

# The DINZ Student Council Identity

**Why?**

Idea

**Research**

# D&AD Education Network



D&AD logo



D&AD Awards Pencils



D&AD Education Network Identity





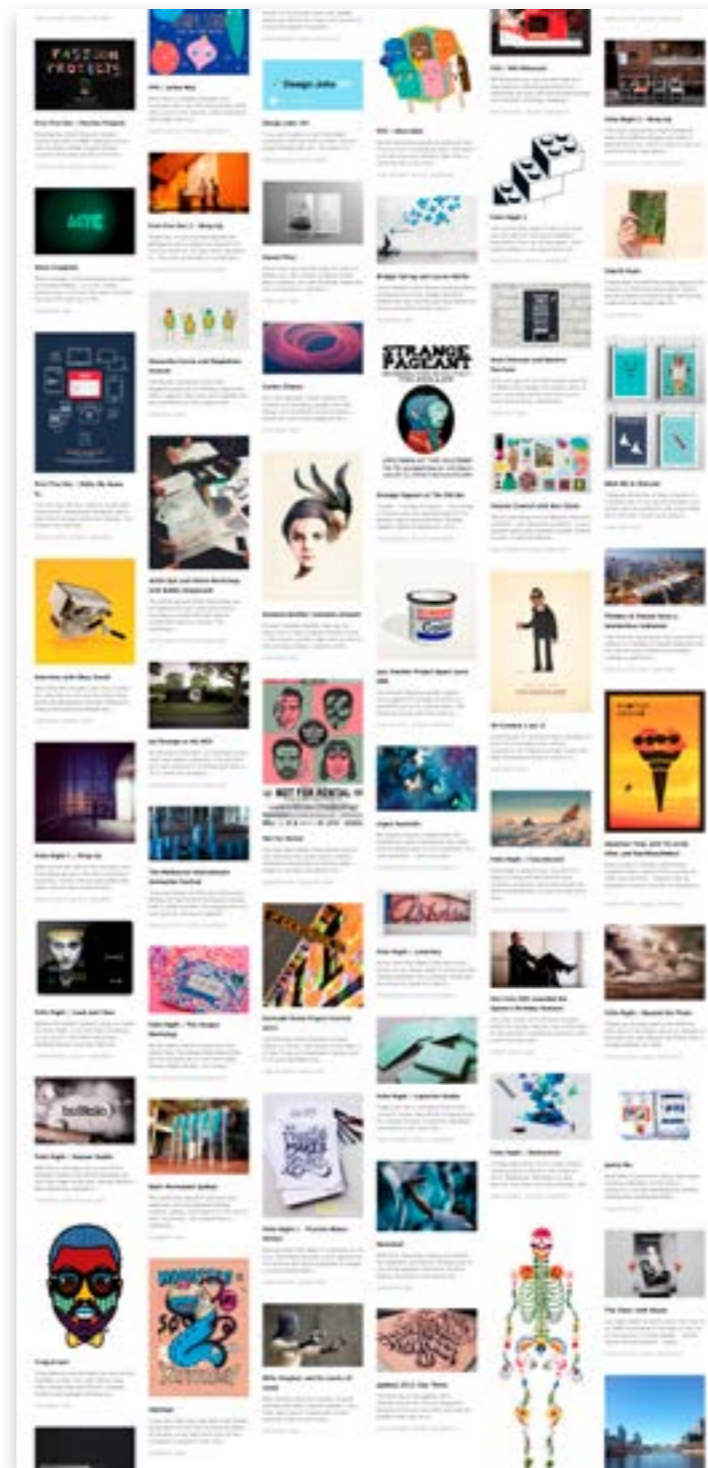
D&AD Education Network Identity

# AGDA Student Council

The image displays a grid of 24 article thumbnails from the AGDA Student Council website. Each thumbnail consists of a title, a featured image, and a short introductory paragraph. The articles cover a variety of topics, including:

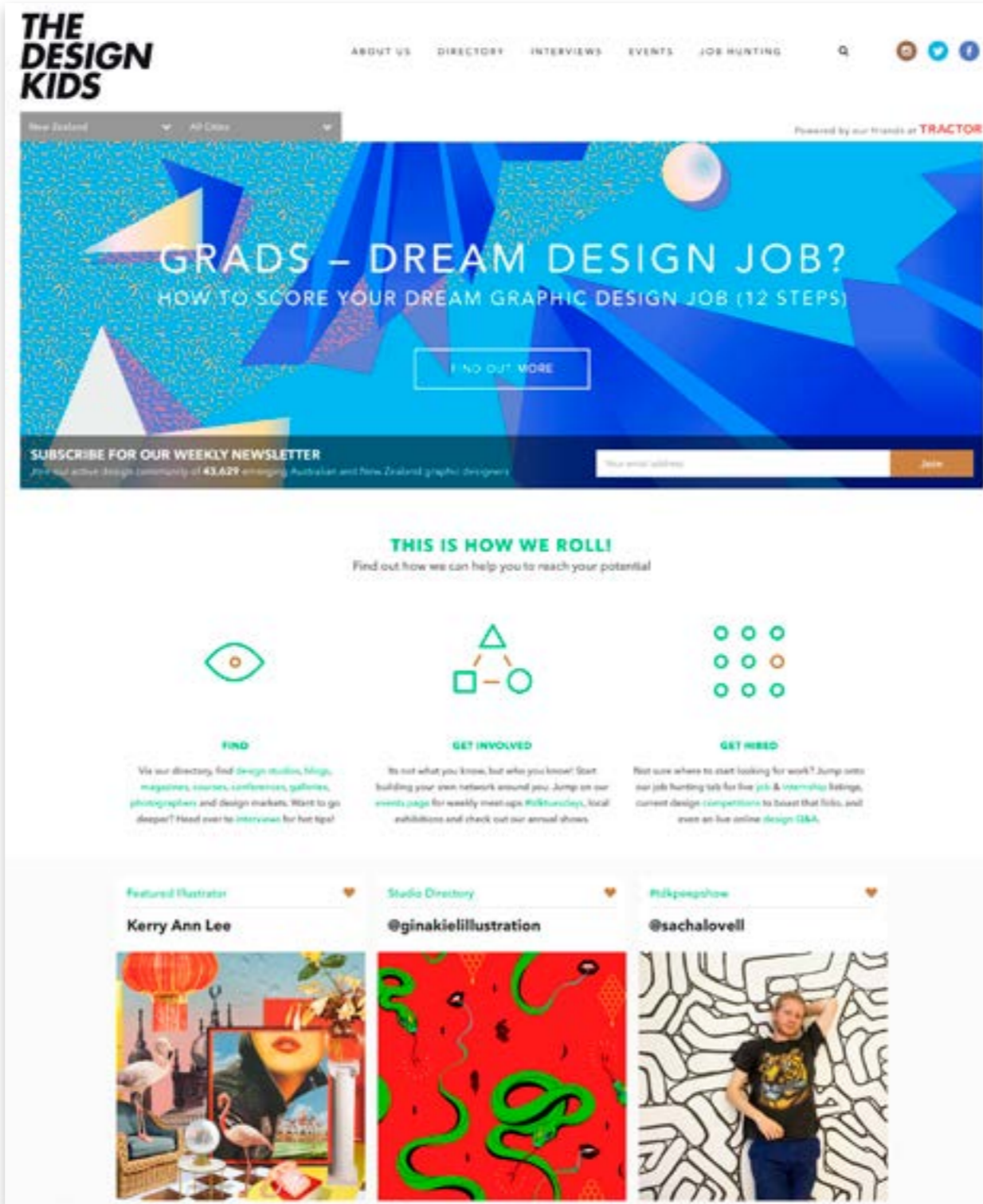
- Meet the 10 AGDA Student Council:** An introduction to the current student council members.
- First Five Out Meet Up:** A recap of a recent meet-up event.
- Artists Meeting:** A report on a meeting for artists.
- AGDA Student Award Winners 2024 Announced:** A list of the winners for the 2024 student awards.
- Portfolio Night:** A report on a portfolio night event.
- White Space:** An article about design and white space.
- AGDA Visual Communication Course Exhibition 2024:** A report on a course exhibition.
- AGDA Student Records Double Event!**: A report on a double event for student records.
- AGDA Design Records Jumping Weekend:** A report on a weekend event for design records.
- AGDA Student Awards:** A report on the student awards ceremony.
- Pitching Big Ideas:** An article about pitching ideas.
- AGDA Mentor:** An article about the mentorship program.

AGDA Student Council website

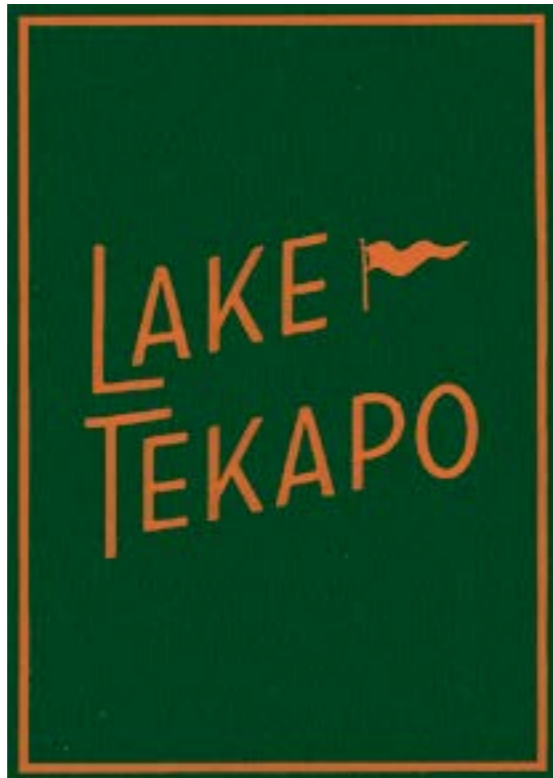


AGDA Student Council website

# 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 its 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

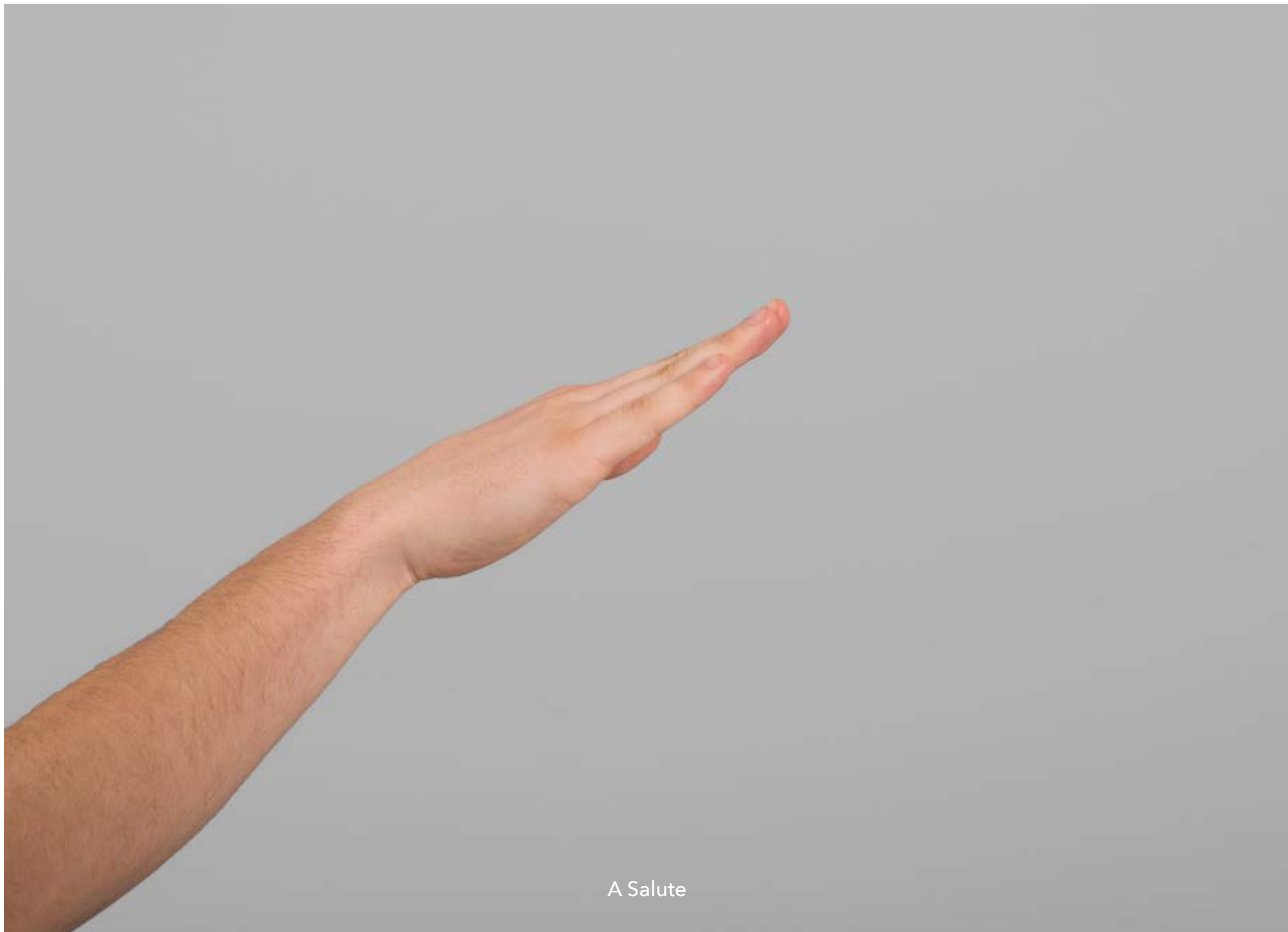


A High Five





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



**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.**





