

# FORM



Jessalyn Salim and Dianna Sari Dewi.



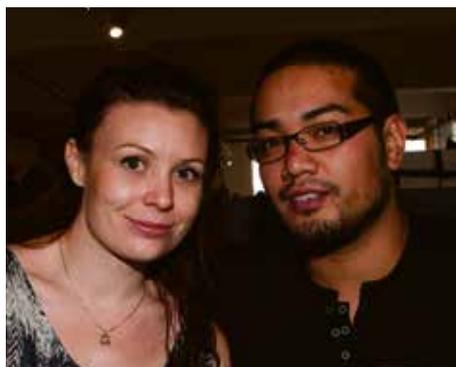
Dean Benstead and Mel Prince.



Andrew Luke, Valerie Mack and Chris Correll.



Brian Petersen and Stacey Bennett.



Frances Gaffney and Chris Domingo.



Erica Adams-Atkinson and Nicolette Atkinson.



Fiorella Gasparetto and Gianni Favoro.

## DIA GRADUATE OF THE YEAR AWARDS

**Daniella Casamento**

Victoria and Tasmania's top design graduates for 2011, design industry leaders, educators, sponsors and representatives from the Victorian Government Department of Business and Innovation celebrated the Graduate of the Year Awards at Corporate Culture on March 21.

Established by the Design Institute of Australia, the awards recognise excellence in emerging designers in the disciplines of Graphic Design, Industrial Design, Textile Design, Interior Design and Interior Design & Decoration.

Participating Victorian and Tasmanian tertiary institutes nominated their most talented 2011 graduates based on academic performance and future aspirations in the design industry. Established designers from each discipline assessed over 60 anonymous portfolios and selected finalists from each category for interview with a panel of judges. Interviews informed the judges of the depth of each finalist's design solutions, communication and visual presentation skills, work ethic and potential to make an impact on the Australian design industry.

Dean Benstead, industrial design graduate of RMIT University, was awarded the Overall GOTYA for his design of a compressed air-powered motorbike, the 'O2 Pursuit', and also won in the category of Industrial Design. James Harper, Victorian President of the DIA, commented, "The judges were impressed that Dean's project appeared production-ready and that he had applied his design skills so well to enrich a new piece of technology. They were pleased to see the development sketches on the board and it was felt that the design was beautifully researched, realised and presented."

Graduate of Swinburne Institute of Technology, Jordon Rowe, won in the category of Graphic Design. The judges noted, "It was intriguing to see the rise in digital design for screen shown in this year's entries... Judging the finest graduates is always a challenge but we concluded that Jordon's exceptional user-centred design and branding made him worthy of first place."

Textile Design GOTYA was awarded to Sarah Strickland of RMIT University. Egle

Findlay, representing the judges in this category, commented that "Strickland's entry explored three different problems and offered intelligent creative solutions drawing on an understanding of multidisciplinary design processes. But best of all, I think Sarah has a passion for design that will sustain her as a brilliant designer in the future."

The GOTYA for Interior Design was won by Swinburne Institute of Technology graduate Frances Gaffney, "for her ability to consider the aesthetic, functional, economic, social and environmental dimensions of the spaces created... Strong environmental concerns clearly guided her design philosophy and her approach explored ways to reduce our environmental footprint," said judge Valerie Mack. Gaffney also received a Colourways Colour Award.

While a GOTYA was not awarded in the category of Interior Design & Decoration, the judges noted the high level of academic performance and work ethic of the runners up Sean Olfeld of Box Hill Institute and Kate Pieters of RMIT University, also a recipient of a Colourways Colour Award. Colourways Colour Awards were also presented to Graphic Design graduate Michelle Yann of the Australian Academy of Design, Industrial Design graduate Tate Anson and Textile Design graduate Mara Kapsis both of RMIT University.

GOTYA recipients are automatically entered into the national Graduate of the Year Awards to be announced in Sydney at designEx in May.



Andrew Fedorowicz and Chris Lowe.



Sarah Whiting and Adam Whiting.



Jacqueline Johnson, Jeff Tsang and Julia Sutterby.