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.

**PRACTICUM WORK EXPERIENCE**

www.dap.rmit.edu.au
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Benjamin Brayshaw with Oh Yeah Wow, 2013

Samuel Lewis
Director, Oh Yeah Wow

Ben is an extremely sociable and focused individual with excellent creative problem solving abilities, a keen eye for design and unnatural levels of punctuality. Ben has been a real asset and played a pivotal role in overcoming challenging technical hurdles. This included constructing a custom set with tessellating floor panels, streamlining the production of the puppet characters, assembling key props and wiring a concealed LED circuit into the heads of the puppets to illuminate their eyes.

Due to his all round awesomeness we are very keen to get Ben onboard for any projects in the future that require his talents.

Benjamin Brayshaw undertook work experience during his third year of Industrial Design studies in 2013. He worked at Oh Yeah Wow (ohyeahwow.com), an innovative design studio specialising in animation, visual effects and film.

Benjamin Brayshaw

I had the opportunity to work on a stop motion music video, assisting with many aspects of the production, including storyboarding, building sets and developing technical ideas.

My maker capabilities were recognised as an asset and I was encouraged to use those skills and apply them to the project to help solve problems. In one instance, a surface was needed that was versatile enough to cater for the different methods of stop motion animation. I used my woodworking and furniture design skills to build a table that involved height adjustment features and modular aspects, such as being able to be split into two halves.

Undertaking this project enabled me to improve my knowledge and skills in film production, including concept development and storyboarding, preproduction through to production and editing. This experience also reiterated the importance of proper planning and being concise during the stages of film production.

Coming from an industrial designer perspective enabled me to contribute a different way of thinking about methods of working, and in some cases, to implement ideas that resulted in improved efficiencies.

The passion I witnessed from those who work at OYW full-time is something that has shaped my career aspirations.