

# DESIGN STUDIO



## ABOUT US

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### THE COLLEGE OF ARTS DESIGN STUDIO

The Design Studio is making a significant contribution to bringing industry and community into the learning arena, primarily through activities that involve students, industry and staff and external partners in real projects.

The Design Studio at Victoria University was launched 2008 - a fully functioning graphic design consultancy and production house that involves students and staff in the generation of design work for both internal and external clients.

The Design Studio runs weekdays, 9am - 5pm, out of Level 16 at 300 Flinders Street. The Design Studio is run by Beata Cranswick with graphic design students and multimedia digital media, games and visual arts students' involvement when projects require their skills.

A rotating roster of students assist in the everyday running of the studio which include every day duties such as quoting, invoicing, through to the creative design and finished art for all jobs. All work is developed as per the initial brief set and delivered by the client and run with deadlines and parameters as is commonly set in the industry.

The aim is to provide the students with an avenue in which they may experience the professional procedures and practices of an industry-based studio by allowing them to produce industry based jobs in a studio environment.

By taking students out of the classroom scenario and allowing them to work on industry set jobs, the Design Studio is not only offering another avenue for students to expand and diversify their learning environment and experience, but it also ties in with VU Commitments of learning in the workplace and community.

What this means for you is that at any time, you can come in, brief us on your job, and the students will be able to produce your work within a short timeframe at reduced rates.

Come in, meet our team, see our facilities and see how our Design Studio can be of assistance to you and your organisation as well as obtaining a no obligation free quote for your project.

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Fax: +61 3 9919 1540  
Email: [beata.cranswick@vu.edu.au](mailto:beata.cranswick@vu.edu.au)

## OUR MISSION

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### DESIGN STUDIO

*The design studios objectives is to offer students an opportunity to experience the professional procedures and practices of an industry based studio by allowing them to produce industry based jobs for both internal and external clients in a design studio environment.*

Graphic design students having an active input in client projects make informed choices leading to successful design outcomes.

Direct contact with clients is valuable and within a studio framework students are able to relax and experience for themselves, learn how to think strategically when designing a communication response in a learning environment where students are socially aware, adaptable, and ultimately able to consider all aspects of media and communication.

In 2013 our services have grown to offer website and media design. Students interact in

business in a professional setting and produce tailored and functional sites. Focusing initially to the surrounding community, with small businesses and individuals clients helping to further the community around them. Sizes of projects range from entire websites, to educational learning DVDs.

Its all about organization, even allocations of jobs, leadership, initiative, hard work and having fun with what you are doing.

### PROFILE

Beata Cranswick is the Design Studio Manager, College of Arts. Beata is responsible for providing overall project management as well as innovative design solutions all while creating learning in the workplace and community opportunities for our Graphic Design students to develop their skills in the workforce.

Beata started her career in Sydney as a freelancer for Australian Consolidated Press Publications, as a finished artist and illustrating for magazines. Back in Melbourne, she has worked as a graphic

designer/art director and was a partner in a Public Relations company with clients from a broad work sector. Her last 16 years has seen Beata run her own design studio in South Melbourne, working on concept design through to the final print product, incorporating her skill in commercial photography. Her experience covers corporate and commercial print design, corporate identity, branding, advertising, and web site design with clients from commercial, retail, health and government sectors covering a variety of multi-disciplined works.

Beata joined us in late 2011 after having taught Advanced Graphic Design Diploma students and Applied Business Music students at Boxhill Institute. With a passion for innovative design and teaching, Beata is committed to sharing her design experience and quality teaching to enhance the experience of our Graphic Design Students to develop their skills for a smooth transition into their chosen career.

## STUDENT OUTCOME

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### STUDENT FEEDBACK

I believe the design studio experience was a good one that has helped me improve my “working under pressure” attributes and communication skills among other things. I know these skills will be pivotal in the industry so I’m glad these attributes were somewhat amplified during my time in the design studio.

The experience gained from the studio helped me to become more organized and committed and showed me that in tough times some sacrifices have to be made in order to get the job done.

Overall my experience in the studio was great, I’ve had many moments in my life where design had made a mark and this was one of them, I felt that I really do want a career in design.

I feel that this experience is very beneficial to students, I think what I got out of this program the most was to create work with a professional end work, I feel from now on with all my future works I will be expecting the quality and more which I produced in the last two weeks.

It’s all about organization, even allocations of jobs, leadership, initiative, hard work and having fun with what you’re doing. I’m grateful for the experience and feel I have benefited from it in many ways.

## SERVICES

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Working in conjunction with multimedia, digital media, games and visual arts staff and students, we are able to complete a range of industry based projects including:

- Graphic Design and Branding
- Audio and Visual Production
- Web site design
- Publication
- Promotional Material

Collection of work for internal clients that you might be familiar with:

Platform Magazine, designed and printed quarterly

Alumni International, festival animation eCards globally distributed

Course Brochures, Creative Industries

Convention centres, Function brochures

Potential Unlimited, CD cover designs produced and printed annually

Since beginning operations in March 2008, the Design Studio has:

- Generated over \$250,000 in revenue to date through commercial design projects
- Generated a two-week full-time workplace learning environment for over 260 graphic design students
- Produced high-quality graphic, web and DVD/CD-ROM materials and products for over 80 clients.
- Generated freelance production work for a variety of other design and multimedia staff.

## Samples

CORPORATE IDENTITY, LOGO, T-SHIRT, FLYERS,  
MAGAZINE, VIDEO PRODUCTION, BROCHURES,  
ILLUSTRATION, WEBSITES, ADVERTISEMENT DESIGN

**ACUJET**

**ACUJET**

**FRANCO POLIZZI**  
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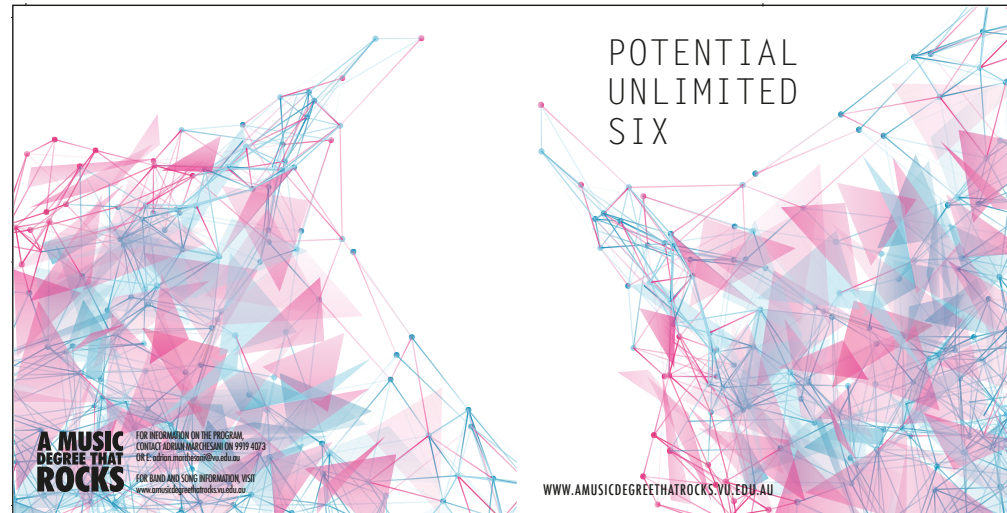
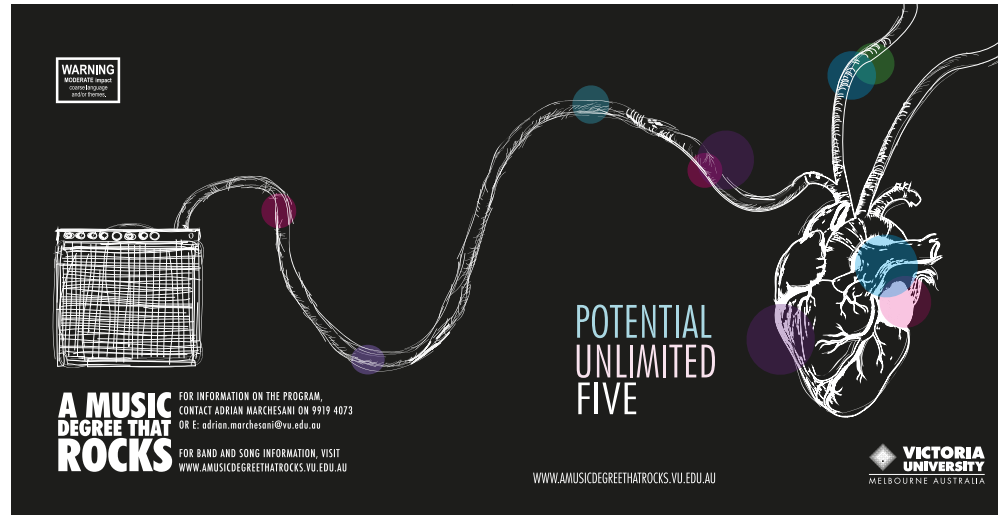








INFOVU







Jaycob  
Student



# Smart Water Fund

REPRESENTED BY

City West Water  
Melbourne Water  
South East Water  
Yarra Valley Water  
Department of Sustainability and Environment



**HARVESTER**  
TECHNICAL COLLEGE



**VICTORIA UNIVERSITY**  
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SAVE THE DATE

## Novartis Chronic Care Educational Weekend Meeting

You are invited to the Novartis Chronic Care Educational Weekend 2012. This event brings together local specialists who will present the latest clinical updates and share best-practices in cardiovascular and respiratory disease, metabolic medicine, oncology, ophthalmology and menopause through a mix of plenary sessions and interactive sessions.

The Wyndham Resort, Torquay  
Saturday 2nd June 2012 (midday)  
Sunday 3rd June 2012 (finishing at lunch)

SAVE THE DATE

### Plenary sessions

**Metabolic Consequences of Severe Mental Illness**  
Dr Leon Chapman  
(Consultant Physician, Diabetologist,  
Baker IDI Heart and Diabetes Institute)

**Hypertension 2012**  
Associate Professor Markus Schlaich  
(Renal Physician, Baker IDI Heart and Diabetes Institute)

**Current treatment of COPD**  
Dr Christopher Worsnop  
(Respiratory Physician, Austin Hospital)

**Obesity in Type 2 Diabetes:  
Practical Management Strategies**  
Dr Sharon Marks  
(Consultant Physician, Clinical Nutrition and  
Metabolism Unit, Monash Medical Centre)

### Workshops

**HRT & Menopause "dispelling the myths"**  
Prof Henry Burger  
(Consultant Endocrinologist, Prince Henry Institute  
of Medical Research, Monash University)

**Ophthalmology and Diabetes**  
Dr Tarney Spencer  
(Ophthalmologist, Geelong Ophthalmology)

**Obstructive Sleep Apnoea:  
What you need to know**  
Dr Linda Schachter  
(Respiratory and Sleep Physician,  
Sleep Services Australia)

**Updates in Breast Cancer management**  
Speaker TBC



Novartis Pharmaceuticals Australia Pty Ltd, ABN 18 004 244 180,  
54 Waterloo Road, North Ryde NSW 2113. Ph: (02) 9805 3555

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look closer

look closer

Artist: Daniel King

Curator: Kirsten Rann

2 August – 2 September 2012

Perth Centre of Photography  
100 Aberdeen Street  
Northbridge, Perth  
Western Australia

Hours: Thurs + Fri 12PM-5PM  
Sat + Sun 12PM-4PM

W: www.pcp.org.au  
E: info@pcp.org.au  
T: 08 4460 3932

ACKNOWLEDGEMENTS

A very special thanks to all of the models who took part in the production of the 'look closer' photographs:

Gary Fisher; Richard Frankland; Saddy Greenwood; John Harding; Helen Jones; Murray Andrew Roberts; Lisa Ross; Terry Parsons; Aaron Pedersen; Peter James Ross (PJ); Danielle Stojkovic; Murali Suresh; Jason Tamiru; Josh Watersmith and Pauline Wynne.

To all of those at the Wellhouse Festival, especially the artistic director Brett Sheehy, who accepted the initial proposal for this exhibition and enabled the fantastic response we received from a very wide audience in 2011.

Victoria University

And to all the staff and associates of the Perth Centre of Photography who have made the re-vitalisation of 'look closer' possible to a new and even broader audience.

Published by Kirsten Rann and Daniel King

© Kirsten Rann, 2012

© Daniel King, 2012

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kirstenrann@gmail.com

This project has been proudly supported by:



Title: Lazy 2011

Definition: Unwilling to work or use energy.

Context: "time never goes any more and she is always on facebook" Kristy said to her boss, Sophie, who replied "Oh she is not Sophie, Sophie marketing manager Kristy!" Kristy's face turns red.

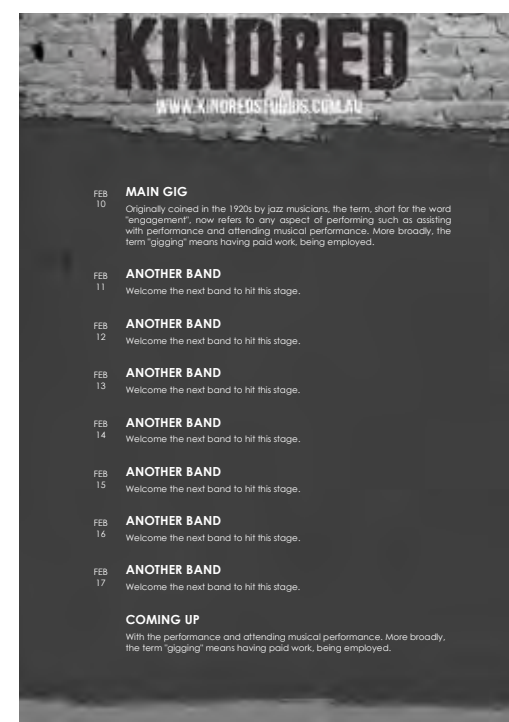
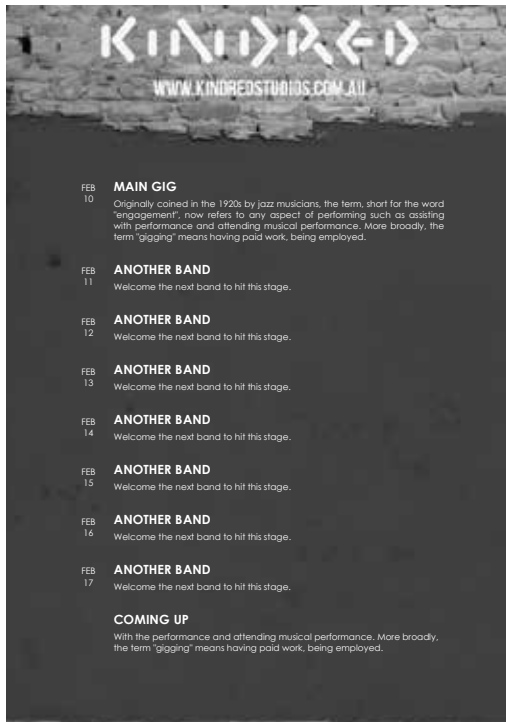


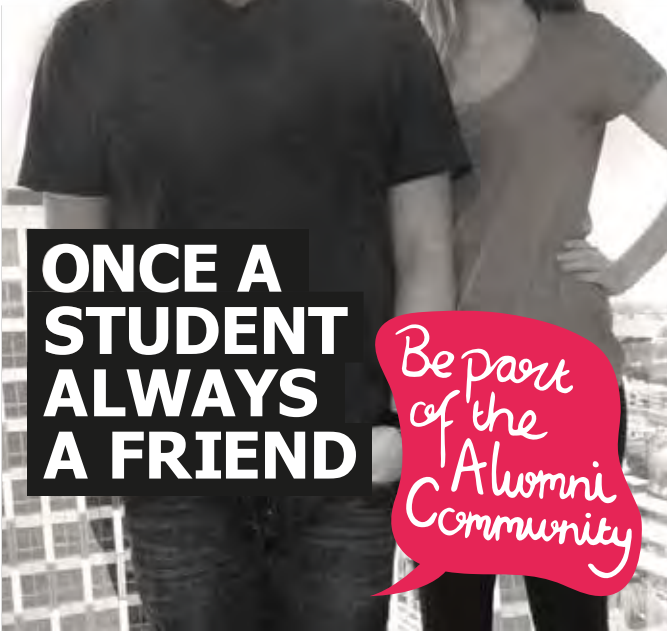
Title: Petrol 2011

Definition: A liquid obtained from petroleum, used especially as a fuel for cars, aircraft and other vehicles.

Context: "No I need to give this context?" Daniel thinks to himself.







**Join Now** Email us with your student ID at alumni@vu.edu.au

Student membership is **free**, so start getting involved and be part of the growing VU Alumni Community.

Alumni is the word used for the community of VU graduates. It's a global network of over 100,000 students, graduates and friends of the University. You'll have the chance to network with industry professionals and develop your skills through seminars and workshops. It's also a great way to keep in touch with your friends after you graduate, so you can create contacts in the field you'll be working in.

  [vu.edu.au/alumni](http://vu.edu.au/alumni)

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## STUDENT LEADERSHIP AWARDS 2013

### APPLICATIONS ARE NOW OPEN!

These non-academic awards recognise and celebrate students across Victoria University who play a significant leadership role. Up to 10 awards will be granted annually with winners receiving a cash prize.



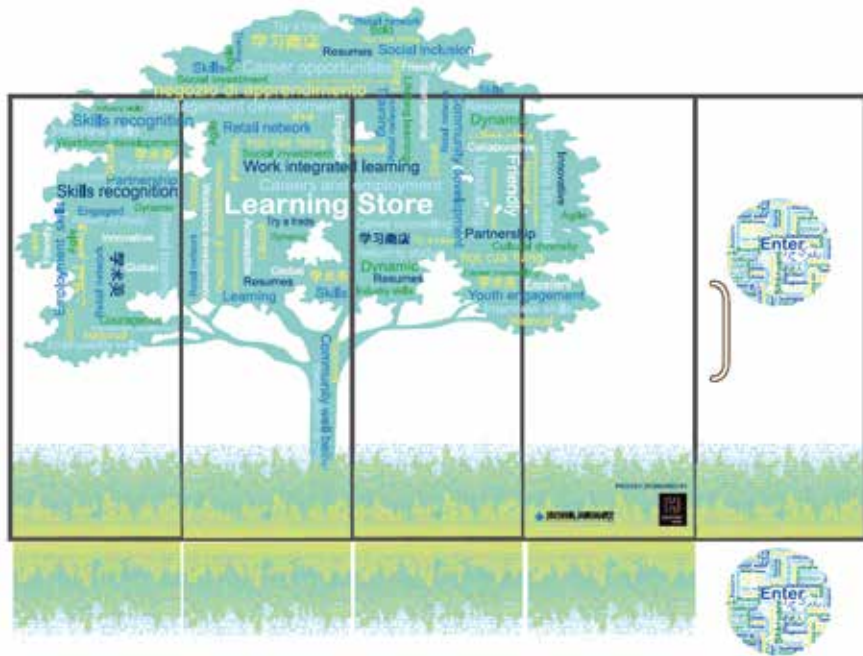
CLOSING DATE:  
**20 SEPTEMBER 2013**  
FOR MORE INFORMATION, EMAIL:  
[SLAWARDS@VU.EDU.AU](mailto:SLAWARDS@VU.EDU.AU)  
REGISTRATION LINK:  
[GOO.GL/N85rM](http://GOO.GL/N85rM)

Nomination categories include:

- Individual Awards
- Team Awards
- VU Spirit Award
- Volunteer West Award
- Clubs and Society Award

[vu.edu.au](http://vu.edu.au)  
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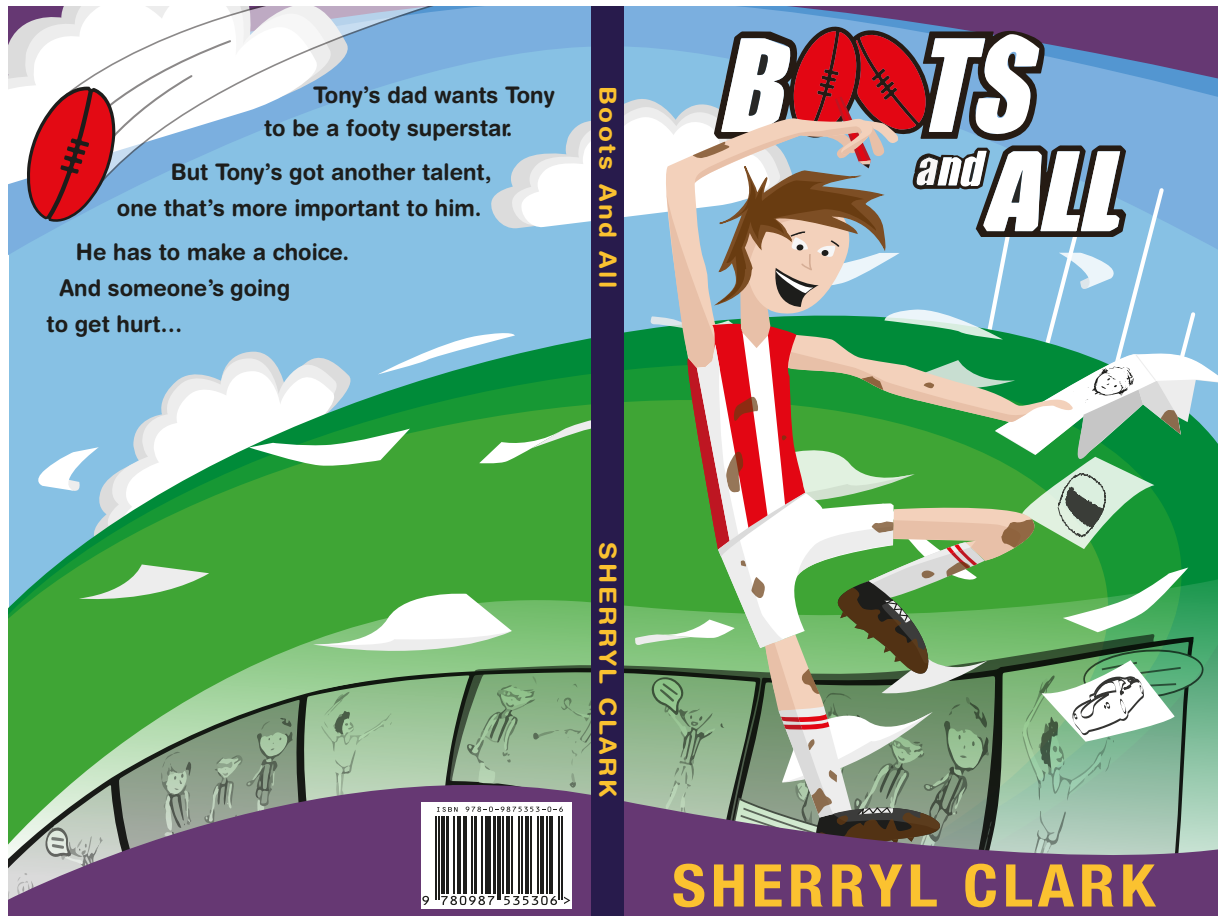
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# Active Service in the South



This project is supported by funding from the Commonwealth and Victorian Governments under the HACC program.



## Principle Two

People have the potential to improve their capacity.

- The starting point is that all HACC clients can improve their capacity and wellbeing in every area of their lives.
- This principle must be applied sensitively, taking into account the individual's emotional, psychological and physical capacity, and expressed desires and needs.
- It is important to see that people can improve their capacity even in small ways.

Refer to the learning options below to explore this question:

- ❖ How can we promote a 'doing with' rather than a 'doing for' approach?

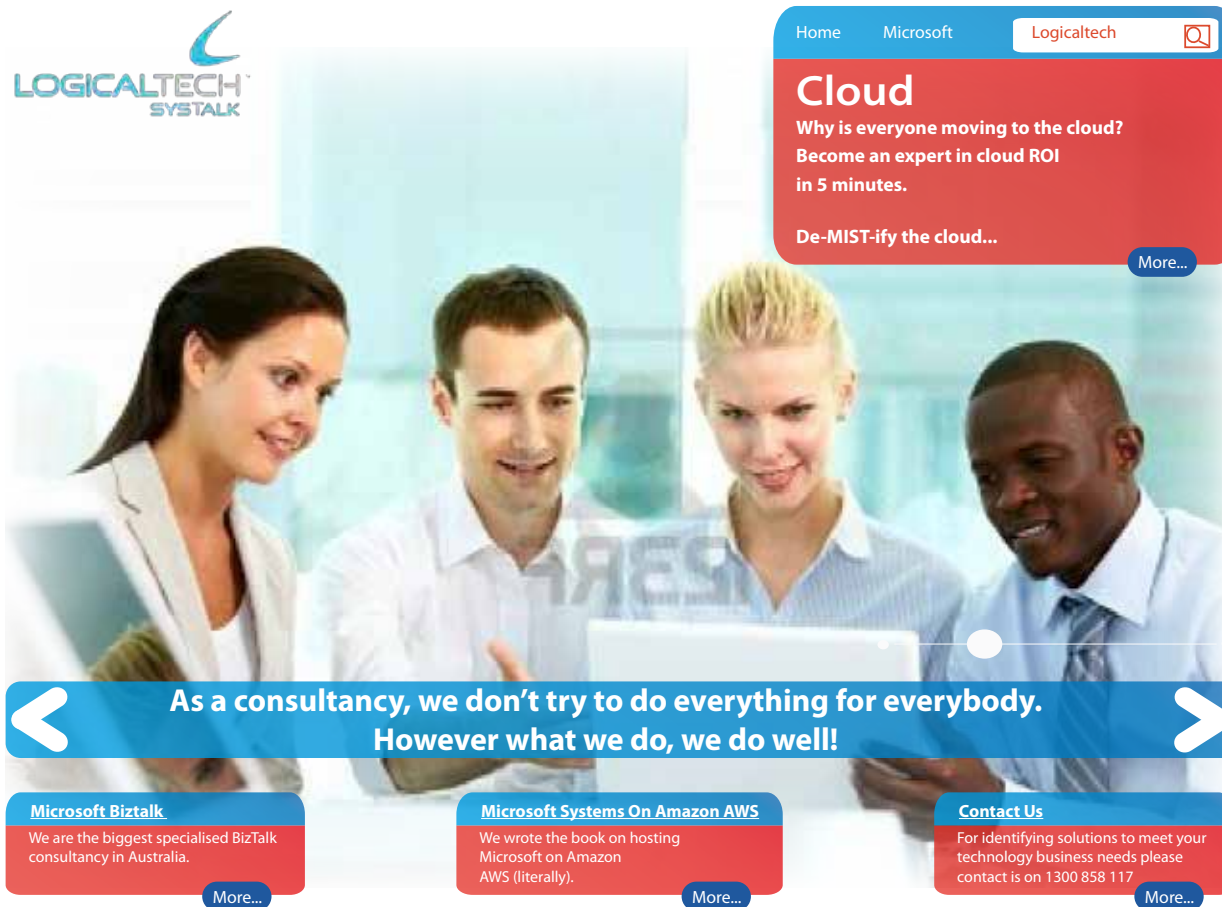
Video - Krisz McKie

Video 2

Case Study

Learning Check







# JIMMY FLINDERS PRODUCTIONS

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Jimmy Flinders Productions is a boutique production company. Based in Melbourne, Australia we produce and specialise in live theatre performances and film production. Enter and explore the world of JIMMY FLINDERS but beware - disturb him at your peril. Review images and live footage from our PRODUCTIONS within our GALLERY.

You can also make a BOOKING directly with us.

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DURAsuite

ENSUREsuite

Bravo

## Emergency Wireless Communications

Integrated Wireless offer mission-critical communication solutions through software modules designed to protect your business and staff. From simple messaging and paging systems through to evacuation and man-down alarms, it is a vital part of any business in health care, aged care, education, industrial solutions and correctional facilities.

## Who are IWS?

Integrated Wireless offer a customised software development service to allow tailored made solutions to be built for individual customers. These solutions are built upon a core platform of standardised hardware infrastructure and software building blocks to enable high performance, completely reliable systems to be developed quickly and efficiently.



• Integrated Wireless offer mission-critical communication solutions through software modules designed to protect your business and staff. From simple messaging and paging systems through to evacuation and man-down alarms  
[Link to blog](#)

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[Link to blog](#)

• Integrated Wireless offer mission-critical communication solutions through software modules designed to protect your business and staff. From simple messaging and paging systems through to evacuation and man-down alarms, it is a vital part of any business in health care, aged care, education, industrial solutions and correctional facilities.  
[Link to blog](#)

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[Link to blog](#)

