

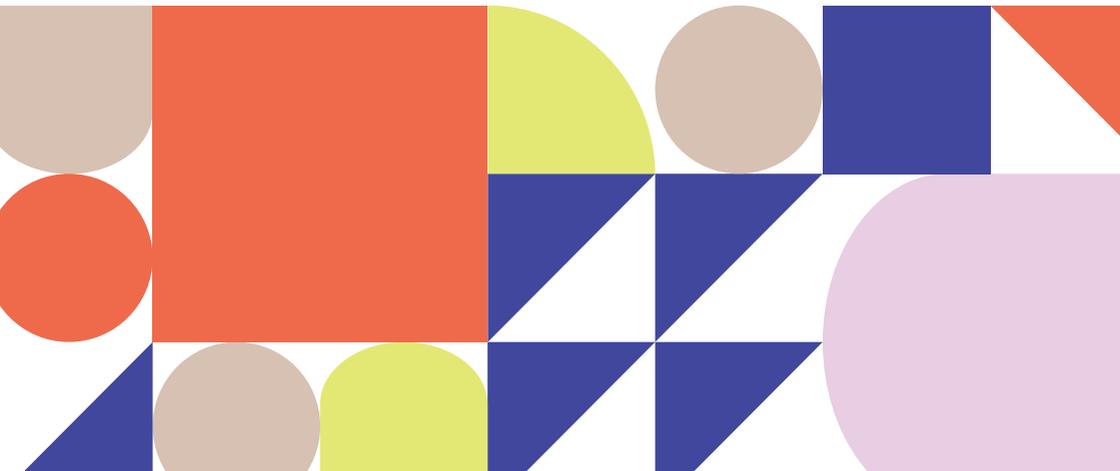


UniSA

Creative

THE COMMUNICATION DESIGN SHOW 2023

The Communication Design Show was held on Kaurna Land. Our launch event was on 24 November and exhibited the works of 50 talented students.



THE PREFACE

The field of Graphic and Communication Design is a dynamic and ever evolving field of practice, constantly pushing boundaries and challenging conventions. It is a discipline where imagination knows no bounds, and where unique perspectives and innovative ideas contribute positively to society. It is an effective and successful form of sharing information.

The future of Graphic and Communication Design is positive, as is the future of the 2023 graduating class from the Bachelor of Design (Graphic and Communication Design) program at UniSA. Throughout their journey as design students, they have honed their analytical and technical skills, expanded their creativity through visual communication, and responded with originality, responsibility, and professionalism. They have embraced their world of design, collaborating with their peers, tutors, and industry to explore the complexities of design.

It is an exciting time to be a designer, with new creative technology emerging rapidly. Designers have always embraced the influence of technology, but they also recognise the value of human connections, and the impact their designs can generate through a holistic and humane approach. The value of authentic and responsive Communication Design has significant impact across all sectors of our society, from branding and identity design to marketing strategies and social media campaigns. It enhances the user experience, encourages engagement, and drives conversations.

LUCI GIANNATTILIO

Program Director
Bachelor of Design
(Graphic and Communication Design)
UniSA Creative

Advancements in technology, such as artificial intelligence (AI) now play a significant role in our industry. AI can streamline and automate repetitive tasks; however, it cannot replace the critical thinking, or the holistic approach needed to generate effective, meaningful visual communication. Being able to think holistically about complex problems is a major design skill our student's practice. As trained 'problem solvers and problem identifiers', our students learn to handle complex problems inclusively, and to make sense of intricate information to create compelling narratives, ensuring they stand out in today's market. AI will become yet another tool a trained Graphic and Communication Design professional can utilise.

This catalogue celebrates our students' achievements at UniSA, their potential, and the exciting future that lies ahead and it serves as a reminder of their talent. Unfold is a display of the exciting contribution these new designers will make to the field of design. Their fresh ideas, design approach and perspective will help shape the design field in new and exciting ways. As this year's graduating class prepares to embark on their professional careers, the possibilities to achieve a fulfilling design career are endless.

On behalf of the Bachelor of Design (Graphic and Communication Design) teaching staff, congratulations to all our graduating students on this significant achievement. We eagerly await your design successes.

A MESSAGE FROM THE COMMITTEE

ALESHYA HERRYTRA
ASHA REED
CAROLINE ROBERTSON
JULIA PRINCIPE
KENNETH NG
NATASHA ISMAIL
SARAH SHARRAD

After three years of hard work and more than a few sleepless nights, we've made it. Welcome to the 2023 Unfold Communication Design Show.

Collaborating as a group of seven strong-minded and creative designers, Unfold has been our work-in-progress over the past academic year, working together to create a strong and unique branding system for our end-of-year exhibition that helps to define who we are as a class and where we see our futures 'unfolding' outside of university. Full of bright colours and geometric shapes, Unfold is a testament to the hard work and determination of the committee and the entire 2023 cohort.

As this project is advised by tutors and university staff but entirely student organised and funded, we've had our work cut out for us. We were fortunate to receive a substantial gift from last year's exhibition fund to set us on our way, which we have supplemented through organised fundraisers - two bakes sales and a pub crawl - that not only raised money for our show but brought our year level together outside of the classroom.



The support of the university staff and our fellow classmates has been integral to the development of this design show and we are incredibly grateful for all the help and advice we have received over the last few months.

Our 2023 Communication Design cohort is bursting with fresh ideas and creative designs, which you will see highlighted throughout this catalogue, and while it hasn't always been a straight-forward, stress-free road, each and every one of our featured designers should feel proud of the incredible work they have produced as students and be excited to step into a rewarding industry full of opportunities.

As a committee, it has been an additional challenge this year to manage this design show on top of our studies and other commitments but we've made it and are incredibly proud to present Unfold and the work of our year to you.

Please enjoy perusing the work of all the incredible designers from the 2023 Communication Design cohort. Great things are unfolding inside.

ACKNOWLEDGEMENTS

STAFF, LECTURERS AND TUTORS

The 2023 Bachelor of Design (Graphic and Communication Design) students would like to thank each and every lecturer and tutor we have had over the course of our degree.

Merryn Brenton
Martina Budimir
Ron Conso
Doneen Donovan
Melinda Gaughwin
Luci Giannattilio
Shane Haddy
Angelica Harnis-Faull
Chloe Katopodis
Lynda Kay
Shane Keane

Mangie Kenny
Declan Lee
Lorell Lehman
Joanna Majchrowska
Manchelle Matthew
Anna-Louise Mobley
Riley O'Keeffe
Taylor Parham
Emily Renner
Jacquie Sprott
Christopher Thornton

Your enduring interest in our growth and success has been a great influence on us all, leading us to becoming the designers we are today.

2023 DESIGN SHOW COMMITTEE

A SPECIAL THANKS TO EVERYONE WHO MADE THIS EVENT POSSIBLE

CHAIRS

Caroline Robertson
Kenneth Ng
Natasha Ismail

TREASURER

Aleshya Henrytra

SECRETARY

Natasha Ismail

BRANDING

Asha Reed
Julia Principe
Sarah Sharrad

SOCIAL MEDIA

Caroline Robertson
Julia Principe
Sarah Sharrad

SPONSORSHIP

Aleshya Henrytra
Kenneth Ng

EVENTS & FUNDRAISING

Aleshya Henrytra
Asha Reed
Caroline Robertson
Julia Principe
Kenneth Ng
Natasha Ismail
Sarah Sharrad

PRINT TEAM (CATALOGUE)

Asha Reed
Julia Principe
Sarah Sharrad

PHOTOGRAPHY

Emerson Fielke
Nathan Mitchell

EXHIBITION DESIGN

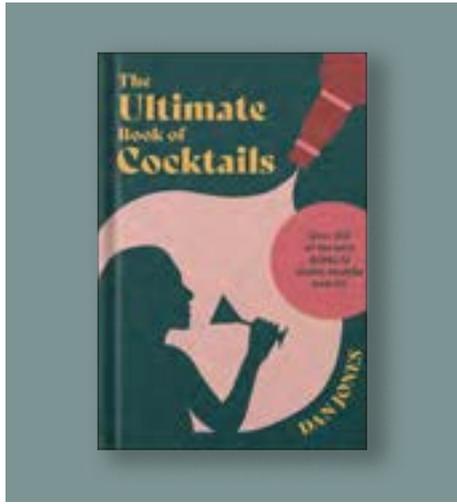
Aleshya Henrytra
Asha Reed
Caroline Robertson
Julia Principe
Kenneth Ng
Natasha Ismail
Sarah Sharrad

Jacinta Lamacchia and David Gordon for assisting us on our path to bring the exhibition to fruition from the start to the end.

Luci Giannattilio, thank you for the valuable guidance you've provided to us. Your insights are always outstanding and beneficial.

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ALICIA ANDERSON

IG: @aliciaandersondesigns
Email: aliciaanderson.designs@gmail.com

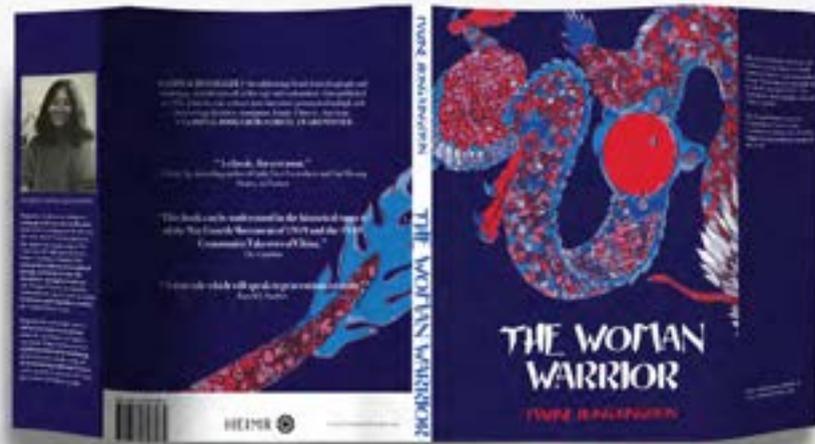
Hey! I'm Alicia, a passionate, young graphic designer who is eager to get into the creative industry. From minimal to bold designs, I have a love for branding and package design and bringing these products to life!



MIKAELA BALACCO

@mbalacxo
mikaela.balacco@gmail.com

Design is for pushing boundaries and creating the impossible. To be curious and courageous, bold and daring, and to mix and match. Whatever it may be, going out your comfort zone can create something eccentric. That is what I strive for as a designer.



SARA BISHOP

@sarabishop.gd

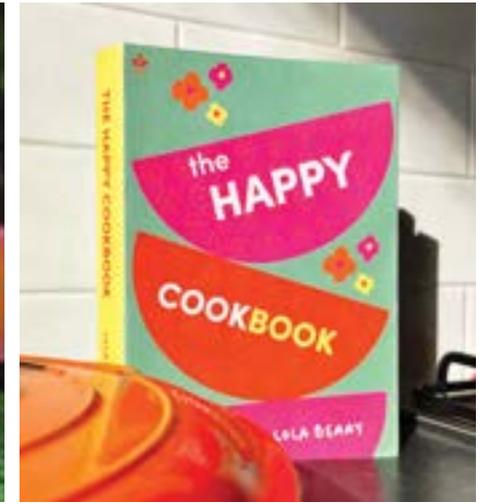
I'm Sara, a creative designer with a passion for projects involving colour and type. I enjoy creating unique visual imagery through sketching, photography and digital graphic work.



HANNAH CAUCHI

@hannahfaye.designs
hannahfaye.designs@gmail.com

I am a passionate graphic designer who loves to create and inspire! I strive in brand building, designing for web, typesetting layouts, and signage, all while utilising the Adobe Suite.



CASEY CLEMENTS

@club__clem

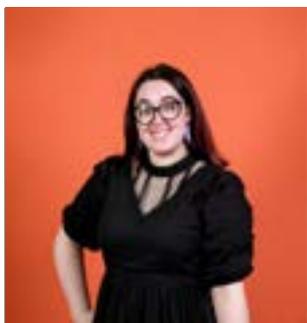
Blending creativity, problem-solving skills and purpose to create refined designs with an eccentric edge.



ROSE CLIFFORD

@rosesdesigns

Hello, I'm Rose, I am an enthusiastic designer and I enjoy creating fun and inspiring designs that connect with people and nature. I have a passion for branding and package design and I love to implement lots of colour into my designs.



**MICHAELA
COULTER**

@Mickbydesign
Mickbydesign19@gmail.com

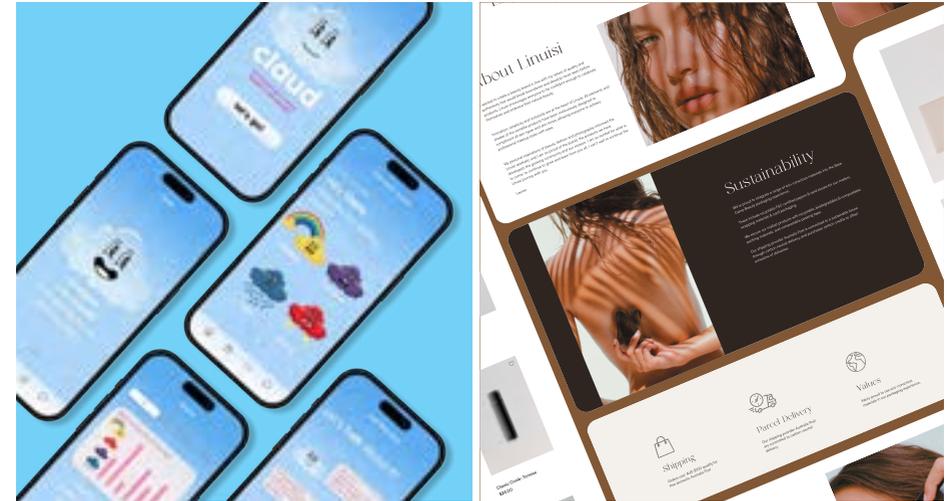
Hello this is Michaela! I am a designer looking to find her spot in the industry. I thrive when I'm creating visual graphics, working with typography, multimedia projects and discussing the latest pop culture trends.



**MEGAN
DANSIE**

@megandansiedesign
megandansiedesign@gmail.com

Hello, my name is Megan. Part-time shape narrator, part-time type enthusiast, part-time problem solver, part-time artist, part-time headache from staring at a laptop screen, full-time designer.



TYSON DAVIES

@cae.creative
tysondavieswork@gmail.com

Hey! Im Tyson, an experimental creative, always open to exploring new opportunities! Get the day going with a cheeky coffee and a sneaky snack and were in good hands.



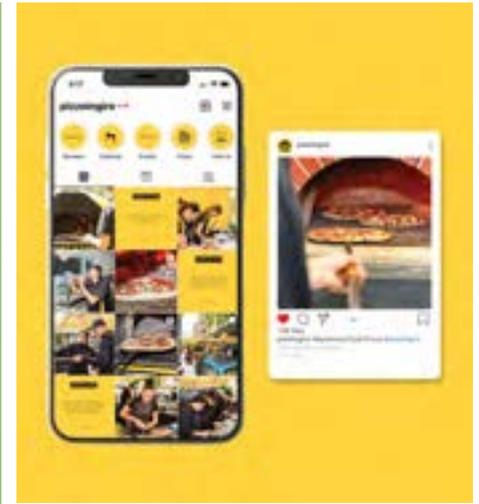
LAUREN DEL MEDICO

@ldmdesigns_
lauren.delmedico@icloud.com

Hello, I'm Lauren! I seek to create minimalist and aesthetic digital and interface designs that solve user problems through comprehensive design solutions.



**THE COHORT
OF 2023**



BURNOUT



DJANGO ELLIOTT

@daxmangocom
djangoeffiottdesign@gmail.com

I love all sorts of design and art. I am passionate about sustainable and ethical design. I enjoy many aspects of the creative process and I'm always eager to learn more. I love to incorporate many forms of multi-media alongside my designs.



ANNALISE FARRUGIA

@far.dsns

Hi, I'm Annalise and I'm a passionate graphic designer. My design interests include package design, typography and photography. When I am not designing, I spend my time working on my photography business, AF Media.



**EMERSON
FIELKE**

@emersonfielkecreative
hello@emersonfielkecreative.com

Hey, I'm Em! A passionate and enthusiastic designer who enjoys nothing more than learning my client's stories and bringing their vision to life. Specialising in branding and websites, I'm also passionate about sport and community projects.



**DANIELLE
GLADWIN**

@danigd.designs
danigd.designs@outlook.com

Hello, I'm Danielle, an enthusiastic young designer eager to dive into the creative industry. I take joy in crafting visual graphics, typography, and multimedia while holding an appreciation for everyday design.



**CHANTEL
HAMBLY**

@chantelhcreative
chantelh225@gmail.com

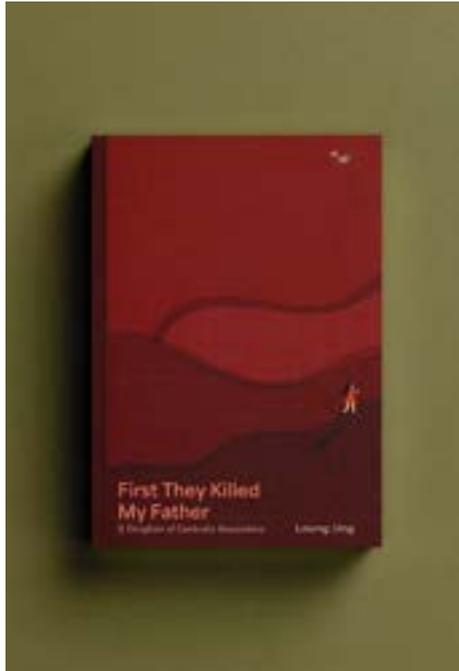
From a young age, inspired by my surroundings I've been interested in all things creative. Taking up a love of photography, leading into design artistry to capture moments in time.



**LORA
HARVIE**

@lora_thedesigner

My passion for design is driven by curiosity and discovery. I find satisfaction in crafting work that resonates and communicates effectively with audiences. My goal is to create visually impactful solutions that inspire.



**ALESHYA
HERRYTRA**

IG: @by.aleshya
Email: aleshyaherrytra@gmail.com

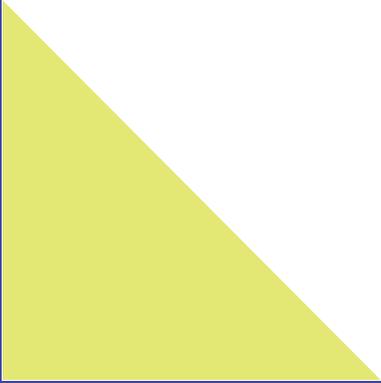
As an emerging designer I hope to use my design skills to mediate meaningful connections. To educate and create memorable experiences for our communities. To bring people together through the power of visual communication.



**KAILEIGH
HOERISCH**

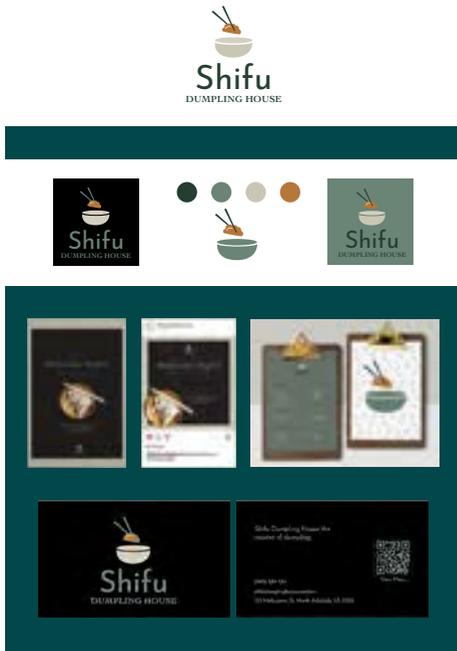
@khoerisch_designs

Howdy, I'm Kaileigh and I enjoy all things design, creativity, and photography. I love watching brand ideas come to life and creating unique designs, whilst thinking out of the box and always searching for the next challenge.



**IT'S SIMPLY NOT
ENOUGH TO
DESIGN WITH
PASSION, TODAY'S
WORLD DEMANDS
COMPASSION AND
DESIGNERS WHO
CAN MUSTER BOTH.**

**DR. CHRISTOPHER
THORNTON**
LECTURER



EMILY JONES

@ej.creativestudio
ej.creativestudio@outlook.com

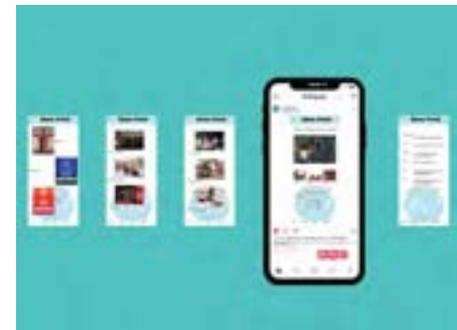
I love immersing myself in the creative process, exploring new techniques and embracing new challenges. I view the world through the eyes of both a designer and photographer.



AMBER KALLESKE

@designedby.amb

Hello, I'm Amber. I love creating simplistic, functional & memorable designs. I love the challenges that come with the creative process, as it contributes toward pushing the design's potential to the absolute limit.



HARRISON KEMP

@hgk.psd
harrison.kemp@hotmail.com

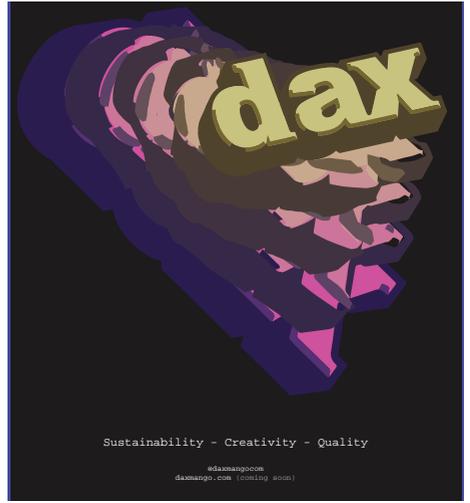
Bonjour, je m'appelle Harrison. I'm fascinated by many avenues of design, interested in majority of sports, and I am incredible at keeping my duolingo streak active while simultaneously not learning anything. Danke Schön.



BROOKE KUCHEL

@brookekuchel
brooke03.k@gmail.com

Hi, I'm Brooke! I love the outlet that being a designer provides, allowing the ability to explore and push the limits in designs. I enjoy using type, shapes, colour and other elements to develop creative solutions.



**TAM
LE**

IG: @reallegood
EMAIL: tamminhthile01@gmail.com

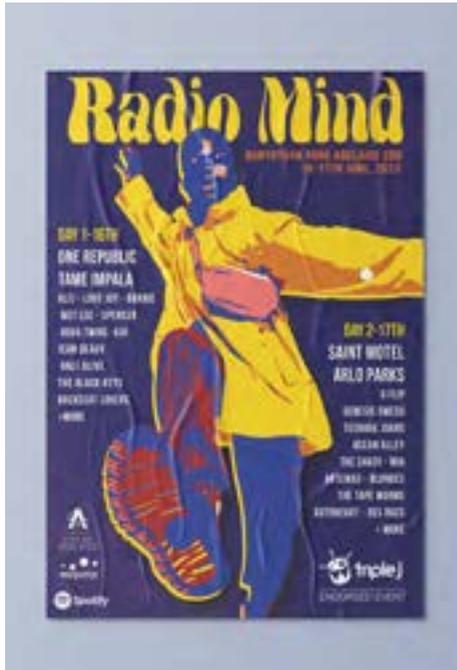
Hello! With the power of minimal, clean and fun designs my aim is to create really good works that can be enjoyed, bring joy and presented proudly.



**MAX
LEAMON**

@daxmangocom
maxleamon9@gmail.com

Creativity is my drive. Exploring ideas with any means is what I live for, from graphic design and art, to fashion design and music. Basically I am alive to enjoy and participate in creative culture.



MADE BY MARISSA COMMUNICATION DESIGNER, LOVER FIGHTER, ARRIVES ON TIME PASSIONATE, FOR BETTER, FOR WORSE, ALIVE AND BREATHING, PRESENT, DANCER, GRAPHIC DESIGNER, TYPING, WAITING PATIENTLY, YAWN, JUMP! SCREAM, CONNECT, TOAST, FM RADIO, 5171, 5063, 5074, DAUGHTER, SISTER, CREATOR, COMEDIAN, DON'T WORRY, I'LL BE FINE, WALK INS ONLY



KENDALL MCINNIS

@kendall_mcinnis_designs
kendallmcinnisdesign@gmail.com

Learning design is like learning a new language, the best way to learn is through conversation and reflection. I love meeting people and discovering what is important to them, and then helping get their message and ideas out.



MARISSA MCLARTY

@madebyemari
hello@madebyemari.au

Graphic design seamlessly fuses creativity with practicality, enabling me to visually articulate my thoughts. This dynamic medium empowers me to convey emotions, narrate stories, and captivate audiences while staying adaptable in our digital era.



**THEO
MCLAUGHLIN-BROWN**

@theomclaughlindesign
theomclaughlindesign@gmail.com

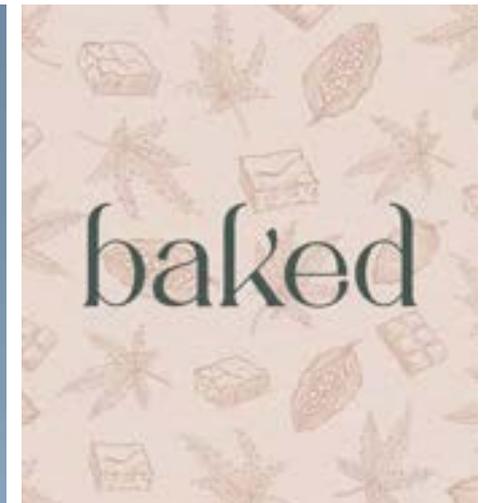
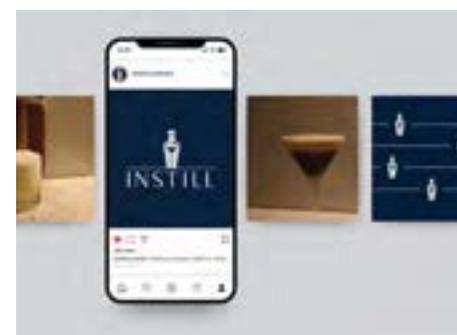
Hi, I'm Theo. I have a passion for expressing ideas visually and in creative and unique ways. I love when design is not only functional, but human. It is this that I strive for in my work.



**NATHAN
MITCHELL**

@nitche_design
@nathanmitchell_au (Photography Account)

Hey there! I'm Nathan, also known as 'Nitche' in the design world. My work has a rough edge that I absolutely adore. It's always brimming with texture, intricate details, and unique typography. I also have a keen eye & passion for photography!



**COOPER
MORGAN**

@coopsmoops31

Hello, my name is Cooper but most people call me moops. Design has been a major part of my life understanding it and creating things. It is also a way I communicate my ideas and seeing what people think of it.



**GEORGIA
MORRIS**

@georgiamorris.design

Hey, I'm Georgia and I'm obsessed with all things graphic design. With a coffee or two, I strive in creative thinking, branding solutions, generating illustrations, utilising Photoshop, designing for web and typesetting.

**CREATIVITY IS AN
ABILITY, NOT A
FEELING. WHEN YOU
PUSH YOURSELF
BEYOND YOUR
COMFORT ZONE,
THE MUSCLE
GETS STRONGER.
NEVER STOP BEING
CURIOUS, IT IS
ESSENTIAL TO
CREATIVITY.**



KENNETH NG

@KNam.graphics
knamgraphics@gmail.com

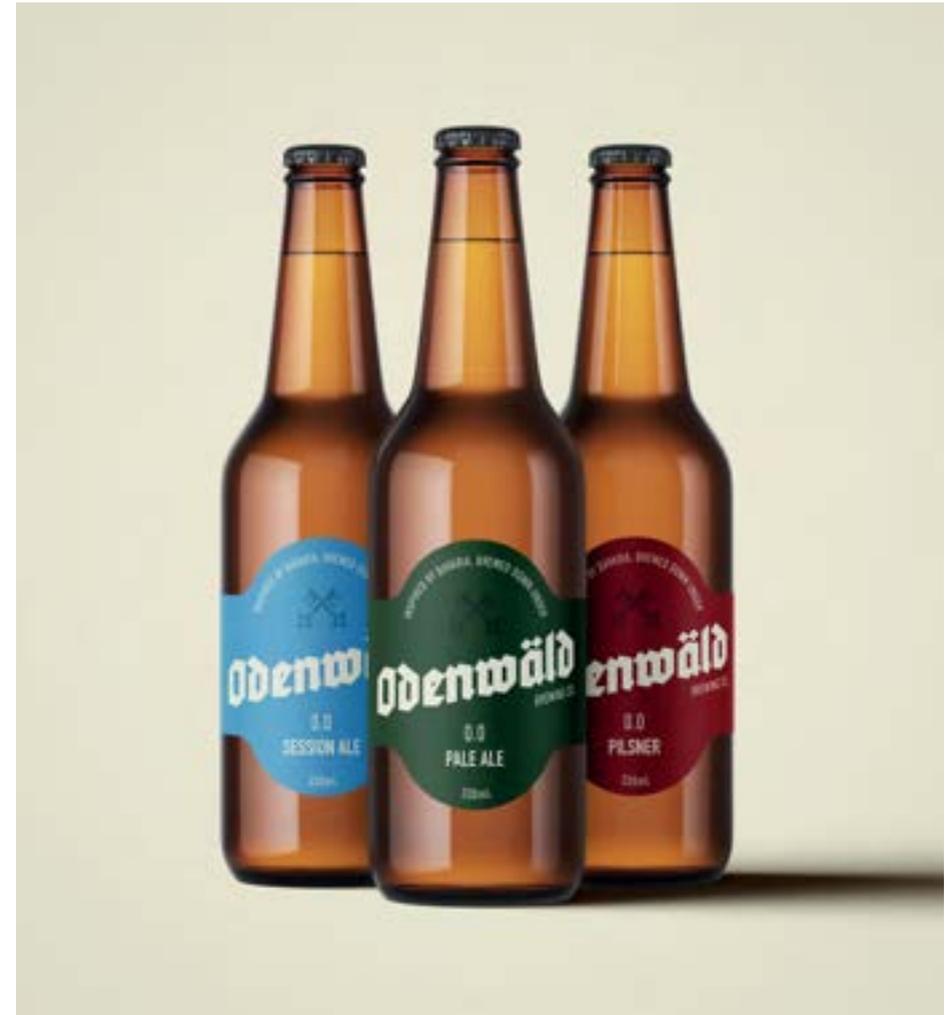
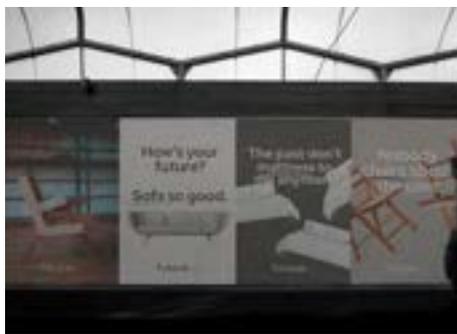
Hey! I'm Kenneth, or Ken, or whatever is easiest for you! You'll find me working during the late hours of the night on designs I love - if I'm not designing I'm thinking of new ideas and ways to approach my designs!



TRAN THUY KHUE NGUYEN

@kristinengg.design

Hello, I'm Tran, but call me Kristine because Tran is actually my second last name. Despite being an introvert, I enjoy doing colourful and bright designs as they describe my personality as a friendly and passionate designer!



NATASHA ISMAIL

@nais__designs
www.naisdesigns.com

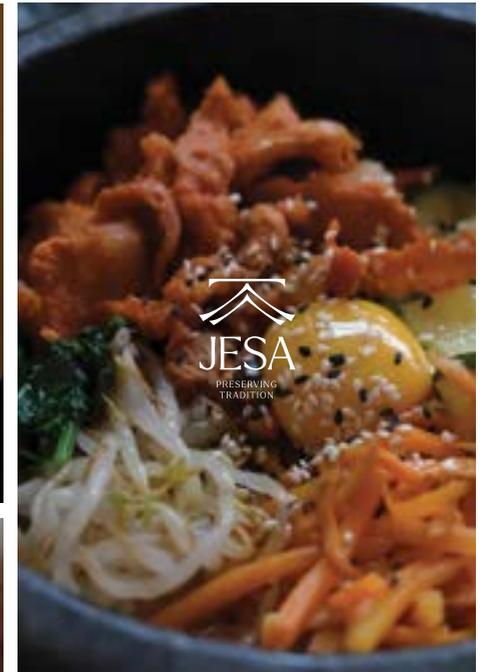
It's *nais* to meet you! I'm Natasha. Fun, optimistic, curious and versatile is how I perceive myself as a graphic designer. Interested in branding, packaging and web design, you will see me getting excited when talking about design!



JAMES ODENWALDER

Instagram @studioden_____

Since a young age I have always had a passion for design and wanted to be a creative. I love working on building brands and identities, as well as using grids and structure to bring my designs to life.



**MADILEN
PARAGALAS**

@madi.demi

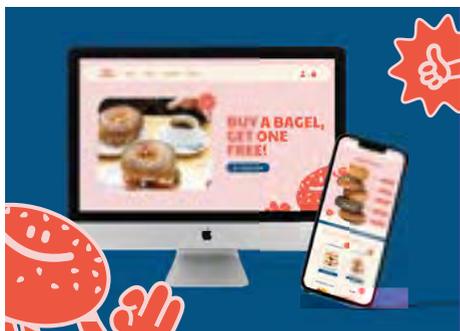
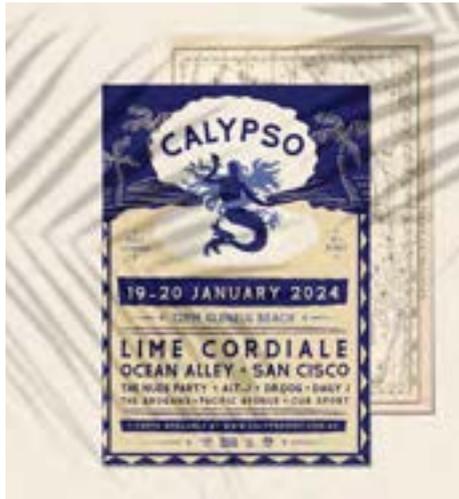
From a young age I have always had a love for design. I enjoy working on concepts that challenge and empower me to grow as a designer. I enjoy creating visually appealing work through sketching and graphic illustrations.



**BRIAN
PARK**

@designedthis
brian@designedthis.com

My design ethos centers on minimalism, distilling complex concepts into visually compelling, clean and elegant designs. Proficient in contemporary design tools and a keen eye on industry trends ensures consistently captivating results.



JULIA PRINCIPE

@juliaprincipe.design
 juliap.design@icloud.com

Hi, I'm Julia! I love creating colourful and fun designs full of personality by implementing handmade illustrations and typography. I'm passionate about both print and digital design, learning new skills from each project.



ASHA REED

@asha_reed_design
 www.ashareeddesign.com

This is my colourful, sophisticated and unique style! I like creating content which inspires action, is engaging and stands out. I love to learn and enjoy using my knowledge to produce effective, visually appealing designs.



CAROLINE ROBERTSON

@wobbly.lines.studio
caroline.robertson113@gmail.com

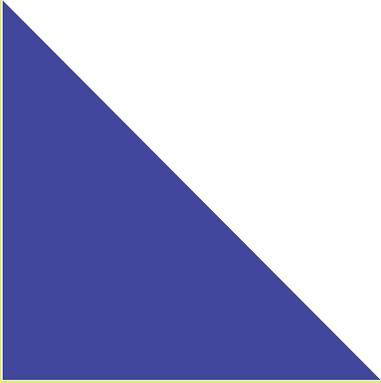
Hey, I'm Caroline!
An inspired designer and summer lover, give me an oat latte and a view of the beach and I'm driven to create eye-catching and vibrant designs that convey more than just a story.



ANNA ROVITHAKIS

@studio_morfi
morfistudios@gmail.com

Hello, I'm Anna! I enjoy the thrill of designing and creating, different, eye-catching designs for clients. While letting my inner designer run wild. I also love creating something that will make heads turn and hearts skip a beat.



**THERE IS NO
GROWTH WITHOUT
MISTAKES.
COMPARISON IS
THE ENEMY OF
CONFIDENCE.**

AND MAKE THE TYPE SMALLER!

**MARCHELLE
MATTHEW**
LECTURER



GEORGIA SANDFORD

@hellogeo.graphic
geo.sandford@icloud.com

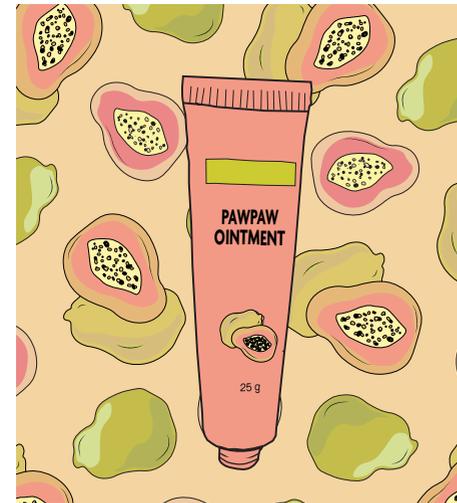
My passion for all things design lends itself to an appreciation of functionality and storytelling. With a dedication to detail, I try to incorporate a crafty and tactile approach wherever possible. I just really love good design.



SARAH SHARRAD

@sarahbydesignau
hello@sarahbydesign.com.au

Hey, I'm Sarah! As a Graphic Designer I am passionate about exploring unique concepts that push and challenge my creativity. With an eye for detail, I'm particularly interested in branding, packaging and print as I find it rewarding.



**EMILY
SMART**

@emdesigns.au
emsmart@outlook.com

Hi, I'm Emily!
A graphic designer passionate about all things design. I specifically love designing within areas including packaging, branding and layout, from minimalistic to busy and colourful styles.



**LARA
STEVENS**

@laras.designss
laraclaredesignss@gmail.com

Ever since I can remember my greatest passion has been that of the arts, whether it be drawing, creating something by hand or on my computer it has always been the only thing I wanted to pursue, hence my love for graphic design.



CAITLIN STEWART

Contact me via email!
caitlinstewart224@gmail.com

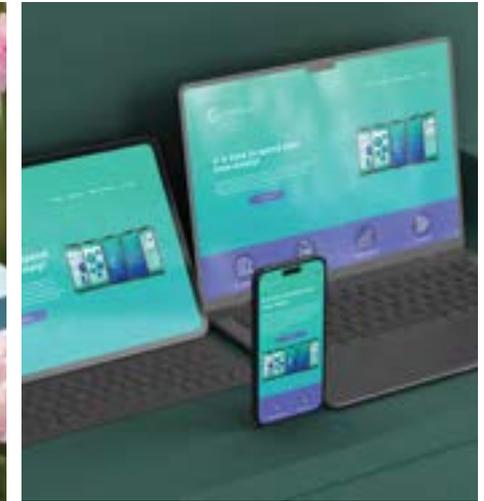
I'm Caitlin, a designer who is passionate about editorial design and branding. I enjoy all types of design, whether this be digital or print. I specialise in branding and layout design with a love for modern/clean works that pack a punch.



MIA TORRES ZAVALA

@miatzdesign
www.miatzdesign.com

Hi there! Design is what lights me up. Nature inspired themes and organic shapes are my favourite to work with. I also love creating surface pattern designs, watching them come to life is incredibly rewarding.



**ELLA
TOWNSEND**

@ellatownsendedesign
ellatownsendedesigns@gmail.com

Hello, I'm Ella! I'm a passionate young designer with a deep affection for branding and packaging. I enjoy bringing a fresh perspective to the industry and tackling design challenges that push the boundaries of creativity.



**DI
WANG**

@diwangdesign
diwangdesign.com

Hey, I'm Di, and I'm absolutely captivated by the vibrant world of colors and typography. My true passion is crafting imaginative experiences through graphic and web design, merging the magic of art and technology to bring ideas to life!



LUCY WELLS

IG: @luwellsdesign
 Email: lucindahwynne@gmail.com

Hello! I'm a passionate young designer all about communicating messages that are harmonious to the world, reimagining disruptive systems, and encouraging people to slow down & connect with their surroundings.



SOE YADANAR

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Hi, this is Soe! I love creating fun, colourful and minimalistic designs and turning ideas into visual adventures with a playful spirit and a creative touch. My design imaginations run wild in after hours, catch me designing late at nights!

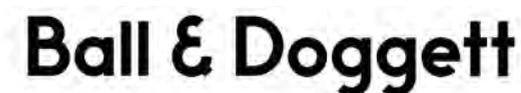
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