The DINZ Student Council Identity

Why?

Idea

Research

D&AD Education Network

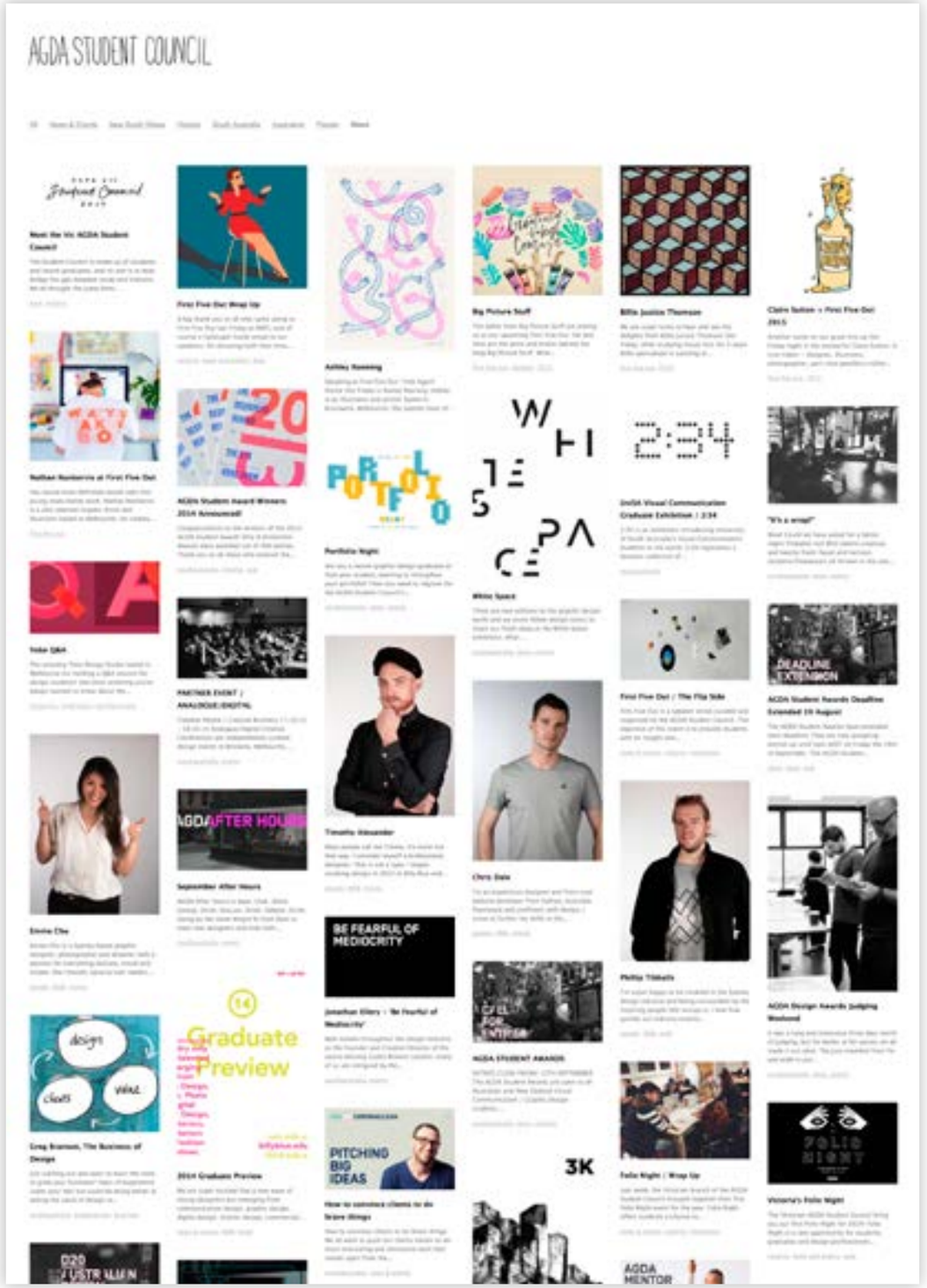
D&AD logo

D&AD Awards Pencils

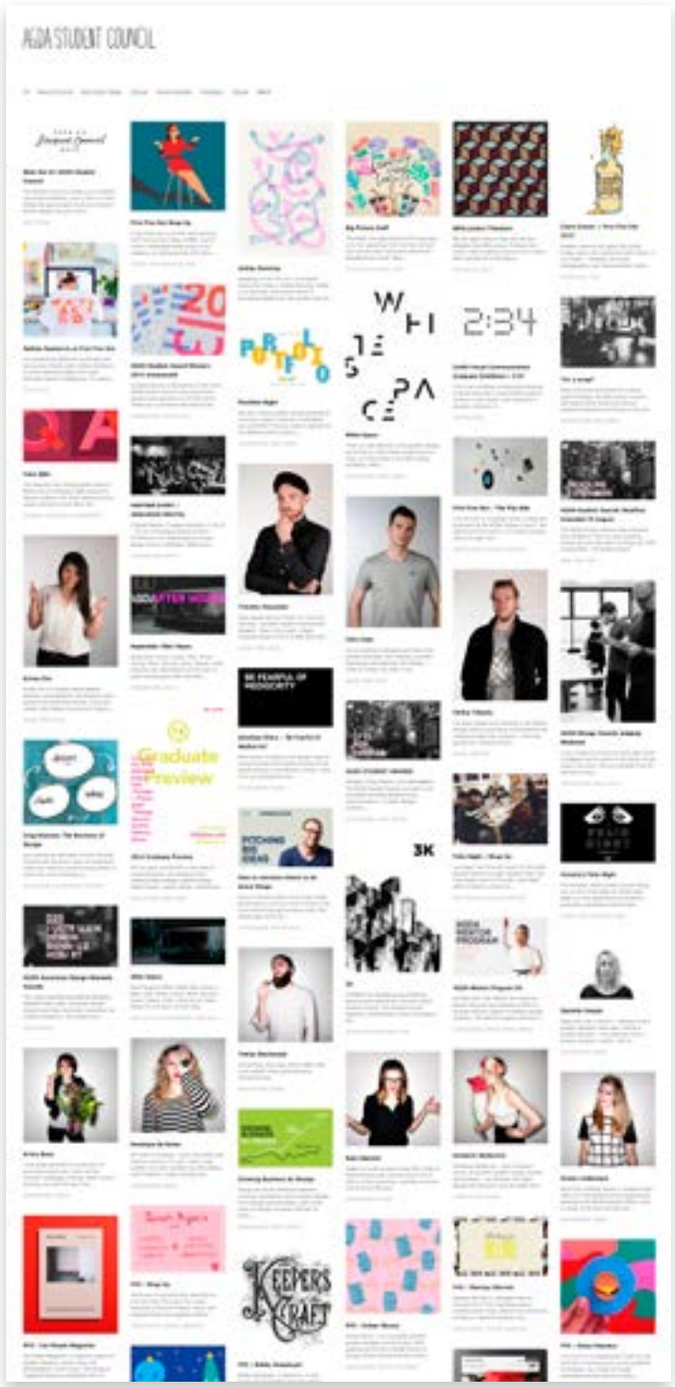
D&AD Education Network Identity

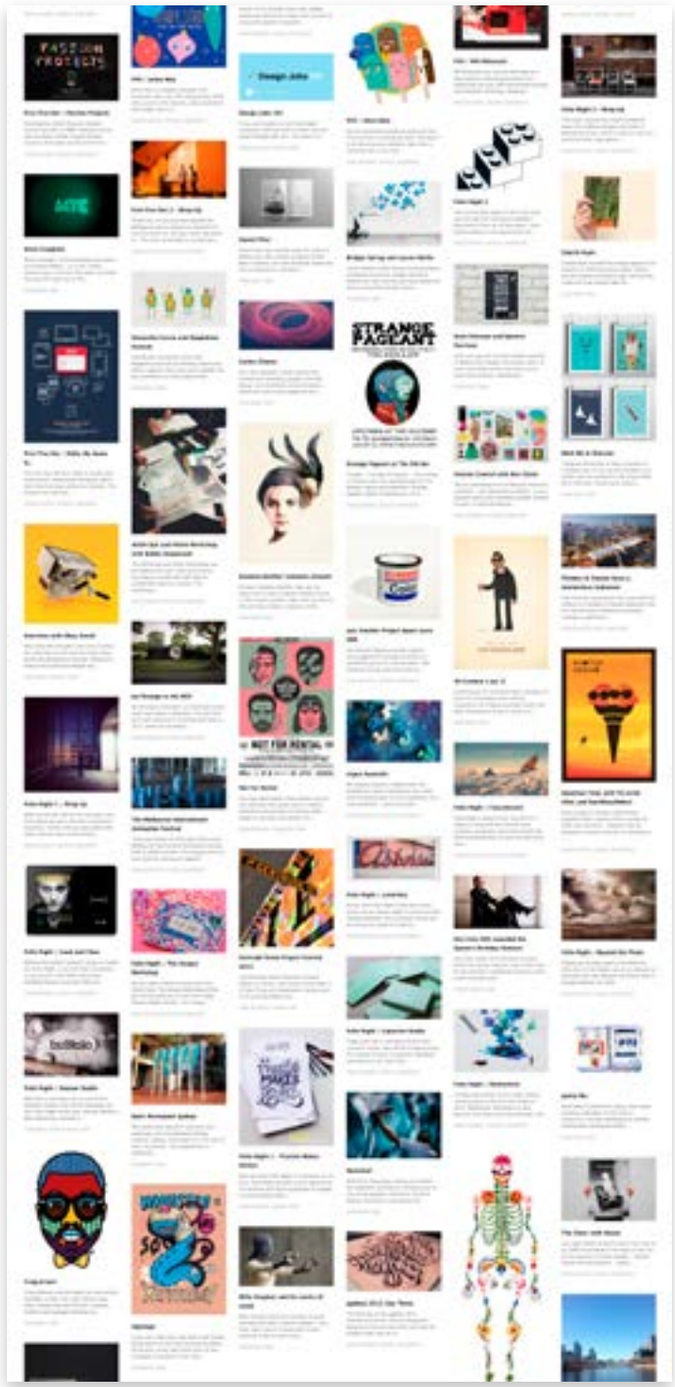
D&AD Education Network Identity

AGDA Student Council



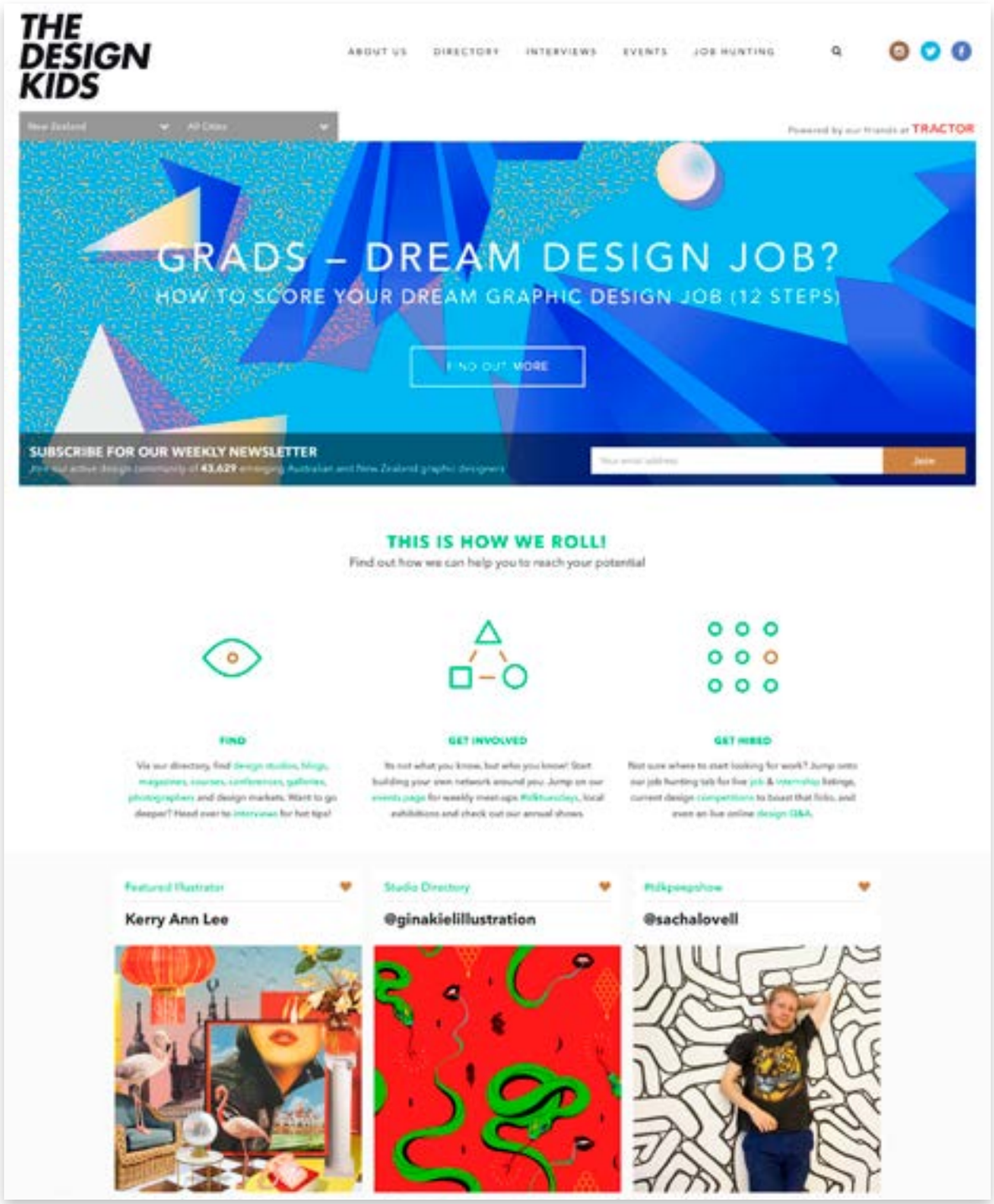
AGDA Student Council website





AGDA Student Council website

The Design Kids



The Design Kids website

The Design Kids initiatives

The Student Council

The Aim

To bridge the gap between Design students and industry by creating a platform for mutual conversation between young designers and professionals.

Goals

1. **Establish mentorship program with young designers and industry professionals**
2. **Establish a discussion forum between young designers and industry professionals**

Thinking

THE PROBLEM is there is a gap between students and industry professionals, response from both sides has identified a disconnect between jobs in studios and young good talent. This disconnect is addressed in other industries in many ways but most of which centre around the concept of ‘showcasing’ new talent. Initiatives such as student exhibitions or rising star awards seek to serve recent graduates up to industry in a smorgasbord approach. However these initiatives suggest a 1-way relationship, in which students are either rejected or accepted in a transactional manner.

We see an alternative approach to bridging this divide, with the answer not in attempting to ‘market’ design students but instead create a platform for mutual conversations between industry professionals and students.

Mutuality

This approach would see the Student Council create initiatives that centre around establishing one-to-one relationships between students and professionals. Fundamental to this concept is the idea that these relationships are mutual in nature. This means that as opposed to a ‘teacher-student’ or ‘employer-employee’ relationship, both parties engage on an equal level, with an open minded approach, acknowledging that each possesses the capacity to both share and receive, to teach and learn, to play mentor and mentee. Such a relationship does not seek to inflate the ability or experience of the student nor does it demean that of the industry professional, relationships are built upon what one can give to another.

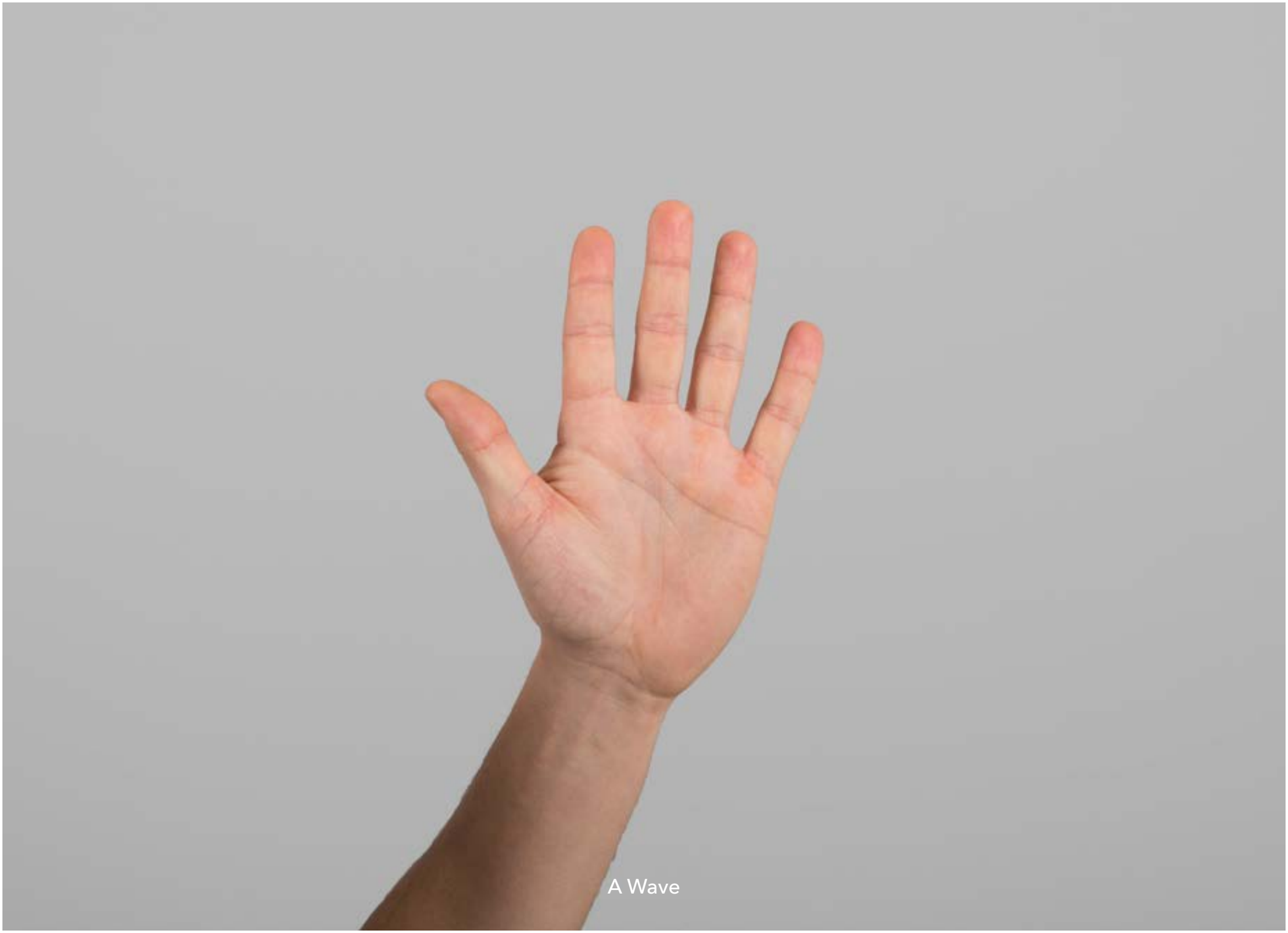
The concept is to simply facilitate connections that fundamentally human in nature by fostering the type of interactions that are both mutually beneficial to those involved as well as contributing positively to the wider design community.

A Conversation

If the core aim of the Student Council is to facilitate mutual conversation then its identity by it's very nature should serve this function. The voice of the Council should itself be a conversation, an interaction of exchange and mutuality. Rather than 'branding' the student council, a conversation is started, this conversation then defines the voice of the Council from which an identity is formed.

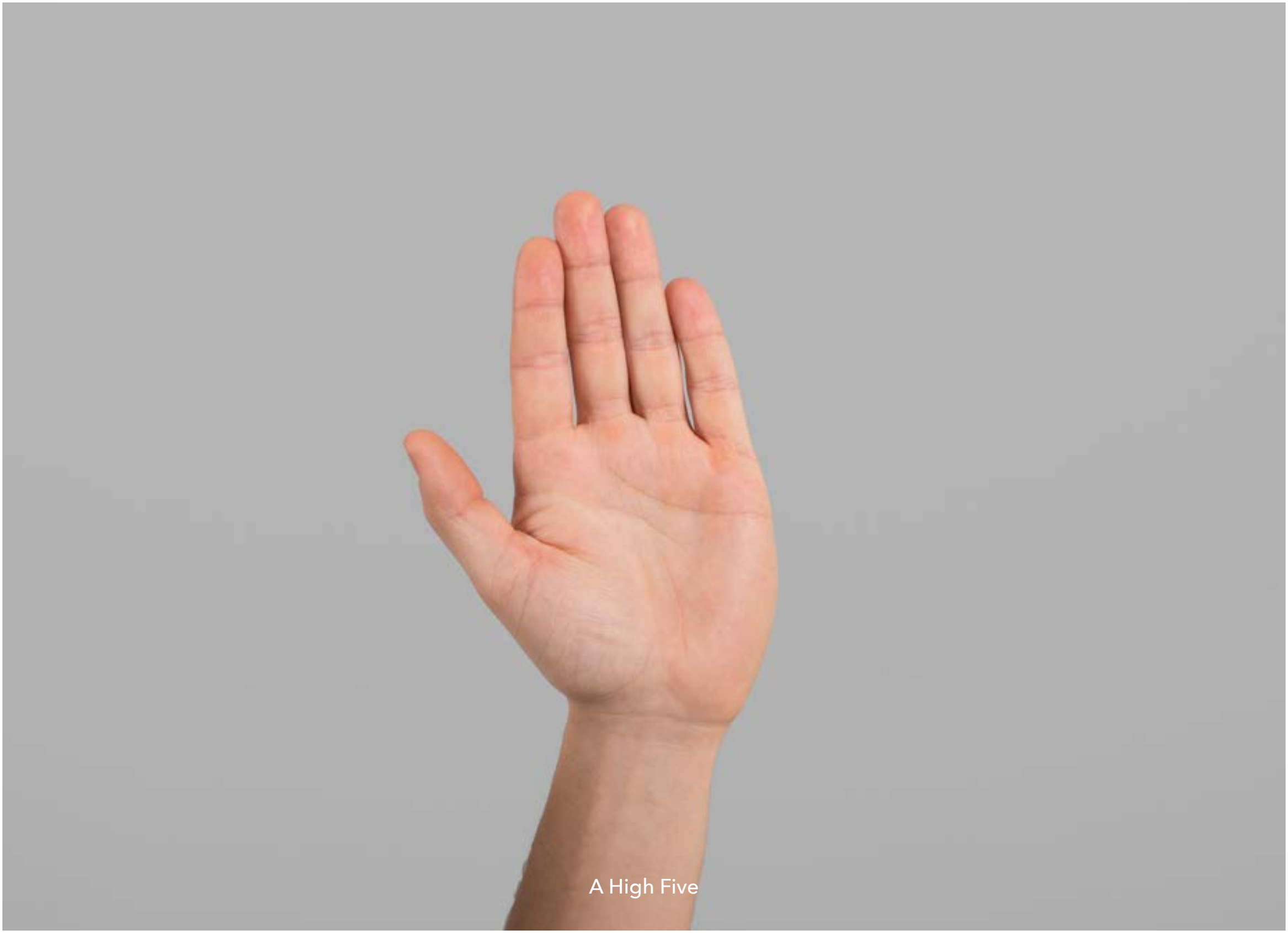
How do we start this conversation?

How do we say hello?



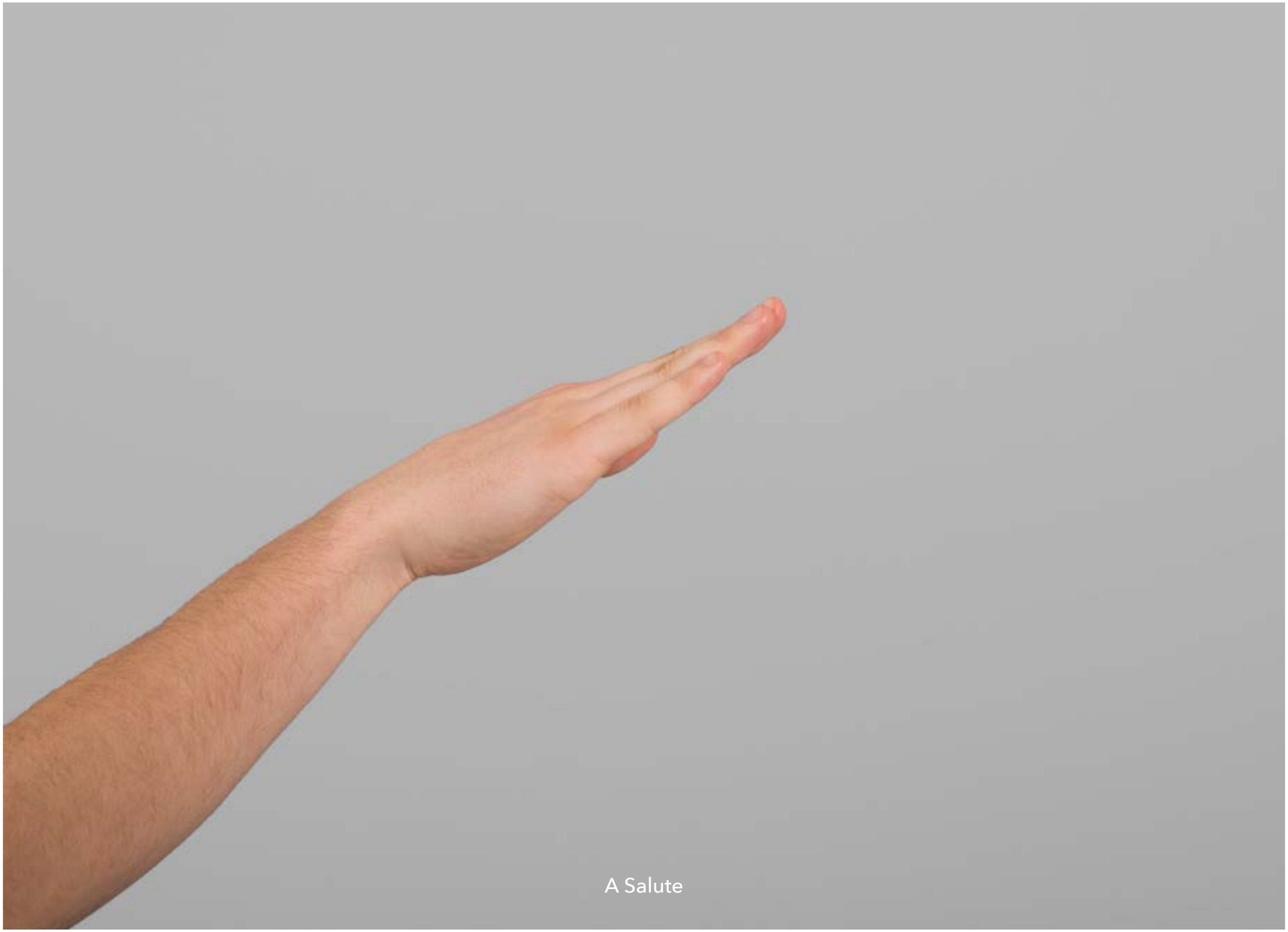
A Wave

A Fist Bump



A High Five

A Bow



A Salute

A Thumbs up

A Finger gun

We say hello with..

A handshake is mutual

A handshake is professional

A handshake is universal

Ancient Roman coin

Roman wall carving

Egyptian statue

LIVE

Our goal is to start conversations

To build mutual relationships

To facilitate meaningful connections

We create handshakes

A handshake

A handshake is about meeting as equals. It is not a bow, nor is it a salute. A handshake is used to seal an agreement, it is a professional greeting and it signals a mutual understanding between two parties.

A handshake is a perfect embodiment of The Student Council and as an organising idea, presents a solid foundation on which to execute a clear and concise visual identity.

This is not our brand,
but a guiding concept
that underpins everything
we do.

An idea that frames
every decision we make.
An ethos of sorts.

Is it a handshake?

So what is our brand?

Our aim is to start conversations

Industry

Tertiary

Professional Designers

Student Designers

Designers

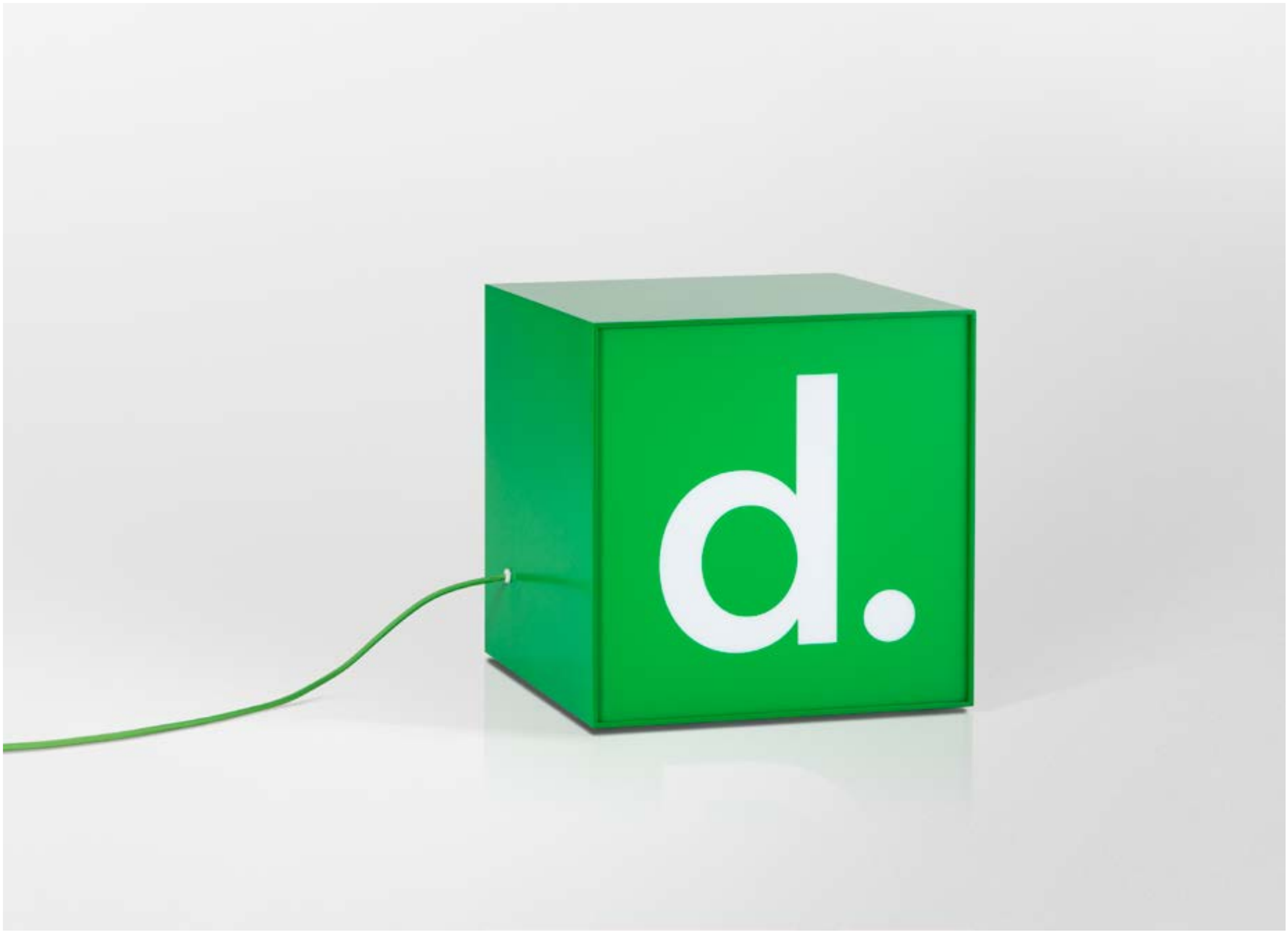
designers

D.

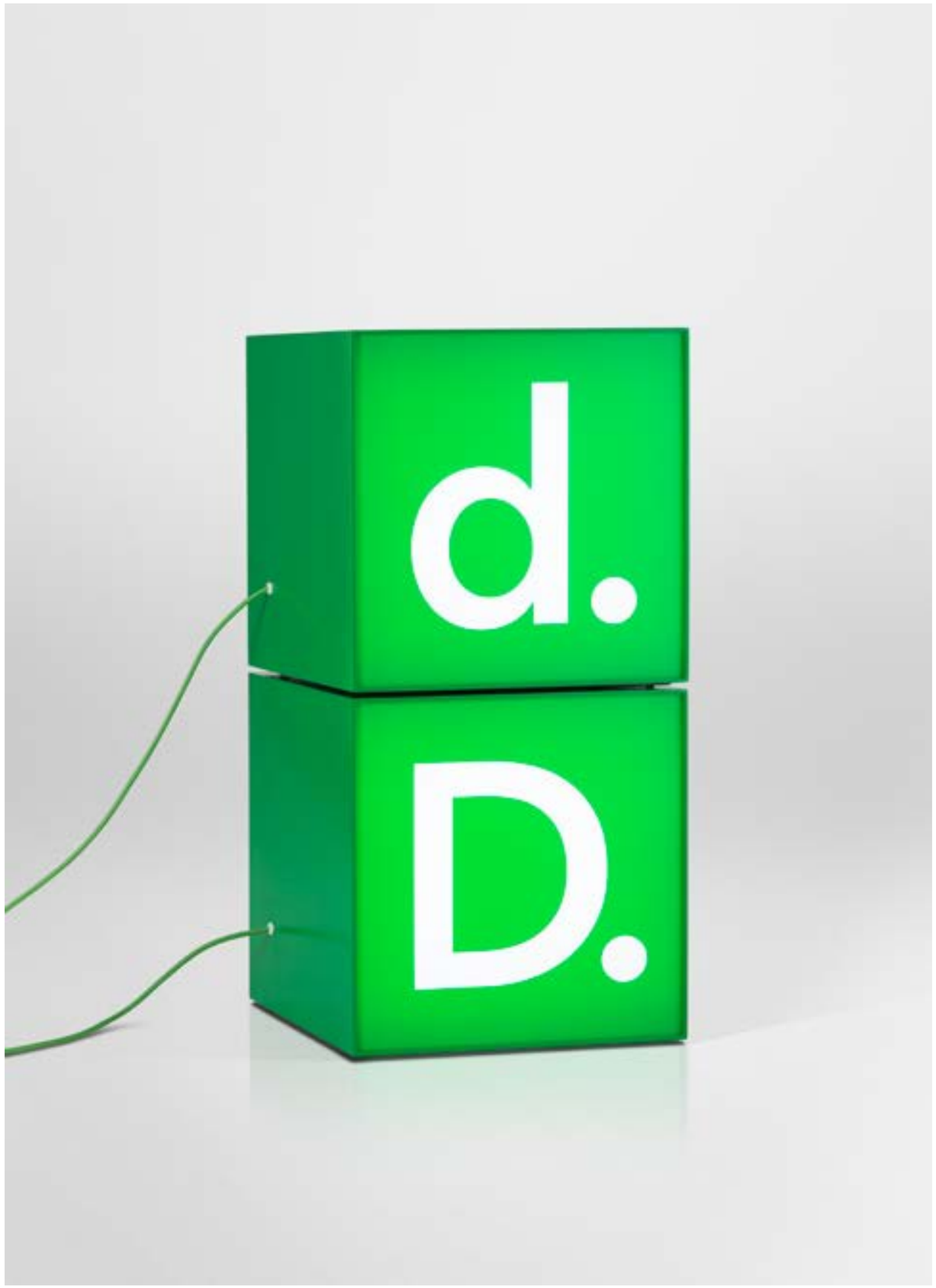
d.

D. d.

The
Designers
Institute.



D.


d.
D.

D.
d.