

INFORMATION TO PARTICIPATE

WHY DESIGN?

1. Introduction

Design Victoria is seeking responses to the question “Why Design?” from design and business experts to feature on the Design Victoria website.

It is envisaged that individuals who meet the criteria will be able to submit ‘Why Design?’ responses via the website. Design Victoria will select responses to be included on the site.

2. Criteria for submission of responses

- Designer from any design discipline
- Business expert / leader
- Academic

3. Example

‘why design?’

Design can change the way we live. We began designing a very long time ago. Early man designed tools to help hunt. Later, these tools were given extra meaning when they were embellished to convey a sense of identity with particular tribes or status within groups of people.

Today, designers across a range of disciplines continue to shape the way people live. I specialise in communication design, and am constantly asking questions. ‘What is its purpose?’, ‘Where is it positioned?’, ‘Who will it talk to?’. As a designer I cannot act until I fully understand what is being asked of me.

The reason we design is to give meaning and purpose.

Michaela Webb

- Co-president of AGDA, Victoria
- Creative Director of Studio Round

<http://www.agda.com.au/>
<http://www.round.com.au/>

4. Submission requirements

All submissions are to be sent to Design Victoria and must include the following:

- 25 – 100 word written response to the question ‘Why Design?’
- Respondent’s name, company, position and (optional) website.
- Responses should be succinct and interesting and reflect the individual’s character.
- Please include a relevant image to use with your response – ie a headshot or exciting design.

Please note that responses will be included on the Design Victoria Website at the discretion of Design Victoria.

5. Contact details

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