

THE DESIGN WORKPLACE

WEEK 3



Kim Fernandez

CERT III



AUSTRALIAN
PACIFIC COLLEGE
DESIGN SCHOOL

Virtu Design Institute Pty Ltd (RTO 40530 - ABN 31 154 273 757) trading as APC Design School

Young Rabbit Pty Ltd (ABN 28 003 381 182) trading as Australian Pacific College | RTO Code: 90396 | CRICOS Provider Code: 01331F



hello!

Artist &
Multidisciplinary
Designer

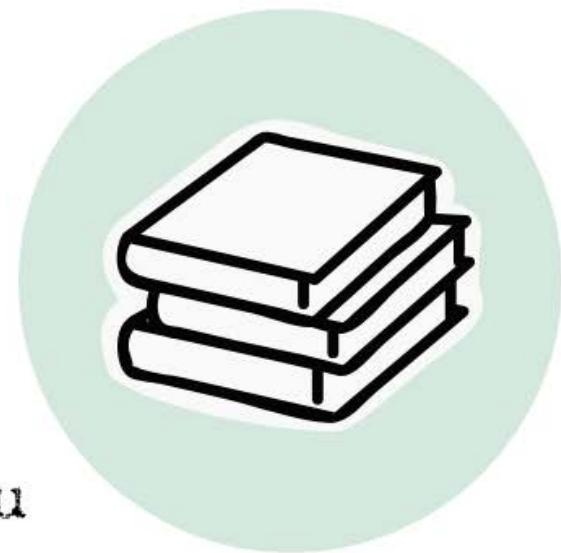
Interior,
Graphic,
Surface Pattern,
& Textile Design

I established
my Studio
20 yrs ago



classroom rules!

1. Be Kind! To yourself, to each other, to your teacher
2. Interrupt me! If you don't understand something, please stop me & I will review, revise, revisit the topic until you do. ALL Questions are welcome & valid
3. Contact me via myAPChub or kfernandez@apc.edu.au



APC FIRST SESSION VIDEO

PLEASE WATCH THE VIDEO ON APC HUB

 Announcements

 Subject Outline

 Assessment Requirements

 Assessment Mapping and Checklist

 Residential Interiors 1 Client Brief

 First Session Checklist

Please watch the “First Session Checklist” video to understand your course requirements, assessment due dates and classroom expectations.

THE DESIGN WORKSPACE

TRAINING UNITS

A: CUADES304 Source and apply design industry knowledge

B: CUAWHS312 Apply work health and safety practices

C: CUAPPR314 Participate in collaborative creative projects

DUE DATES:

**AT1 - Week 4
- Sunday, 19 May 2024**

**AT2 - Week 8
- Sunday, 16 June 2024**

SUBJECT OUTLINE

In this subject, students will have the opportunity to work in a design team environment to realise a design brief. Students will complete a series of activities, both independently and as part of a group to complete the design project.

Students will be challenged to use their communication and investigation skills as they seek to find fundamental information about legislation, technology and trends in the design industry and apply it to their design brief.

Students will learn about workplace health and safety in practice through completing their own design brief and by following a supplied case study.

DESIGN BRIEF

A new creative 'hub', **Team Up** is opening its doors to professional creatives who need a work space. **Team Up** offers short and long term work spaces in the form of hot desks, meeting rooms, studios and galleries. Artists, designers and makers in a multitude of disciplines can book a desk or meeting room by the hour, or a studio or gallery space for a week, a month or longer.

The founders of this creative centre are looking for designers to create a mural that will fill a wall in the front entrance to the building.

This mural must be a collaborative project and reflect the ethos of the creative space which is *creativity, sustainability, innovation and collaboration*.

The mural should be two (2) meters high by five (5) meters wide. Artwork can be supplied at 50%.

MURAL WALL



ASSESSMENT SUBMISSION

Students must complete ***all questions and activities*** in the workbook. Some activities are group activities which are to be completed collaboratively within a team of two or more students. Other activities are to be completed individually. *All students must submit their assessment work individually to myAPC.hub.*

Read all instructions carefully. All sources of information must be referenced using Harvard Referencing. Supporting documentation may be added as additional pages to the back of the workbook.

***** Please ensure all additional pages are labelled accordingly *****

DESIGN DEVELOPMENT WORKBOOK - AT1

Instructions for completing this workbook

This workbook is made up of a series of activities to be completed for Assessment Task 1.

Use the lectures and templates provided in the online classroom, your own research, and the supplied resources in order to complete the activities.

You must complete all activities in this workbook.

Include supporting documentation as an appendix with submission of this workbook.

Supporting documentation includes but is not limited to:

- Case studies
- Photographs
- References of sources of information (books/websites)
- Any additional pages added due to lack of space in workbook

CONTENTS

- 1. Industry Knowledge: Information Sources**
- 2. Industry Knowledge: History**
- 3. Industry Knowledge: Technology**
- 4. Industry Knowledge: Law and Ethics**
- 5. The Design Brief**
- 6. Timeline**
- 7. Meeting Minutes**
- 8. Design Development: Themes**
- 9. Design Development: Colour Direction**
- 10. Project Process Review**
- 11. Independent Review**
- 12. References**
- 13. Additional Pages**



Week 1 - Contents 1-4

Week 2 - Contents 5-7

Week 3 - Contents 8-11

Homework

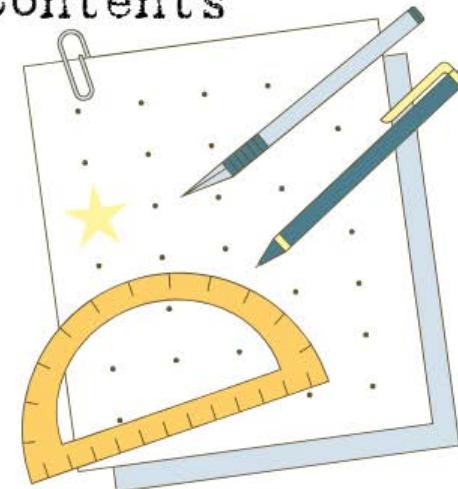
WEEK 1 - INDUSTRY KNOWLEDGE

Points 1 to 4 in the Contents

WEEK 2 - Points 5 to 7 in the Contents

ASSESSMENT TASK 1 DUE

Sunday, 19 May, 2024



5. THE DESIGN BRIEF - CHECK-IN

5. The Design Brief (TEAM ACTIVITY)

Read Assessment Task 1. Complete the template below with the design brief requirements.

Design Brief	
Project Name/Event	
Client (e.g. Trainer)	{Who are you designing for?}
Due Date	{What is the deadline for completing the task?}
Audience	{Who will the design communicate to?}
Purpose of the Project	{What are the reasons for completing this project?}
Goals of the Project	{What do you need to achieve?} List at least 2 goals.
Responsibilities	{What is your role and responsibilities in completing this brief?}
Resources Required	{What resources will you need to complete the task?} List at least 3 resources.

Download
the Template

Let's
discuss &
fill this out

TOGETHER

6. TIMELINE - CHECK-IN

6. Timeline (TEAM ACTIVITY)

In your team, complete the timeline below with dates for task completion. It is recommended that you work backwards from the assessment submission deadline to include all important events.

You must include the following important deadlines in your timeline:

- When is the deadline for the task?
 - When do you need to have the theme and the colour direction confirmed?
 - When do you need to have your preliminary design ideas completed and move onto the final design?
 - List any meetings you have arranged with your team to discuss the design development.
 - Who is the person responsible for each task? You may choose to divide the tasks between you or to work on tasks together.

7. MEETING MINUTES - CHECK-IN

7. Meeting Minutes

Come back to this section as required and enter the minutes of any design meetings you have with your team.

Copy and paste the template for each meeting you have.

You may add and delete rows as necessary.

Meeting Number: #		Date:	
Meeting Discussion Points	Outcomes	Tasks	Assigned to:

Download
the Template

At least
three (3)

M E E T I N G S

Please!

DESIGN DEVELOPMENT: THEMES

- ✓ Introducing new ideas can be a challenge. If you place a blank page in front of your team members, give them a prompt, and ask them to produce something awesome, there will likely be a lot of frustration. It's intimidating to jump straight into a fully formed, innovative concept
- ✓ Mind maps can help ease that intimidation factor and get you and your team unstuck. Whether you're brainstorming ideas to solve a specific problem, trying to put together big picture plans, or just want to get those creative juices flowing, mind mapping is a great place to start an effective design brief aligns the company and designer's goals so everyone is happy with the final deliverable

- ✓ **Brainstorming and ideation:** Mind maps help you quickly create associations and map out related ideas in a way that can spark new, creative ideas
- ✓ **Note-taking during meetings:** A mind map helps you quickly add and organize thoughts in a visual way that is easy to refer back to and build upon
- ✓ **Project management and planning:** When you have a big project, you can break down complex tasks into smaller components to better visualize the steps needed to achieve your objectives
- ✓ **Decision-making:** Mind maps can help you weigh the pros and cons of a decision or lay out all of the possible options and then narrow down to your ultimate decision
- ✓ **Presentations and educational materials:** A mind map can be a visual aid during presentations or when teaching people something new. It helps make complex information more accessible to the audience



Let's do this
T O G E T H E R !



Sustainability



Creativity



Innovation

Themes

Collaboration



Design Development: Themes (TEAM ACTIVITY)

Think about the Design Brief, the client 'Team Up' and the ethos of their brand: **Creativity, Sustainability, Innovation, Collaboration**

Working in your teams, discuss what themes you would like to explore as you develop ideas for this project. Complete a mind map in the space below.

DESIGN DEVELOPMENT: COLOUR DIRECTION

8. Design Development: Colour Direction (TEAM ACTIVITY)

In your teams, conduct some research into current colour trends and decide on a colour direction for the Design Brief.

Use this page to insert images of colour trends, sketch palette ideas and write notes about your decision-making process. Your colour direction can have as few or as many colours as you wish.

EXERCISE TASK:

Look at each colour in the following image and think of your own positive and negative associations. Write down as many things as you can think of for each colour - emotions, descriptive words, objects, places, memories and common associations. Your answers should be specific to you - there is no wrong answer!



Light Blue



Navy Blue



Aqua



Lime Green



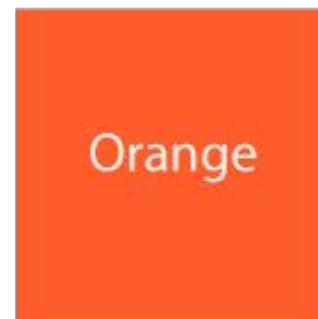
Dark Green



Yellow



Brown



Orange



Light
Pink



Viva
Magenta



Red



Purple



Gold



Black



Grey
| Silver

- ✓ *The power and influence of colour is certainly undeniable and intrinsic in our everyday life. Colour is reactive to past experiences - positive and negative, and proactive in its ability to create or change a mood or situation. It is a visual medium that creates a physical and emotional outcome*
- ✓ *When used effectively Colour Theory is one of the most powerful tools a designer can wield. Colours are a form of non-verbal communication that can speak volumes in a fraction of a second. They can instantly set a mood, convey an emotion, invoke a physiological reaction or inspire people to take action. When we harness the right colours to help tell a clients story it can have a powerful effect*

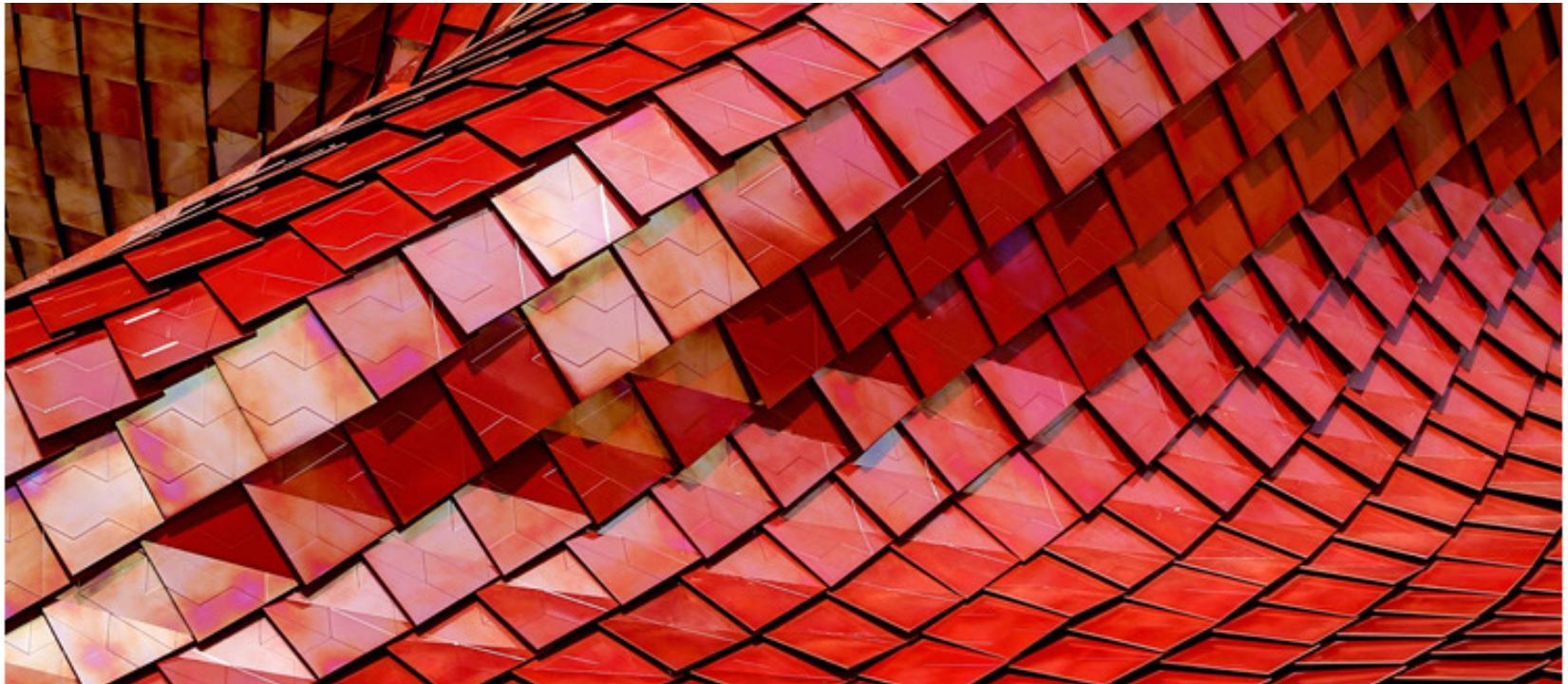
COLOUR PSYCHOLOGY



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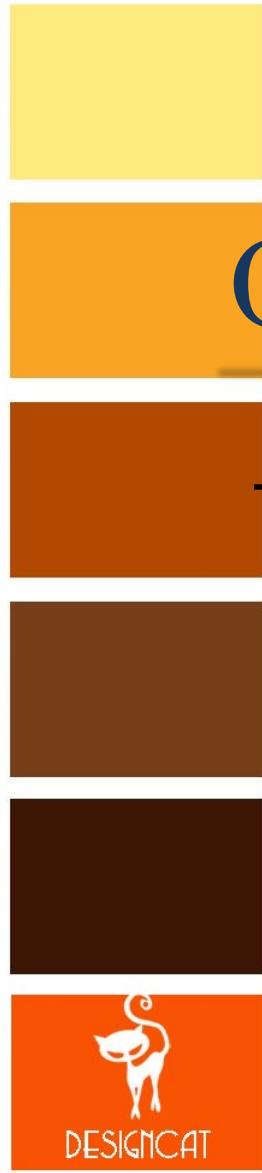
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RED



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ORANGE



DESIGNCAT

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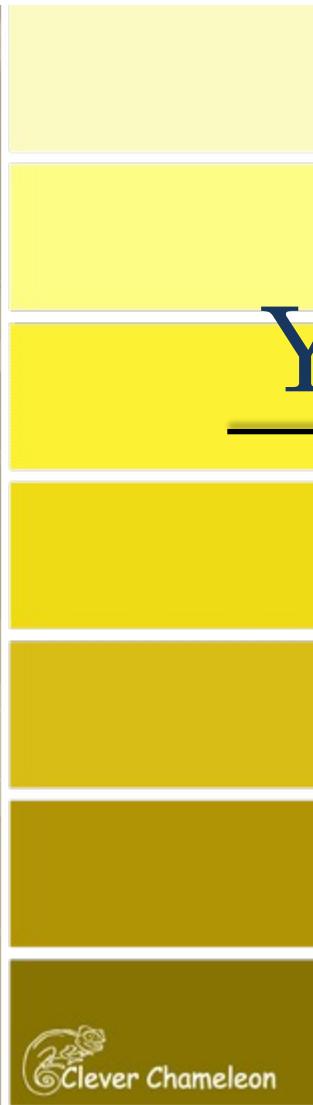
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P I N K



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G O L D

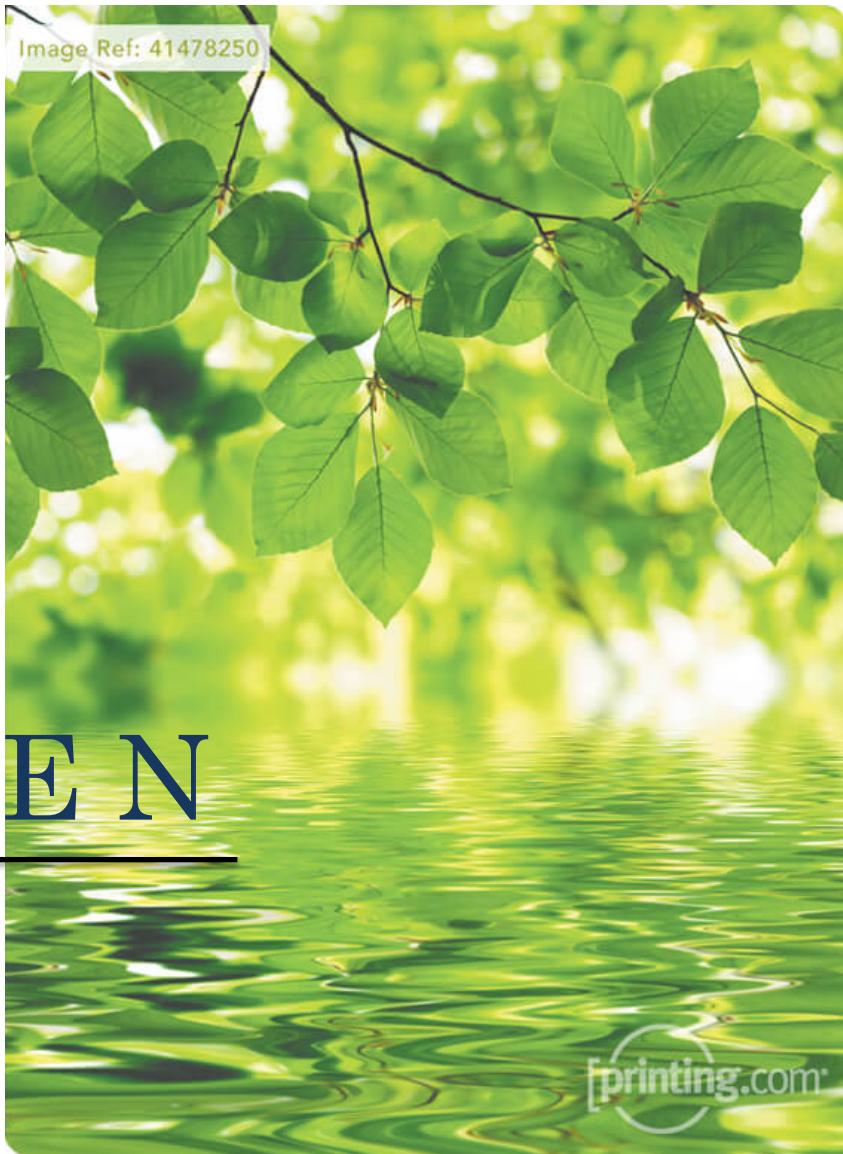


IMAGE SOURCE: <https://singaporebrides.com/articles/2012/12/inspiration-board-champagne-gold/>



Y E L L O W
G R E E N

GREEN



64c 0m 90y 55k

60c 0m 100y 20k

53c 0m 99y 0k

40c 0m 100y 0k

23c 0m 97y 0k

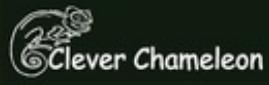
5c 0m 55y 0k

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D A R K G R E E N



B R O W N



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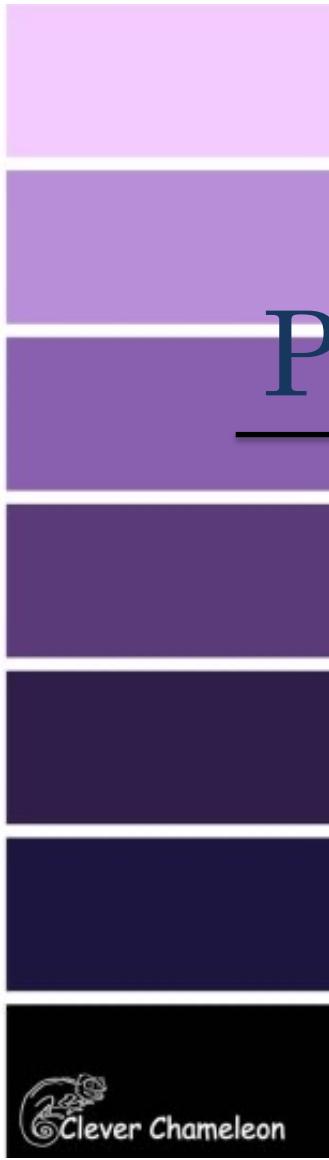
A Q U A



L I G H T B L U E

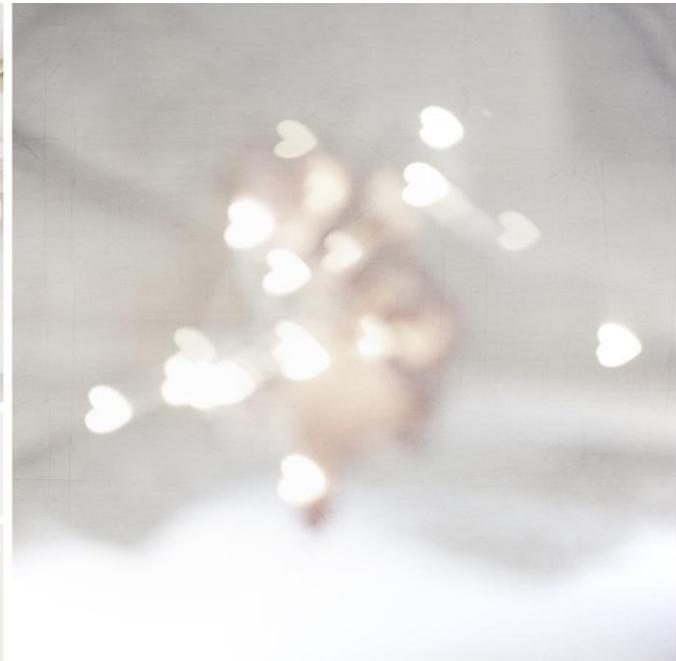
D A R K B L U E





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W H I T E



GREY



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B
L
A
C
K

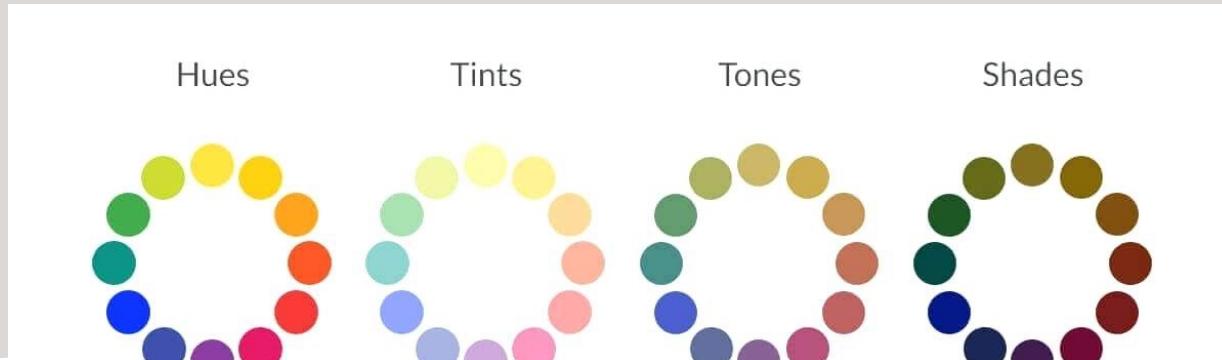


PANTONE COLOUR OF THE YEAR 2024



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COLOUR THEORY



CHROMA & VALUE

HUE

A Pure Colour

NEUTRAL

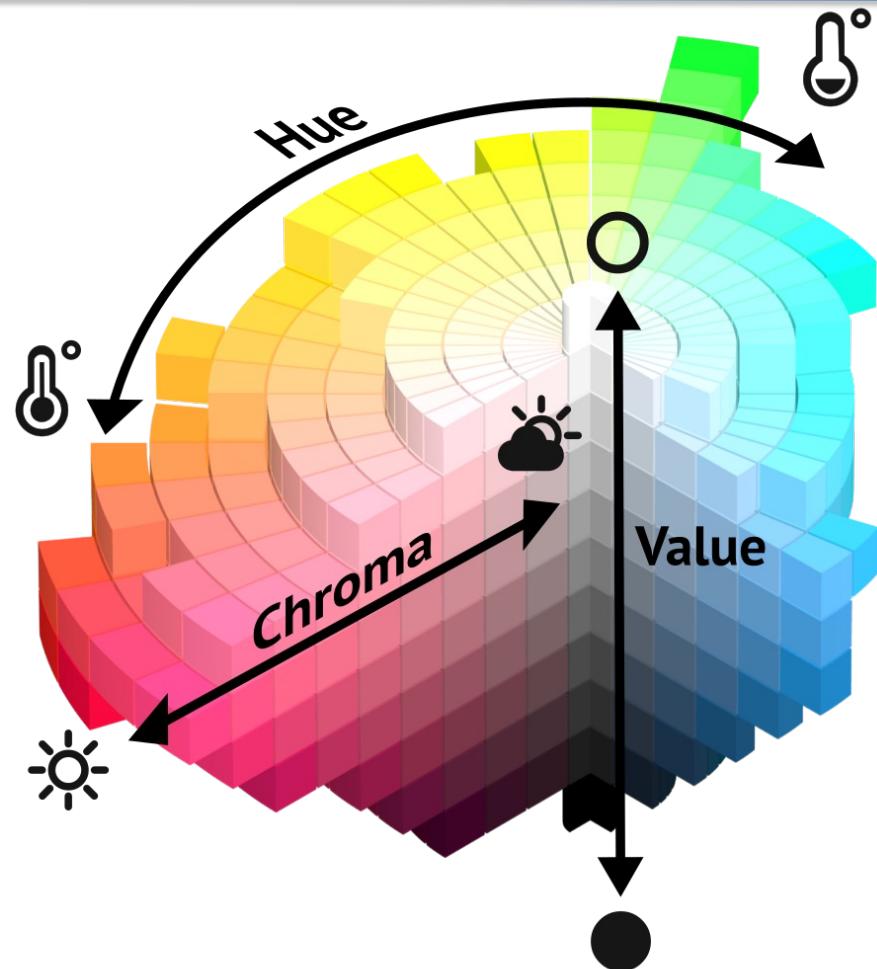
Is a Hue without Colour

CHROMA

The colourfulness or dullness
of a Colour

VALUE

The lightness or darkness of a
Colour

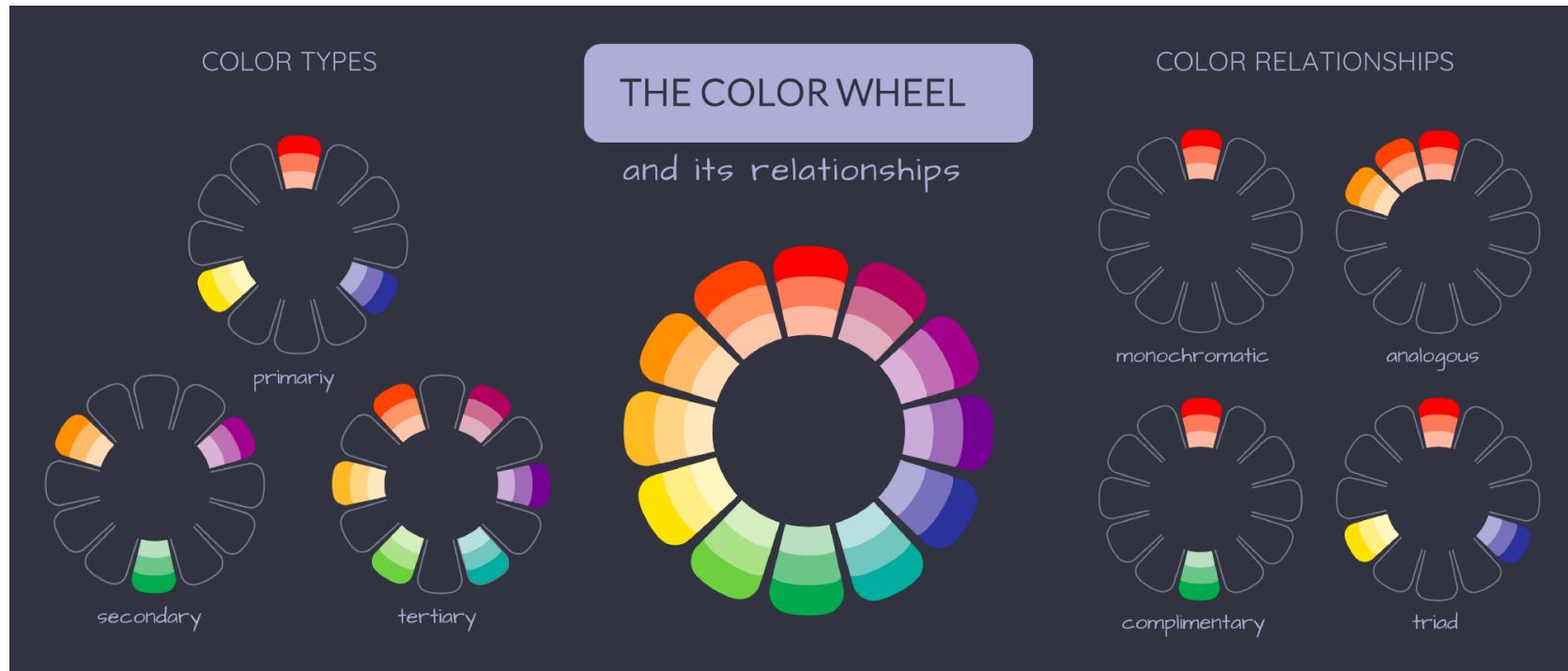


COLOUR TYPES

PRIMARY - Red . Blue . Yellow

SECONDARY - Violet . Green . Orange

TERTIARY - Red-Orange . Yellow-Orange . Yellow-Green . Blue-Green
Blue-Violet . Red-Violet



ACHROMATIC



Scheme totally
without Chroma or
Colour

White, grey + black
are prominent
components.
Neutral beige +
brown can be used



MONOCHROMATIC



Single base Hue

Variety is achieved with a combination of tints, tones + shades



ANALOGOUS



Located next to
each other on
the Colour Wheel

Usually 3-6
Colours

COMPLEMENTARY



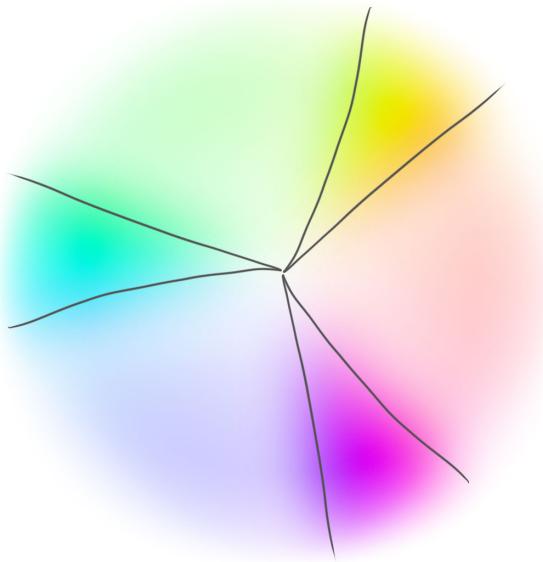
Opposite each
other on the
Colour Wheel

SPLIT COMPLEMENTARY



Base colour + 2
colours adjacent to
Complementary

TRIAD



Evenly spaced around
the Colour Wheel



T E T R A D



4 Hues = 2 Sets of
Complements

Diagrammed as a square or
rectangle

D I A D



Spaced one Colour apart on Colour Wheel



NEUTRAL



Hue ALMOST
without
Chroma
(colour)

Black

White

Grey

Beige

Cream

Brown

10. PROJECT PROCESS REVIEW

9. Project Process Review (TEAM ACTIVITY)

Participate in a review of the project process and outcomes with your team and answer the following questions. Be supportive of each other during this review process. Seek feedback and provide supportive feedback to others in your team. Supportive feedback is positive feedback that highlights what you have done well and where you can improve.

 10.1. What theme did you decide on for the Design Brief?

10.2. What colour direction did you decide to proceed with for the Design Brief, and why?

10.3. Do you think your team worked successfully together?

10.4. Explain why you think your team did or did not work successfully together. Write one or two paragraphs.

10.5. Ask your team members for supportive feedback on your own role within the team. What feedback have you received from your team members?

10.6. Based on the feedback you have received, list one area in which you can improve your skills.

11. INDEPENDENT REVIEW

10. Independent Review (INDEPENDENT ACTIVITY)

11.1 In three to four sentences, write about how your team decided who was going to complete which tasks.

You may have decided to do all tasks together as a team OR you may have decided to separate the tasks and come back together to review and make decisions.

11.2. Did you face any challenges in working as team? If so, what were they?

(These can be practical challenges such as sourcing equipment for example, or they can be interpersonal challenges such as coming to agreement on a colour direction).

11.3. How did you resolve any challenges that you came across? Write one to two paragraphs.



11.4. Working in a team requires team members to support each other's ideas. Give one (1) example where you have been supportive of your team members ideas to get the best outcome for your design brief.

Homework

WEEK 3 - DESIGN DEVELOPMENT & REVIEW

Points 8 to 11 in the
Contents

WEEK 4 - RECAP!

ASSESSMENT TASK 1 DUE

Sunday, 19 May, 2024

