



Arrivals

November 2001



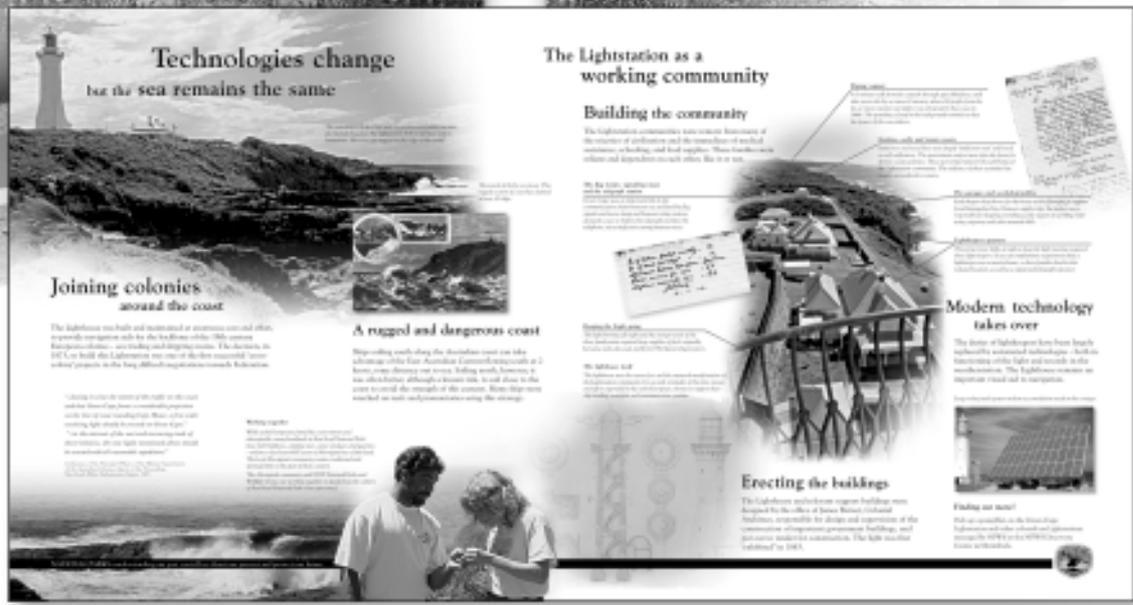
Classic styling for long product life

The elegant simplicity of the horizontal louvers and the clean curvature and polished surfaces of the upper grille ensure a long product life.

Maximising the value of your tooling

Ultracooler Evaporative Cooler
Southcorp Heating & Cooling

This project in product redesign was initiated both to improve the manufacturability of the product and offer a differentiated version of the cooler to a new international market. Working within existing product assembly constraints we designed a new fascia that eliminated the historical tooling problems. We then developed restrained control and branding graphics to complement the new styling. The outcome is improved return on existing tooling and increased product volume from a new customer segment.



Best practice communication to serve environmental and tourism aims

Interpretation Plan and Signage
NSW National Parks & Wildlife Service

Best practice interpretive and natural history research and story writing, and best practice design for communication are the two key elements in this project.

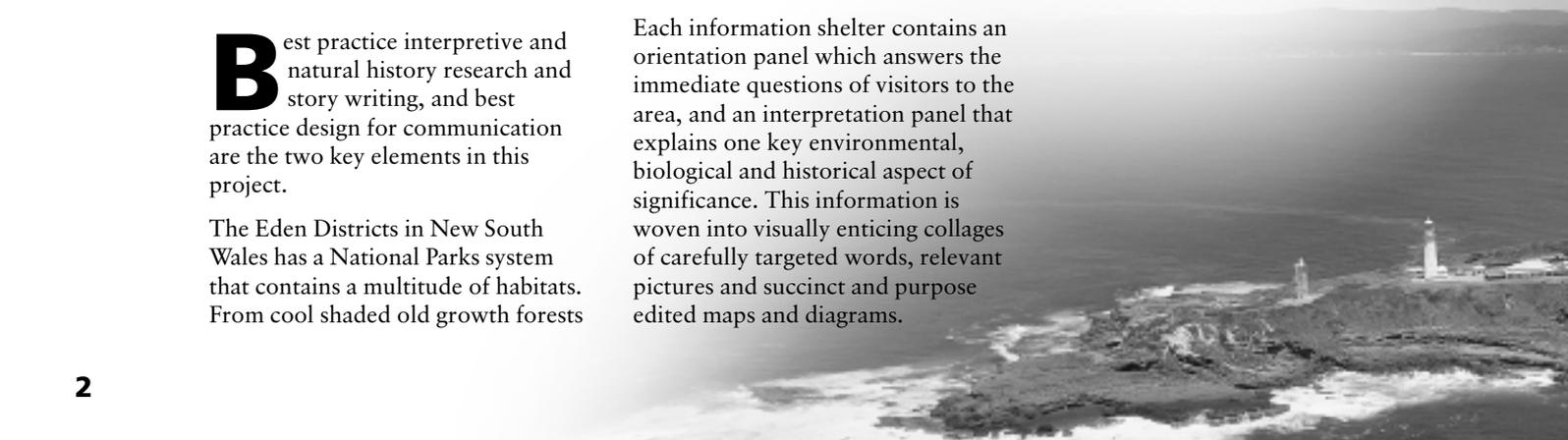
The Eden Districts in New South Wales has a National Parks system that contains a multitude of habitats. From cool shaded old growth forests

to salty, wind-swept coastal heath. The interpretation plan details the information and messages essential to each Park and outlines the techniques for successful delivery.

Each information shelter contains an orientation panel which answers the immediate questions of visitors to the area, and an interpretation panel that explains one key environmental, biological and historical aspect of significance. This information is woven into visually enticing collages of carefully targeted words, relevant pictures and succinct and purpose edited maps and diagrams.

Orientation and interpretation

What do people need to know, how much and in what order? Succinct communication in a visually interesting style. We also designed the steel display shelter.





Information with attitude

Tailoring the presentation of information to suit the intended audience ensures a greater chance of success.

Getting the story right for effective communication

Young People and the Law in South Australia
Dept. of Human Services

The value to the community of a publication like 'What's the Story?' far exceeds the modest 32 pages of A4 recycled paper.

The booklet empowers 12 to 18 year olds with the information they need to understand their rights and responsibilities in society.

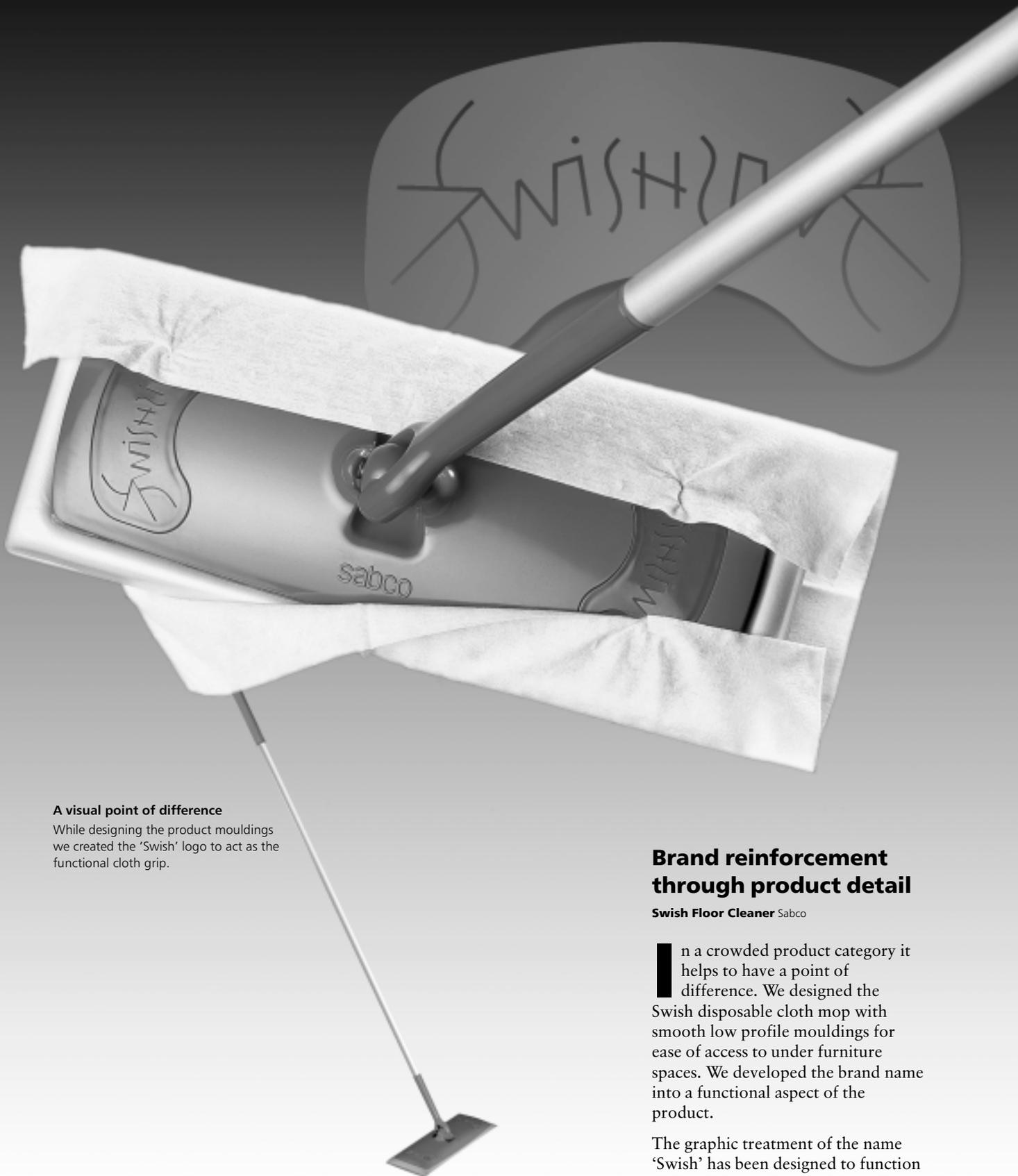
This, the fifth edition of the publication, responds directly to the needs of the people with whom it's intended to communicate.

While not trivialising the important information it has to deliver it's been designed with a youthful, pictorial approach that encourages initial exploration of the information provided.

Type is well leaded and structured, has short line lengths, easy-to-scan titles and sub-titles to facilitate reading and comprehension.

The impression is no longer of boring information that adults want you to know for your own good but of an accessible resource that is relevant to you and worth retaining for the future.





A visual point of difference

While designing the product mouldings we created the 'Swish' logo to act as the functional cloth grip.

Brand reinforcement through product detail

Swish Floor Cleaner Sabco

In a crowded product category it helps to have a point of difference. We designed the Swish disposable cloth mop with smooth low profile mouldings for ease of access to under furniture spaces. We developed the brand name into a functional aspect of the product.

The graphic treatment of the name 'Swish' has been designed to function as the cloth grip for the disposable cleaning cloth. Apart from being a smart detail element this helps to link the product name with the product type in the market place.