Design Presentation

https://youtu.be/AgNJAoXQTGg

CLIENT SWINBURNE UNIVERSITY OF TECHNOLOGY

DESIGNER FIONA BICKERDIKE

The presentation

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The presentation will address the problem and the solution, with explanation on why decisions have been made and how solutions have been reached. It will also offer clear examples of how the branding solution can be applied.

1 The client

2 The problem

3 The research

4 The brief

5 The design

6 Logo

7 Brandguidelines

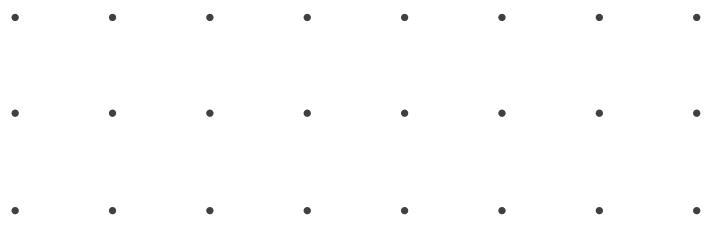**8** The solutions

The client

Who is the client?

Swinburne University of Technology

- Swinburne University of Technology

- Foundations in the Eastern Suburbs of Melbourne

- One of the world's top 300 universities (2025).

- Ranked #24 (highest in Victoria) in the THE Young University Rankings (2024).

What is Swinburne's Vision?

- Bring people and technology together to build a better world.

- Defined and inspired by technology and innovation and renowned for our strong industry and community engagement.

- To play a distinct role in contributing to society's increasing need for trans-formative technology and the human talent to leverage it.
We are committed to building Swinburne as the prototype for a new and different university one that is truly of technology, innovation and entrepreneurship.
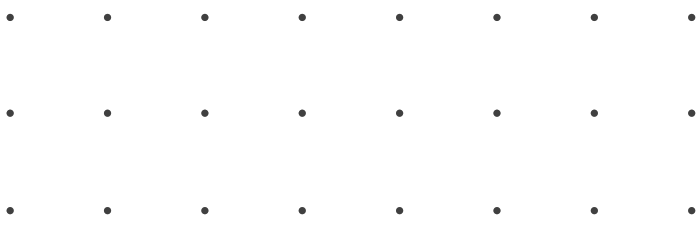
What are Swinburne's values?

- **Future-focused**
We commit to taking bold strides – 'moon shots' and are constantly innovating, disrupting, renewing and changing to create tomorrow's technology and talent today.

- **Engage**
We strive to be the most industry-engaged university, to amplify our impact and support all students and be future-ready through our external engagement in Australia and around the world.

- **Empowered**
We are trusted, and expected, to act and make decisions commensurate with our roles and skills, and to drive continuous improvement, to deliver our common goals.

- **Accountable**
We are accountable for our contributions to Swinburne's success and sustainability, for the ways we work together, and for the outcomes that we deliver for students, partners and society.

The problem

UAMA
UNIVERSITY ART MUSEUMS AUSTRALIA
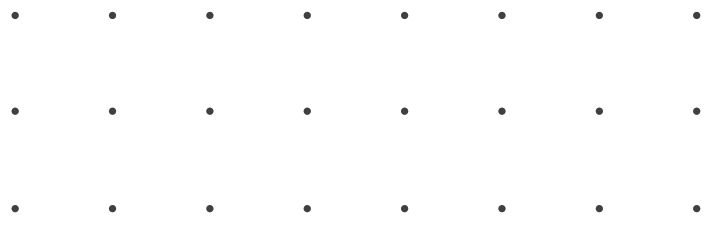
What is the problem?

- University Art Museums Australia is a membership organization driving advocacy and research on behalf of its constituents to enrich their respective communities, build networks and contribute to the nation's cultural and intellectual life. There are 22 contributing Universities within Australia and Swinburne is not on the list.

- Swinburne has soared 19 places to 24 in the Times Higher Education (THE) Young University Rankings 2024, making it the top ranked Victorian University.

- Yet Swinburne University of Technology does not contribute a University Gallery space?

- Why Not?

Why should the problem be solved?

- **Why have a Swinburne gallery?**
  To align with the first two values of the brand.

- Future-focused
  We commit to taking bold strides 'moon shots' and are constantly innovating, disrupting, renewing and changing to create tomorrow's technology and talent today.

- Engage
  We strive to be the most industry engaged university, to amplify our impact and support all students and be future-ready through our external engagement in Australia and around the world.

Who would be invested?

- **The University key stakeholders**
  To continue to be seen as one of the top universities and grow brand appeal and recognition nationally and internationally

- **Students**
  To showcase and market their work to the general public and external stakeholders in an easy to view way. To gain exposure to outside industry passing. To start conversations with external industry partners.

- **Industry**
  External industry partners would gain access to and could collaborate with students in a more open way prior to graduating, exposing them to new opportunities.

- **General public**
  It would bring a new context to the streets of Hawthorn inspiring and engaging the general public in technology and what Swinburne offers students and industry.

The research
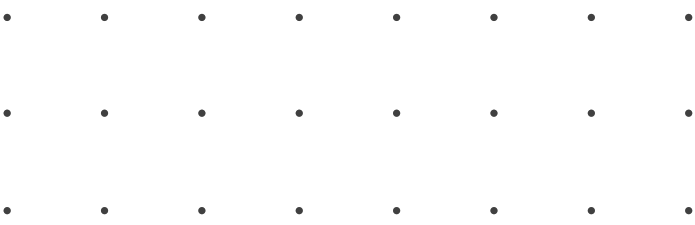
Research

- A lot of Academic Literacy surrounding importance of the University gallery and has been described as;

- A gallery, a laboratory for thinking.

- as a question mark as a place of questions-not answers because it's a place to experiment, ask questions, and really take risks.

- **An art Galleries architectural form and relationship with it's surroundings situates them within a matrix of meanings in time and place. Often located in lively social contexts, like city streets, art galleries can be pulled into the orbit of meanings that circulate beyond their walls and windows. In other words, art galleries are made meaningful not only by the artworks within them but also by the textures of the social life that surrounds them.**

A case study

Bluecoat a city center art gallery in Liverpool UK

- This exhibition was hosted in a **wing of galleries, one of which features a series of three floor-to-ceiling windows.** These windows give out onto College Lane, a mid- to high-end shopping street that forms part of the shopping complex Liverpool One. **As such, the artworks on display in the gallery were clearly visible from the street.**

- **The concept of openness goes beyond visual transparency, it embraces how a museum can engage with its community to form a social and cultural hub.**

- Windows, especially those of transparent glass, make places porous. They offer a material site through which divergent zones of meaning-making come into sensory and visual contact with one another. In this respect, windows represent a "fine line"—a partition that divides one meaningful entity from another.

Competitors

Historical

POTTER MUSEUM OF ART

Deakin University Art Gallery

GEORGE PATON GALLERY

MUMA

TIN SHEDS GALLERY 154 CITY ROAD

Small ———————————————— Large

RMIT GALLERY

SCIENCE GALLERY

SWIN BUR NE SWINBURNE UNIVERSITY OF TECHNOLOGY

Innovative
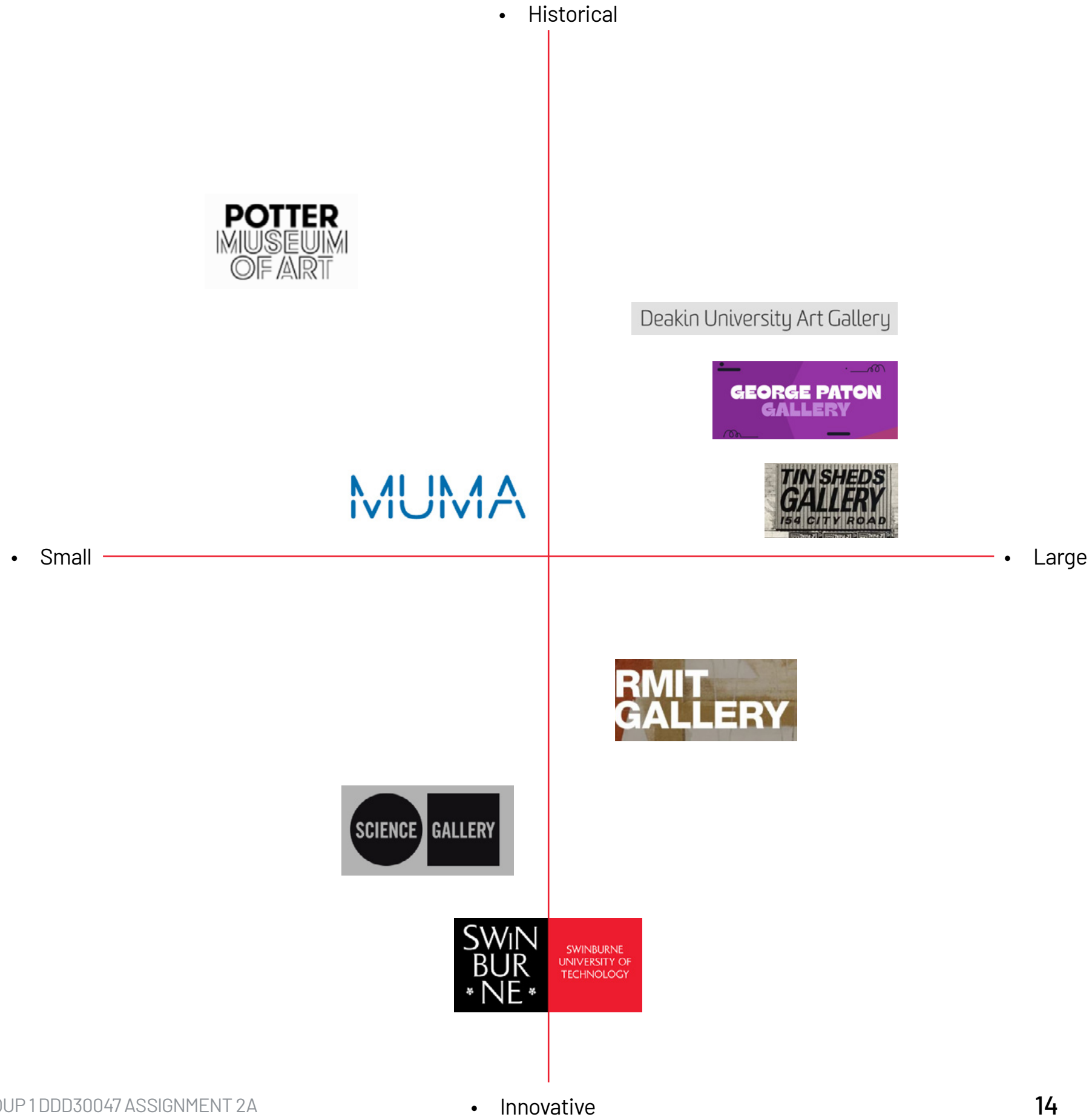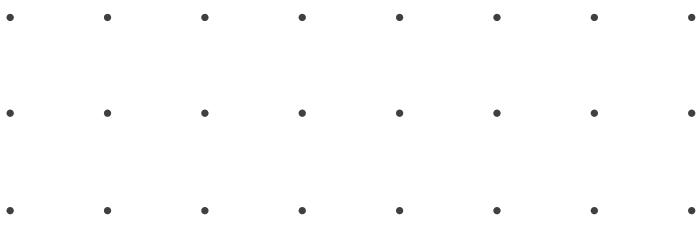
Target Audience

- **Metro techs**

- Young and platinum
  Primary audience
  Students

- High life
  Primary audience
  Students and Industry professionals

- Academic optimists
  Primary audience
  Academics, students

- Culture leaders
  Secondary audience
  General public

- Seasoned life stylers
  Secondary audience
  General public
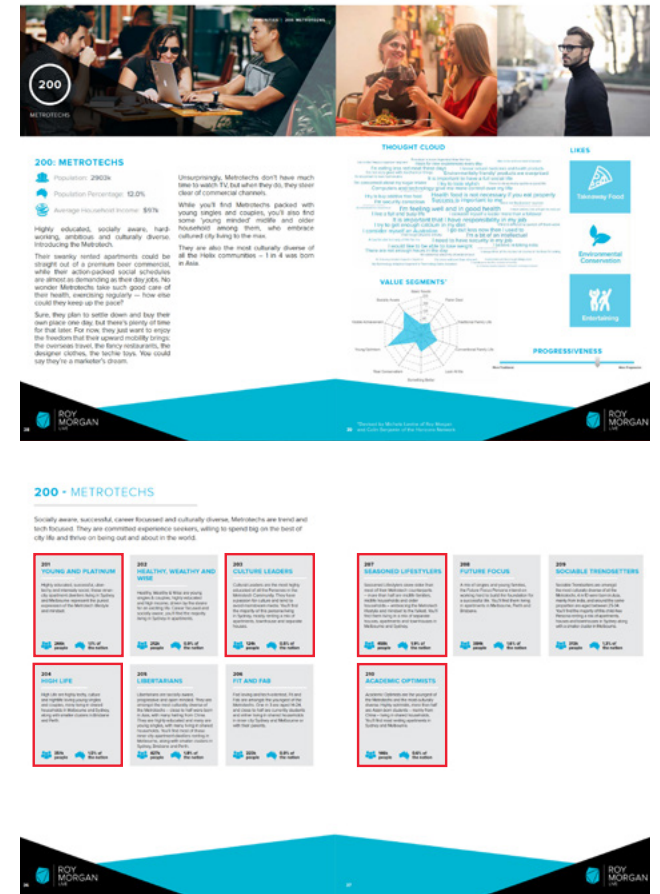
The brief
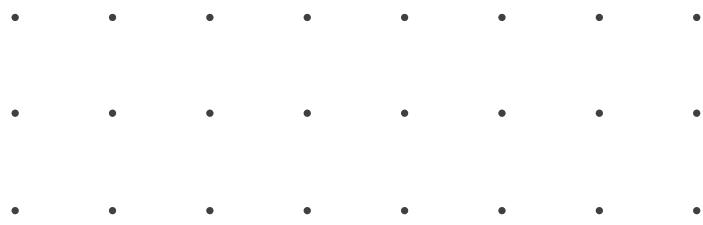
The brief

- To stratagise the concept for a new gallery at Swinburne

- The create a brand identity for a new gallery

- To create a design solutions that addresses the issue, target audience and competition

- To show how the brand can be used across multiple assets

Swinburne Windows

- Swinburne windows is a series of 12 windows that are formed from the former Victorian facade on Burwood Road in Hawthorn Melbourne, paired with sculptural modern elements above. The windows are the pain of transparency between the Internal University and the External context of the streets of Melbourne.

- They provide a lens to look internally and externally.

Swinburne Windows Values

- Believe in bringing meaning to technology within the social context of the streets of hawthorn in Melbourne.

- Believe in starting conversations about technology past, present and future.

- Believe in starting relationships between technological business and the next innovators.

- Believe in inspiring the future talent when it comes to technology.

- Believe in the future of technology is not only in the invention itself but in the social conversations that start the process of invention.

- Believe these conversations can start on the street and filter in, and start in the University and filter out.

Site visit

AMDC Building

The design
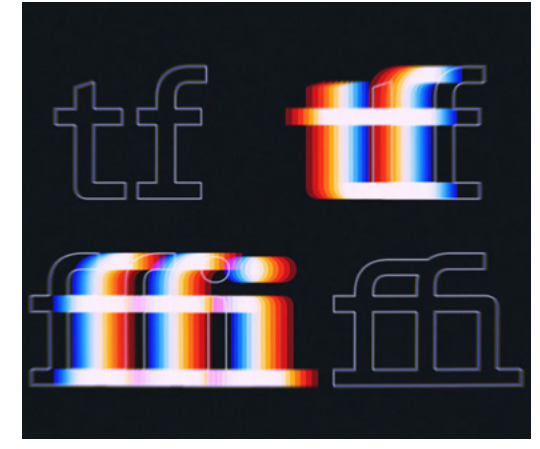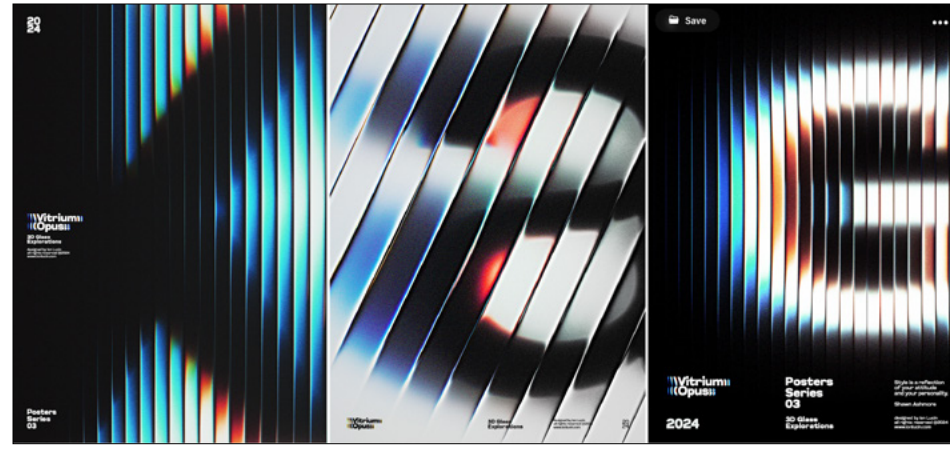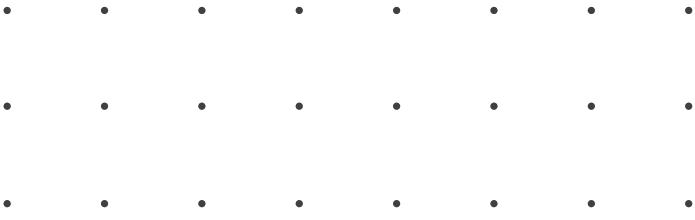
Moodboard

Development Process

- Brainstorming ideas and concepts

- Moodboards Design

- Research design

- Typographic design

- Colour research and development

- Concept sketching

- Logo design
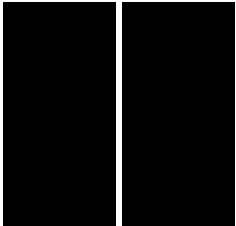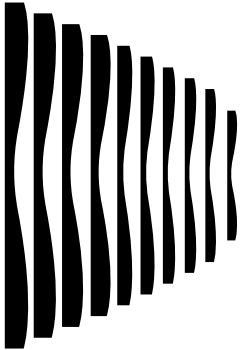
- Refinement

- Analysis and feedback

- Resolution
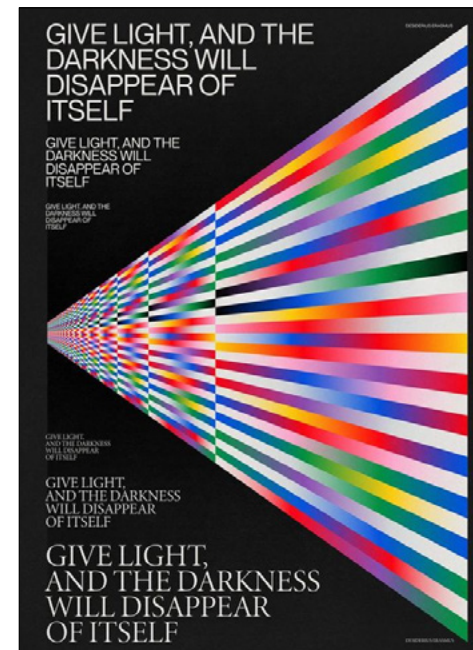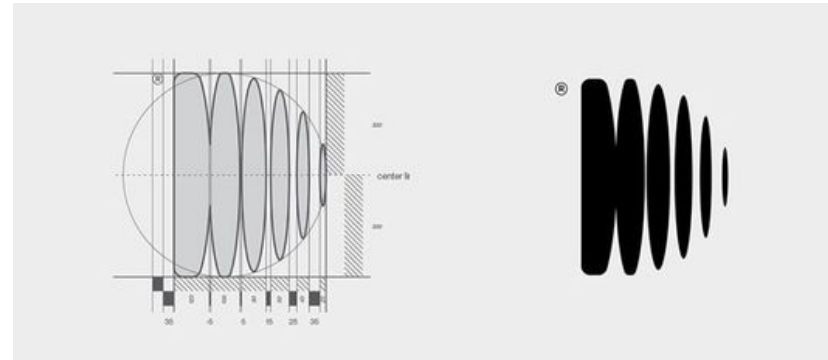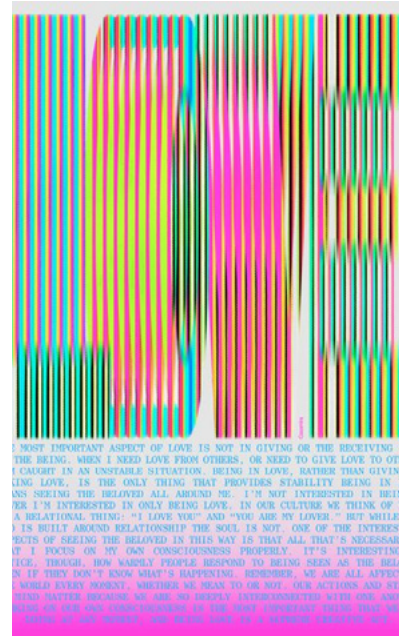
To see my development process please visit
https://miro.com/app/board/uXjVKumN02E=/
https://au.pinterest.com/fibi_design/Swinburne-technology-gallery/

fi
bi

The logo
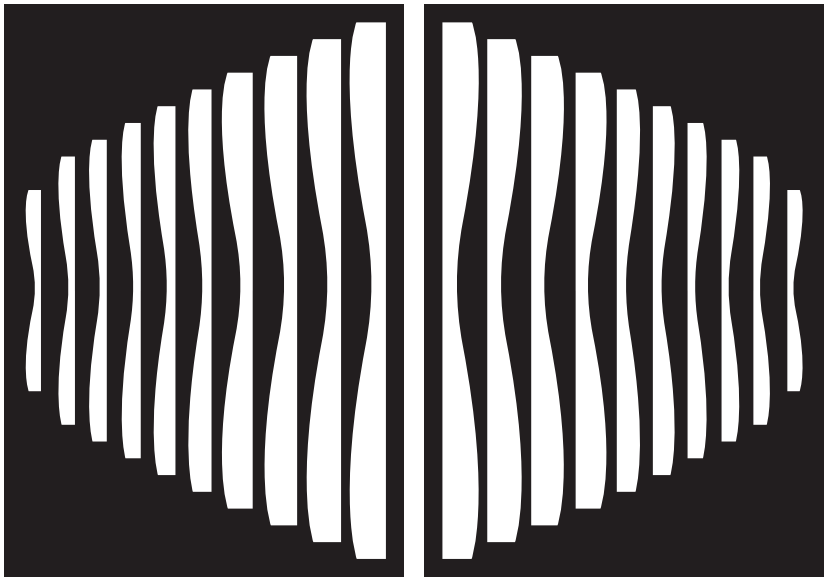
SWINBURNE WINDOWS

SWIN

Light trap typeface

W

Window

AMCD building

Brand guidelines

Primary logo

The primary logo serves as the heart of the brand's visual identity. Crafted for versatility and instant recognition across all mediums—whether websites, advertisements, or signage—it is designed to make a lasting impact, ensuring the brand stands out and leaves a memorable impression wherever it's showcased.

SWINBURNE WINDOWS

Secondary Logo

The secondary logo represents a versatile variation of the primary logo, customized for specific applications and scenarios. While preserving the core essence of the brand, it provides adaptability across various contexts.
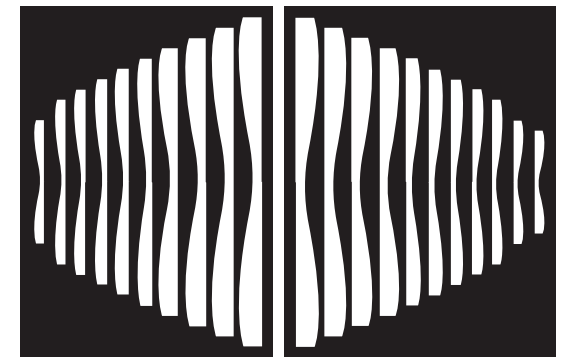
SWINBURNE WINDOWS

Mono
Black and reverse options
for when they are needed
on busy backgrounds or
different applications.
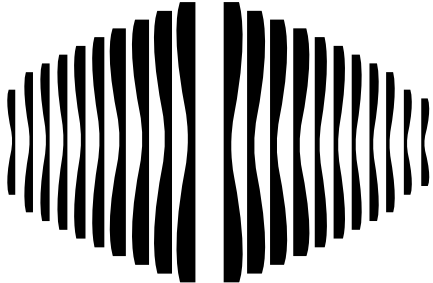
SWINBURNE WINDOWS
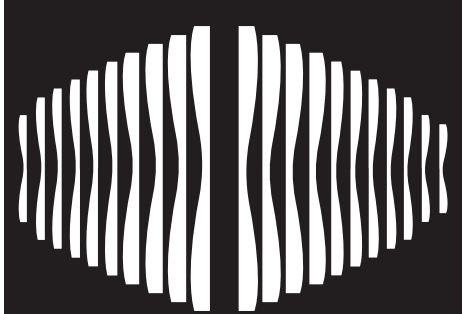
SWINBURNE WINDOWS

SWINBURNE WINDOWS

SWINBURNE WINDOWS

SWINBURNE WINDOWS

SWINBURNE WINDOWS

SWINBURNE WINDOWS

Word mark
Brand mark

The brand mark logo serves as the distilled essence of the brand identity. It acts as a visual shorthand that connects with the audience, communicating the brand through a memorable symbol.

SWINBURNE WINDOWS

SWINBURNE WINDOWS
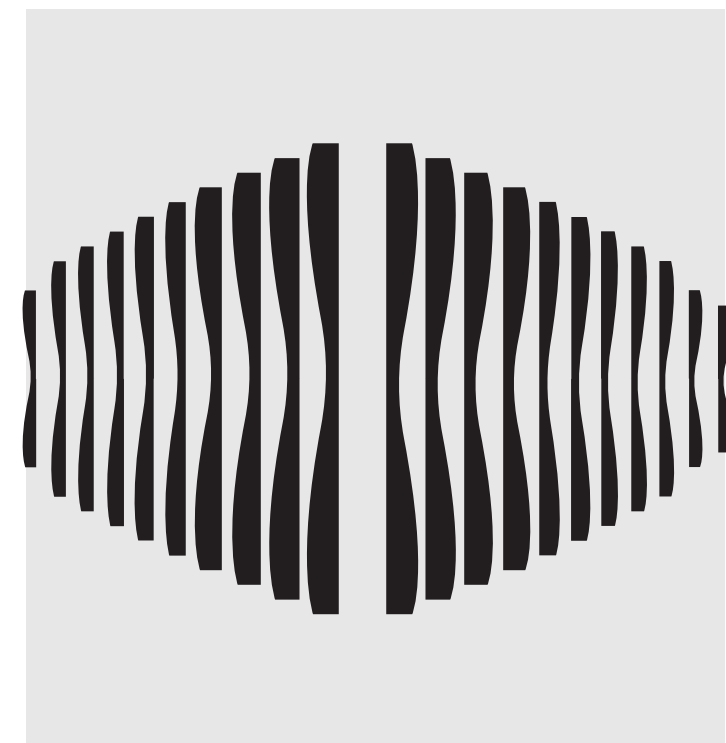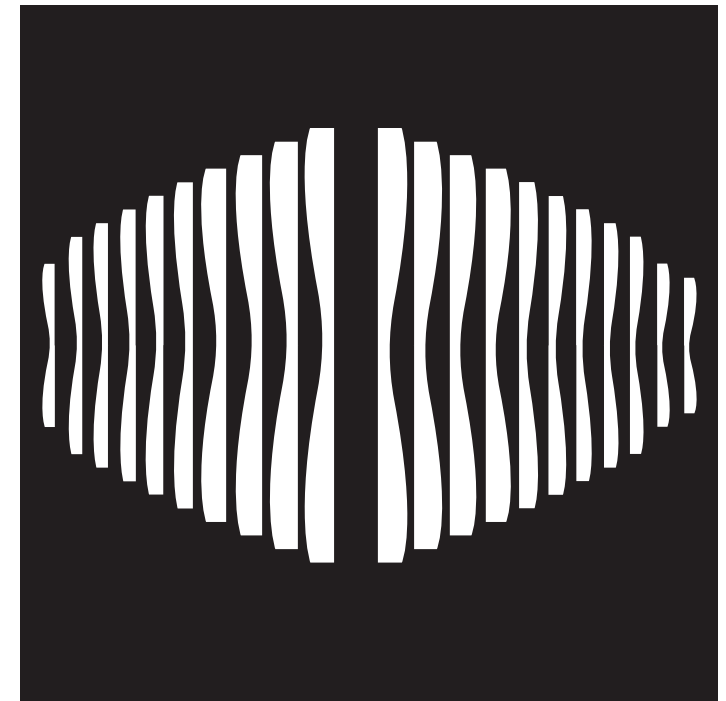
Clear space

To ensure maximum visibility, it is essential to maintain a dedicated clear space around the logo at all times. This space acts as a protective barrier, preserving the clarity and prominence of the logo amongst surrounding elements such as text or other graphics.

Minimum size

The minimum size logo should be reserved for situations where layout space is extremely constrained.

Print

30mm

70 mm

30mm

Digital

140px

140px

70px

In proper use

The following guidelines highlight improper practices:

A) Don't distort the logo.

B) Avoid special effects like drop shadows.

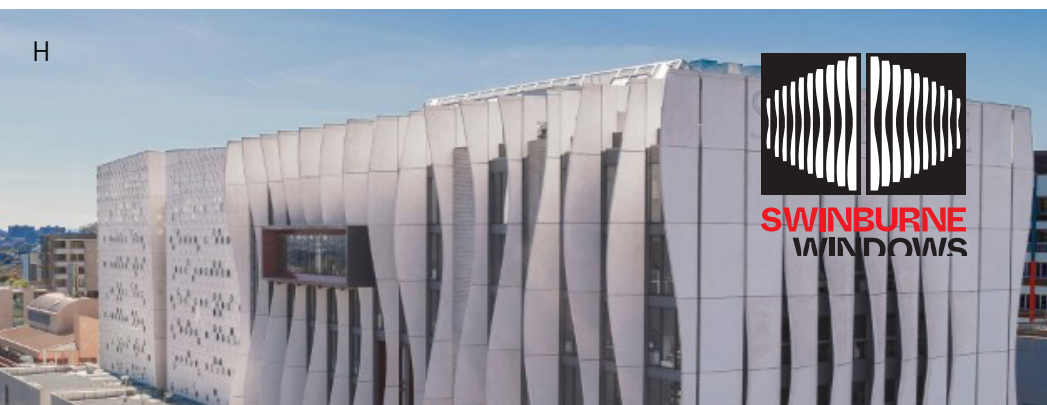C) Don't place the logo on busy backgrounds.

D) Stick to authorized colors.

E) Keep the logo's elements in their original positions.

F) Don't resize individual graphic elements.

G) Preserve the original typography.

H) Avoid obscuring any part of the logo.

A

B

C

D

E

F

G

H

Primary Palette

colours

The colour palette uses the Swinburne red, Swinburne Black and Swinburne white to remain recognisable and to work with the Swinburne brand, but adds a Swin x Purple and Swin X Aquamarine to add a sense of technology and futuristic quality, whilst remaining commercial.

Swinburne Red

HEX	#ED1C2E
CMYK	0, 100, 91, 0
RGB	R237, G28, B46
PANTONE	1795 C
	032 U

Swin X Violet

HEX	#665DC6
CMYK	48, 53, 0, 22
RGB	R102, G93, B198
PANTONE	2725 C
	2125 U

SECONDARY PALETTE

Swin X Aquamarine

HEX	#66F1C2
CMYK	49, 0, 38, 0
RGB	R130, G204, B175
PANTONE	3375C
	2412U

White

HEX	#FFFFFF
CMYK	0, 0, 0, 0
RGB	R255, G255, B255

Black

HEX	#000000
CMYK	20, 20, 20, 100
RGB	R0, G0, B0
PANTONE	BLACK6 C
	BLACK6 U

Gradients

Gradients

Gradients are going to be used to enhance the futuristic effect within the brand.

White–Black

COLOUR GRADIENTS

Violet-Swinburne red

Aquamarine - Violet

Aquamarine-Swinburne red

Accessibility

Colour combinations can effect accessibility. These combinations show what is and is not allowed to be used in terms of accessibility.

✓

TEXT COLOR	TEXT COLOR	TEXT COLOR
TEXT COLOR	TEXT COLOR	TEXT COLOR
TEXT COLOR	TEXT COLOR	TEXT COLOR

✓

TEXT COLOR	TEXT COLOR
TEXT COLOR	TEXT COLOR
TEXT COLOR	TEXT COLOR
TEXT COLOR	TEXT COLOR

✗

| TEXT COLOR | TEXT COLOR | TEXT COLOR |

Type
Type: ABC Whyte Inktrap
Weight:Regular

For use in main headings.

When text is at 8pt:
Tracking set at -10
Leading set at 11

When text is at 10pt:
Tracking set at -10pt
Leading set at 14pt

HEADING TYPE

SUB-HEADING TYPE

Optat autat aut il init delit molorempora sinis essimodis nimusan damus, eius estotatus volenisqui dolliat et quo vendis id mi, veribusdae omnihit prati optam et i dolliat et quo vendis id mi, veribusdae omnihit prati optam et.

DISPLAY TYPE

Heading Type: ABC Whyte Inktrap Regular

Sub-Heading Type: ABC Whyte Inktrap Book

Body Type: ABC Whyte Book

Display Type: ABC Whyte Regular

Space between all characters in a block of text.

[2] The vertical space between lines of text.

AaBb CcDd

ABCDEFGHIJKMN
OPQRSTUVWXYZ

abcdefghijkmnop
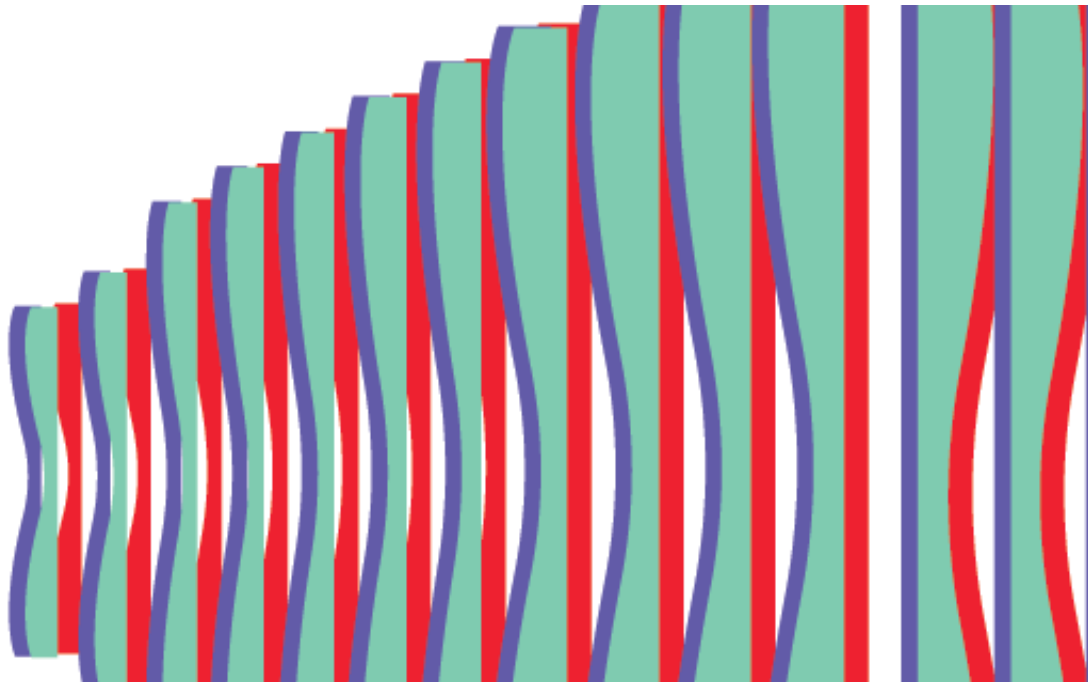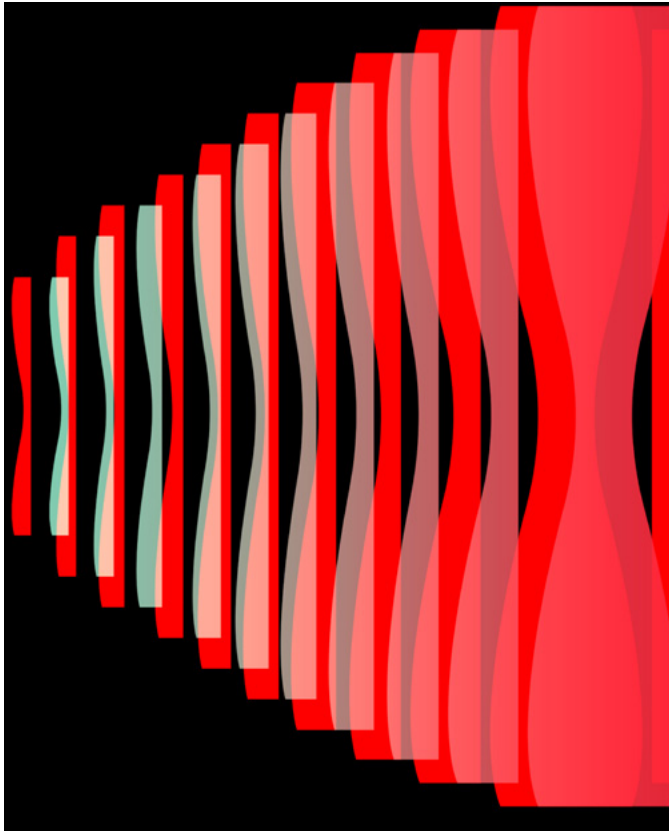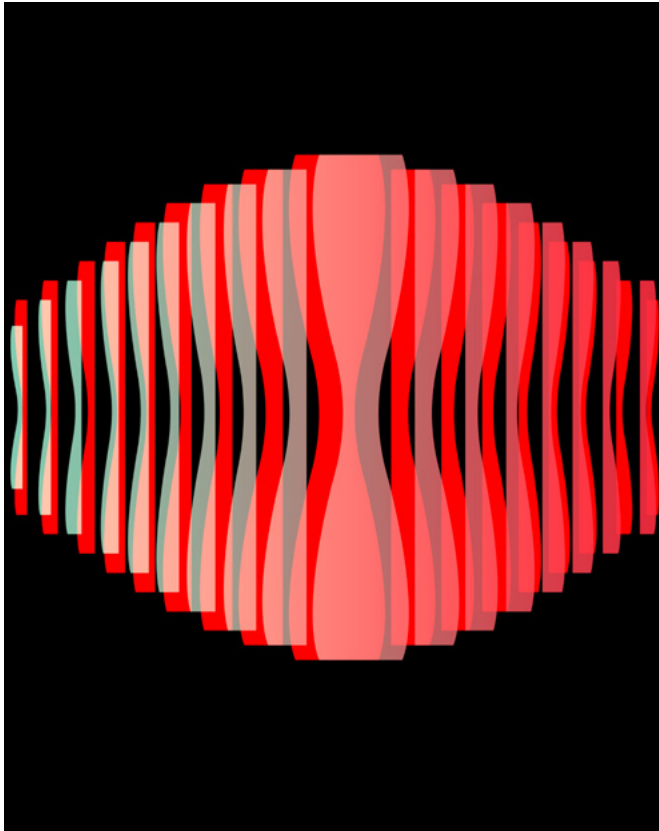qrstuvwxyz
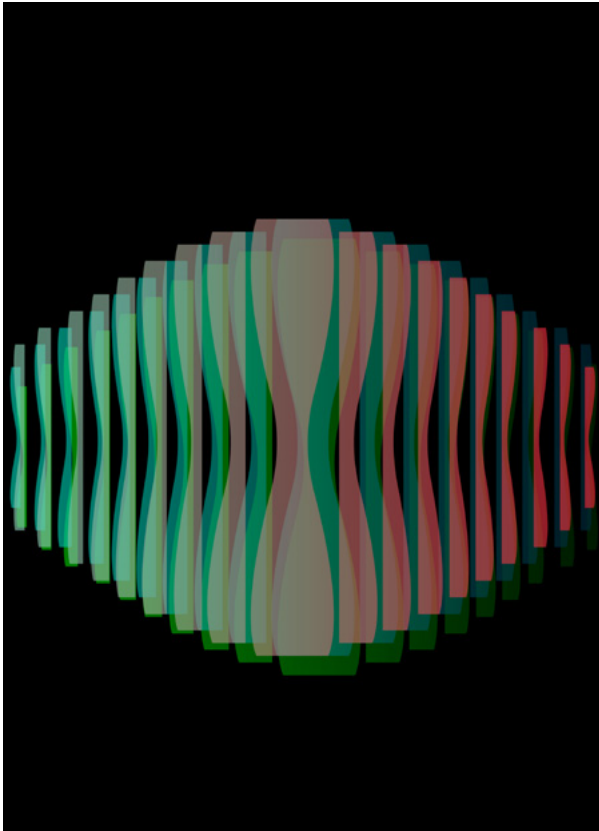
1234567890@!#$
%^&*(){}[]: ;',.?/

Pattern

The pattern comes from the logo and can be applied in the three primary colours. It can also be pushed into layered options, with light effects and overlays within the colour palette, depending on application.
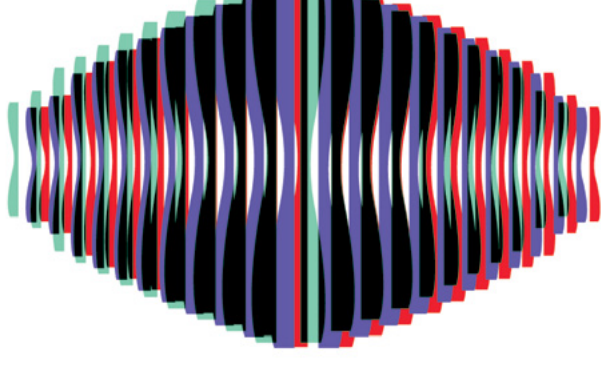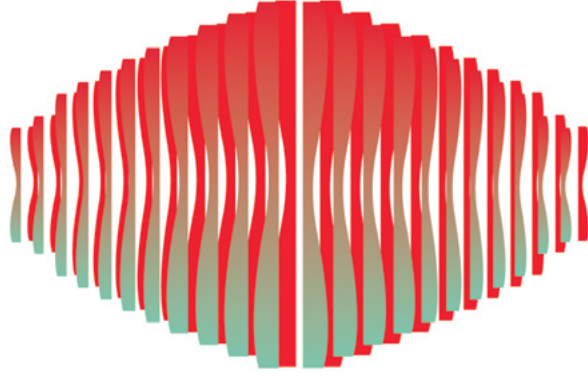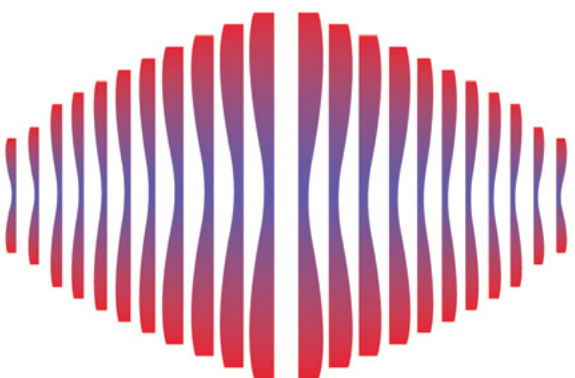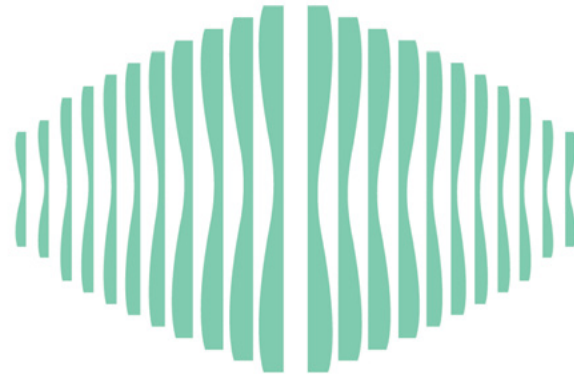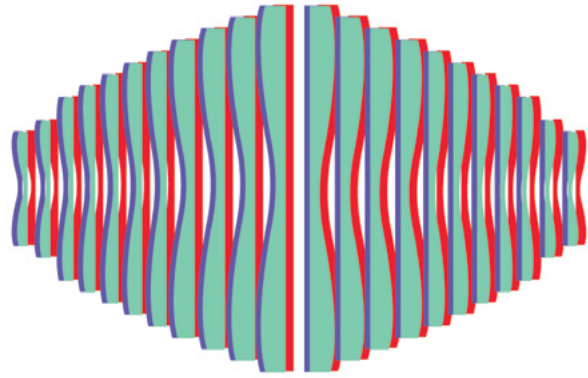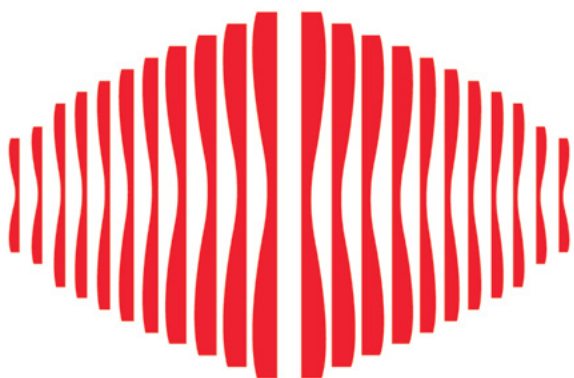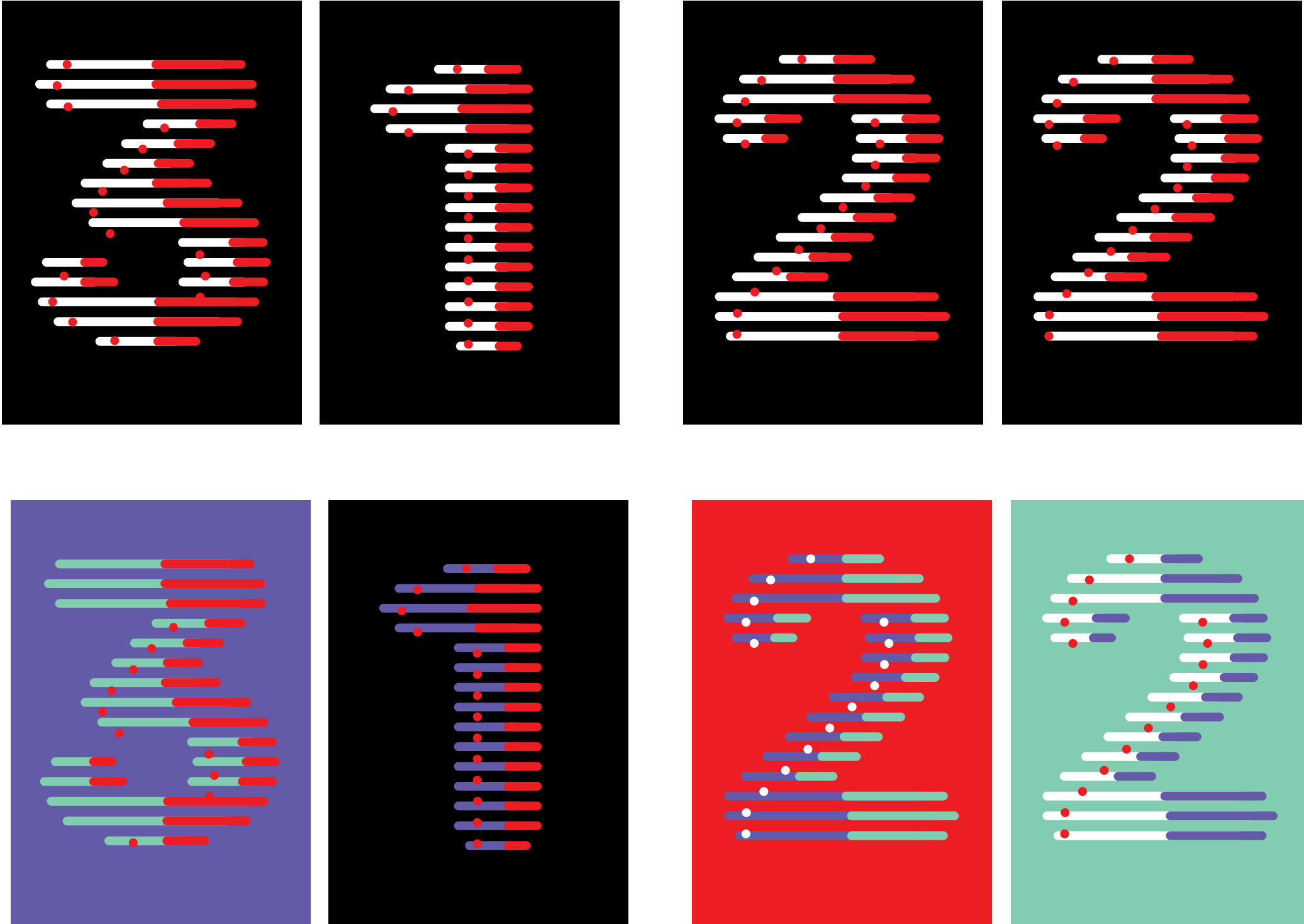
Pattern

The asset can be exploded, cropped and layered up with light filters.
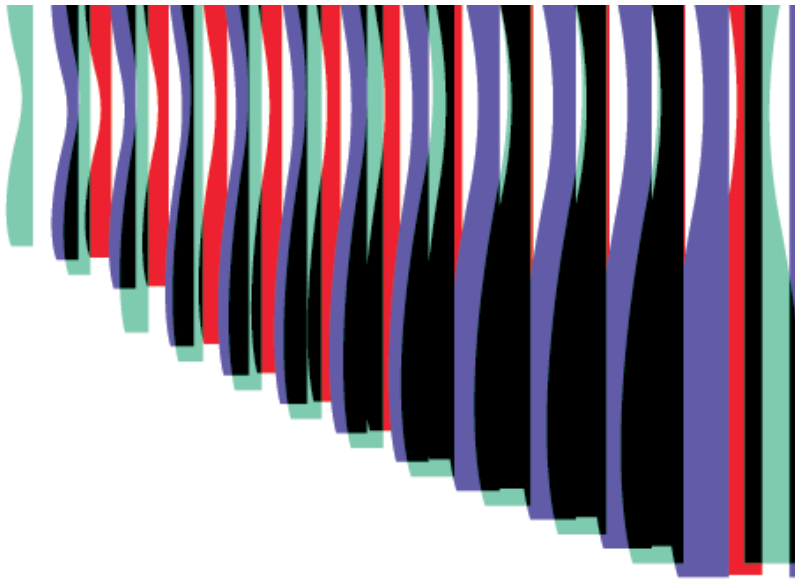
Graphics

3122 the postcode of Burwood road where the windows are is the secondary image asset each is placed on the window, and is formed with a technological typeface which signifies movement.

The solution

A1 Poster set

This is a set of 3 A1 posters to advertise Swinburne windows in the local community such as the train station.

A3 Poster

To advertise the
Swinburne windows
used on campus and in
surrounding local shops
and buildings.

Window decals

Running the full length of the 8 windows to draw attention on the street and get people to start talking about the site.

A4 Bi fold publication

To advertise Swinburne Windows
to stake holders with call to actions to get
more information and direct traffic to the
social sites and website.

The solutions

Double window LCD screen

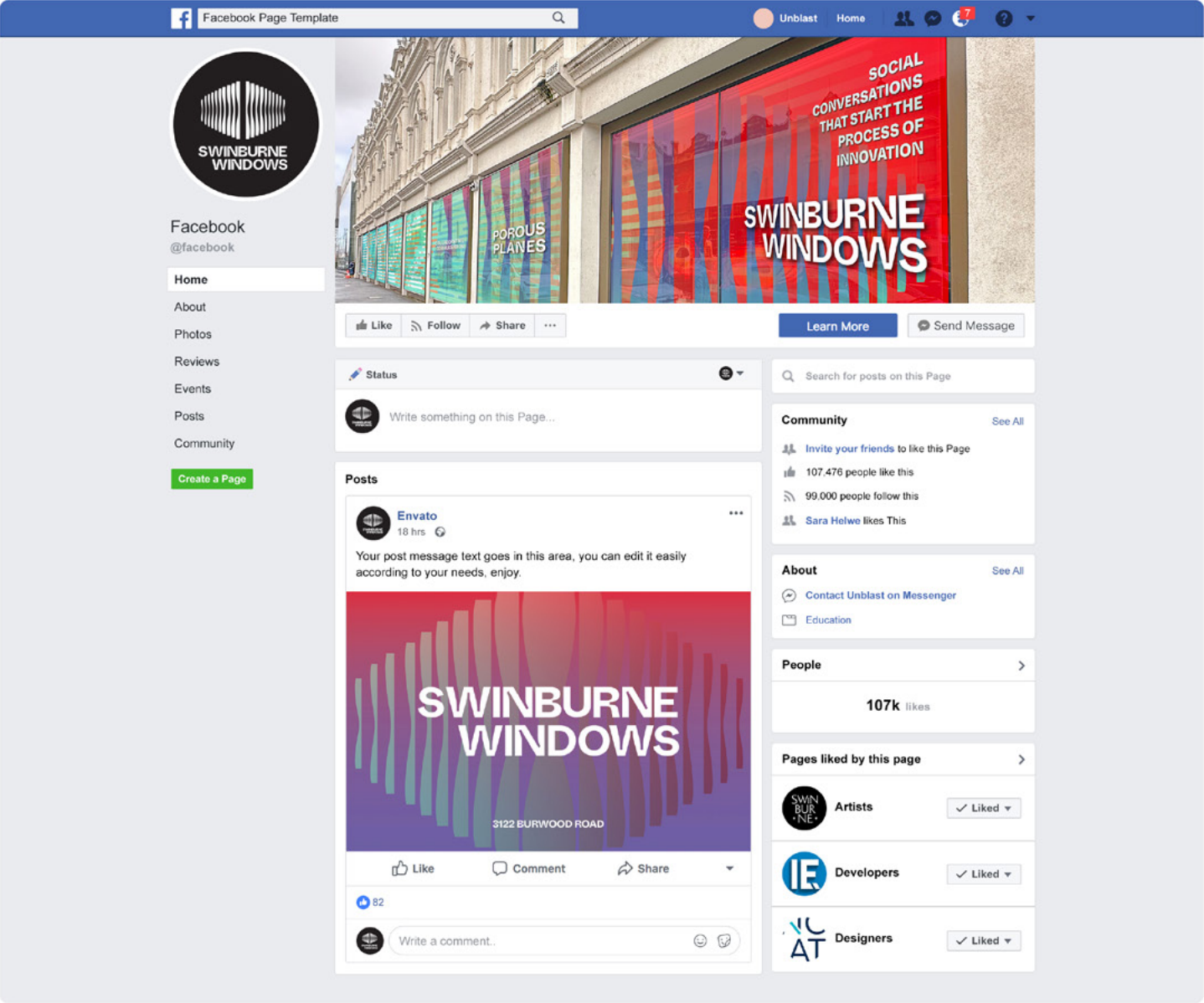To draw attention to the windows on the street and especially at night.

Square poster

To go in the windows prior to installation
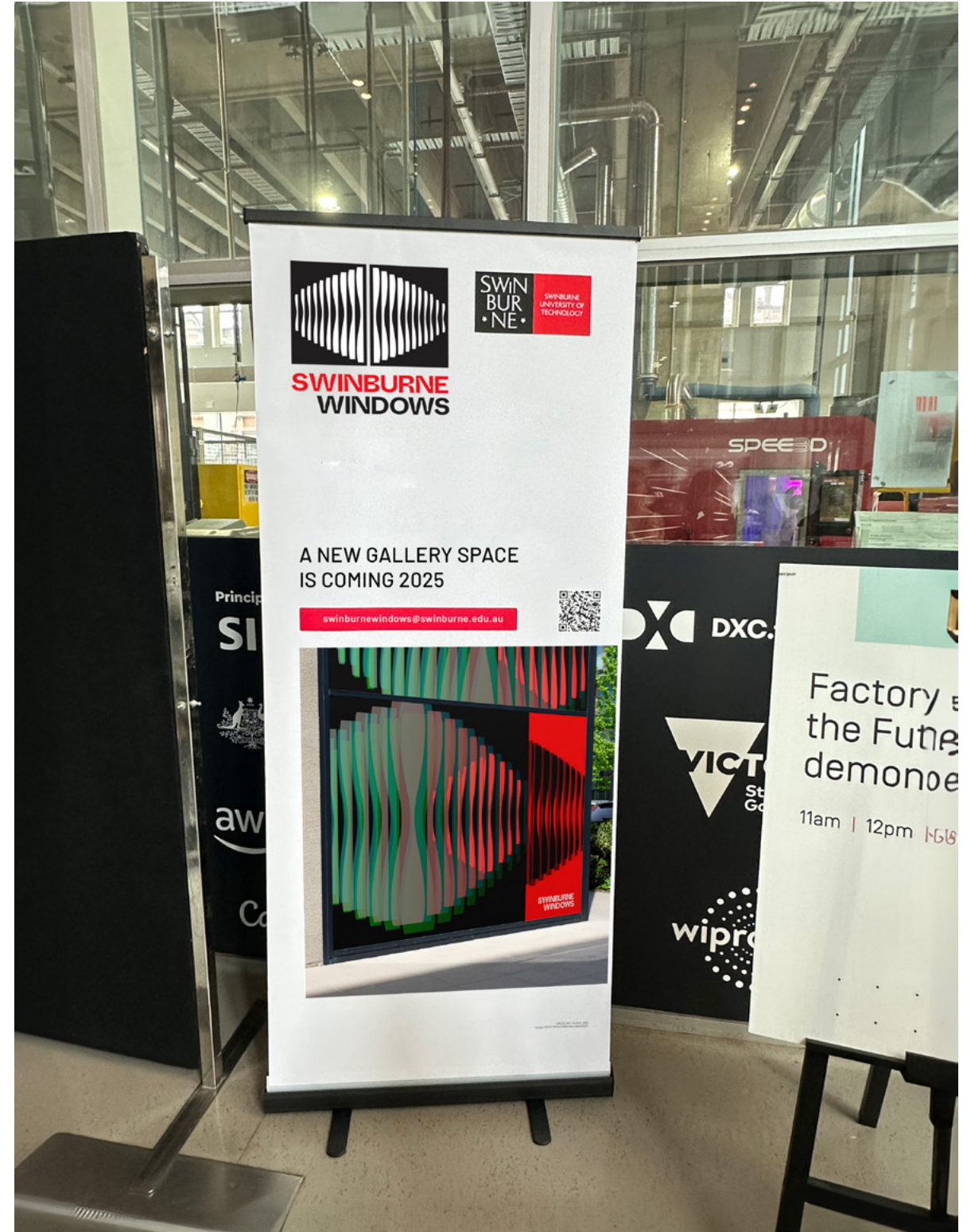of the decals and screens to advertise.

Social Media

Presence on social media - profile pic
will be black and white to be in line with
Swinburne University

**Pull up banner
Campus flags**

A pull up banner to be
displayed in the university

Thank you

Photographs courtest of Fiona Bickerdike and www.swinburne.com.au
All mock up templates sourced from https://unblast.com/mockups/