

I-Manifest 2.0

// Micro-School Report



THE SCHOOL OF DESIGN

// Dion Lee x Good Design Australia, presented by MYOB

3 days

46 students

6 schools

26 cultural backgrounds

19 industry mentors

3 locations

The brief

Apply the principles of design, creativity, technology and digital story telling to UN Sustainable Development Goal #11; sustainable cities and communities.



Brandon Gien, Jo Pretyman, Dion Lee and Janne Ryan

The industry mentors

Dion Lee - *Creative Director, Dion Lee*

Brandon Gien - *CEO, Good Design Australia*

Janne Ryan - *Founding Executive Producer, Ted X Sydney*

Ben Wong - *Co-Founder & CEO, Academy Xi*

Troy Uleman - *Director, PTW Architects*

Michael Kelly - *UX, Academy Xi*

Alessandra Sonvico - *Interior Designer, PTW Architects*

Glenn Harper - *Urban Planner, PTW Architects*

Jose Afonso - *Landscape Architect, PTW Architects*

Stephen Hancock - *Creative Director, Contently*

Nicole Velik - *Founder, The Ideas Bodega*

Jared Bedford - *Mid Weight Designer, Interbrand*

Dan Sayer - *Mid Weight Designer, Interbrand*

Nick Rudenno - *Senior Designer, Interbrand*

Sam McGuinness - *Mid Weight Designer, Interbrand*

Ekaterina Leontyeva - *Designer, FutureBrand*

Karen Le Provost - *Architectural Assistant, PTW*

Luis Ausin - *Senior Architect, PTW Architects*

Brandan Villatora - *Revit Technician, PTW Architects*

DAY ONE: The brief

Q & A & Setting the brief with lead mentors

The program begins with a talk series from the lead mentors discussing: what their job is, how they got to where they are today, what inspires them and advice for entering the industry. Then the brief is presented and discussed with students.



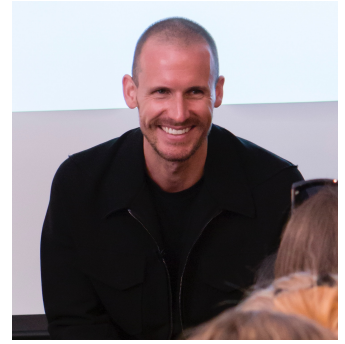
Jo Pretzman & Dion Lee
@ Academy Xi



Brendan Gien
@ Academy Xi



Janne Ryan
@ Academy Xi



Dion Lee
@ Academy Xi

Design thinking and planning

Michael Kelly from Academy Xi and Nicole Velik facilitate a design-led thinking workshop and plan resources for production on day two. The industry mentors arrive and students are split into teams to work on their elements of the brief.



Nicole Velik with Denise @ Academy Xi



Michael Kelly @ Academy Xi



Students presenting their work @ Academy Xi



Dan Sayer @ Academy Xi

DAY TWO: Production

Content creation

Day two is all about creating content for the various elements of the brief. Students work in teams at Academy Xi and PTW Architects, working on media, branding and film, as well as urban planning.



Stephen Hancock with Scoutt @ Academy Xi



Dan Sayer with students @ Academy Xi



Troy Uleman with students @ PTW



Students @ PTW



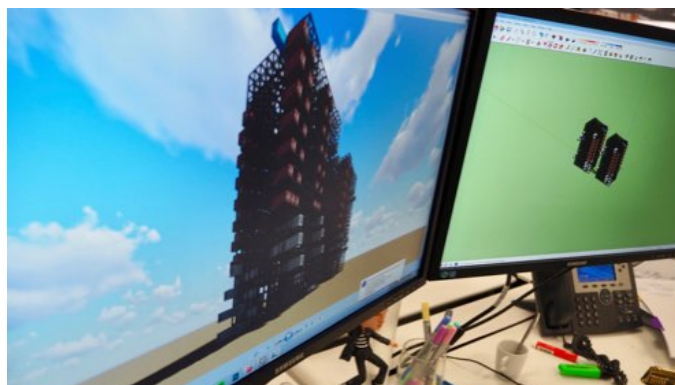
Jose Afonso & Karen Le Provost @ PTW



Liverpool Boys High Students @ PTW



Troy Uleman @ PTW



Content creation @ PTW

DAY THREE: Pitching & presenting

Collating work for presentations

The day starts with each group collating all their content into presentations and rehearsing their pitch for the afternoon



Students working on presentations @ OnSeven, David Jones



Miette & Clara @ OnSeven, David Jones

Presentations

Students present their concept, development and final product back to Dion Lee, Brandon Gien, Janne Ryan and Troy Uleman for feedback



Students presenting their work back to the mentors @ OnSeven, David Jones



Brandon Gien @ OnSeven, David Jones



Salvador & Lillian @ OnSeven, David Jones

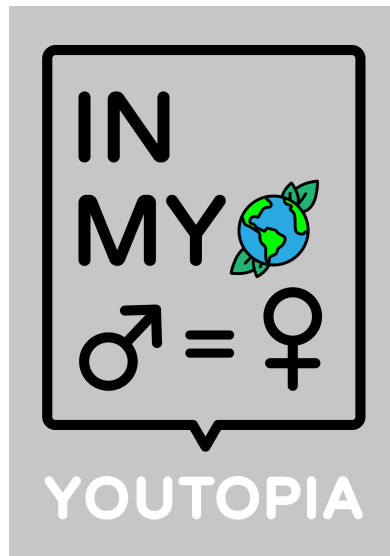


Noah presenting @ OnSeven, David Jones

The results

Branding & logo design

YOUTOPIA

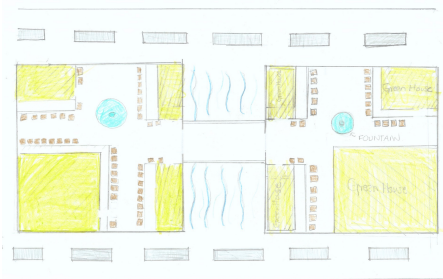
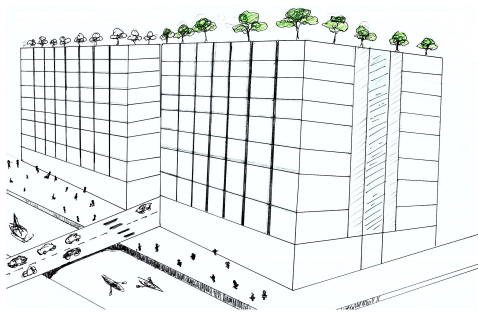


Social media campaign

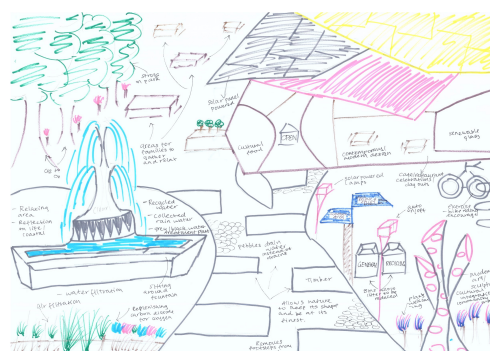
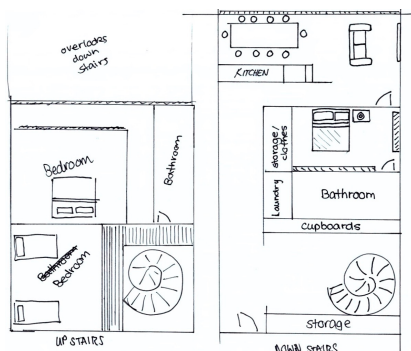
#MYUTOPIA



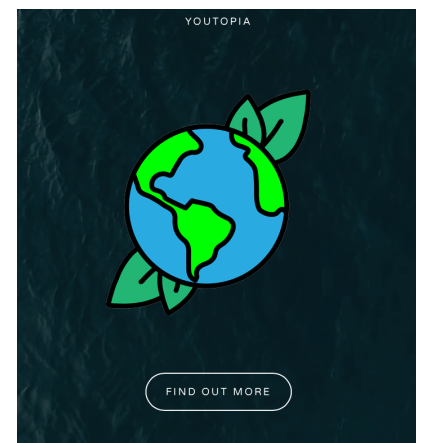
Architectural design and urban planning



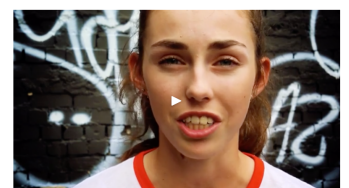
Interior and landscape design



Web design & Film



TODAY'S WORLD ISN'T WORKING.



To view more visit the micro-site

www.imanifestyoutopia.squarespace.com

Poverty's growing, and it's something that's often impossible to get yourself out of. Just ask the 3 billion people in the world who live on less than \$2.50 a day. They need help, but they're not getting it. When did money become more important than people?

The results

After the micro-school...

28 new careers were identified by our students

100% of students feel their future careers are more within their reach

100% of students are more confident talking to industry professionals



I've finally had an insight into the design environment, and I'm really excited about working in the industry one day.

- Ariadne, 17 yrs old

I loved working with the industry professionals as I learned a lot from them and I loved sharing my creative ideas with someone who has experience.

- Noah, 15 yrs old

I know a lot more about all the opportunities available in the world and I have broadened my knowledge.

- Anja, 14 yrs old

I feel more capable of coming up with ideas and being able to share them and work with people to improve them.

- Isabella, 17 yrs old

Working with industry professionals allowed us to be comfortable with our ideas whilst receiving legitimate criticism.

- Denise, 16 yrs old

We had a lot of great insight and inspiration from our mentors, who taught us that an ATAR doesn't ruin your life.

- Scott, 14 yrs old

Keep trying and not let anything stop you.

- Lillian, 14 yrs old

I used to think there were only a few careers in the industry, but now I know there are lots and you don't have to be artistic to achieve them.

- Reshika, 14 yrs old

I realised how there are so many jobs I didn't know about, and it seems easier to achieve goals with effort.

- Joanne, 16 yrs old

To thrive in a creative industry, as cliché as it sounds, you have to be yourself to strive and be successful.

- Noah, 15 yrs old

Dream big, work hard, take in all opportunities and think outside the box.

- Miette, 17 years old

I used to think of them (creative careers) as very far off and unreachable. Now it they seem closer and more realistic as something I would very much like to do.

- Emma, 16 years old

I thought creative meant drawing and painting or music but you can be creative in everything.

- Chantelle, 15 years old

