**PRACTICUM WORK EXPERIENCE**

The Design Action Program facilitates opportunities for RMIT Industrial Design students and recent graduates to work together with host organisations for mutual benefit. It integrates work experience into the Bachelor of Design degree program, and fosters internship opportunities for graduates.

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.

---

**Anton van Maanen**

In 2011 I took part in the Knog Upper Pool Studio offered in my third year of Industrial Design. At the end of the studio I was offered a month’s work experience - this developed into more than a year of full-time work. During this time I had the chance to work on a broad range of projects and tasks, including hands on model making, product testing and market research, right through to designing display stands for international trade shows.

Working at Knog gave me an insight into my strengths as a designer and helped me develop my communication skills; I learned how to effectively communicate ideas, both verbally and through visual cues, with senior designers. I also learned first hand how a studio and its employees operate together to achieve goals, and importantly an appreciation for how a small business relies on honesty, trust, communication and hard work.

The exposure and ‘breaking the ice’ of professional work experience gave me a renewed motivation for why I chose design as a career path.

Anton van Maanen graduated from Industrial Design in 2013. His work experience at Knog began in 2012 and continued throughout 2013. Knog is a manufacturer of bicycle accessories with an in-house team of designers, engineers and production, marketing and logistics personnel (www.knog.com.au)

---

**Joelene Tee**

Studio Manager, Knog

Anton carried out vital tasks relating to product development, from research and design through to pre-production and marketing. Work included concept design, model making, testing, documentation, graphic layouts, technical illustrations and photography.

Anton demonstrated many strengths in a wide array of tasks. He excelled in research, concept sketching and model making, and showed a high level of problem solving ability.

Knog sees a lot of value in the DAP program and would be willing to participate in future.

---

**Mick Douglas**

DAP coordinator@rmit.edu.au

---

**Anton van Maanen with Knog / Catalyst Design Group, 2012**