

Saturday 22nd March 2014

desktop and Old School New School present:

Design as activity

A graphic design intensive in four parts

Image

Jack Mussett

Research

Paul Fuog

Writing

Bonnie Abbott

Type

Veronica Grow

presented by:

desktop
THE CULTURE OF DESIGN www.desktopmag.com.au



Old School New School for
Design and Typography

sponsored by:



THE
MEADOW

As the graphic design field broadens, it also restricts. As it specialises, it also democratises. It's forever shifting and it's a tough industry to keep up with, but this doesn't mean you need to stay up to date with technology, it means being in touch with the foundations of what you do.

Image, Text, Research and Writing

**An intensive
6 hour class
that explores
the actions,
processes
and definitions
of a broad
graphic design
practice.**

Intro

Following on from desktop magazine's recent *Design as Activity* issue, OSNS and desktop are excited to bring you a one-off intensive that aims to challenge and engage you by breaking up the graphic design practice into four parts – **Image, Type, Writing** and **Research**.

The *Design as activity* intensive contains four short, concise sessions on each within a small class, 'students' will be exposed to thoughts, techniques and activities that collectively inspire a holistic refresher of what graphic design is, and what it could be.

The Masterclass

Lead by experienced practitioners, the day will be structured to enable you to work both individually and collaboratively on a series of projects and experiments that challenge your skills each of the four parts.

Together, these sessions form an alternative way you can think about and approach design. With no wrong and right, the intensive will provide a well directed, risk-free and experimental learning environment that enables you to make new discoveries about your own abilities. Structured feedback will be a feature of a professional learning experience with the aim of transporting your skills and thinking into your future projects, enabling the 'student' to walk away with a toolkit to build a complete notion of graphic design, their way.

6 Hours

Details

10:00 - 11:30	Writing <i>Bonnie Abbott</i>
11:30 - 11:45	Break
11:45 - 13:15	Type <i>Veronica Grow</i>
13:15 - 14:00	Lunch (provided)
14:00 - 15:30	Research <i>Paul Fuog</i>
15:30—15:45	Break
15:45—17:30	Image <i>Jack Mussett</i>

Saturday 22 March
10am – 5:30pm

Please arrive 15 minutes before the first session.

Cost: \$215

Places: 30 max

The Meadow

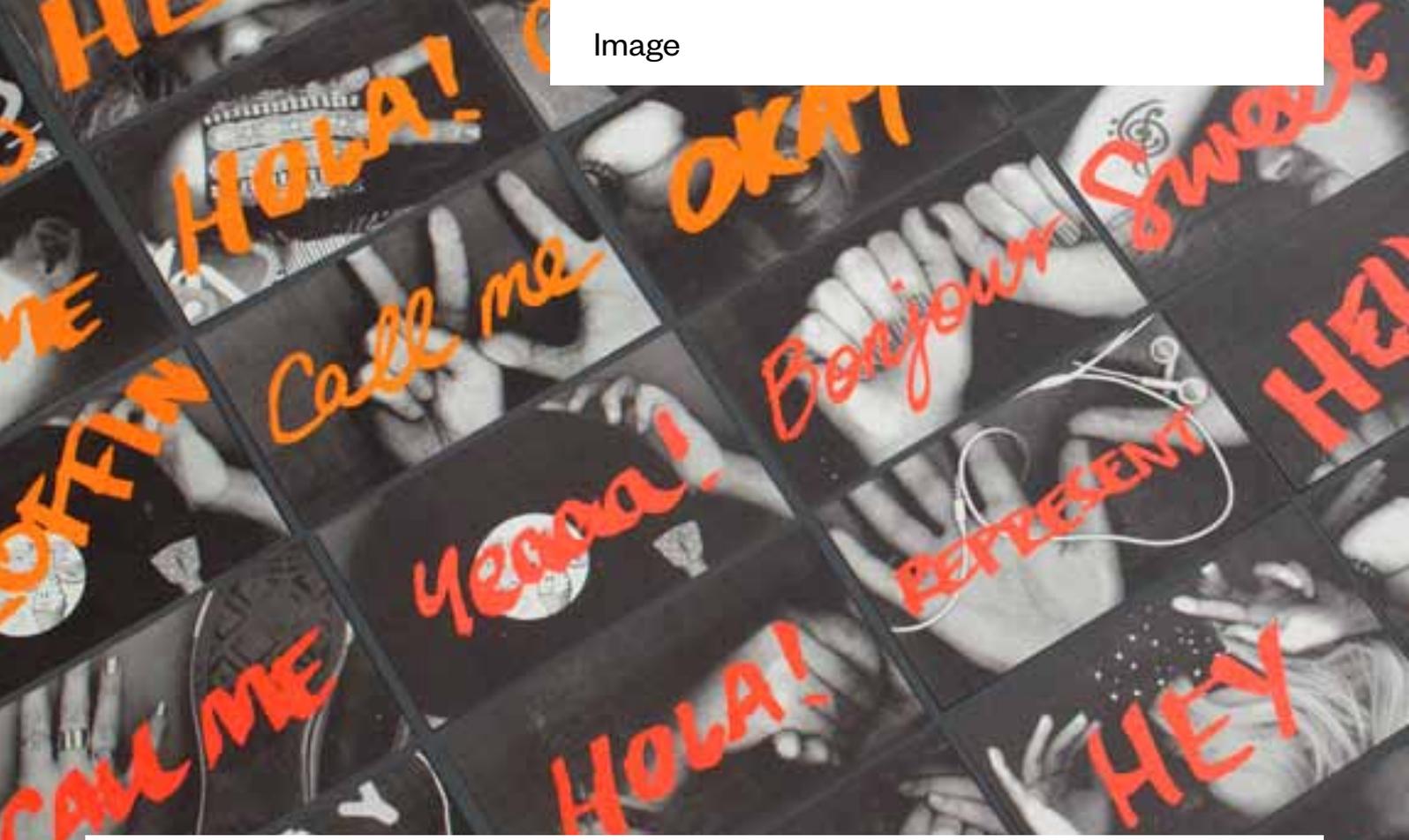
111 Queensbridge Street
Southbank, Melbourne 3006

Lunch and welcome pack are provided to participants

Basic workshop materials will also be provided. Bring laptops, cameras and special equipment if desired, but is not necessary.

As this masterclass focuses on experimentation and self-development, **there is no design experience necessary**, although students, graduates and those wanting to explore new areas of their profession will gain the most from this workshop.

[Book here](#)



Jack Mussett

MOTHERBIRD



Jack is well equipped to lead you through the session on image making. As director and principal of Melbourne's Motherbird studio, his process addresses both literal and lateral thinking to breathe meaning, diversity and integrity into a project.

The studio creates acclaimed work backed up with a design philosophy that draws on the ability to communicate ideas, provide meaningful responses and aesthetically unique outcomes. He sees communication is the foundation of how a society functions, it is an integral part of our everyday decision-making, whether we notice it or not.

Jack believes that his collaborative and often experimental design process is crucial to an ability to develop conceptual outcomes that take complex ideas and communicate them in simple, effective and engaging ways.

Awards have included an AGDA Award 2012, a SOYA Award 2010, a finalist in Desktop Create Awards 2010 & AGDA Poster Annual Finalist in 2010.



Paul Fuog

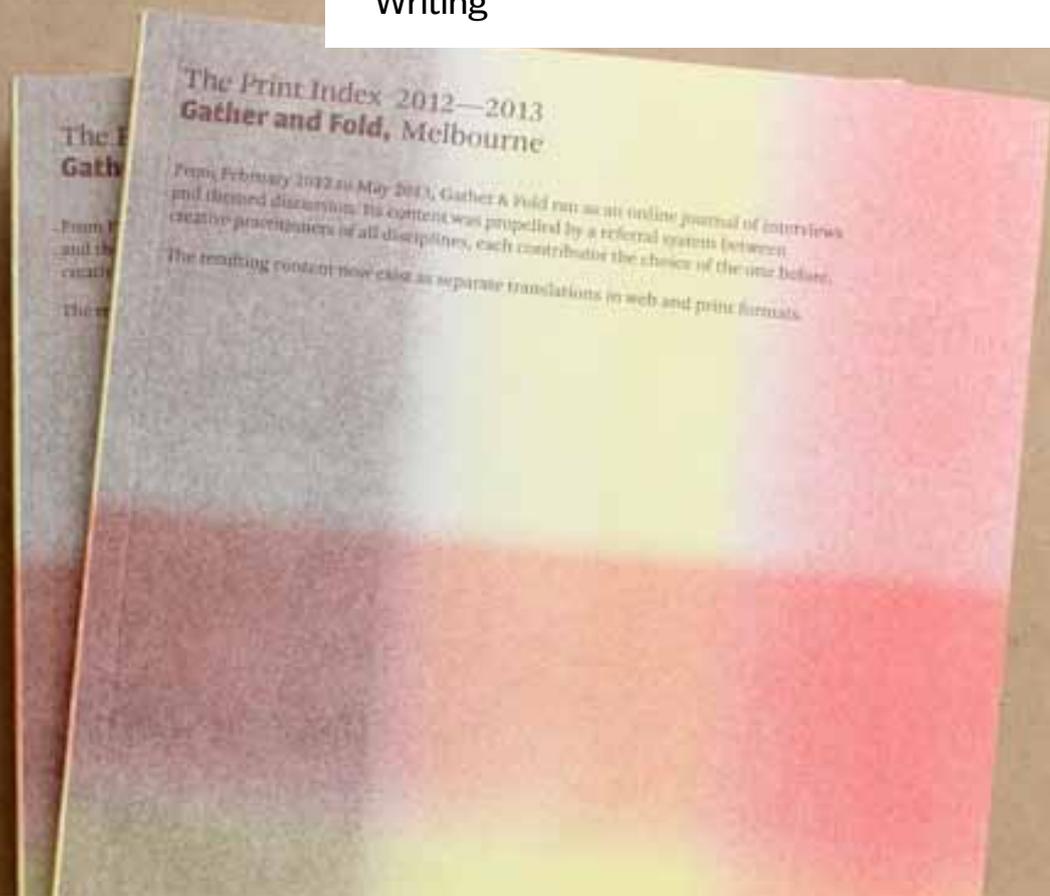
U-P



Paul Marcus Fuog is founder of trans-disciplinary design studio U-P, a practice renowned for its enquiry-led process, and a perfect guide for the session on the potential of research. Always changing and recontextualising, his tireless questioning leads his work from traditional graphic design mediums and into video, sculpture and object making, performance, photography and text-based works, in a unique space between art and design.

He has created work for some of Australia's leading arts and culture institutions, including the Victorian College of the Arts, Melbourne Conservatorium of Music, State of Design Festival, Object: Australian Centre for Design and Chunky Move.

Most recently, he collaborated on Field Experiments with Karim Zariffa (CAN) and Benjamin Harrison Bryant (USA) in Indonesia in 2013, a relationship forged after joining Stephen Sagmeister on his Indonesian sabbatical in 2009.



Bonnie Abbott

DESKTOP MAG
DOUBLE DAYS



Bonnie Abbott is editor of desktop magazine and one half of multi-disciplinary design partnership, Double Days. A practicing graphic designer, Bonnie began writing about design 4 years ago, writing for Creative Review, Process Journal, MADE Quarterly, Artichoke and desktop magazine.

This led to the formation of Double Days and its aim to emphasise writing as a part of graphic design practice, a critical tool for thinking and talking about design, aiding the professionalism, communication and promotion of the industry and its future history. Their main project to date was Gather & Fold, an art/design blog of interviews, running on referrals between creative practitioners, published as a book in 2013.

Following her appointment as editor of desktop in mid-2013, Bonnie continues to explore and expose the breadth and depth of graphic design as a human activity of great social potential, investigating the elastic boundaries and expectations of the field within a perpetually shifting landscape.

desktopmag.com.au
double-days.com



Veronica Grow

OLD SCHOOL
NEW SCHOOL



[newschoolfordesign
andtypography.com](http://newschoolfordesign
andtypography.com)

Veronica Grow founded Old School New School for Design & Typography in 2012, an education alternative discarding the safety net of mainstream education to create a unique space for learning. Nurturing skills through experimentation, the school champions hands-on techniques with a rejection of standardised assessment.

She is a practising graphic designer and qualified educator with an MA in Cross Disciplinary Design. She has created and delivered tertiary learning programs in the Middle East, Singapore and Melbourne for leading educational institutions including RMIT.

Her main projects to date have been the publication of *The Belly of the Beast*, on how to find one's authenticity through design, and the *The Typo Truck*, a community-based pop-up mobile typography project urging the understanding of calligraphic letterform composition (featured in NGV's *Melbourne Now*). She writes and contributes to industry press and mainstream media on education and typography.