

Design Consultancies						
#	Name:	Country	Location of Practice	Size	Specialisation	Other Notes
1	Blue Sky	Australia	69 Fitzroy Street, Surry Hills NSW 2010, Australia	Small team of 11 staff.	User experience approach to product design. They deal with consumer electronics, domestic appliances, white goods, medical equipment, lighting systems, sporting good and ICT products. Team based approach to projects.	Founded in 1984. Solid list of past clients both Australian and international. Operates internationally.
2	Charlwood	Australia	50 Glasshouse Road, Collingwood, Victoria, 3066 Australia	?? Seems like a smaller team of maybe 15 or so staff.	A "full-service industrial design, product design and engineering consultancy". They can design and rapid prototype a product. Helping from varying fields become market leaders through the development of products. 5 phase design process from research and planning to tooling and production.	Founded 1993
3	D3 Design	Australia	106 Boundary St Paddington NSW 2021	Looks like they have 6 staff. Small in size yet, "big enough to deliver"	Turnkey product design and development solutions to business. Focus of work is boutique product and packaging. Seems to work around a sequence of tasks from concept to development to rapid prototyping.	Over 25 years of experience
4	Design Edge	Australia	Unit 16 16 Narabang Way, Belrose Sydney NSW 2085 Australia	?? Estimating Medium (20 - 30 staff)	Provides a 4 phase service from conceptualisation to initiation of manufacturing. That includes: conceptual development, engineering, detailing, CAD models, rapid prototyping, product graphics and specification for manufacture. They aim to engineer the product so it is minimal in part number	Founded 1988, they seem comfortable to work with Plastics through moulding and extrusions, metal castings and extrusions, and rubber.

5	Ideation Design	Australia	Unit 2/107 Highbury Road, Burwood, VIC 3125	?? Estimating Small to Medium (5 to 20 staff)	Mainly a product design consultancy. From their slide show I can see they produce a lot of CAD drawing and concepts, some of which have been put into production. They cover markets like, house hold goods, baby prams and storage products, fittings, toys, industrial and medical devices.	Over 20 years of design experience in various industries. Website is from 2008.
6	KWA Design Group	Australia	HEAD OFFICE: W3B4 Level 3, Westside South Sydney Corporate Park 75 - 85 O'Riordan St. Alexandria NSW 2015 Sydney AUSTRALIA	?? Estimate Medium sized 30+	They have "Vertically integrated capabilities" to help design and create your product from idea to manufacturing. They have many in-house services available, such as: branding, multimedia, prototyping, rapid prototyping, engineering, user interface design.	
7	Nielsen Design Associates	Australia	Nielsen Design Associates Pty. Ltd., The Old Bakery, 33 Alexandra Street, Hunters Hill, NSW 2110, Australia	?? Seems like a medium sized consultancy, maybe 20 to 30 staff.	Its an industrial design studio that provides full product development services from concept to manufacturing implementation.	Founded 1961 by Carl Nielsen. Claims to be one of Australia's first design practices
8	Outerspace	Australia	Outerspace Design Group 16 Harvey St Richmond, Melbourne Victoria 3121 AUSTRALIA	?? Estimating a Medium to even large team 30+ staff.	Product development service. They cover the design process from ideation to prototyping and product packaging. They also offer project management services. Also a 4 phase method like Design Edge.	Has won awards.

9	Tiller Design	Australia	23 Nelson Street Annandale NSW 2038 Australia	?? Estimating Small to Medium (5 to 20 staff)	Product development with a focus on consumer experiences. It seems they are driven by the bottom line and making sure "your product is competitive and money making".	Concentrating on being Australia's best industrial design consultancy. In partnership with Tiller Scientific + Medical Pty Ltd and Tiller Manufacturing Pty Ltd. They work in collaboration. Not quite an "in-house" design team.
10	Continuum	U.S.A.	Boston, Los Angeles, Milan, Seoul, Shanghai	146 employees in total with 106 working in Boston. The rest having fewer than 14 staff in each office	Main services is centred around developing and growing products and services for businesses. Their expertise ranges from Architecture, Branding, Strategy Design, Innovation, Interaction Design, Software and IT development, prototyping to Storytelling.	Founded 1983. their website is a good resource for "innovative ideas".

Corporate In-House Design Practices						
#	Name:	Country	Location of Practice	Size	Specialisation	Other Notes
1	Crumpler	Australia	Crumpler HQ 6 Chelmsford Street Kensington Melbourne VIC 3031	From what I know of the company I can guess that they'd have a smaller design team - under 10 people.	Messenger Bags and other bags and luggage in general	
2	GM Holden	Australia	Holden HQ in Port Melbourne	100+	Automotive Products	

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GRAP 1045 - PROF PRACTICE 1 - DESIGN FOR INDUSTRY

3	Bang & Olufsen	Denmark	Struer, Denmark	Work with freelance designers. Company has over 2,000 employees in general	Design, Manufacture and Retail High-end, Boutique electronics for the Home	Actually unsure if they have an in-house design team.
4	Hyundai Motor Europe Technical Centre	Germany	Russelsheim	27 Designers	5th largest Auto-manufacturer, consumer electronics and other industry products both small and large scale. Global company.	Led by Thomas Burke (formally at BMW)
5	Samsung	Korea	Seoul	42,000 in Research and Development. Design team..?	Consumer Electronics. Global company	Have used IDEO. They now have the Innovative Design Lab of Samsung (IDS).
6	Philips	Netherlands	Eindhoven (Global headquarters) Philips Design High Tech Campus Building HTC-33, 5656 AE Eindhoven Tel: +31 40 27 49200	Approx. 500 staff	Consumer Electronics and Home Electronics	http://www.design.philips.com/
7	IKEA (Stockholm Design Lab)	Sweden	Stockholm	Unsure, it is a Design Agency. Agency may have many staff, IKEA might have under 5 to manage the design agency.	Self-assembled furniture	IKEA is a complicated company broken up into different sections and own and operated by different parts. It seems that they outsource their design work. Unfortunately it is not in-house as I thought.
8	Herman Miller	U.S.A	Zeeland, Michigan		Furniture manufacturer that has defined the 20th century. Global company.	Founded 1923

9	Nike	U.S.A.	It seems depending on the company you can work in either New York in Portland, Oregon	unable to find	Footwear and apparel	
10	Steelcase	U.S.A.	Leadership team based in Grand Rapids, Michigan	10,000 employees globally	Workplace products such as furniture. Global company	Founded 1912

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- <http://jobs.nike.com/careers/design-jobs>

<http://www.stockholmdesignlab.se/>

Name:	MUJI
Type:	Corporate In-House Practice
Size:	Large Global Multi-National – approx. 172 direct sales outlets and 146 co-operative stores in Japan. Stores in UK, Ireland, France, Singapore, Taiwan, Korea, Hong Kong and the USA.
History	Began in 1980 with a small offering of 40 products for the home, they were sold in supermarkets around Japan. MUJI was a response to products that were “cheap but of poor quality” (Ryohin Keikaku Co., 2012b). This response was driven by Seiji Tsutsumi, president of Seiyu Supermarket, who enlisted the help of Ikko Tanaka, Kazuko Koike, Masaru Amano and Takashi Sugimoto. After poor results in other supermarkets the MUJI brand established their first retail outlet in Aoyama in 1983 with great success. In 1989 MUJI’s parent company, Ryohin Keikaku Co. Ltd., was founded after a separation from the Seiyu supermarket system. The 1990s saw MUJI expand their product offering from household food and sundries to home electrical appliances, apparel and eventually Automotive with the MUJI car. They also established their overseas presence with their first international branch in London, UK. MUJI has branched out into many other foreign cities now.
Specialities	<ul style="list-style-type: none"> • Home electronics, Apparel, Stationery, Bicycles, Furniture, Kitchenware, Luggage, overall clean simple and functional products for daily life. Offering is now at over 7,000 different products. • Necessities such as clothes, household articles and food.
Design Principles and Values	MUJI’s tag line is, “Lower priced for a reason”. Their design principle is focused on simplicity and higher quality while trying to provide a good and economically valuable product on the market (Peng Yangju, 2007).
Design Methodologies	They focus on streamlining the process of the product. They do everything in house as much as possible from selection of materials to manufacturing to retailing.
Culture	According to Shoji Ito, Design and Art Director for MUJI, MUJI designers have something in common, “They’re very good at finding something that exists and distilling its essence”. (TV, 2009)
Business Structure/Organisation	MUJI is a manufacturer/retailer for the planning, development, production, distribution and sale of their Product. Ryohin Keikaku currently has businesses of MUJI in Japan, MUJI Overseas Marketing, The Café&Meal MUJI, MUJI Campsite Operation, MUJI.net Co., Ltd. (Housing Business) and IDEE Co., Ltd. (Ryohin Keikaku Co., 2012c)
Field of Influence	Functionality and Minimalism
Competitors	Supermarkets within Japan, Daiso. Internationally companies like IKEA.

Clients	MUJI
Employees	Shoji Ito is Design and Art Director of MUJI in Europe after the passing of Ikko Tanaka. I believe there to be a small design team of less than 10 ongoing staff, as the original team was 5 or so designers and creatives. Total employee count is at 4,908
Publications	<ul style="list-style-type: none"> • MUJI is Mention in the 2003 Novel Pattern Recognition by William Gibson. • Brands A to Z: MUJI (Peng Yangju, 2007)
Press	New York Times blog article about “Found Muji” a new concept store by MUJI (Hodge, 2012)
Awards Received	<ul style="list-style-type: none"> • 2005 – Five gold product design awards from International Forum Design in Germany. (Ryohin Keikaku Co., 2012a)

Name:	Jasper Morrison Ltd
Type:	Design Consultancy
Size:	Regional Scale Multinational – London & Paris
History	Established in 1986 by Jasper Morrison
Specialities	Stainless Steel Kitchenware, Tableware, Electronics, Sanitary ware, Home/Commercial/Corporate Furniture & Storage Solutions, Lighting, Accessories, Decorative Products. Consultancy Design services in Architecture and Urban Structures and Transport. Product Exhibitions. (Ltd., 2012)
Design Principles and Values	The company places an emphasis on the “Normal” in everyday products. As designing something to be “Special” is less useful and rewarding in the long term. (Therapy, 2012)
Design Methodologies	Democratic Design with Mass production to create quality products, but affordable. To judge the quality Jasper Morrison lives with his creations to fully understand design and its workings, also to judge its influence on the atmosphere. ("Whitewall - Jasper Morrison: The minimalist," 2010)
Culture	“We have ten workstations in London alone, and they are never all occupied. But if we were all together in the one room, productivity would most likely suffer as a result, I myself would certainly be less productive.” (AG, 2011)
Business Structure/Organisation	2 Head Design Offices – London: Tableware & Kitchenware, Electricals, Sanitary ware and Accessories. Paris: Furniture Products where they will test and discuss ideas, the genomics with various furniture companies for their input before finalising the designs. (AG, 2011)
Field of Influence	Minimalist & Scandinavian style (early 60s) and different lifestyles from travelling experiences.
Competitors	Other companies that share the same design aesthetic, specifically in minimalism and Scandinavian Design.
Clients	Global diverse clients in various fields.
Employees	London Office: John Tree, Lloyd Cowdry, Sosuke Nakabo, Jasleen Kaur Paris Office: Jun Yasumoto, Laurence Mauderli
Publications	Coffee Table Books Published from 1990-2007, Essays on Jasper Morrisons Personal Thoughts and findings.
Press	Magazine Articles and various Interviews.

	http://www.jaspermorrison.com/html/03024445.html http://www.designboom.com/eng/interview/morrison.html
Awards Received	IF Transportation Design Prize, Ecology award for designing the Hannover Tram. Urban Project worth 500million Deutschemarks.

2. Use comparative analysis to identify the differences between the businesses

Size:	The scale of the two different companies is vastly different. Jasper Morrison is tiny compared to MUJI and its reach through global outlets.
History	Both established in the 80s with a smaller offering than what they have today. MUJI has expanded at a much larger rate than Jasper Morrison Ltd. However the range of projects seems to be larger with Jasper Morrison Ltd as he is a design consultancy.
Specialities	There is overlap in their product offerings and in fact Jasper Morrison has designed products for MUJI.
Design Principles and Values	Close but with slight different focus. MUJI is simplicity with high quality, while Jasper Morrison is focused on simplicity but normality.
Design Methodologies	Both companies are on the same track here. Good quality, affordable and simple.
Culture	MUJI talks about the designers having the same mindset and principles and Jasper Morrison is talking more about too many people working together at once.
Business Structure/Organisation	MUJI is a very large Multi-National with multiple companies under its parent company. If you go by sheer retail outlets MUJI is vastly larger. They have a Design, Manufacturing, Distribution model whereas Jasper Morrison will Design and Deliver a product for Manufacturing.
Field of Influence	Similar in that they both are after Functionality and Minimalism in the products they design.
Competitors	On some level they share the same competitors as they both retail their own designed products and are in the area of minimalist, functional home wares and electronics. They are direct competitors at the same time as being different – James Morrison is mainly a consultancy so their clients are big companies like MUJI and Alessi.
Clients	MUJI is more focused on their own products whereas Jasper Morrison requires a diverse range of clients in order to stay in business.
Employees	MUJI has just under 5,000 more staff than Jasper Morrison
Publications	Mainly web based sources. I believe Jasper Morrison is prolific in publishing his exhibitions, ideas and works. MUJI distribute their catalogues but I'm not sure if that can count.
Press	They are featured in on-line magazines and blogs.
Awards Received	Both have received awards from German iF design.

3. Provide a personal reflection on each business.

It is interesting for me to compare two companies which interact within the same area of home wares and furniture but both taking a different approach. While MUJI do it all, Jasper Morrison will get you as far as manufacturing and management but not retailing to the scale that MUJI does. The growth of MUJI over the past 30 years is astonishing! Going from 40 items to over 7,000 and no outlets to a global chain in that time, it is testament to the thoroughness of their design philosophy and approach to products in general. From my personal experience, MUJI creates a sense of reliability and dependability when it comes to meeting items and things for day-to-day existence. Jasper Morrison has some interesting work and it is great to see such a small team is designing for very large and famous manufacturers and retailers. I feel with size comes a greater level of flexibility, but there would be a big reliance on autonomy of designers and strong communication pathways. In conclusion this task has given me far more insight into companies that I may interact with as a customer but never understand or appreciate the nature of their process.

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Naoto Fukasawa (Born Yamanashi, Japan, 1956)

Education	Product Design Department, Tama Art University, Tokyo, Japan. 1980.
Career path	<ul style="list-style-type: none"> • 1980-'88 After graduating he went on to work for Seiko Epson designing watches, TVs, printers and micro-electronics. • 1989 joined ID TWO (predecessor to IDEO) in San Francisco, USA. Working on and designing for computer related enterprises. • 1996 – returned to Japan where he established and ran IDEO's Tokyo office. • 2003 – Went independent and formed “Naoto Fukasawa Design” and continues to run that to this day. • Involved with the Design Direction of MUJI and their range of house hold goods • Professor at Musashino Art University and Visiting Professor at Tama Art University • 2007 Director of 21_21 DESIGN SIGHT museum.
Achievements	<ul style="list-style-type: none"> • Established “Without Thought” design workshops for in-house designers. • 2004 - MUJI wall-mounted CD player (1999) has been selected for the permanent collection at the Museum of Modern Art in New York. • Has won over 50 design awards. • Notable design awards are: <ul style="list-style-type: none"> ○ IDEA Gold Award ○ German iF Gold Award ○ Design Innovations ○ British D&AD Award ○ Japan: Good Design Award, Mainichi Design Award and the Oribe Award.
Current employment position	<p>Director of Naoto Fukasawa Design and teaches at three universities in Japan, Musashino Art University, Tama Art University and Tokyo University Graduate School</p> <p>Design Director for PLUS MINUS ZERO an electronics house-hold appliances and sundries company.</p>
Where does the designer work?	Mainly Tokyo, Japan. Consults for In-house design teams of manufacturers in Japan, such as MUJI.
What is the role and responsibility of the designer in the practice?	<ul style="list-style-type: none"> • Design Director of Naoto Fukasawa Design and PLUS MINUS ZERO • Works with MUJI with their design direction of house hold goods.
What stage/s of the product development cycle does the designer participate in?	From what I have read of his work, he is involved with the concept and development of an idea into an object from the beginning and I believe this would go on to a resolved product for manufacturing.
What tools and skills does the designer use?	He seems to have a strong philosophical understanding and position on design and uses this to interpret briefs and conceptualise from a deeply reflective point of view. His process of ideation begins soon after receiving a brief from the client.
Who do they collaborate with on a day to day basis?	At this stage I believe him to collaborate with MUJI, PLUS MINUS ZERO as they are companies where he has a stakeholder position.
How does the workplace of the designer facilitate this collaboration?	His work place is flexible, I believe he works within the context of a Design office but can operate and create within any workplace context.

Jasper Morrison (Born London, UK 1959)

Education	<ul style="list-style-type: none"> • Bachelor of Design at Kingston Polytechnic Design School, London (1979 – 82 BA(Des.)) • Masters at The Royal College of Art (1982-65 MA (Des.) RCA) • On a Scholarship tin 1984 at Berlin’s Hochschule der Künste (HdK).
Career path	<ul style="list-style-type: none"> • 1986 – Established an “Office for Design” in London. From there he was involved in: <ul style="list-style-type: none"> ○ Exhibitions: <ul style="list-style-type: none"> ▪ 1987 Documenta 8 for the design of the Reuters News Centre; ▪ 1988 DAAD Gallery, exhibited “Some new items for the house, part I” ▪ 1994, at the Interieur 94 exhibtion Belgium ▪ 1995, solo exhibition at Bordeauxs Arc en Reve Centre darchitecture. ▪ Has exhibited in Tokyo with Naoto Fukasawa for “Super Normal”. ○ Projects: <ul style="list-style-type: none"> ▪ SCP, London: designing products ▪ FSB a German door handle producer ▪ Vitra - office furniture company ▪ Cappellini – Italian furniture producer ▪ “A world without words” lecture turned into a book by Tony Arefin. ○ Collaborations with: <ul style="list-style-type: none"> ▪ James Irvine – Progetto Oggetto project for Cappellini ▪ Adreas Brandolini and Axel Fufus on installations, exhibition design and town planning projects under “Utilism International”. • 1995 - Began a consultancy with Ustra (Hannover Transportation Authority) by designing a Bus Stop for the City. • 1995 – Designed the new Hannover Tram (a 500 Million Deutschemarks project). First vehicle presented in 1997.
Achievements	<ul style="list-style-type: none"> • 1997: iF Transportation Design Prize and Ecology award for the Hannover Tram. • “A world without words” lecture turned into a book by Tony Arefin. • 2005 - Nominated for the Design Museum’s Designer of the Year prize. •
Current employment position	Director of Jasper Morrison Ltd.
Where does the designer work?	Mainly at his office – either London or Paris.
What is the role and responsibility of the designer in the practice?	Maintaining relationships with current and establishing new business with big Design Manufacturers. Leading design and Ideology.
What stage/s of the product development cycle does the designer participate in?	Conceptual through to manufacturing.
What tools and skills	Conceptual skills and philosophical understanding of design. Assumed skills of

does the designer use?	manufacturing and prototyping may be used less at this stage as he has a team around him.
Who do they collaborate with on a day to day basis?	He collaborates with people within his two design offices, London and Paris. It seems he also works with the clients and their companies in developing and driving product ranges.
How does the workplace of the designer facilitate this collaboration?	Being International, he has offices in London and Paris. Paris would allow for his continental European clients to visit him easily and London is also a great access point for clients from the other side of the Atlantic.

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Task 2: Glossary

Term:	Designer
Definition:	"A business professional who develops solutions to commercial needs that require the balancing of technical, commercial, human and aesthetic requirements." (DIA, 2012b)

Term:	Industrial Designers
Definition:	"Industrial designers develop and prepare products for manufacture. They are particularly concerned with those aspects of products that relate to human usage and behaviour, and product appeal." (DIA, 2012a)

Term:	Business Design
Definition:	"Whenever a company designs a new product, service, or experience, it is essentially designing its business." (IDEO, 2012) Business design is that process of designing your business model as you design your new product offering.

Term:	Iconography
Definition:	Iconography is the study of visual imagery with physical or literal imagery. (Pettit, 2012)

Term:	Freehand Sketches
Definition:	Drawn by hand without assistance from drafting devices or tracing. (Corporation, 2013)

Term:	Iterations
Definition:	Iteration is the act of repeating a process with the aim of approaching a desired goal, target or result. Each iteration, or repetition of the process, is the starting point for the next iteration. (Wikipedia, 2012b)

Term:	Rapid Prototyping (RP)
Definition:	A group of techniques used to quickly fabricate a scale model of a part or assembly using three-dimensional computer aided design data. (eFunda, 2012)

Term:	Design Standards
Definition:	Design standard is the policies, guidelines and criteria which guide and/or control detailed design for normal conditions. (Transportation, 2012)

Term:	3D Modelling
Definition:	Is the process of developing a mathematical representation of any three-dimensional surface of object through special software on a computer. (Wikipedia, 2012a)

Term:	2D Rendering
Definition:	This is the final process of creating a 2D image or animation from the prepared scene, much like taking a photograph or filming a scene that has been set up in real life. (Farlex, 2012)

Term:	Environmental Sustainability
Definition:	<p>"Long-term maintenance of ecosystem components and functions for future generations."</p> <p>www.naturalbedding.com.au/</p>

Term:	Inclusive Design
Definition:	<p>"The British Standards Institute (2005) defines inclusive design as "The design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible ... without the need for special adaptation or specialised design."</p> <p>http://www.inclusivedesign toolkit.com/betterdesign2/whatis/whatis.html</p>

Term:	C.A.D.
Definition:	<p>"Computer-aided design (CAD), also known as computer-aided design and drafting (CADD),^[1] is the use of computer technology for the process of design and design-documentation. "</p> <p>http://en.wikipedia.org/wiki/Computer-aided_design</p>

Term:	Experience Design
Definition:	<p>"Experience Design is an approach to creating successful experiences for people in any medium. This approach includes consideration and design in all 3 spatial dimensions, over time, all 5 common senses, and interactivity, as well as customer value, personal meaning, and emotional context. Experience Design is not merely the design of Web pages or other interactive media or on-screen digital content. Designed experiences can be in any medium, including spatial/environmental installations, print products, hard products, services, broadcast images and sounds, live performances and events, digital and online media, etc. "</p> <p>http://www.brycecorkins.com/about/glossary/</p>

Term:	Free Pitching or Pitching
Definition:	<p>http://www.dia.org.au/index.cfm?id=245</p> <p>Free pitching is a term used to describe the supply of design services without payment.</p> <p>Pitching is any practice that involves the speculative or competitive provision of design services (including concepts) for a commercial client that results in the designer receiving or charging less than their normal professional rates for work that is intended or likely to be commercially realised or in an attempt to win new business.</p>

Term:	Service Design
Definition:	<p>“Service Design is the field concerned with the development of services to meet specific needs. These services may make use of different communication media (including online, telephone, in-person, etc.), may or may not be automated, and may or may not use products as part of the service experience. A service usually includes a Service Ecology that allows the service operate successfully.”</p> <p>http://www.brycecorkins.com/about/glossary/</p>

Term:	Interaction Design
Definition:	<p>“Interaction Design is a field and approach to designing interactive experiences. These could be in any medium (such as live events or performances, products, services, etc.) and not only digital media. Interactive experiences, necessarily, require time as an organizing principle (though not exclusively) and Interactive Design is concerned with a user, customer, audience, or participant’s experience flow through time. Interactivity should not be confused with animation in which objects may move on a screen. Interactivity is concerned with being part of the action of a system or performance and not merely watching the action passively.”</p> <p>http://www.brycecorkins.com/about/glossary/</p>

Term:	Ecosystem
Definition:	<p>“A biological community of interacting organisms and their physical environment”</p> <p>https://www.google.com.au/webhp?source=search_app#hl=en&q=ecosystem&tbs=dfn:1&tbo=u&sa=X&ei=UhhwT-PtIsyeiAeyydXuBQ&ved=0CCkQkQ4&bav=on.2,or.r_gc.r_pw.r_cp.r_qf.,cf.osb&fp=d b1d98f29030e219&biw=1248&bih=783</p>

Term:	System Compatibility
Definition:	“

Term:	Design Tool-Kits
Definition:	

Term:	Digital Interface Design
Definition:	

Term:	State-of-the-art design methodology
Definition:	

Term:	Quantitative/Qualitative research
Definition:	

Term:	Integrated Business Partners
Definition:	

Term:	Networks
Definition:	

Term:	Leveraging Networks
Definition:	

Term:	Optimized Results
Definition:	

Term:	Thought Leader
Definition:	

Term:	Turn-Key
Definition:	

Term:	Design Consultancy
Definition:	

Term:	In-House Design
Definition:	

Term:	GISS – General Impression Size & Shape
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Definition:	
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Term:	Design for Manufacture
Definition:	

Term:	Off-tool Samples
Definition:	

Term:	Tender
Definition:	

Term:	Design DNA
Definition:	

Term:	D.I.A.
Definition:	

Term:	ICSID
Definition:	

Term:	Quality Assurance (QA)
Definition:	

Term:	Deep Drawing
Definition:	

Term:	PLA – Poly Lactic Acid
Definition:	

Term:	Biomimicry
Definition:	

Term:	NURBS
Definition:	

Term:	Gestalt
Definition:	

Term:	NUI – Natural User Interface
Definition:	

Term:	Visual Priming
Definition:	

Term:	Life Cycle Assessment - LCA
Definition:	

Term:	HCI – Human Computer Interaction
Definition:	

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- DIA. (2012a). Industrial Designer Retrieved 22 MARCH, 2012, from <http://www.dia.org.au/index.cfm?id=106>
- DIA. (2012b). What is a Designer? | Design Institute of Australia Retrieved 22 MARCH, 2012, from <http://www.dia.org.au/index.cfm?id=186>
- eFunda, I. (2012). Rapid Prototyping: An Overview Retrieved 25 MARCH, 2012, from http://www.efunda.com/processes/rapid_prototyping/intro.cfm
- Farlex, I. (2012). 3D Rendering Retrieved 25 MARCH, 2012, from <http://encyclopedia.thefreedictionary.com/3D+rendering>
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- Transportation, T. D. o. (2012). TxDOT Glossary: D Retrieved 25 MARCH, 2012, from <http://onlinemanuals.txdot.gov/txdotmanuals/glo/d.htm>
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- Wikipedia. (2012b, 13 March 2012). Iteration - Wikipedia, the free encyclopedia Retrieved 25 MARCH, 2012, from <http://en.wikipedia.org/wiki/Iteration>

<http://designbuzzwords.com/>

Self Evaluation

Core Skills Assessment Worksheet

Strength	Need	CORE CREATIVE SKILLS
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Imagines
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Creates forms that convey meaning
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Establishes aesthetics/design iconography
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Makes design decisions informed by emotional, social and cultural needs and values
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develops/implements design language
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hand sketches
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Iterates through rapid prototyping
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Uses physical modeling
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Creates simulations
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Has a repertoire of colors, materials, finishes
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Develops design standards
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Designs to international supply chains
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Understands parameters: engineering, manufacturing, marketing, financial, purchasing, legal
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Considers environmental sustainability
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Considers inclusive design and ergonomics
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Influences technology to adapt to design need
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is up on the latest CAD technologies—3D modeling/2D rendering

Strength	Need	COMPLEMENTARY CREATIVE SKILLS (Really Need)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Innovates consistently
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Anticipates
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Creates physical and psychological interfaces
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Integrates specific technologies
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ensures system compatibility
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is continually aware of and/or uses new technologies, techniques and tool-kits
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Translates organization's brand into design expressions
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Applies design methodology to variable contexts

Strength	Need	CORRELATIVE CREATIVE SKILLS (Nice to Have)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Experience design
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Digital interface design
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Interaction design
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Software design
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Product development
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Design in context of prevailing ecosystems
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Awareness of continually changing cultural landscape and needs and desires of societies and cultural communities
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Consideration of effects on future-demographic development, aging, globalization, political power, economics, war

Self Evaluation

Core Skills Assessment Worksheet

Strength	Need	CORE COGNITIVE SKILLS
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Understands strategy and objectives of company/client organization
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Uses <u>state-of-the-art design methodology</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Plans, implements or contracts out knowledge-building and information-gathering research
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Analyzes research results to discover opportunities or solve complex problems
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Interprets quantitative and qualitative research for insights and understanding to inform design decisions
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Observes, recognizes, becomes aware of, discerns patterns
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Recognizes or generates breakthrough ideas</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Adapts ideas from one context to another
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Makes connections from past to present to future
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Uses empathy, informed judgment, reason
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Trusts intuition and perception
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Imagines alternatives
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Aligns design decisions with strategy and objectives of company/client organization
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Understands competitive landscape
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Considers needs of integrated business partners

Strength	Need	CORE COMMUNICATION SKILLS
<input checked="" type="checkbox"/>	<input type="checkbox"/>	English proficiency
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Effectively communicates ideas to others: <u>visually, verbally, in writing</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Articulates value of design
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Convinces and persuades
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Listens carefully
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Knows additional language(s)

Strength	Need	MANAGEMENT SKILLS
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Likes people
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Trusts people and delegates responsibility
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sets priorities to achieve company/client organization's goals
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sets expectations for and evaluates performance
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Mentors/coaches/enables individual development
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is politically astute
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"Gives freedom to stray from process" (Dev Patnaik)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Builds team of complementary people
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Orchestrates teams
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Develops and leverages networks
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Consults and negotiates to optimize results

Self Evaluation

Core Skills Assessment Worksheet

Strength	Need	MANAGEMENT SKILLS continued
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Collaborates across functions (marketing, engineering, technology, etc.) as appropriate
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is an evangelist of design's value
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develops design briefs
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Develops and manages design function budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Manages projects effectively
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Perseveres despite resistance
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Selects and manages outside resources
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Provides regular updates to staff, senior management, clients, customers, collaborators, vendors/partners
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is a key presenter of groups' accomplishments
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advocates for teams' recommendations
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Enables convergence on final design decisions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Develops design job descriptions (with HR)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Assures protection of intellectual property
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Negotiates for appropriate space, equipment, resources

Strength	Need	LEADERSHIP SKILLS
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Thought leader
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Change agent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Drives results
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Acts decisively
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Anticipates risk, change, opportunity
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Assumes responsibility
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Inspires
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is personally effective
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Trusts intuition
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is a people's advocate
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Recognizes strengths of others
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Incorporates diverse influences
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sets others up for success; holds people accountable
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is mentally agile
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is results oriented
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Overcomes challenges
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is ambitious
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is competitive
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Is influential in greater design community

Self Evaluation

Core Skills Assessment Worksheet

Strength	Needs	PERSONAL ATTRIBUTES*
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Confident and humble
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Determined and persistent
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Empathetic
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Motivated yet patient
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Collaborative, a "we" person
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Positive attitude
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Passion for the work
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Willingly develops ideas of others
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Improves continually
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reaches out for help and to help
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Makes and keeps commitments
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Life-long learner
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Flexible—adjusts to change
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Willing to do whatever it takes to get the job done right
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Good manners
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Respects views of others
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sense of appropriateness
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sense of humor
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Balances personal life to enable harmonious work life

*(Personal qualities that many employers have told us they are looking for)

Developing and Improving Expertise

Once you know what your strengths are and what areas you need to develop in light of your aspirations, rest assured that you can improve your performance in both; practice is the way that everyone can improve, even on their strengths. If you work hard with the goal of making improvements *by practicing correctly* whatever it is you are trying to improve, you will improve. There is no other way to do it.

Geoffrey Colvin in an article in *Fortune* magazine wrote, "We are not hostage to some naturally granted level of talent. We can make ourselves what we will." He says this is not a popular idea and that people hate to abandon the thought that if they found their talent, they would get rich and famous. **"That view is tragically constraining, because when they hit life's inevitable bumps in the road, they conclude that they just aren't gifted and give up."**¹⁹ This is important to remember.

Colvin's views, substantiated by a leading researcher in the field, Professor K. Anders Ericsson of Florida State University, is that natural talent is irrelevant to great success. Using as examples Tiger Woods, chess champions and leading musicians, he puts developing expertise into a context relevant to designers.

¹⁹ Geoffrey Colvin, What it Takes to be Great, *Fortune*, October 19, 2006.

3b.

In terms of core creative skills there is a big list of “needs” that I have to improve on and develop to build them into strength. Most notably skills in 2D and 3D modelling; a solid repertoire of colours, materials and finished; rapid prototyping skills and advanced hand sketching techniques.

Complementary creative skills are reasonably strong with need to work on branding into design expressions; ensuring system compatibility of products and striving to constantly innovate.

Correlative creative skills are strong where I would like them to be, experience, interface and interaction design. Awareness and consideration of the “bigger picture” contexts and systems are second nature to me.

My leadership and management skills have been under development for the past 10 years and continue to be improved with every step I take into unfamiliar territory, so to extend my comfort zone and level of comfortable understanding. Leadership isn't only managing people but having broader goals and vision to guide the progress of yourself and the people around you.

I feel confident that I have the core cognitive skills required for employment and they have helped me adapt and create in unfamiliar situations. It is also the grounding of where I'd like to take my career. Design thinking is one of the tools I have been developing while at this course and hope it will give me a solid intellectual foundation in a professional context. My aspirations also include further study, potentially through a Master Degree and even a PhD if my heart is in the subject matter.

For me, these are tools of impactful and positive change. My biggest goal is to make positive contributions, at any scale, for the society I live in and the people around me, at any point in my life.

With all these professional tools and skills laid out in front of me, I am able to honestly assess where I am and where I need to move next to continue towards achieving my goal.

Build on the list created in Task 1A. Note down how the company recruits its designers and list the name and contact details of the person/people responsible for recruitment

Company	How does it recruit?	Contact Details	Notes
Design Edge	No direct website recruitment. Direct application. No listing on Seek.com.au through Employer search.	tel + 61 2 9986 3890 fax + 61 2 9986 3892 email: ideas@designedge.com.au	http://www.designedge.com.au/contact.php
Continuum	Job advertised on their website with applications made directly to them via positions available.	Register to their website. Upload resume directly on to their website based on the Positions available. They don't have a specific person to contact but an email web-form and numbers to their 5 offices.	http://continuuminnovation.com/Careers.aspx
Ideation Design	No direct recruitment on website. Apply directly to company. No listing on Seek.com.au through Employer search.	info@ideationdesign.com.au +61398081399 (TEL) +61398080799 (FAX)	http://www.ideationdesign.com.au/
Tiller Design	No listing on Seek.com.au through Employer search. Most likely you have to apply directly, potentially through their webform.	Phone: +61 2 9818 5251 Fax: +61 2 9555 5788	http://www.tillerdesign.com/contact/
D3 Design	Jobs advertised on their flash-based web-site under "Positions @ D3". None available since 2008.	(TEL) +612 9361 6477 – (EMAIL) WEB.STUDIO@D3DESIGN.COM.AU Directors e-mail: web.clive@d3design.com.au web.david@d3design.com.au	http://www.d3design.com.au/
Blue Sky	Jobs + Internship page on their website via the Contact page. No Jobs, open to internships.	Send a CV to Robert via email or call and ask for Robert. TEL: +61 2 9358 3099 Email: robert@blueskydesigngroup.com.au	http://www.blueskydesigngroup.com.au/contact/jobs-internships/
Outerspace	Careers page on their website. Not accepting applications currently. I assume you would contact them directly.	T: +61 3 9427 0355 F: +61 3 9428 2088 team@outerspacedesign.com	http://www.outerspacedesign.com/index.php?s=careers
KWA Design Group	No direct recruiting or contact on their website. Assume you would	Phone: +61 2 9319 3711 Fax: +61 2 9699 1215	http://www.kwadesign.com.au/contact.html

	apply directly. No job listings on seek.com.au.	Email: kwa@kwadesign.com.au	
Charlwood	No direct job listing on their site or on seek.com.au. Best to contact them directly.	email info@charlwood.com.au phone: +61 3 9416 1611.	http://www.charlwood.com.au/contact.aspx
Nielsen Design Associates	No adds on their website or reference to applying for a job. Must apply directly or watch the appropriate recruitment channels.	Email: ideas@nielsendesign.com Tel: +61298165566 Fax: +61298164164	http://www.nielsendesign.com/
Herman Miller	Online recruitment through their own website.	Herman Miller Australia, Contact Caroline Perry via email (caroline_perry@hermanmiller.com) Rest of the world: you must create an account on the website and submit your resume there. Otherwise there is the "careers hotline" +1 6166543771 or email careers_help@hermanmiller.com	http://www.hermanmiller.com/about-us/careers/how-to-apply.html http://www.hermanmiller.com.au/AboutUs/Careers/Employment-Opportunities
Steelcase	Social Media, Company website.		http://www.facebook.com/SteelcaseIncCareers http://www.steelcase.com/en/company/careers/pages/careers.aspx
Samsung	Apply directly through their website	Register on their webpage and apply via the available jobs. Graduate program available through AU website but not for Design graduates - http://www.samsung.com/au/aboutsamsung/careers/graduateinternship/Careers_Scholarship.html	http://www.samsung.com/us/aboutsamsung/careers/searchjobs/Careers_Searchjobs.html
Hyundai Motor Europe Technical Centre	Directly through company website.	Email: jobs@hyundai-europe.com	http://www.hyundai.com/eu/en/CompanyInformation/CareersVacancies/index.htm
Bang & Olufsen	Search through available jobs and apply via the website.	Web-form with attachments for CVs in word or pdf format.	http://www.bang-olufsen.com/careers
IKEA	Apply through their website.	Sign up to their website and apply through each job.	http://www.ikea.com/ms/en_AU/the_ikea_story/jobs_at_ikea/index.html
Nike	Through their website Careers page.	You must sign up to their careers website and apply directly through a webform.	http://nikeinc.com/pages/careers http://jobs.nike.com/
General Motors Holden	Website and Facebook.	Apply directly through their website. Must sign up first.	http://www.holden.com.au/corporate/careers http://www.facebook.com/HoldenStudentRecruitment

Crumpler	Company website.	Register your interest or apply for available job directly through their website via a Web-form.	http://www.crumplerpeople.com/jobs/landing.aspx http://www.crumplerpeople.com/jobs/Register.aspx
Philips	Apply through company websites.	Sign up with their jobs website and fill out a webform and submit resume directly.	http://www.philips.com/about/careers

Other websites of interest:

<http://www.seek.com.au/employer>

<http://www.indeed.co.uk/>

4b.

Create a list of graduate recruitment programs, recruitment agencies and websites that advertise industrial design positions

Graduate Recruitment Programs

- <http://www.destination.ato.gov.au/our-programs/graduate-development-program/business-design/>
- <http://www.holden.com.au/corporate/careers/job-opportunities/students>
- <http://www.gsd.harvard.edu/#/news/all-news/feed.html>
- <http://www.aecom.com/Careers/Student+Connections/Graduates>
- <http://www.graduateprograms.com.au/>

Recruitment Agencies

- <http://www.tenthhouse.com.au/>
- <http://www.designandbuild.com.au/>
- <http://www.designandconstruct.com.au/>
- <http://www.tarantomaison.com.au/>
- <http://www.theloop.com.au/companies/Recruitment>
- <http://www.oomf-recruit.com/>
- <http://www.bigfishcreative.com.au/>
- <http://www.nakamaglobal.com/melbourne/>
- <http://www.macdux.com.au/>
- <http://www.rumrebellionrecruitment.com.au/>
- <http://www.jdspersonnel.com.au/>
- <http://www.rosemaryhardham.com.au/>
- <http://www.carrerapartners.com.au/>
- <http://www.whiterhino.com.au/index.php>
- <http://www.iconinc.com.au>

Websites that Advertise Industrial Design Positions

- <http://www.seek.com.au/design-architecture-jobs/industrial-design/>
- <http://www.simplyhired.com.au/a/jobs/list/q-industrial+designer>
- <http://www.dia.org.au/> with sign-up to DIA
- <http://jobs.designengine.com/job-category/industrial-design>
- <http://www.jobisjob.com.au/industrial+design/jobs>
- <http://www.getartisan.com.au/>
- <http://www.theloop.com.au/>; <http://www.theloop.com.au/companies/Design-Creative/>
- <http://www.s2m.com.au/>

4c. Collect job advertisements. Who is recruiting? What skills are they looking for?

Who is recruiting?	What skills are they looking for?	Notes
Australian Taxation Office (ATO)	Graduate Program: Business Design: “looking for successful business design graduates who can: think strategically, achieve results, manage relationships, act professionally, communicate effectively, undertake business analysis, creative problem solving and perform the technical aspects of working in design.”	http://www.destination.ato.gov.au/our-programs/graduate-development-program/business-design/#Whatarewelookingfor?-Tab
Philips	<p>Internship: Design “We’re looking for you to be adept in the design packages, and keen to learn about thinking how you approach a design problem.</p> <p>Currently studying towards your Bachelor of Design HBO (BDes) / Bachelor of Arts/Master of Arts WO (BA/MA) with one or more qualifications: Design Design Communications You’ll be mid–course. You are keen to get some real working experience. This may even be your second internship. You are fluent in English. Have knowledge of design packages InDesign, Photoshop and Illustrator. “</p>	<p>Job Marketing Communication Primary Location Netherlands-North Holland- Amsterdam Organization Global Commercial Organization- 50080255 Schedule Full-time Job Number: -012526</p>
Nike, Inc	<p>Requirements for the Summer Internship position include:</p> <ul style="list-style-type: none"> - Working knowledge of Microsoft Office, including Word, Excel, Outlook and PowerPoint - Excellent communication, organizational and project management skills - Ability to organize thoughts and project details under time constraints - Ability to work with media personnel, agency contacts, community leaders and multiple levels of corporate personnel - Must demonstrate tact, patience, diplomatic and critical thinking skills 	http://jobs.nike.com/oregon/human-resources/jobid2071721-nike-summer-internship-graduate-jobs

	<ul style="list-style-type: none"> - Strong presentation skills - Ability to work under pressure and tight deadlines - You must currently be enrolled in the first year of your program <p>We're interested in learning more about you and appreciate you taking the time to apply online.</p>	

4d.Create a list of design blogs and design related events. Design blogs and events such as trade fairs, exhibitions, and awards nights are good opportunities to meet people in the industry.

Design Blogs

- <http://www.notcot.org/>
- <http://core77.com/>
- <http://productdesignhub.com/>
- <http://www.coolhunting.com/design>
- <http://www.yankodesign.com/>
- <http://getitmade.com/blog>
- <http://idsandbox.blogspot.com.au/>
- <http://www.idsa.org/news>
- <http://design-milk.com/>
- <http://designobserver.com/>
- <http://designmind.frogdesign.com/blog>
- <http://rodd-observationsinnovations.blogspot.com.au/>
- <http://blog.sub-studio.com/>
- <http://www.designsojourn.com/>
- <http://www.studioclues.com/>
- <http://www.fuelyourproductdesign.com/>
- <http://www.fastcodesign.com/>
- <http://www.productdesignuk.org.uk>
- <http://www.monkeedesign.com/>
- <http://www.industrialdesignserved.com/>
- <http://www.humblefactory.com/>
- <http://designdroplets.com/>
- <http://www.idasia.org/>
- <http://chinadesignhub.com/>
- <http://conbug.com/>
- <http://www.abitare.it/en/category/interaction-design/>

Design Related Events

- Spirit of Youth Award: <http://www.soya.com.au/categories/craft-and-object-design>
- Good Design Australia Awards: <http://www.gooddesignaustralia.com/awards/>
- The Big Design Market: http://thebigdesignmarket.com/stallholders_general.html
- AGOTYA: <http://www.dia.org.au/index.cfm?id=412>
- Designex: <http://www.designex.info/>
- AGIDEAS: <http://www.agideas.net/home>