Dustin Bailey & Katelyn De La Coeur

PRACtICUM Work EXPERIENCE AT Blue IllUSion, 2014

Dustin Bailey and Katelyn De La Coeur both graduated in Industrial Design in 2014. They completed a shared placement with Australian fashion design company Blue Illusion (blueillusion.com) in the second half of their fourth year.

Dustin & Katelyn’s Practicum Story

Blue Illusion saw the potential in 3D printing, and wanted to explore ways that this could be applied to the fashion industry and spring racing. The process of translating a concept into a final outcome relied heavily on our abilities within additive manufacturing. The ability to visualise complex forms and translate them into precise 3D models was an asset. Understanding the limitations of 3D printing as a process, and how to best use the technology was also extremely beneficial. As the project was focused on the principles of sustainability, existing knowledge of 3D printed materials was required.

This project involved the collaborative efforts of The Advanced Manufacturing Precinct at RMIT University. By working collaboratively with the AMP, we were able to produce a final outcome that was of a professional standard. Using printing technology otherwise not available to us, the final design reflected a professional finish that met the needs of the client.

Working within a professional environment, we developed a greater understanding of the business and financial context. Costing, marketability, target demographics and usability were key constraints that had to be considered during concept development. Working with Blue Illusion’s marketing and sales team, we were given insight into the costing and launching of a lightweight, durable and packable product that could be sold and distributed with ease.

Justin Hutchinson
Director, Urban Commons

Whilst on placement, Katelyn and Dustin were an invaluable part of the 3D printed fashion project, requiring a wide range of skills, application and creativity. The skills demonstrated and the requirements of the project were diverse and provided Dustin and Katelyn with real world experiences of an industry-based project. This involved several stages and saw the project through from brief to final outcomes. The project consisted of a great deal of complexity. Their ability to research and introduce the fashion industry into the emerging process of 3D printing was impressive. We are extremely pleased with the beautiful fascinators that Katelyn and Dustin have created with us, and look forward to displaying them in our stores.
Alex Brown

INTERNSHIP AT RAKUMBA LIGHTING, 2014

Alex Brown graduated in Industrial Design in 2014. He completed a placement with Australian lighting design and manufacturing company Rakumba (rakumba.com.au) in the second half of his fourth year, which has since led to further employment with the company.

Alex’s Practicum Story

During my time at Rakumba, I realised a project from concept to prototype, including its marketing material, production documentation and pricing model. The product is Vault, a folded-steel pendant light that has now been released as part of Rakumba’s Elements range of made-to-order designs.

I used skills gained in the previous semester’s Advanced CAD elective and had some understanding of sheet metal processes, which was relevant as this was the first time Rakumba had made a sheet metal light. My experience involved liaising and working with external manufacturers and suppliers, sourcing, specifying, costing and ordering the correct componentry, and preparing instructions and technical drawings for fabricators – both in Melbourne and overseas.

My graphic communication improved through producing the brochure and production instructions for Vault, along with my understanding of costs and pricing, and preparing the product’s bill of materials and pricing model. These are skills that won’t be learnt in a strictly academic environment.

Having been offered employment at Rakumba, my work experience may have defined rather than shaped my aspirations. Before enrolling in DAP, I had gone to Rakumba with a potential décor lighting design for a festival – a project I now hope to develop with the company. It has been inspiring to meet people with aligned values, and see opportunities to collaborate in our common passion of creating beauty.

Michael Murray

Director, Rakumba

Alex worked on the development of a new decorative lighting product as part of Rakumba’s commercial project lighting range. His work has enabled Rakumba to fast track end-to-end development of a product that has subsequently been released to market – this is a strong achievement.

Alex effectively front-loaded effort at the start of the DAP to ensure his project was kick-started quickly. This enabled the project to progress rapidly and assisted in delivering a high quality outcome. Alex’s engagement with Rakumba’s vision and values, his technical ability, and the quality of his work, have led to his contribution being very highly valued in our team, and has also directly resulted in our offer to him of part-time employment at the end of his studies.
Cameron Dorn

**Practicum Work Experience at Roaring Forties, 2014**

Cameron Dorn completed a placement with Roaring Forties (roaringforties.com.au), the leading designer and manufacturer of Ford GT40 replicas.

**Cameron’s Practicum Story**

My time at Roaring Forties enabled me to develop my skills with SolidWorks. I was required to reverse engineer many items, and illustrate them in a specific way that meant they could be load tested for engineering purposes. While undertaking several different projects, I was required to interact with almost all employees. As most of the projects need to be fabricated, I learned a lot from the employees within the workshop. My previous experience has been creating a CAD drawing then having it 3D printed. This experience was vastly different. Different sectors only require drawings specific to their tasks. Too much information given to the wrong sector can result in delays. Much more attention had to be paid to material choices, cost effective alternatives, and industry standards.

New knowledge gained included the realisation that a small company, such as Roaring Forties, works very differently from much larger corporations. To be able to produce a GT40 kit car, the company requires many different employees with a wide range of skill sets, able to produce a wide range of products for a variety projects – from testing cars for durability, to manufacturing products for the mining industry. It definitely increased my knowledge to the possibilities and opportunities of working within the boutique automotive sector.

Ivan Viduka

**Design Engineer, Roaring Forties**

Cameron completed an industrial-based work program here at Roaring Forties in the position of Product Designer, where he assisted with various projects and integrated well into the engineering department with his professional and friendly manner. Cameron was provided with an opportunity to apply his material, CAD, and design skills to produce 3D models and convert them to full engineering drawings for the manufacture of prototypes to support products and testing. Cameron was also provided with the opportunity to liaise with suppliers and internal manufacturing personnel, and was able to see his ideas turn into reality. Cameron’s placement here at Roaring Forties was a pleasure and we would recommend him for similar roles if he were provided with the opportunity.
Dean Lapriore

Practicum Work Experience at Ben-Tovim Design, 2014

Throughout my time at RMIT, projects came with a brief and we had to go through a whole design process before designing the actual object. In this role, all that was skipped and I was just given a rough form and measurements to work with. For one of my projects at Ben-Tovim Design, I was asked to CAD model a helmet for a disabled client who loved Playstation. Not being able to move from the neck down, this helmet would allow the client to play his favourite games with proper functionality, comfort and style. Responding to this challenge, I had to quickly adjust and think of solutions to overcome problem areas with the design, which pushed me to become more independent in developing the concept for Jonathan’s client. Fortunately, I worked next to Jonathan and was able to ask his opinion on the concepts, which enabled me to push through and develop a product and overcome any challenges. Jonathan creates a range of products that are very successful, and this has shown me that if I have a good design, push it further, and take in onto the market, then anything can happen. This experience has made me more independent and confident, and inspired me to apply to more design studios to gain insight into their ways of designing.

Jonathan Ben-Tovim
Director, Ben-Tovim Design

Dean was given the task of developing a 3D model for a gaming headset that is currently under development. He showed persistence and skill in completing this 3D model and, in the process, helped solve a number of practical details in the design. Dean was able to take on comments and changes within the design, and persisted until he produced the result we were after. He also helped with the fabrication of a small batch of low stools that were destined for a retail project. This was a real test of Dean’s practical workshop skills, and he successfully rose to the challenge. Overall, Ben-Tovim Design was very happy with Dean’s contribution over the course of the internship.

Dean Lapriore completed a work experience placement with Ben-Tovim Design (b-td.com), an industrial design consultancy with an in-house range of lighting and furniture.
Adam Grech

Practicum Work Experience at Sprocket, 2014

Adam Grech completed a work experience placement with Sprocket (sprocket.com.au), one of Australia’s most experienced and prolific interactive technology design and manufacturing firms.

Adam’s Work Experience Story

Before starting at Sprocket, I had worked for a few other companies in the past, such as working as part of a small packaging design team for three years at a Richmond-based company. Being involved with a small company like this means I get to see designs through from conception to completion, experiencing the whole design process, and gaining experience with numerous processes. I was confident with my basic design skills such as sketching, concept development, refinement, and CAD, as well as the technical side of design, stemming from my experience with flat packaging and working with sheet material on a regular basis.

The team members at Sprocket are already highly skilled in their own areas, and have developed award-winning products thus far. Stepping into that intimidating yet humbling, especially seeing the quality of work that emanates from such a small team. Working alongside these designers was helpful, as they quickly brought me up to speed with the way they do things, allowing me to express myself easily, and work within their team comfortably. I brought new ideas and solutions to try and push their current designs further.

Gerry Mussett
CEO, Sprocket

Adam worked at Sprocket in a variety of capacities during his program with us, but he was primarily involved in the development of a new range of interactive wayfinding directories for a major project at the Victorian Comprehensive Cancer Centre. The project consisted of creating a design solution that would engage a wide cross section of patients and visitors to hospital, ranging from fully ambulant to wheelchair users. He was involved in component research and evaluation, concept generation and development of 3D CAD visualisations.

Adam’s work was extremely valuable and will form the basis of Sprocket’s product development for this project and beyond. All work at Sprocket is done in a team environment, and Adam participated in the process with excellent endeavour and enthusiasm.
Hans Mestizo

**Practicum Work Experience at Museum Victoria, 2014**

Hans Mestizo completed a work experience placement with the Exhibitions Department at Museum Victoria’s Melbourne Museum campus (museumvictoria.com.au).

**Hans’ Work Experience Story**

The Melbourne Museum is an amazing space and combines the work of multiple professions. Flexibility and work team skills are the main capabilities I have developed by working in the Museum. The Exhibition Producer, Kathy Fox, encouraged me to think outside my profession, and work with the Science Department and Media Department. Within the Design Department, I received feedback from graphic and interior designers. I have learned how to direct my own project, from research to prototype, and also about the safety requirement that are part of the design of products for children.

After being in the different departments at the Melbourne Museum, I think it’s like a mini city. The relationship between each department is systemic. I was inspired to create my concept after being in the Science Department and seeing the process of animal taxidermy. The research groups at the Museum are fantastic, and it was always surprising to receive various kinds of information from them. The Media Department helped to develop the technical aspects of my proposal, and without their help I may have never finished my prototype. Kathy Fox and Peter Wilson, the directors of my projects, guided my work through their experience and despite my fails they helped me find the solutions.

Kathy Fox

Exhibition Producer, Museum Victoria

Hans developed a conceptual idea for an interactive experience aimed at the young audience in the Children’s Gallery project. He developed a series of concepts that were reviewed and discussed with the Museum exhibition design team, then progressed this from its initial phase through to creating a prototype of a preferred option. This prototype was then tested with the ‘real audience’ – being set-up and evaluated in the current Children’s Gallery, where invited museum visitors aged 5 and under interacted with the prototype. Hans demonstrated strong visualisation and research skills, and a high level technical aptitude in the development of his prototype. The evaluation of his prototype in the gallery space was a fantastic reminder of the importance and value of this activity – to both Hans and the Museum’s project team.
Mary Millsteed

Practicum Work Experience at CERES, 2014

Mary Millsteed completed a placement with the CERES Community Environmental Park (ceres.org.au), during the second semester of her fourth year.

Mary’s Practicum Story

While working at CERES, I developed the ability to work solely on a brief within a set time period. Meeting people on site and conducting interviews was a necessary part of my research to understand and gain knowledge into the aesthetics and culture of the CERES community and the cafe environment.

Throughout the development and prototyping, I was challenged with the existing form of waste materials. I was able to sketch, make and test through model making and prototyping. I gained skills in making with using rejected bike parts and timber slabs, and had feedback from CERES staff, including engineers and teachers. I initially found it a real challenge to come in and work completely alone. On occasion, I would have my supervisor, John Burne, come to check up on me and see if it was okay. I work best when bouncing ideas off other designers, and discussing and sharing our ideas. I did find there were days where I just needed to call a design friend to discuss my thoughts and ideas to get some feedback. Once I got into the making and prototyping, working alone was no problem, but my experience has definitely shown me I work best within a team.

John Burne
Infrastructure Coordinator, CERES

Mary immersed herself in the local culture, including interviewing key people associated with the cafe. This gave a good sense of what type of seating solution would fit in. She explored various material options before deciding on steel from bike frames and timber both in ready supply at CERES. One of Mary’s strengths was to test her ideas in a practical way early in the design phase. Several prototypes were fabricated in our workshop by Mary and were of a high standard. These were presented to a panel of people from CERES, who evaluated the designs and these were extremely well received. Our communications department showed an image of the prototype on our social media page and it attracted a huge amount of interest, with many enquirers whether the seat could be purchased. After being very excited at this reaction, it is probable that a seat based on Mary’s design could be used for the cafe re-development at CERES.
Nicole Parlalis completed a placement with Nicole Fendel Jewellery (nicolefendel.com.au), a local design studio with international distribution.

**Nicole Parlalis**

**Practicum Work Experience at Nicole Fendel Jewellery, 2014**

Nicole Parlalis completed a placement with Nicole Fendel Jewellery (nicolefendel.com.au), a local design studio with international distribution.

**Nicole’s Practicum Story**

Nicole Fendel’s team is small and I was lucky enough to work closely to the whole team. I mostly worked with Nicole Fendel herself, and the Marketing Manager who oversaw all the graphic work I did and assisted me with the theme of their banners and moodboards. I learned skills in the production side of design. Working under the Production Manager, I gained knowledge in costing and schedule planning. I used my skills in SolidWorks to create 30 images to communicate and present my designs to the team. The challenges I faced were the daily deadlines of the individual projects. I overcame these by focusing and asking lots of questions to ensure I understood my briefs. I also brought my skills in Photoshop, InDesign and Illustrator to each individual project in different ways. I learned what is expected of designers from manufacturers, and to provide enough information to receive the intended product. I was able to assist across many different fields – from graphic design projects to industrial design projects, as well as assisting with upcoming collections. As I am hoping to become a jewellery designer myself, the experience was full of things to learn, both the design side of Nicole’s collections and the business side.
Adian Pattinson

Practicum Work Experience at Studio Proper, 2014

Aidan Pattinson completed a placement with Studio Proper (studioproper.com.au), a Melbourne design studio of Apple device support products.

Aidan’s Practicum Story

The bulk of my time at Studio Proper was creating iterations of products designed to suit the next generation of Apple devices, while adding improvements wherever possible. Creating new products in an established company was a steep learning curve. Keeping new product within the existing aesthetic was a tough, but not impossible, challenge. As Studio Proper is a small business with people taking on multiple roles, it’s impossible not to participate in areas other than design. I had plenty of exposure to various forms of marketing, especially during the Kickstarter campaign for Studio Proper’s Bluetooth Speaker PA1.

I had further introduction to the intricacies of product design through the engineering side of development, for a number of consulting projects, as well as the approaches small business take to larger consulting opportunities in the design field. Familiarising myself with a new professional environment with a high work rate was my initial challenge, especially when I was only there for a relatively short period each week. I was able to counter this by keeping up to date with studio events and conforming to project schedules and deadlines. A major improvement during my time at Studio Proper was my verbal presentation ability. Internal presentation of sketched concepts took place regularly, and being able to coherently convey the thinking behind the ideas was crucial.

Patrick O’Connell

Industrial Designer, Studio Proper

Aidan showed a holistic awareness of feasibility issues in areas such as designing for manufacture, efficiency of assembly, and unit cost. Aidan’s involvement in the day-to-day procedures was of great benefit, and he has solidly contributed to the development of three in-house products and one client-based product. He is a proactive self-starter, with a high level of confidence and ability. His contributions to round table discussions were insightful and added real value to the level of consideration put into each area of investigation. Collectively as a team, we thought that his contribution to the studio was of the absolute highest quality. His overall attitude is excellent, and we believe that he has what it takes to be a designer of the highest level.
Ryan Penning

PRACTICUM WORK EXPERIENCE AT FREEDSPACE/THINGLAB, 2014

Ryan Penning completed a placement with the Thinglab Department at Freedspace (thinglab.com.au), a leading specialist in 3D technologies.

Ryan’s Practicum Story

During the course of my placement with Thinglab, I developed advanced skills in the areas of 3D modelling for 3D printing, particularly the area of meshes in the software packages Rhino and Maya. I spent a great deal of time learning and using the software packages provided by Makerbot for their printers as well as the interfaces. I also spent time learning and using other 3D printers and their related software, specifically the Form Labs Form 1. My work with this printer was centred on discovering its nuances and suitability for use in different fields and ultimately for sale. During my extensive materials testing, I developed more definitive descriptive practices that are suitable for the business environment. Also through my materials testing, I expanded my knowledge of plastics, and their applications as 3D printing materials and accessories.

As Thinglab is a division of Freedspace (which also includes Tracklab and Simlab), I spent time working within the Tracklab division, where we utilised motion capturing technology and planned on integrating this motion capture with 3D printing (for demonstrative and promotional purposes). Being able to access advanced, expensive and numerous technologies, and the knowledge behind the business, was incredibly useful. This internship opened up possibilities in my mind about what I could possibly do in the future.

Nigel Brockbank

3D Printing & Training Manager
Freedspace/Thinglab

Ryan displayed strong comprehension and didn’t hesitate to engage with the technology. He produced some great display samples for us and conducted a series of print tests to demonstrate print effectiveness of a number of materials. He demonstrated his CAD capabilities, as well as documentation skills and technical competency with 3D print technologies. The 3D print samples help our clients to better understand applications and capabilities of our products, and the material tests are useful as an ongoing exercise to provide better product information to our client base. Ryan is an extremely capable student and would make a great employee. Thinglab could certainly use future DAP applicants to further the work that Ryan has started.
Alice Shan

Practicum Work Experience at ISM Objects, 2014

Alice Shan completed a work experience placement with ISM Objects (ismobjects.com.au), a lighting design and manufacturing company in Melbourne.

Celina Clarke
Director, ISM Objects

Alice recently completed work experience at ISM Objects. In this time, she was trained in processes and components in lighting manufacture to assist her design work. She has completed some component-based product assembly and lampshade making, learning about process assembly, time considerations in manufacturing, and cost implications. Alice has also been learning AutoCAD and has completed some templates for shade making and working with the shade making team, and she designed a method of racking the templates. Alice has been an active participant in the workplace and she was very keen to learn.

Alice’s Practicum Story

During my experience at ISM Objects, I had the opportunity to engage with current projects, and employ my prototyping skills for quick idea generation. I had the opportunity to work on a number of tasks that involved hands-on assembling and manufacturing processes, which allowed me to witness a product made from start to finish. My role at ISM started with learning the basics of the most commonly used mechanical components for their lighting products. I learned about each of their properties and functions for the construction of a light. Working with staff members from different disciplines was an amazing experience, in terms of receiving valuable tips in a real factory and design environment.

My main challenge was to learn AutoCAD from scratch, as my first task was to remodel a range of pendants design templates for laser cutting, while considering materials, storage, suspension, assembly and transportation. It was a fantastic opportunity to be able to engage with live briefs. I particularly enjoyed being involved in the collaborative process in an easy and friendly environment. Being involved in most of the production process and multi-tasking in a cross-disciplinary manner is one of the most valuable aspects that have opened up my perspective toward a small and collaborative local design company.