaturated colour for all Location photography, this reflects a softer, creative and more unique approach for RMIT.

Adjusting Location images to desaturated colour



Full colour image (incorrect use)

✓ Adjust overall colour values to desaturated colour for all Location imagery

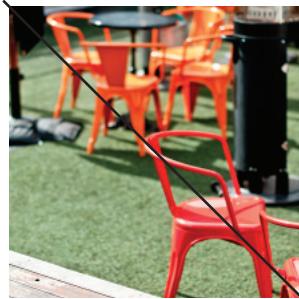
Location – Incorrect Use

5.7.4

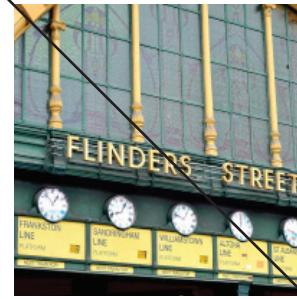
Photography is a key component of the RMIT identity system. It helps RMIT to visually stand apart from its competitors.

Care must be taken to avoid incorrect use of RMIT's location photography.

The examples shown opposite demonstrate ways in which photography should not be used. Such use will weaken or damage the integrity, impact and consistency of RMIT's Brand identity.



Do not use Location images in their true colour, convert to desaturated colour



Location images must capture iconic city aspects, not touristy locations



Location images must capture interesting and unique viewpoints. They must not be clichéd or expected



Location images must not be clichéd or expected. If included, people must play a minor support role only

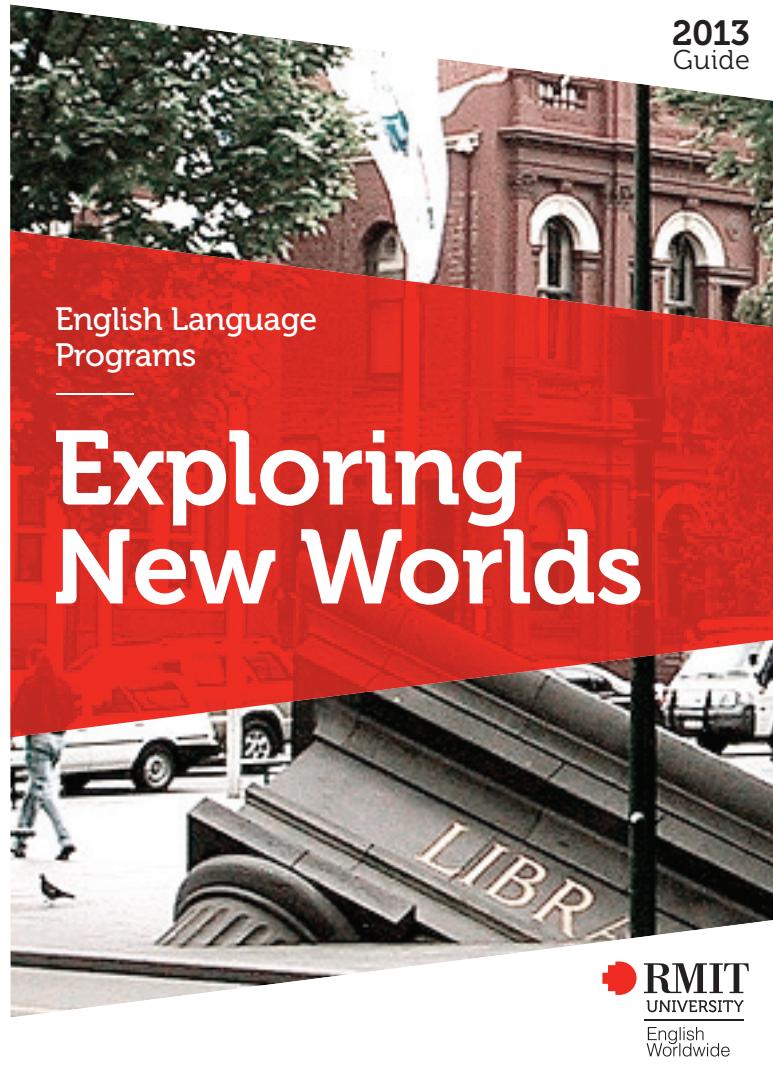


Location images must not be clichéd or expected

Location – Best Practice Examples

5.7.5

RMIT English Worldwide
Course Guide – Student Attraction



Student Services
Map – Current Students / Internal



Find Your Way

Bundoora
Library Map



Location – Best Practice Examples

5.7.6

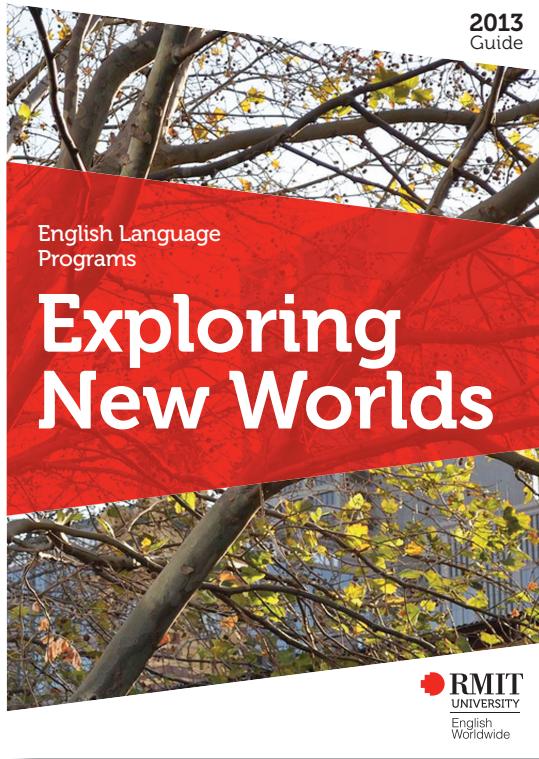


International College
Course Guide – Student Attraction

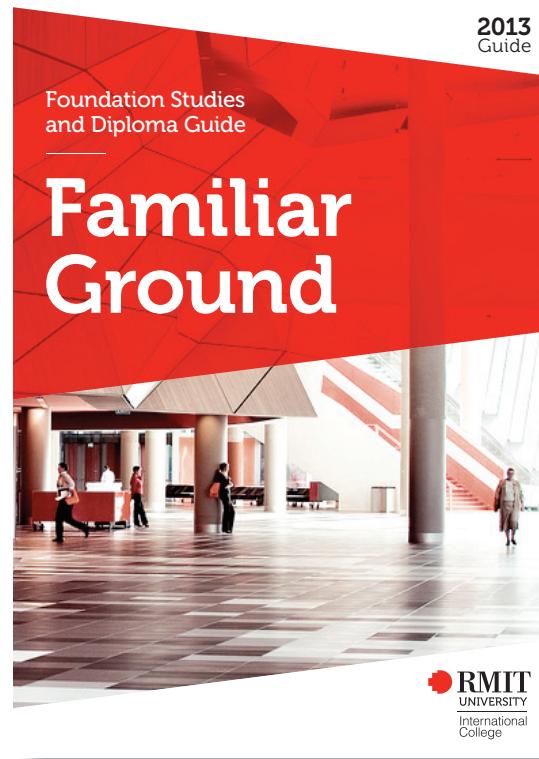
Location – Best Practice Examples

5.77

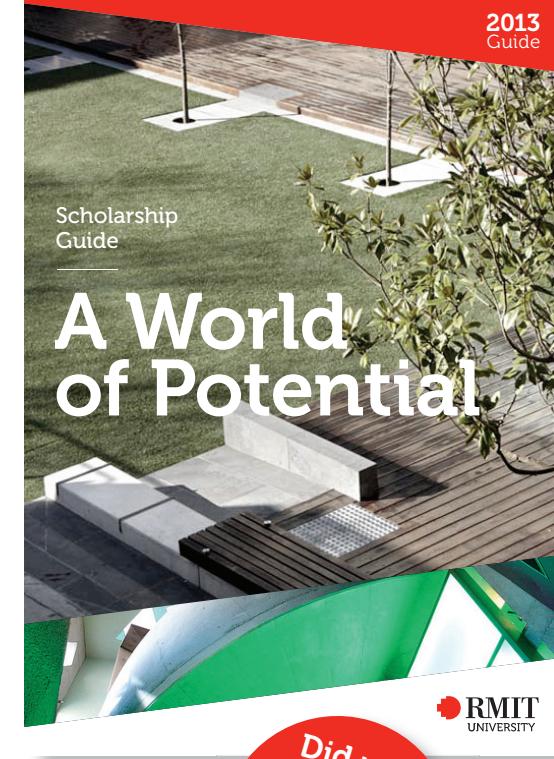
RMIT English Worldwide
Course Guide



International College
Course Guide



Student Attraction
Scholarship Guide



Did you know?
Our 'Location' photography can be used on its own, or with textures.

Location – Best Practice Examples

5.7.8

RMIT Gallery
DL Flyer Program



5.8

Student Work & Objects

It's what we create.



Student Work – Overview

5.8.1

This is the expression of the tangible output of RMIT, demonstrating the vast array of creations that are conceived by students (and staff). This is RMIT at its most productive.

Object and outcome images capture:

- Student and staff work from across the University
- Creative
- Diverse
- Crafted
- Represented in their true colour
- Professional photography and lighting is essential.

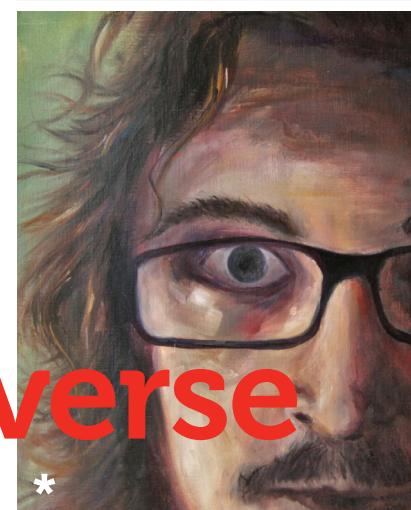
Please ensure an RMIT permission form is signed by the student or staff member to use their work in RMIT communications. Form available online:
<http://www.rmit.edu.au/id/brand>

Please note: some of the images shown on this page are for inspiration of Look only, they are not part of RMIT's image library. Any RMIT owned images (student or staff work) on this page are highlighted with an asterisk.

Diverse



Student work



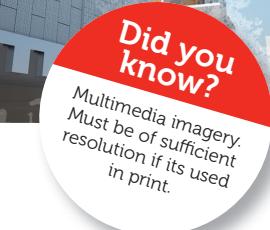
*



Outcomes



Creative



Applying Objects and Outcomes Photography

5.8.2

3D work

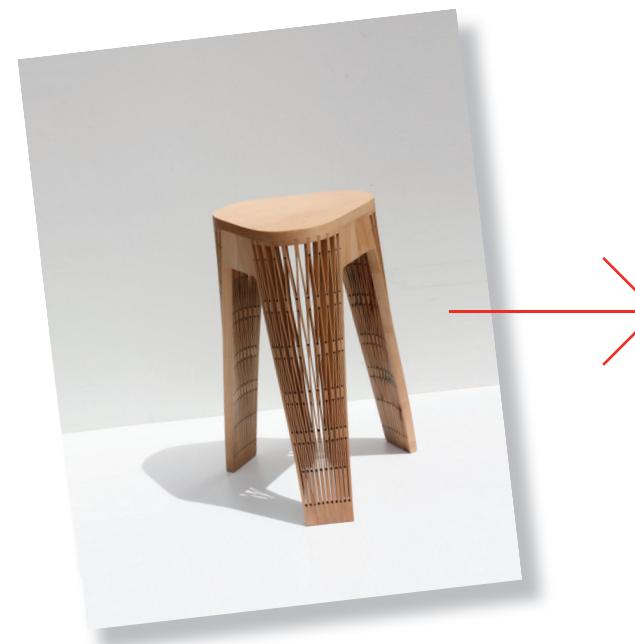
- Photograph 3D objects on a neutral grey background (no white background imagery). Ensure generous amount of neutral background behind the 3D object, as this will provide cropping flexibility in layouts of any format
- Subtle shadows on neutral grey background where appropriate
- 3D work may also be photographed in situ i.e. within the context of an environment that enhances the work, or supports the story behind the work
- Photograph objects at angles that best enhance the work
- Photograph the entire object, do not crop in camera.

Multimedia and 2D work

- Multimedia must be of sufficient resolution if it's used in print
- Photograph the entire 2D work, do not crop in camera.

Using work in RMIT communications

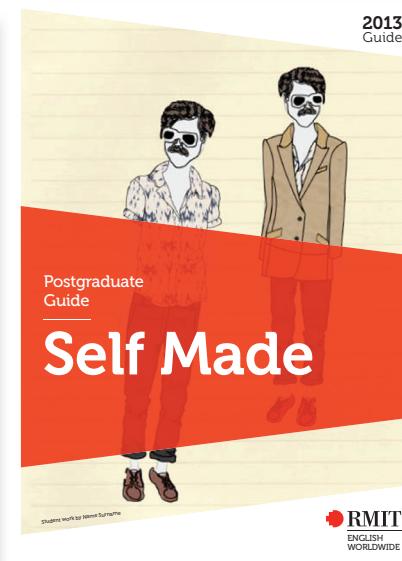
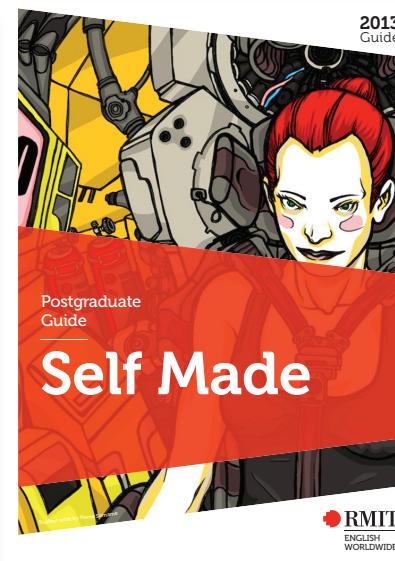
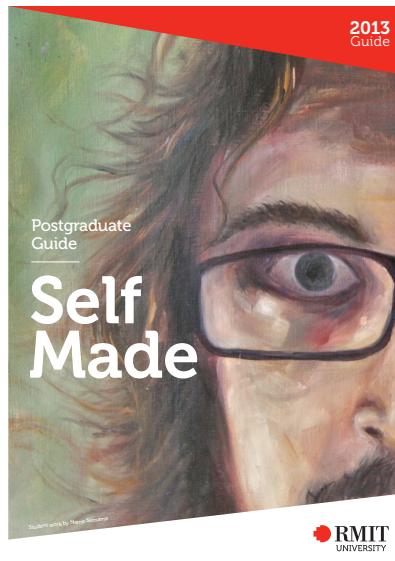
- Student and staff work may be used in a hero context i.e. on front covers or in a secondary context, on internal spreads
- Work may be credited in layouts, with small support text
- Please ensure work is not cropped too tightly in layouts
- Work may not be cropped in layouts without student approval
- When using student work that involves talent, talent approvals must be sought with a signed agreement prior to image use.



Objects and Outcomes – Best Practice Examples

5.8.3

Student Attraction
A4 Guides



Objects and Outcomes – Best Practice Examples

5.8.4

Student Attraction
A4 Guide



Reach New Heights



Objects and Outcomes – Best Practice Examples 5.8.5

College Promotion (Internal)
A2 Promotional Poster



HR
A4 Handbook



Object Photography

5.8.6

Object photography has been developed to diversify the scope of our photographic possibilities. From the objects they create, to the instruments they use, this photography is used to represent the breadth of the RMIT offer.

- This imagery is only ever used as hero photography
- Focus on objects to demonstrate practical know-how
- Graphic approach
- Simple recognisable shapes
- Treatment – warm black and white
- High contrast
- Dynamic images
- Professional photography, styling and lighting is essential
- No shadows on background



Indicative imagery only

Objects and Outcomes – Best Practice Examples

5.8.7

Student Attraction
A5 Handbook



Objects and Outcomes – Best Practice Examples 5.8.8

RELT A
A4 Flyer

RELT A
A4 Flyer

RELT A
Language Proficiency Training

Ensuring Safety

Language proficiency training.
Just as crucial as any other emergency training.

Passing an ICAO English Language Proficiency test does not guarantee long-term proficiency. Language proficiency is a skill, not knowledge. Recurrent language training especially in non-routine events is just as crucial as any other emergency training.

'Miscommunication between pilots and air traffic controllers continues to cause serious incidents and aircraft fatalities. Therefore, the focus should be on maintaining and improving proficiency—not just achieving compliance.'

Antonio Pelaez-Portales, Air Navigation Safety Manager, AESA/SENASA (Spain)

www.relta.org/bl4

Beyond Level 4 for air traffic controllers and pilots

- Develops all six ICAO skill areas with 80 hours online tuition
- Ensures English language proficiency is maintained and prepares personnel for any ICAO English Language Proficiency test
- Is cost effective and accessible. The tracking and reporting system allows instructors to assess progress by generating meaningful and timely reports.

RMIT English Worldwide is part of RMIT University and has expertise in language proficiency training, adopting the latest pedagogy to ensure your personnel have the greatest chance of maintaining and improving their proficiency.

Register your organisation for 2 FREE Beyond Level 4 courses, for a limited time.

RMIT UNIVERSITY
English Worldwide

RELT A
eDM

RMIT English Worldwide takes ICAO language proficiency requirements
Beyond Level 4

Is this email not displaying correctly?
[View it in your browser.](#)



Dear << Test First Name >>,

Recently you registered interest to participate in the Beyond Level 4 Aviation English trial program.

If you do qualify for the 30 day free trial, [please click here to download the nomination form](#). Once completed, please email or fax back to us for approval. We will then provide you with the necessary tools to complete the trial.

However, we understand that many customers are unable to participate because they did not have the required support from trained language instructors within their organisations or they were not employed by organisations that qualified for the free trial. RMIT English Worldwide recognises the importance of compliance and safety for pilots and has created a unique opportunity for all customers who were unable to participate in the trial.

The program will be run out of our corporate headquarters in Melbourne and will be run by our Aviation English team.

The offer includes:

- The feedback and assessment by RMIT Aviation English language instructors required to



5.9 | Secondary Photography

Supporting the message.

Secondary Photography – Overview

5.9.1

Secondary photography portrays the more literal aspects of RMIT life, in a more practical way.

The sheer amount of events and activities that occur as part of RMIT's daily life means that professional photography is often not feasible.

In these instances, some simple guidance will help ensure that regardless of the source of imagery, the look and feel of our communication will not be overly compromised.

Secondary photography may be used in black and white, desaturated colour or full colour on internal spreads as a support element. It must never be used in a hero way i.e. on the front covers of brochures or at a large scale i.e. full page in a brochure.

When colour is critical to the story i.e. showing students' work, use colour photography.



Digital image composition example

Adjusting images to improve look



In instances where images are of poor quality or bad colouration, convert to greyscale with good contrast

Secondary Photography – Best Practice

5.9.3

Student Attraction
A4 Promotional Guide

**Certificate IV
in Occupational Health and Safety**

City Campus

Program code: C425

Duration

- 1 year full-time
- 6 months fast-track

2013 Dates

- 23-27 July 2013 (Block One)
- 10-14 September 2013 (Block Two)

Tell me more

Custom solutions RMIT can also tailor OHS learning to your organisation's requirements. All programs can be delivered exclusively at your workplace and tailored to suit your industry.

Further information
Tel: +61 3 9925 4309
Email: ohs@rmit.edu.au

RMIT's OH&S programs are practical and industry relevant, equipping you with the practical skills and expertise to further your career. Flexible options allow you to fast track your studies in certificate IV and diploma programs.

Occupational Health and Safety

RMIT's OH&S programs are practical and industry relevant, equipping you with the practical skills and expertise to further your career. Flexible options allow you to fast track your studies in certificate IV and diploma programs.

Give Your CV a Safety Overhaul

What you will study

The Certificate IV in Occupational Health and Safety consists of a total of nine units—six elective units and three effective units.

Occupational health and safety units

- Assist with compliance with OHS and other relevant laws
- Select one unit
- Contribute to the implementation of emergency procedures
- Use equipment to conduct workplace monitoring

Select four units (without duplication)

- Contribute to the implementation of a systematic approach to managing OHS
- Contribute to the implementation of emergency procedures
- Contribute to the implementation of strategies to control OHS risk
- Contribute to the implementation of the OHS consultation process
- Identify hazards and assess OHS risks
- Monitor a safe workplace
- Use equipment to conduct workplace monitoring

Elective units

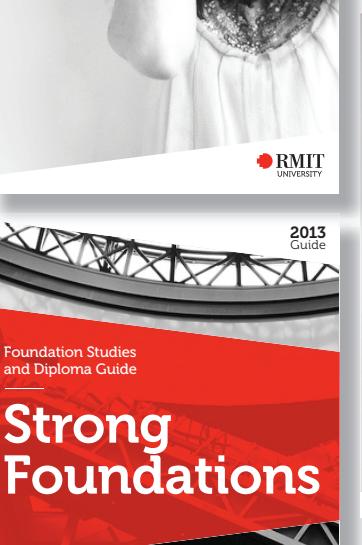
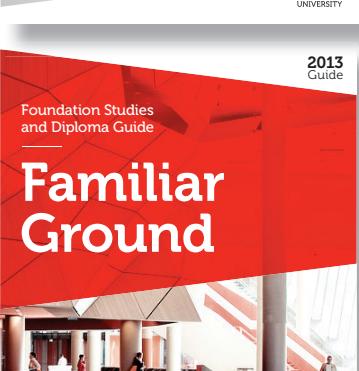
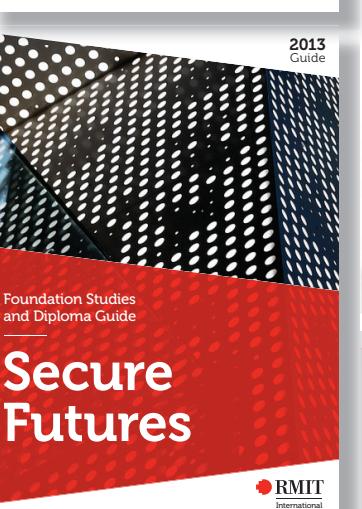
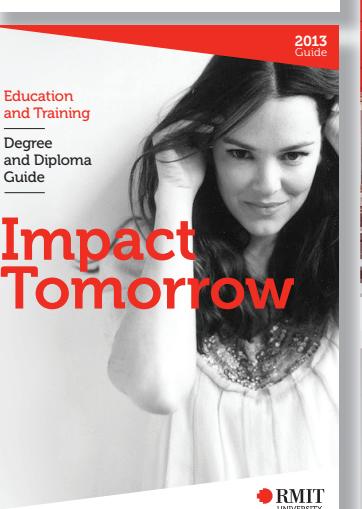
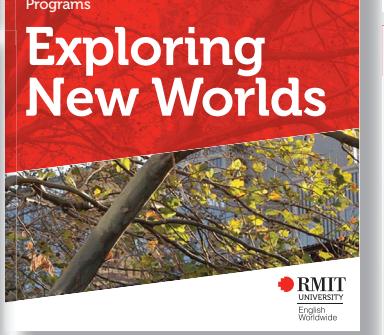
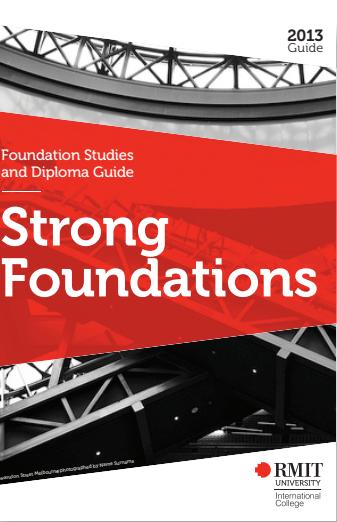
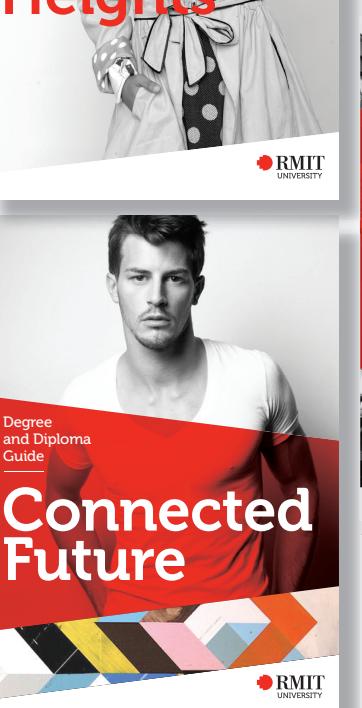
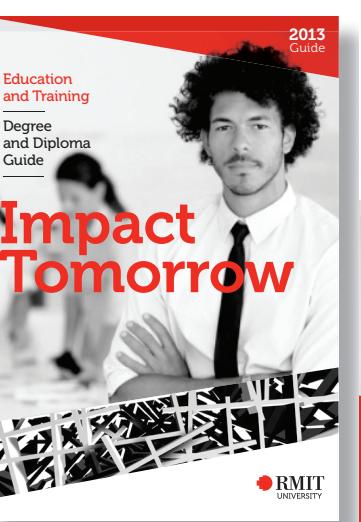
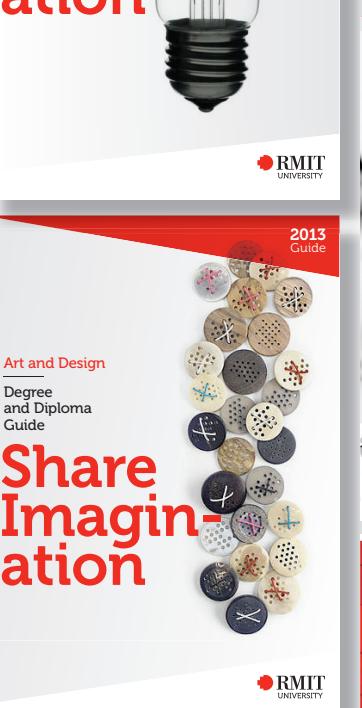
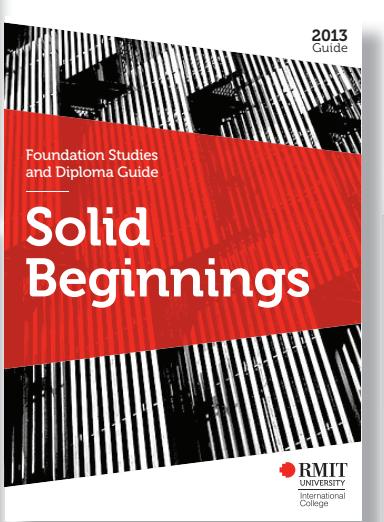
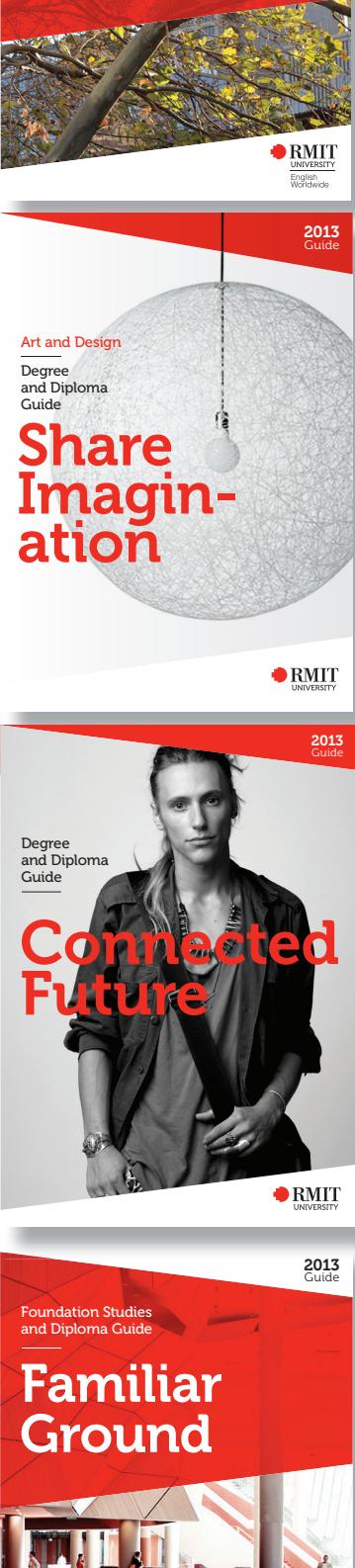
- Select a minimum of two units
- Establish networks
- Identify risk and apply risk management processes
- Make a presentation
- Manage projects
- Promote innovation in a team environment
- Write complex documents

You will be assessed on professional outcomes in a work place setting (real or simulated) and receive feedback from those involved in your industry. Assessment resources are provided on 'improving' (online @RMIT) which can be used as reference during the studies printing notes.

www.rmit.edu.au

Victoria State Government
Department of Education and Early Childhood Development

RMIT UNIVERSITY



Foundation Studies
and Diploma Guide

Bridging Worlds



2013

RMIT Training
Annual Report 2013

Delivering Knowledge to the World



Foundation Studies
and Diploma Guide

Growing Together

Foundation Studies
and Diploma Guide

Learning Local



Professional Development
Programs for Teachers and
Administrators

Better Educators

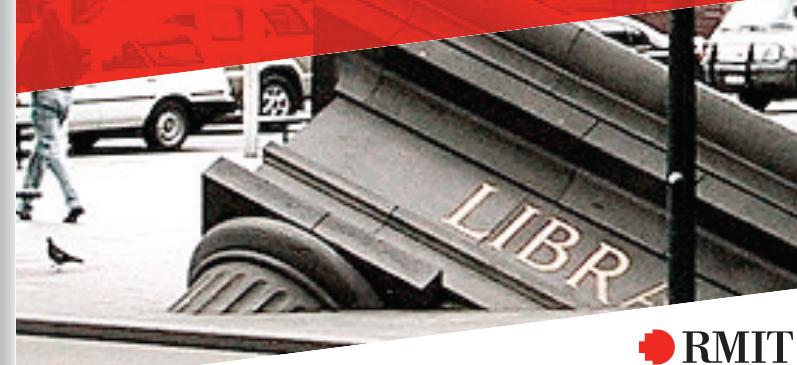


2013
Guide



English Language
Programs

Exploring New Worlds



2013

Guide

RELT A
Language
Proficiency Training

Ensuring Safety

Language proficiency training.
Just as crucial as any other emergency training.

Passing an ICAO English Language Proficiency test does not guarantee language proficiency. Language proficiency is a skill, not knowledge. Recurrent language training ensures that language proficiency levels remain as high as possible. Therefore, the focus should be on maintaining and improving language proficiency—not just achieving compliance.

Macommunication between pilots and air traffic controllers continues to cause serious incidents around the world. Therefore, the focus should be on maintaining and improving language proficiency—not just achieving compliance.

Antonio Peñate, President, Air Navigation Safety Manager, ATC/ONAMSA, reported:

RMIT English Worldwide is part of RMIT University and has expertise in language training. By adopting the latest pedagogy to ensure your personnel have the confidence to communicate and improving their proficiency.

It is cost effective and accessible. The online and blended system allows instructors to assess and monitor progress by generating meaningful and timely reports.

Register your organisation for 2 FREE Beyond Level 4 courses, for a limited time.

Foundation Studies
and Diploma Guide

Opening Doors

RMIT