

# THE DESIGN WORKPLACE

WEEK 1



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

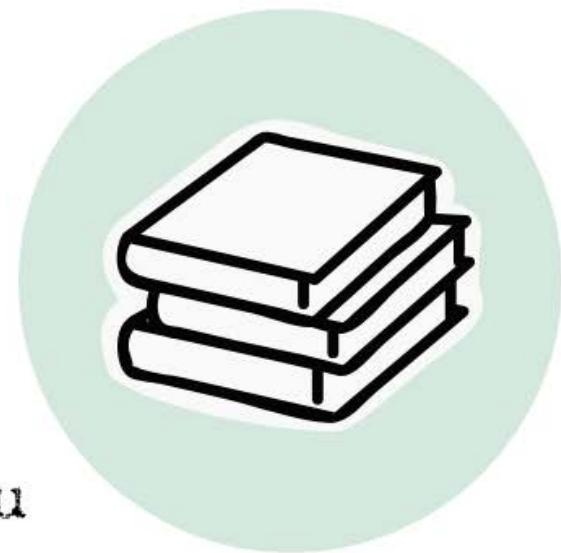
Interior,  
Graphic,  
Surface Pattern,  
& Textile Design

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](mailto: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, 10 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.

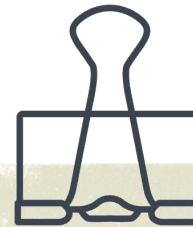
Include supporting documentation as an appendix with submission of this workbook.

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

# 1. INFORMATION SOURCES

## Information Sources

Think about the Design Industry in relation to your project brief. This may be for example; mural design, street art, typography, super graphics for example. Research and answer the following questions.

1.1.Which area of design are you going to research?

1.2.Where can you find information about this area of the design industry? List at least three (3) sources.

Sources can be but are not limited to: industry bodies, publications or websites for example.

1.	
2.	
3.	

1.3.What information about the industry does each of these sources provide?

Source	Information that the source provides

1.4.List at least one (1) way that designers can stay current in their industry.

1.5.List at least one (1) activity that you have participated in to maintain your currency in your chosen design industry. This may be a group activity or an individual activity. Relevant activities may include but are not limited to formal study, group projects, workshops, webinars, software or journal subscriptions for example.

## **Read ‘Inspiring Muralists of Today’ under Assessment 1 - Additional Resources**

Visit <https://www.tillmancreative.co/>

Visit <https://architizer.com/blog/inspiration/collections/super-graphics>

Visit <https://www.youtube.com/watch?v=WWSErUVz4aM>



## 2. HISTORY

### **History**

Choose a decade (ten-year time period) in the history of your chosen design practice in part 1 of this workbook.

Write 3-4 paragraphs about the history and evolution in this area of design for that decade.



Visit: <https://www.productcare.org/about/blog/importance-of-community-murals/>

Visit: <https://elements.envato.com/learn/retro-graphic-design-trends>

Visit: <https://bookanartist.co/blog/street-art-bucket-list-locations-australia/>



# 3. TECHNOLOGY

## **Technology**

3.1.What technology would be used in industry to complete the mural design project. List at least one (1) example.

3.2.How is this technology used to enhance work performance in this area of design? Write 2-3 sentences.

3.3.What new technologies are emerging in this area of design? List at least one (1) example.

3.4.What opportunities will this new technology provide for designers working in this field? Write 2-3 sentences.

3.5.List at least one (1) source where you found information about new technologies emerging in this area of design. Your source may be, but is not limited to websites, books or industry journals/publications for example.

## **Some inspiring resources . . . How to Paint a Mural from Start to Finish, How to Scale up Artwork & Interior Design Wall Installation**

Visit: <https://www.youtube.com/watch?v=jMB1nAmgn1A>

Visit: [https://www.youtube.com/watch?v=vF5A\\_9vylrQ](https://www.youtube.com/watch?v=vF5A_9vylrQ)

Visit: <https://www.youtube.com/watch?v=onylAGdG3YE>



# 4. LAW & ETHICS

## Law and Ethics

4.1. Where can you find information about design industry legislation relating to employee and employer obligations? List at least one (1) source.

4.2. What are the obligations of an employer hiring staff in the design industry? List at least three (3) obligations.

1.	
2.	
3.	

4.3. What are the obligations of an employee working in the design industry? List at least three (3) obligations.

1.	
2.	
3.	

4.4. Where can you find information regarding Intellectual Property (I.P) in Australia? List at least one (1) source.

4.5. What does the legislation regarding Intellectual Property in Australia state? List at least one (1) item.

4.6. How can designers protect their Intellectual Property in Australia? List at least one (1) way.

4.7. How can designers use other creative work to inspire their own practice within the boundaries of copyright and intellectual property? Write 1-2 short paragraphs.

# An Introduction to Copyright in Australia

In this information sheet, we give an introduction to copyright in Australia.

**The purpose of this information sheet is to give general introductory information about copyright. If you need to know how the law applies in a particular situation, please get advice from a lawyer.**

A Copyright Council lawyer may be able to give you free preliminary legal advice about an issue not addressed in an information sheet. This service is primarily for professional creators and arts organisations but is also available to staff of educational institutions, archives and libraries.

We have a range of information sheets on a number of topics and publish books that analyse specific areas of the law. We can provide this information sheet in an accessible format on request. Check our website for information about our publications [here](#) and details of our seminar program [here](#).

**Resource:** [www.copyright.org.au](http://www.copyright.org.au)

# *Homework*

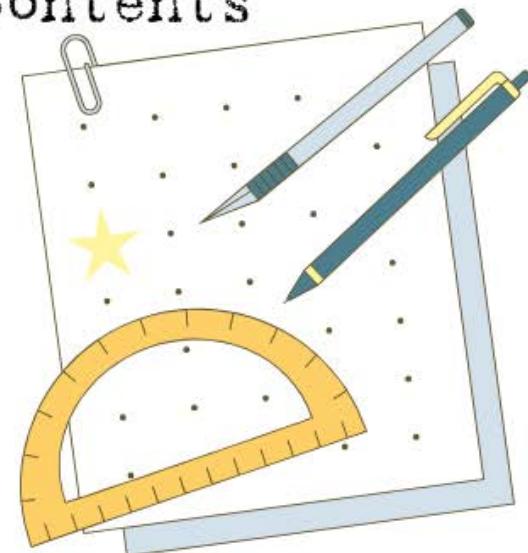
WEEK 1 - INDUSTRY KNOWLEDGE

Points 1 to 4 in the Contents

WEEK 2 - Points 5 to 7 in the Contents

ASSESSMENT TASK 1 DUE

Sunday, 19 May, 2024



# 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



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



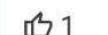
RODRIGO SARASTI

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!



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