# Information for Host Organisations

**DESIGN ACTION PROGRAM**

**RMIT** UNIVERSITY — INDUSTRIAL DESIGN

**2019**

The Design Action Program connects industry and students through internships and paid work.

This 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.

Contacts:

Heico Wesselius
DAPcoordinator@rmit.edu.au or
Heico.Wesselius@rmit.edu.au

School of Design Work Integrated Learning Team
design.wil@rmit.edu.au

www.dap.rmit.edu.au

# About

The Design Action Program facilitates opportunities for RMIT School of Design students and recent graduates to work together with host organisations for mutual benefit.

RMIT School of Design staff recognizes that great relationships with committed host-partners are crucial to deepening our students' learning and experience. We have more than 60 years of experience in listening to and working with successful organisations. We know that engendering creative design-thinking, business know-how, and the right technical capability in our young designers is essential for the sustained growth of organisations grappling with complex new-world dynamics.

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.

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.

The Program also provides scope for host organisations, individual design-practitioners, and students to share how they have benefited from working together and to explore new design project ideas and innovative ways of working. This also offers an ideal opportunity for younger participants to establish professional networks.

" . . .it creates tangible design outcomes including new intellectual property and injects new knowledge and fresh ideas that we can use."

# A Flexible Approach

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

The Design Action Program has the flexibility needed so that talented young designers and design students can meet your real business, research, and manufacturing needs, and potentially, short-term skill needs. Flexibility in the timing of the design activity 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, or engage students over a number of years, as necessitated by the needs of the design activity. The Design Action Program also encourages and supports our students and recent graduates to gain experience with overseas hosts.

Consider developing ways to integrate designers on internships or on work experience into your organisational plan. Or discuss developing a funded collaborative-research project with the DAP Coordinator.

For experienced design-practitioners, the program offers the chance to mentor new talent, which can be mutually satisfying for both the practitioner and the student.

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

# What Our Students Can Do

**Skills include:**

## Communication Strategy

– audience research & engagement
– brand & strategy
– communication design strategy
– content strategy
– media strategy
– product and systems visualisation
– instructional visualisation

## Human Centred Design and Research

– customer research
– user experience design
– strategic design
– service design
– design thinking
– digital and design ethnography
– service prototyping
– design for sustainability
– social and humanitarian product and service design

## Communication Design, Web and App Design

– graphic and communication design
– brand communications
– infographics, visualisations and process maps
– digital design and illustration
– website design and development
– app design and development
– user interface design
– user story analysis, user research, user testing
– wireframing
– app and web prototyping
– data analysis and tracking

## Journalism, Public Relations, Advertising and Communication

– news and current affairs
– lifestyle and sport journalism
– social media
– participatory media
– advertising campaigns
– public relations campaigns
– reviews
– internal communications
– public affairs and lobbying, corporate issues and crisis
– communications

## Writing, Editing and Publishing

– professional and corporate writing and editing
– including report writing
– creative non-fiction including brand and long form storytelling
– writing for the web
– e-publishing
– creative writing
– screenplay and script development
– editing and proofreading
– craft publishing
– research, writing and publishing for booklets and guides

## Film, Video, Animation and Game Design

– short video and film production
– instructional video and educational content
– documentary video
– mobile media creation
– interactive storytelling
– sound design and score design
– 3D animation and character design
– visual effects and compositing
– 2D animation, illustration and storyboarding
– motion design
– game design, gamification and playful design

## Industrial Design

– product design for mass manufacture
– product-service-systems design
– product eco-redesign
– furniture, lighting and interior object design
– transportation, capital, and clinical equipment design
– capital and clinical equipment design
– design for advanced and additive manufacturing
– design process and material optimisation

## Spatial and Environment Design

– exhibition and installation design
– wayfinding
– experience design and interactive spaces
– virtual and augmented reality
– interpretive design
– projection mapping
– sonic, somatic and tangible interaction design

## Music and Event Management

– event management and publicity
– festivals, booking, touring and venues
– music management, distribution and licencing
– music journalism and broadcasting

## Live Production and Technical Services

– audio visual equipment set up and operation
– live event and audio visual technical production
– live sound production, lighting design and operation
– vision mixing
– audio visual system design and networking
– television and technical production
– audio visual equipment maintenance and repair

# Essential Information

## Unpaid Internships

Internships (RMIT WIL placements) must be supervised by someone who has experience and/or qualifications in the same field as the student.
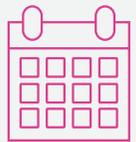
You can advertise an opportunity year round, including summer. You'll get the highest response in March and from mid-July to mid-August. If you do not receive applications, let us know and we'll re-advertise.

RMIT WIL placements are typically a maximum of 80–120 hours. Your selected student will let you know the maximum unpaid hours for their course and provide you with an RMIT WIL Agreement to sign.
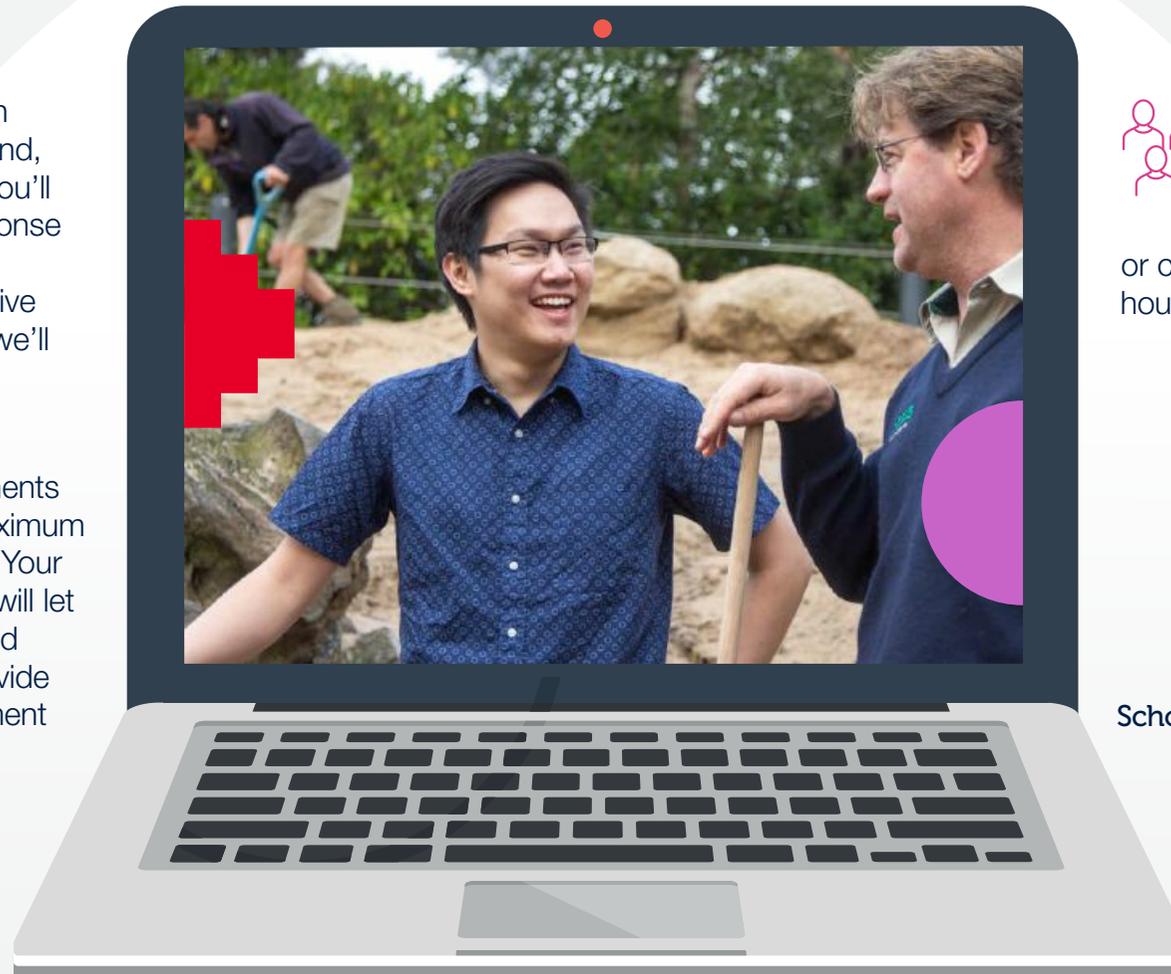
## Paid Roles

We circulate your paid roles to relevant students, who will apply directly to you.

You can advertise graduate programs, full time roles, part time roles, contract or casual roles. Part time or flexible hours get the best response.

**School of Design**
**School of Media and Communication**

design.wil@rmit.edu.au
mediacomm.wil@rmit.edu.au



*Left:* **Edwin Ang** Bachelor of Design (Digital Media) working with Melbourne Zoo.

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# Paid roles:

RMIT WIL placements can be paid at nominal rates, award rates, or above the award rates. Please do consider that a student will pay course fees and may also need to suspend other paid work to carry out the placement. Consider whether a student can be given a stipend or travel and meals allowance to cover some of the costs related to their internship. The following may apply:

- 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 graduate 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.
- we circulate your request directly to relevant students, who will apply to you directly.
- you can advertise year-round, including summer. You'll get the highest response in March and July. If you do not receive sufficient responses please contact us as we may re-advertise.



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

**RMIT**
UNIVERSITY

# Unpaid internships/ RMIT WIL Placements

RMIT WIL placements can 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.

- we circulate your request directly to relevant students, who will apply to you directly.

- you can advertise year-round, including summer. You'll get the highest response in March and July. If you do not receive sufficient responses please contact us as we may re-advertise.

- once you have selected a student for the internship, or if you have been approached by a student directly, the student will provide you with the RMIT WIL Agreement for you to sign.  This indicates the placement has been approved.

## RMIT School of Design
## RMIT School of Media and Communication

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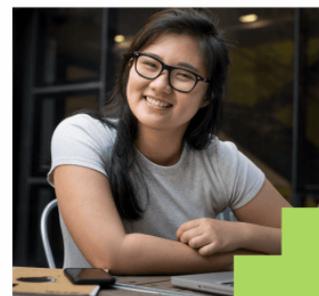
My internship with ANZ has shown me how animation can be used in financial services. I'm part of the corporate communications team, working on education and change campaigns.

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

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

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# Preparing a host student

Use the following steps to determine your WIL placement.

## Is the role suitable?

Before registering your interest in taking on a WIL student, ask yourself if your assignment is the right fit for this initiative. Ideally the work has meaningful outcomes for both the student and your organisation.

## Paid or unpaid?

RMIT WIL placements can be unpaid, paid at nominal rates, award rates, or above the award rates. Please do consider that a student will pay course fees and may also need to suspend other paid work to carry out the placement. Consider whether a student can be given a stipend or travel and meals allowance to cover some of the costs related to their internship.

## Hours of availability

Students have a maximum number of unpaid WIL placement hours that are covered by RMIT insurance policies. The placement hours can be allocated in blocks or spread out on a part-time basis. You and the student can negotiate a work schedule that is mutually agreeable.

## Choosing a suitable student

Once you apply to host an intern the process begins. We circulate your notice to students, students then apply directly to you so that you can select the most suitable candidate for the role in your organisation.

You may choose to interview students or use some other selection process appropriate to your organisation.

Note that students can receive many internship options. Offering a student payment or other development opportunities can help students preference work with your organisation.

A placement ideally leads directly to employment with your organisation, opening up a career path for students and broadening your professional network.

# Hosting a student

## Supervising your student

One or more members of your organisation should act as a supervisor to the student undertaking a WIL activity. Supervision by someone who is experienced in a relevant field will deliver a rewarding learning experience.

Supervisors should be able to share their expertise on a day-to-day basis. Choose a supervisor who has the time, resources, energy and expertise to ensure the experience is mutually beneficial.

This supervisor's role includes:

- orientation session, advising the student of your organisation's OH&S requirements and discussing your workplace policies

- informing other employees about the student, and the reason and purpose of the activity

- providing constructive, ongoing performance feedback to the student throughout the activity

- contacting the student's course coordinator if any issues involving the student arise

- participating in student evaluations and feedback, as required

## How will RMIT School of Design prepare the student

The WIL course coordinator provides students with:

- the purpose and aims of the WIL activity

- roles, tasks and expectations for meeting stated learning outcomes

- workplace rights and responsibilities

- assessment requirements

# Agreements and insurance

## Agreements

Your organisation, the student and RMIT will sign the WIL Agreement. This document ensures that all roles, responsibilities and learning outcomes are agreed upon.

The student will provide you with the Agreement to sign before starting the placement. Start dates, work schedules and location arrangements are recorded in the Agreement.

Please familiarise yourself with the terms in the Agreement, including your requirement to provide a safe work environment.

The student can begin their placement once the Agreement is signed by your organisation then approved and recorded by RMIT.

When students complete the total hours of internship specified by their program, the Agreement will end. You may then negotiate future arrangements directly with the student usually as an employment arrangement.

All arrangements must be in accordance with the Fair Work Ombudsman National Employment Standards. Please visit the  Fair Work website for more information.

## Insurance

RMIT has extensive insurance policies to cover students undertaking WIL activities for the duration of the Agreement.  The minimum level of insurance provided by RMIT for all types of Higher Education and Vocational Education WIL activities is student personal accident; public and products liability; and professional indemnity.

Your organisation must hold and maintain appropriate public liability insurance.

If students are being engaged under a paid employment arrangement beyond the internship, your organisation will need to provide Workcover and all employment insurances including Employer Liability and Worker's Compensation insurance.

# Results

What can host organisations gain from this experience? Below is a snapshot of what our host partners say:

- creates tangible design outcomes including new intellectual property and injects new knowledge and fresh ideas that we can use
- enhances our profile as a forward-thinking member of the design and business community
- addresses our research and development issues in a way which develops our reputation and sharpens our competitive edge
- meets our short-term design or technical skill needs in an affordable way.
- our staff get updated technical skills as part of the skill exchange
- we get the opportunity to work with and mentor new talent, to see who is a good fit with our organisational culture and values
- helps our staff develop skills in mentoring and fostering career aspirations and professional development

Please contact us for further information we look forward to working with you:

**Heico Wesselius**

**E** - DAPcoordinator@rmit.edu.au and Heico.Wesselius@rmit.edu.au

**School of Design Work Integrated Learning**

**E** - design.wil@rmit.edu.au

**W** - www.dap.rmit.edu.au

# Internship and paid role requests

Please provide the following information to mediacomm.wil@rmit.edu.au or design.wil@rmit.edu.au or use our webform.

## Paid roles

☐ 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

## Internships

☐ Same as above, plus:
☐ Professional supervision / mentorship / your expertise
☐ Any preferred timing, dates and days, noting that maximum unpaid hours are usually 120
☐ Additional benefits, eg: training or mentorship, travel stipend, or could this lead to paid work?

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

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

Having started her career as a radio producer at the ABC, Nichola then moved on to work as an associate producer on Channel Ten's *The Project*. She now works as a project manager at a digital design studio.

**Nichola Spain**
Bachelor of Communication (Professional Communication)

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