Work/Play 30 Years of Visual Communications

Background
Visual Communication design is both ubiquitous and ephemeral. We are surrounded by it but it is a largely overlooked realm of design in the public imagination. This curated exhibition, which coincided with the 30th anniversary of the UTS BDes(Visual Communication) degree, was an interrogation of this poorly understood practice.

What this exhibition revealed was that all of the designers involved used complex and sophisticated creative methodologies in order to complete the projects shown. In essence the exhibited work revealed the huge amount of background work undertaken. The success of this exhibition can be seen in the press coverage and numbers that attended the show.

Contribution
Visual communication, when recognised, is generally regarded as a facet of design that is simply concerned with making visuals look nice. Exhibitions and much discourse around it tend to concentrate on the aesthetics of visual communication outcomes, reinforcing this view. This exhibition selected 30 top visual communication design graduates from UTS and asked them to visually represent the design research and thinking process behind one of their completed design projects they thought were successful.

Significance
The primary significance of this exhibition is the visual articulation of the design process. This process – from briefing to final artefact – is largely neglected, remaining hidden from the public, carefully edited for the client, and neatly diagrammatised by design theorists, often ignoring the idiosyncrasy and messiness of individual practice. This exhibition revealed thirty different processes. Each designer created a visual narrative of his or her process, making explicit the embedded practitioner knowledge. In allowing the practitioners time to reflect and visually articulate these processes new insights into design process were gained.
SUPPORTING EVIDENCE

State of the Arts Website - Hit List section
Exhibition website
that Arthur Boyd, who lived in Coonabarabran, can be represented by only one sculptural figure. The other work displayed, an abstract sculpture—untitled—despite its title, was interesting. It appears to be a gathering of geometric shapes, possibly an attempt to capture the essence of the artist's work. Overall, the exhibition was a tribute to the creativity and diversity of the Australian landscape, which Boyd so often depicted in his paintings and sculptures. The exhibition was well-received, with visitors praising the works on display.

Coverage in the Sydney Morning Herald Spectrum section

The Sydney Morning Herald

March 5, 2006

Elizabeth Farrelly's column now appears each Wednesday on the Opinion page.

OPEN GALLERY

Sunanda Creagh

MONEY MAKES

The Adelaide Festival Centre and the Adelaide City Council present

OF THE ARTS

Source: The Sydney Morning Herald
Acting out the life he never had

Richard Griffiths has played many fine roles, but he tells Colin Rose the Moony myth is harder to shave.

To promote his latest film, The Hours, the actor travelled to Sydney, where he was interviewed by Colin Rose at the Enmore Theatre. In fact, Griffiths was so impressed by the facilities at the theatre that he asked why Sydney didn’t produce more plays of the same calibre.

Griffiths is currently completing a stage production of ‘The Importance of Being Earnest’ and has been tipped by many critics to win a Tony Award. But he refuses to get carried away.

“Tone of the moment”

“I write sincere applause to see the moony myth is harder to shave. Griffiths is currently completing a stage production of ‘The Importance of Being Earnest’ and has been tipped by many critics to win a Tony Award. But he refuses to get carried away.

“This isn’t the time for a moony myth to be shaved. Griffiths is currently completing a stage production of ‘The Importance of Being Earnest’ and has been tipped by many critics to win a Tony Award. But he refuses to get carried away.

In the sun, Griffiths was bursting with confidence. He told me that the Moony myth is harder to shave.

Griffiths is currently completing a stage production of ‘The Importance of Being Earnest’ and has been tipped by many critics to win a Tony Award. But he refuses to get carried away.

“To tell you the truth, it’s not the time for a moony myth to be shaved. Griffiths is currently completing a stage production of ‘The Importance of Being Earnest’ and has been tipped by many critics to win a Tony Award. But he refuses to get carried away.

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Coverage in the Australian Higher Education supplement

The surge in private sector courses can be a bonus for universities, writes Mark Roxburgh

Mark Roxburgh's 95th birthday, Sydney, visual composer in the Australian Higher Education supplement. The surge in private sector courses can be a bonus for universities, writes Mark Roxburgh.

Visual growing pains

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Coverage in UTS U publication

When UTS Shopfront was approached by The Big Issue magazine to help improve its image and sales potential, it evolved into a project for third-year Industrial Design students. The brief was to design a low-cost, modular package that would help vendors transport and store magazines, while increasing exposure and sales. The design chosen was a multi-function bag by Nicola Hunt that can store magazines as well as the vendor's personal items, and includes a mechanism to display the current issue. Once the magazines have been sold the bag can be folded down to be used as a personal bag, allowing the vendors to continue with their day to day activities without having to lug cumbersome display stands and banners. Industrial Design graduate Nicky Law, who is now a designer with Premier Luggage, is organising the first prototype to be made with a view to producing 250 bags for vendors Australia wide, at cost price.

Marnie Mikos
Faculty of Design, Architecture and Building

In an initiative to help first-year Economics students, particularly those with language difficulties, Dr Chris Bajada of the Faculty of Business has developed a unique way of assisting students, known as E-PAL (Economics – Peer Assisted Learning). Students experiencing difficulties with subject matter are encouraged to attend extra drop-in classes, taught by students who excelled in the subject in previous years. The approach benefits both high-achieving students and those requiring assistance as the classes, unlike help from friends, are embedded in the curriculum. The peer tutors develop a deeper understanding of the subject matter as well as important skills in communication and teaching.

The success of the E-PAL program has generated the introduction of the same program for the core Finance subject in the School of Finance and Economics, known as Fin-PAL. Chris Bajada wins the individual category in the 2005 UTS Teaching and Learning Awards for E-PAL.

Dr Peter Kandilidis
Institute for Interactive Media and Learning

The UTS New Media Virtual Studio, launched in February, is an online research environment developed by the emerging fields of new media and digital culture. The purpose of the project, envisioned by Professor Peter Doon and Ross Gibson, has been to create a multi-layered collaborative space for researchers and academics working in new media.

"We have been working on this project for a long time," explains Ross Gibson. "We are developing a layer on the top, a public showcase of work in new media at UTS." Designed to promote the University’s cross-disciplinary capabilities, the project has been developed over the past 18 months in consultation with staff from the Faculty of Information Technology, Design, Architecture and Building, Humanities and Social Sciences as well as student designers from the Faculty of Design, Architecture and Building’s Design Studio.

Dr Tim Marshall
PhD Student, Virtual Studio

When Associate Professor Sally Tracy began to devise a plan to set up a free-standing birthing unit at Ryde Hospital, she had no idea that her groundbreaking work would form the basis for Australia’s first National Midwifery Guidelines for Consultation and Care. Sally recalled that in the past, midwives had difficulty finding information on evidence-based practice in maternity care. Her colleagues at the Midwifery Practice and Research Unit at Northern Sydney Area Health Service spent a year reviewing guidelines and consulting with midwives, medical practitioners, managers and consumers from across Australia, incorporating their feedback. The standards, which were released earlier this year, outline the types of care that women with different conditions might need. Tracy hopes that the guidelines will be adopted by all institutions that offer midwifery care, helping to ensure the provision of high-quality and safe care to women and their babies.

Priscilla M Surge
Marketing and Communication Unit

UTS has been cited as Employer of Choice for Women this year by The Equal Opportunity for Women in the Workplace Agency (EOWA). Director of the Equity and Diversity Unit, Annette Payne says, "We were highly rated at the best practice category in EOWA for the past ten years, and are only one of a handful of universities in this category. The Union offers this prestigious award annually to acknowledge organisations that recognise and advance women in the workplace. "UTS has a great range of projects and support services targeting women, and 50 per cent of members of the UTS Council, the Deans and UTS staff are women. In 2004 women constituted 50 per cent of those promoted through the academic process, which is a great achievement," she said.

Mary Ann
Marketing and Communication Unit
For more information on equal pay and benefits programs, visit: www.equal.uts.edu.au

The work of 25 leading visual communication practitioners – all UTS graduates – is being celebrated at UTS Gallery until Friday 26 March. Distinguished alumni, whose careers span up to 30 years, include film director Sam Raimi, artist Sam Biham, cartoonist Kathy Kin larson and New York-based illustrator and animator Edwina White. Work/Play seeks to bring out the diverse nature of visual design practice and explore its role as an informer, educator and entertainer. Visual communication is everywhere: on billboards and buses, on the internet, in newspapers and magazines, on all manner of products and in the logos of designs of everything from global corporations to local councils – yet it is a field that few people are able to define. Work/Play explores all uses of visual communication in forms ranging from graphic design, advertising, animation and new media in publications, photography, illustration, broadcast and exhibition design. The exhibition showcases design that is both retrospective and speculative, from traditional print and graphic design to emerging experimental digital media.

Dr Sarah Swain
Faculty of Design, Architecture and Building
For more information on: www.uts.edu.au
21 April 2006

Mark Roxburgh
Senior Lecturer, Visual Communications
School of Design, Faculty of Design, Architecture & Building

Dear Mark and Kate,

Thank you so much for your energy and efforts in organising the *Work/Play* exhibition at UTS Gallery recently. Your time and commitment to the project ensured its success on many levels.

*Work/Play* and associated initiatives created widespread interest around the University and further afield, raising your Department’s profile and strengthening ties with alumni and the Sydney visual communication industry generally. The gallery has received many compliments about the show from visitors, students and school groups who viewed the exhibition – we estimate that approximately 1500 visitors attended over a period of 19 exhibition days.

I have included copies of the media coverage for your reference and also enclosed copies from the comments book for you.

I am most appreciative of your work on this ambitious (given the number of participants and limited resources available) project and very much hope we may be able to work together on another project in the future.

Kind regards,

Tania Creighton
Curator
Comments in exhibition comments book