

THE DESIGN WORKPLACE

WEEK 2

APC DESIGN SCHOOL



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

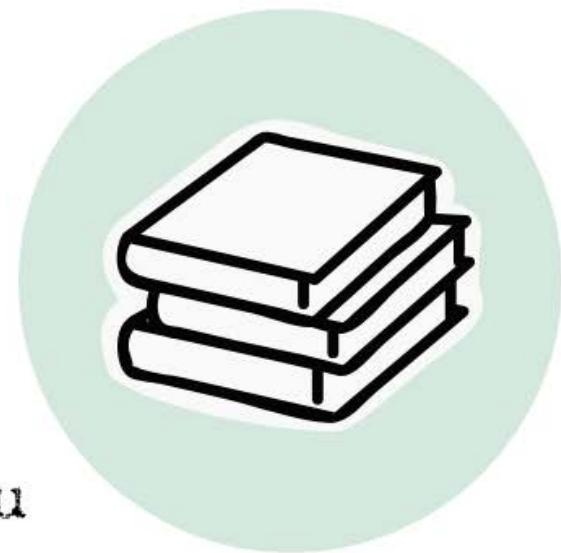
Interior,
Graphic,
Surface Pattern,
& Textile Design

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

HOMEWORK REVIEW

Homework

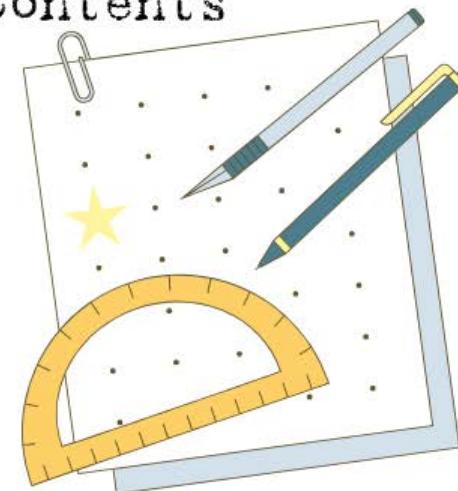
WEEK 1 - INDUSTRY KNOWLEDGE

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

- ✓ A Design Brief is a document that outlines the core details and expectations of a design project for a brand. A good design brief sets the tone for a successful design project by outlining the goals, quality, and deliverables.
- ✓ A Design Brief outlines the core details and expectations of a design project
- ✓ It should be an easy to understand plan of how the project will be executed
- ✓ An effective design brief aligns the company and designer's goals so everyone is happy with the final deliverable

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.



6. TIMELINE

- ✓ A project timeline is a visual representation of the key milestones and deadlines for a project. It helps keep everyone on track and organised.
- ✓ Aligning each task so they tie up neatly and ensure everyone is on the same page at all times is hard work.
- ✓ Enter the project manager's best friend: a **Project Timeline**.
- ✓ Ultimately, project timelines are about time management, which may be the most important thing for every project you're involved with
- ✓ Project Timeline Resource: <https://monday.com/>

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

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!

PROJECT BASE



WORK INTEGRATED
LEARNING

Would you like to gain industry experience and work in a real company on a group-based project?

ProjectBase - Extracurricular activity!

- Real-world industry projects
- **Face-to-face** on campus only
- Successful applicants must attend **100%** of the sessions
- **ProjectBase** starts in Week 2 and finishes in Week 9



Registrations are CLOSING AT THE END OF THIS WEEK!: [APC / ProjectBase](#) - [Click APPLY NOW](#)

STUDENT REVIEWS



Student Reviews

←  Premrudee Sangprach
1 review

★★★★★ a week ago **NEW**

It is excellent experience to study at APC, especially doing project base in real business case.

↳ 1 ↲

←  Ish Riho
1 review

★★★★★ a week ago **NEW**

The Project base is definitely an amazing experience. Thank you for APC! I appreciate a lot for the opportunity.

↳ 1 ↲

←  RODRIGO SARASTI
6 reviews · 1 photo

★★★★★ a week ago **NEW**

APC is amazing. Not only the campus but the teachers and your class mates are awesome. Project base to gain industry experience with Osman Sadiq, Adam Scott and Ed Williams was astonishing. I Enjoy APC!

↳ 1 ↲

Homework

WEEK 2 - PROJECT ANALYSIS & MANAGEMENT
Points 5 to 7 in the Contents

WEEK 3 - DESIGN DEVELOPMENT & REVIEW
Points 8 to 11 in the
Contents

ASSESSMENT TASK 1 DUE
Sunday, 19 May, 2024

