RMIT INDUSTRIAL
UNIVERSITY DESIGN

DESIGN
ACTION
PROGRAM
2019

The Design Action Program integrates external design activity within the School of Design coursework by offering two flexible types of design activity – internships or paid roles.

Design activity undertaken in the program can occur flexibly, allowing students and recent graduates the opportunity to work with a range of host organisations in business, educational, community and government settings, on real world issues with outcomes that matter.

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About

The Design Action Program (DAP) facilitates opportunities for RMIT School of Design students and recent graduates to work together with host organisations for mutual benefit. It integrates work experience into our Bachelor of Design (and potential other) degree program, and fosters internship opportunities for students. Our classes and design-studio projects have been doing this for over 60 years.

RMIT School of Design students are creative participants in a world where new technologies, global connectedness and the challenges of sustainability are changing social concerns and altering consumer behaviours and business markets. In recognition of this, design activity undertaken in DAP can occur flexibly, allowing for the opportunity to work with a range of host organisations in business, educational, community and government settings, on real world issues with outcomes that matter.

Students gain access to RMIT's international network of industry partners, research and educational organisations, and our extensive network of alumni. Host organisations gain access to design students and recent graduates who have diverse capabilities across advanced manufacturing, social innovation and business know-how. Today's students are able to creatively cross boundaries to develop products and services that help businesses and communities to prosper. The broad skill-base and cultural expertise of our students are valuable resources that can be utilized to meet the challenge of fulfilling product and service needs in changing local and world markets.

Steps for DAP Placements

Students in the School of Design DAP need to complete all the below steps.

01

Source your Placement

- Approach networks, industry and community partners for a placement opportunity and undertake any application processes as required
- Visit the School of Design WIL Student Toolkit for application advice
- Once your placement has been secured confirm all of the specific details such as; Host Organisation name and address, Host Organisation supervisor contact details, placement dates, location of the placement, negotiated days and hours, learning goals and outcomes and tasks to be undertaken. You will need this information in order to have the RMIT WIL Agreement signed.

02

Complete and Sign the Agreement – before you commence your placement

- Using the details of your placement complete the WIL Agreement Schedule
Request the Host Organisation sign the WIL Agreement, attach the Schedule for their reference
- Once the above steps have been completed you will also need to sign the agreement yourself.

03

Consult with your Academic to have the Placement approved

- Once your Host has signed the agreement you will need to contact or meet with your WIL Course Coordinator to have your placement approved. Share the agreement and schedule with the Course Coordinator so they can also sign.

04

Record your Placement in InPlace

- Once your WIL Course Coordinator has approved the placement you will need to register your placement on the RMIT University system InPlace.
- You will be able to log on using your RMIT log in details, refer to the Quick Reference Guide for step by step instructions. Please don't forget to attach your agreement and press upload before submitting so the final signature can be obtained by the Dean of School.

(Please note you will only have access to your placement course once you are enrolled)

05

International Placements

- If you are undertaking a placement overseas you must register your trip with RMIT's Global Mobility and also with MyTrips in order to qualify to receive complimentary RMIT student travel insurance.
- Visit page 5, WIL Student Toolkit for further information including links to #RMITAbroad

06

Complete required assessment

- Refer to your course guide for full assessment information

To access all WIL information and careers support tools please visit Design, Media and Communication WIL Student Resources, please log in using your RMIT log in details.

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Activities facilitated by DAP

Paid roles:

RMIT WIL placements can be paid at nominal rates, award rates, or above the award rates. The following may apply to roles:

- these may be casual, ongoing, or project roles, for current students or recent graduates.
- paid roles may be offered at any time during the year.
- payment is made and organized by the host organisation to the student under normal employee or work contract arrangements.
- RMIT staff *may* play a consulting or team role to foster innovation in designing products, services and systems.
- multidisciplinary collaborations are encouraged – such as where the graduate designer collaborates with industry specialists, stakeholder groups, RMIT staff or other graduates. We can also work with other RMIT schools and disciplines to provide a team to deliver the required capability mix.

RMIT School of Design
RMIT School of Media and Communication

Paid roles for students and graduates

To advertise a short term or ongoing role to students or graduates please send a short position description including the following information to design.wil@rmit.edu.au:

- ☐ Introduction about the company and company weblink
- ☐ Dot points of the tasks / responsibilities of the role
- ☐ Dot points of the type of skills you are looking for
- ☐ Location of work
- ☐ Application details including closing date and who students / graduates should send their CV to

More information can be found at **www.rmit.edu.au/about/our-education/ academic-schools/media-and-communication/industry**

Laura joined Deloitte Digital as a Service Design Graduate in 2016. Laura is now a consultant in the Experience Design team, working with large organisations across telecommunications, fashion, banking, energy, education and public sector, to create better experiences for customers and staff.

Laura Morrison
Bachelor of Industrial Design Honours 2015

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Unpaid roles:

RMIT WIL placements can also be unpaid. These roles have the following characteristics:

- 2nd, 3rd and 4th year design students who have a good design foundation and are enthusiastic about gaining real design-related work experience.

- to be suitable as an internship (also called RMIT WIL placement), the experience needs to be supervised by someone with experience and / or qualifications in the same field as the student.

- credited for 12 credit points as part of the Bachelor degree for students in the Design Practicum course, with a required 80-120 hours contact time in work experience.

- internships must be completed before the end of the semester in which the student is enrolled in the Design Practicum course.

- after the maximum unpaid hours for an internship have been reached, the experience will need either to cease or to be paid.

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Internships

When you are ready to host an intern, please provide the following information to design.wil@rmit.edu.au:

- ☐ Introduction about the company, and company weblink
- ☐ Dot points of the tasks / responsibilities
- ☐ Dot points of the type of skills you are looking for
- ☐ Professional supervision / mentorship / your expertise
- ☐ Any preferred timing, dates and days, noting that maximum unpaid hours are usually around 120
- ☐ Location of work
- ☐ Application details including closing date and who students should send their CV to
- ☐ Any benefits, for example could this lead to paid work?

We will circulate your request to students, who will apply directly to you.

My internship with ANZ has shown me how animation can be used in financial services. I'm part of the corporate communications team, working on education and change campaigns.

Sky Nguyen
Bachelor of Design
(Animation and Interactive Media) 2018

A Flexible Approach

The Design Action Program (DAP) encourages students to engage in a broad range of design activities, and to undertake such activity with a broad range of host organisations in business, educational, community and government settings.

We recognise that for such working relationships to be viable, flexibility may be required of both parties. Flexibility in the timing of the design activity, or in the mode by which design activity is undertaken, will allow the Program to meet a host organisation's commercial needs, and students to meet their academic and external work commitments. Host organisations may host more than one student at a time (when supervision is provided), or engage students over a number of years, as necessitated by the needs of the design activity.

DAP also encourages and supports our students and recent graduates to gain experience with overseas hosts. The chosen design activity could be undertaken by being situated overseas, or using collaborative online tools. For students this means you may be course- credited even though the activity you undertake proceeds:

- on shore in Australia, or overseas
- individually, or facilitated via a group
- utilising face-to-face collaboration, or online, or both

"Flexibility in the timing of the design activity, or in the mode by which design activity is undertaken, will allow the Program to meet a host organisation's commercial needs, and students to meet their academic and external work commitments".

For Students/ Recent Graduates

The Design Action Program (DAP) in the School of Design is integral to the learning experience of students and recent graduates. You will get the chance to spend valuable time with experienced designers, allowing you to develop your design know-how, as well as with business and community people who utilise design, allowing you to test your skills in real-world situations. DAP encourages you to gain design experience offshore. Collaborative technologies and media will be actively used to support international project development.

Design staff know the design ecosphere, and actively collaborate with the best names in business and research, who are engaged with meeting the contemporary challenges of this fast paced world. These organisations need the enthusiasm, the tech skills, the design thinking and the cultural understanding of people and markets that you acquire as students of design.

However, your expectations may be different to those of the host for whom you will be working, and thus it is important that the expectations of all parties to any design activity are communicated clearly at the commencement of the activity. Your RMIT DAP Coordinator and other staff will mentor you through this process.

What are the benefits?

There are many benefits to participation in DAP – it depends upon what you want to achieve, and the personal, academic and design skills you already bring:

- you will bring back firsthand design experience.
- you will gain a deeper understanding of a preferred area of design activity and a demonstration of its practical relevance, which will provide an added dimension to your course work and projects, particularly your final project.
- it offers you the chance to apply and develop your design-thinking skills or technical skills within the workplace.

- it develops workplace skills such as project management, team working, negotiation with and management of clients, and provides a real-world window into how decisions are made. You will develop your core skills by collaborating with diverse teams of people.

- it develops your personal skills. Learn from the experience of different business and social cultures, and from your host-mentor: How does design activity really happen? How can I navigate politics in the workplace?

- It gives you the chance to try out your chosen career and potentially creates or widens your career options.

- It creates or develops networks and contacts for your future.

What kind of design activity may be undertaken?

RMIT design students have worked on a diverse range of projects with well-known Australian and international organisations as well as small community organisations and entrepreneurs. They have undertaken design activity with:

- multinational businesses, including General Motors Holden, Ford and Deloitte
- local design consultancies, including Charlwood Design, Catalyst Design and Invetech
- international designers, including Marcel Wanders of Droog Design in the Nethelands and renowned Melbourne lighting designer Marc Pascal
- small design and manufacture companies, including Knog urban cycling products and Rakumba Lighting
- social innovation and sustainability-motivated groups, including The Australian Centre For Social Innovation (TACSI), Urban Commons, and the consultancy EcoInnovators
- community organsations, including Ceres Community Environment Park, Abbotsford Convent, and Carlton Housing Estate Residents Services (CHERS)
- social enterprises, including the Social Studio
- cultural organisations, including Melbourne Museum and local government
- international NGOs, including the International Network for Bamboo and Rattan (INBAR) and UNBOUND.
- research groups, including Victorian Eco Innovation Laboratory (VEIL) at the University of Melbourne

" . . . we share some past stories and journeys to inspire you with the value of the experience and the learning and insights it offers".

How do you go about it?

Step 1: Find a suitable design opportunity or host organisation

Start at least three months before you wish to commence the design activity, and be proactive. Find an opportunity through RMIT Careers, through company, community, or government websites, or through design or social networks.

Register your interest in finding an organisation with the DAP Coordinator, and share the DAP information with organisations you are interested in working with.

The DAP Coordinator will hold briefing sessions about the Program each semester, so make sure you attend. Alert the Coordinator to your specific interests. They will be active in the design ecosphere and wider community and may spot an opportunity for you, or will match your interests and capabilities with opportunities already registered with RMIT.

For some project opportunities, expect to make a formal application and for the host organisation to interview you. Explore the online Work Ready Program material that RMIT provides for students (see RESOURCES). Be prepared with a cover letter (or email), an up-to-date CV, and a portfolio. An URL link to a digital portfolio will give organisations easy access to your work.

> " . . . this is the ideal opportunity to share your expectations of what you would like to gain from your internship, and where you want to be at the end of it".

Step 2: Complete the DAP Proposal form as a tool to gain approval from the Coordinator

If you have succeeded in finding a design activity you want to undertake, then complete a Proposal form (see RESOURCES at www.dap.rmit.edu.au). Before you can formally accept an opportunity, the project needs to be approved by the DAP Coordinator. The Proposal form helps in this process for practicum work experience, as course learning goals need to be met and a supervisor and/or mentor appointed in your host organisation, for them to be accredited as coursework. The Coordinator will help to negotiate the scope and timing of the project work with your prospective host. Good communication with the DAP Coordinator on your progress will sort out any issues early.

Should the Coordinator approach you with a potential project or opportunity, they will have already gained a good understanding of the skill needs and scope before you are approached. Formal approval for the design activity should be straightforward.

Step 3: Formalise the arrangement by signing an agreement with your host

There are standard agreements for design activities for DAP (see RESOURCES at www.dap.rmit.edu.au); or, if your host organisation runs an ongoing program of design activities, they may have their own agreement for you to sign.

Any agreement will cover such practical matters as insurance, intellectual property and confidentiality, and professional ethics and workplace rights. The time to discuss and clarify mutual expectations with your host is prior to signing an agreement.

Become familiar with your rights in relation to intellectual property – this is important knowledge for every designer – and get your Coordinator to review any agreement before you sign it. Each party to the agreement (the participating host, RMIT School of Design, and yourself) should retain a signed copy. Also, be sure to register the role within Inplace, the RMIT WIL digital portal.

Step 4: Prepare for your project to start

Revisit the online Work Ready Program material (see RESOURCES at www.dap.rmit.edu.au).

Your host will induct you into their workplace. How formal or structured this is will sometimes depend on the size of the organisation. You will be briefed about the organisation, its history, structure, culture and values. Practical work matters will be explained, including your host's expectations in relation to start and finish times, dress code, professional conduct and confidentiality, what the work will involve, and who you will be working with.

This is the ideal opportunity to share your expectations of what you would like to gain from your internship, or practicum work experience, and where you want to be at the end of it.

Step 5: Plan for regular progress meetings with your host and the DAP Coordinator

Regular meetings allow opportunities to discuss how theory and practice come together in the workplace, and what you are learning.

Meetings with your host offer the chance to learn more about how successful organisations are run, and how they go about their planning and the winning of new business. Expect constructive feedback on how you have performed in the workplace, and if any workplace safety or other issues arise, raise them early.

The DAP Coordinator may be involved at least once in meetings between student and host, and will also meet with the student separately

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Step 6: Bring the project to a close

Expect to have a final debrief with your host to sum up what you have learnt and to get an evaluation of your work. Exit meetings are part of normal practice for organisations that have good personnel practices and strong people values. Then complete the DAP Evaluation Report material (see RESOURCES at www.dap.rmit.edu.au) and submit to complete your course.

The host organisation will provide feedback to your Coordinator about you, and you will be expected to provide feedback to your Coordinator on your experience at your host organisation. Share your observations and ideas in a positive way – this may be your future employer.

Step 7: Share your experience

When the project is completed, take the opportunity to build on your experience by sharing your experience with the DAP Coordinator.

Share your experience by writing up your story for future Program materials, or start a blog and build your professional profile online. But remember that you will need your host's permission to include their logos or designs on your website (see PRACTICAL MATTERS at www.dap.rmit.edu.au).

"…expect constructive feedback on how you have performed in the workplace, and if any workplace safety or other issues arise, raise them early."

Practical Matters

The following provides some essential information on practical matters entailed by undertaking design activity within the Design Action Program. (DAP) Clarity about such matters helps to ensure that activity undertaken with a host organisation fosters a productive and equitable exchange between host and student, for mutual benefit.

This section is addressed primarily to students, as the newcomers to the design world, but can serve as a reminder to hosts of important issues.

Insurance (WorkSafe, Public Liability and Professional Indemnity)

- Students who are employed by a host organisation and paid a salary are covered by their employer's workers compensation policy, public liability and professional indemnity.

- If the student is not being paid, then as higher education students they are covered by RMIT's student accident insurance, public liability and professional indemnity insurance. Certificates of Currency for these policies can be provided (printed or emailed) to organisations requiring proof of coverage.

- Recent graduates – who are no longer higher education students – will need to be covered [for workers compensation] by the host organisation responsible for their project. Current policies for public liability and professional indemnity will need to be confirmed with RMIT when an agreement is signed with the host organisation.

For detailed information including insurance on travel to and from authorised placements, either in Australia or offshore see RESOURCES at www.dap.rmit.edu.au.

" . . . Students may be in a position of wishing to use a registered design owned by their host organisation, for example, in coursework or for an online presence. Before this occurs, students need to understand that a host organisation retains exclusive rights to the use of the host's designs and to authorise use by others."

Intellectual Property/ Confidentiality

Knowledge of intellectual property (IP) rights is important for every designer. Students should familiarise themselves with RMIT's Intellectual Property Policy and the Australian design industry's approach to IP (see RESOURCES at www.dap.rmit.edu.au).

Undertaking design activity in a host organisation presents a few common scenarios in relation to intellectual property, including:

- obtaining permission for use of a host organisation's IP

- making sure not to disclose confidential IP information to others

- ensuring credit for any contribution to a host organisation's IP-in-development

USING A HOST ORGANISATION'S IP IN YOUR OWN WORK

Students may be in a position of wishing to use a registered design owned by their host organisation, for example, in coursework or for an online presence. Before this occurs, students need to understand that a host organisation retains exclusive rights to the use of the host's designs and to authorise use by others.

If you were employed by an organisation (e.g. as part of a paid internship), then you will have been subject to the conditions of employment as per any other employee. Whether you were employed by the organisation or not, you should obtain from them clear, written, approval – in advance – to use any registered design for your own academic or portfolio purposes.

NON-DISCLOSURE OF YOUR HOST ORGANISATION'S IP-IN-DEVELOPMENT

A host organisation may seek (at some later time) to register a design developed while the student was at the organisation. While the student may not have been working directly on the design, they may have had access to it. If the student later made the design public – for example by presenting it to other students in a course report, or placing it on a website – then this would prevent the host organisation from registering the design, as a design can only be registered if it is new, original and hasn't been disclosed.

Host organisations are usually well aware of such risks and should have a confidentiality agreement for the student to sign, which makes clear the restrictions and obligations entailed by his or her time at the organisation. RMIT also has its own set of confidentiality deeds and agreements that may be used to address such issues before they arise.

If you have not been presented with a confidentiality agreement at the start of your DAP project, make sure you ask about your host organisation's expectations in relation to confidentiality. If at some later time you wish to make use of your host organisation's designs, you should obtain written permission from the host organisation before you do   so.

ENSURING CREDIT FOR STUDENT CONTRIBUTIONS TO IP-IN-DEVELOPMENT

What are a student's rights in relation to the registering of a design to which they have materially contributed during their time at a host organisation? It is important for students to know that, as the designer, they own the design, but how things will proceed depends upon whether the host organisation or the student themselves wishes to register the design (at some later time).

If the host organisation seeks to register the design, they will need an agreement with the student for use of the design. If the student was in employment with the organisation, he/she will already be governed by the conditions of that employment, including use of intellectual property. If the student was not in employment, then he/she may be asked to sign a contract that addresses this issue specifically.

For links on the RMIT website, see RESOURCES on the DAP website.

If the student wishes to register the IP themselves, then they must prohibit the host organisation from disclosing the design in the interim – as stated above, a design can only be registered if it is new, original and hasn't previously been disclosed. It would thus be in the student's interest to reach an agreement with the host organisation on future use of a design as soon as possible after the design is created.

Professional Ethics and Workplace Rights

A successful DAP project requires mutual awareness by students and hosts of professional ethics and workplace rights.

Host organisations need to:

- ensure that they respect the workplace rights of students and graduates
- be aware of professional or ethically risky situations in which students could be placed
- have a code of practice in place and induct students appropriately
- model best practice in professional ethics
- be aware of the steps to taken if a problematic event occurs

Students and graduates need to:

- be aware of your Australian workplace rights and protections, your host's protocols and the requirements of professional behaviour
- act professionally and ethically at all times. This will be covered as part of your Work Ready preparation
- be able to handle situations where your practices may be questioned
- be aware of the steps to take if a problematic event occurs, such as raising it with your work supervisor or DAP Coordinator
- if you have an accident then this need to be reported to your supervisor and RMIT as soon as practicable
- be aware that health and safety obligations vary from country to country and for overseas placements the requirements of the country where you will be working should be discussed with your DAP Coordinator and with your host organisation

Resources Online

Check out www. dap.rmit.edu.au for the following resources:

For students/ recent graduates

DAP Proposal form

RMIT Careers Toolkit

Project Evaluation form

WIL student toolkit

Standard Placement

Agreement

Intellectual property

Department of Business and Innovation publications for industry

Make your mark (A guide to Intellectual Property for Australia's Industrial Designers)

Protect your creative (A guide to Intellectual Property for Australia's Graphic Designers)

RMIT Intellectual property in design

Copyright

Work Integrated Learning: Copyright

Australian workplace rights

for RMIT information and key government websites

Fair Work Ombudsman recommendations

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