



Arrivals

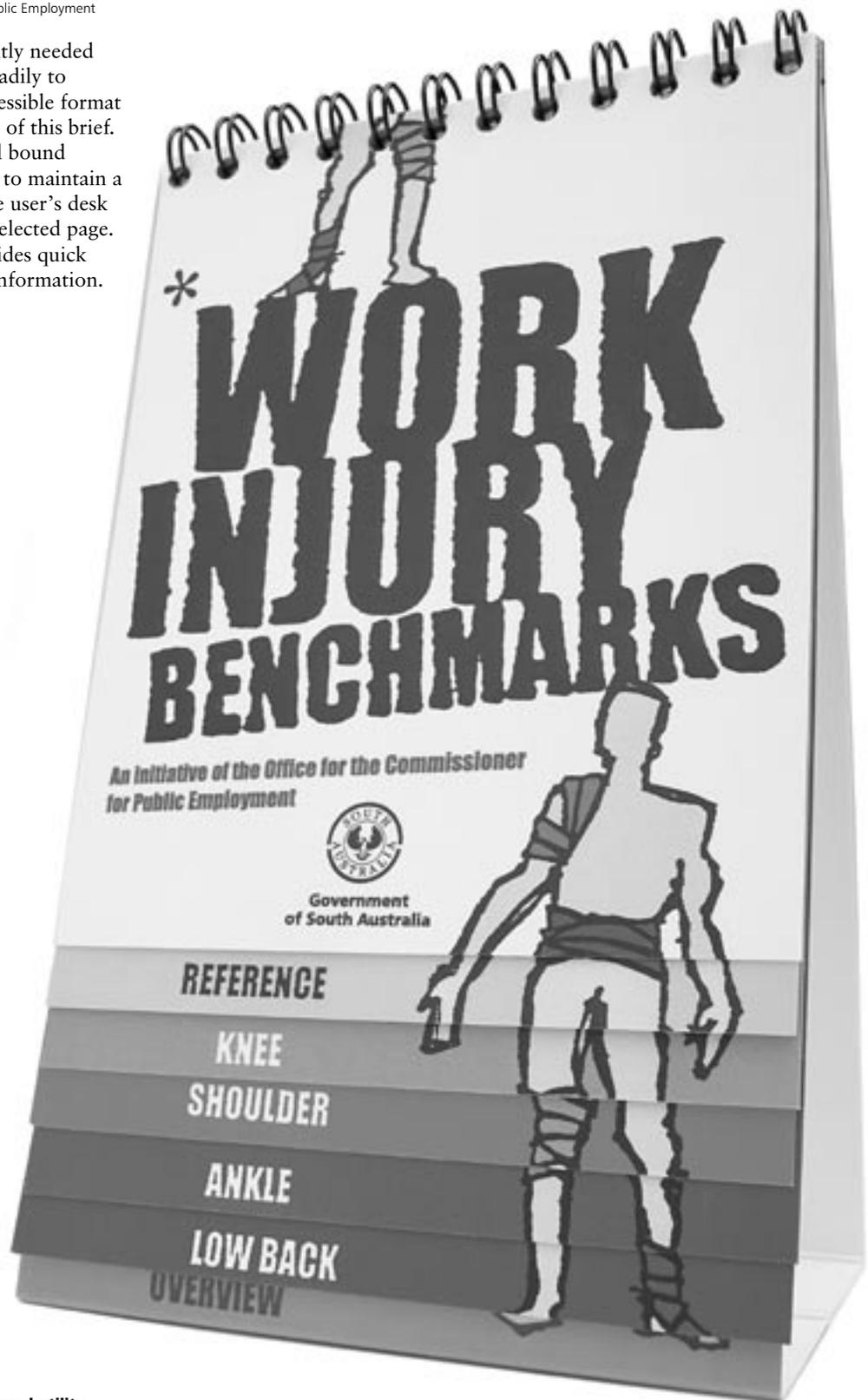
DESIGN | PRODUCT GRAPHIC WEB | APR 2003

Designing functional communication

Work Injury Benchmarks Guide

Office for the Commissioner of Public Employment

Keeping frequently needed information readily to hand in an accessible format was the primary aspect of this brief. The self standing spiral bound format allows the item to maintain a prominent place on the user's desk and remain open at a selected page. The tab structure provides quick access to the relevant information.



Functional detail for improved utility

Matt plastic coated card ensures a long life even with constant handling. The matt coating provides an easy to read surface.

Developing a contemporary product brand image

W19 Wirefeeder Housing and Graphics

Welding Industries of Australia

The control labelling of a product affects the perception of whether the technology it contains is up to date and your perception of its quality. This is especially true of products that, from necessity, use fabricated rather than tooled techniques for their housings. Externally applied features such as knobs and mechanisms must all be assessed for their ability to present a consistent visual image.



Robust economic sheet metal construction

Sheet metal detailed for simple assembly and functional layout by taking advantage of available CNC sheet forming techniques.

Communicating with real people

Parenting Calendar 2003

Parenting SA

Parents cross all socio-economic groups. Designing a calendar to appeal to this diverse segment at a sensible cost means avoiding art for art's sake. The message the calendar must deliver is advice on parenting for families with children and the existence of a 24 hour Helpline. The design task is to find a way to keep the message in front of families all year. The answer is a calendar with broad human appeal that's also a practical family activity diary and organiser.



Communication Design



Colour and human interest

The brightly coloured calendar attracts attention and encourages exploration of the detailed parenting messages woven into the collages of families and children.



Selling the product in the box

Integra Portable Cooler Packaging
Climate Technologies

Appealing retail packaging plays a big role in the sale of products. In some retail environments the box may be all you see. The graphics help the customer to visualise the satisfaction they will have from their purchase and assist them to understand the features that the product has. They also give them reasons to choose your product from the competition and reassure them that they've made a sound purchasing decision.



Providing visual reinforcement

Spot pictures provide a quick visual reference about the features and versatility of the product. They provide the customer with reassurance that the product will enhance their lifestyle.