

# WOMAdelaide

## SOUNDS OF THE PLANET 2008

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18 February 2008, Adelaide

### WOMAdelaide Calendar offers TAFE students a real-world project.

Students enrolled in an advertising and graphic design course improved their job prospects this year thanks to a joint initiative by WOMAdelaide and Croydon TAFE.

In a first for the course, WOMAdelaide offered the inaugural WOMAdelaide calendar as a research and design assignment to graphic design lecturer, Helen Alexandrou's class. The 18 month calendar has been earmarked for release in conjunction with the 2009 festival.

WOMAdelaide media manager Nicola Prime says the idea to approach TAFE came about through her association with Helen and their mutual appreciation for beautifully designed calendars.

"Having worked closely with Helen for many years in the advertising industry I was well aware of her ability as a designer and knew she would nurture the creative ability in her students. This coupled with excellent graphic design facilities that TAFE provide, and giving the students the freedom to 'think outside the square' and experiment with a range of different styles and approaches has provided us with some outstanding pieces of work."

TAFE lecturer, Alexandrou says her 3<sup>rd</sup> year students have been very fortunate to be a part of this project as it is a major boost to their employment prospects.

"It was a great opportunity for them to gain experience working on a real client project which enabled them to research and develop concepts to promote a high profile South Australian event," she says. "This was also a chance for them to gain employment working within the industry producing work that could go into their portfolio of work experience."

The students were provided with hundreds of professional photos by WOMAdelaide and brief to design a calendar that represented the unique festival feeling of the WOMAdelaide.

"They were asked to design a calendar that was not only informative but was beautifully designed so you would be proud to hang it on your wall all year," Alexandrou says.

At the end of the course Emma Crowe's calendar won the opportunity to work with the WOMAdelaide team in producing the calendar for 2009.

"Her submission stood out because it is visually striking as well as intricately detailed in information and images which reflects the mood of the World music festival here in Adelaide Australia. Emma's research and attention to detail to content as well as beautiful design was of a very high standard." She adds.

### March 7-9 Botanic Park ADELAIDE

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Crowe says the opportunity to do the assignment was not only an enjoyable assignment, it contributed to her finding a full-time position as a graphic artist after its completion.

"The Womadelaide calendar was an exciting student project to work on. It's great to have 'real life' clients and jobs, especially for such a well loved, international event. As a student it's exciting to know that your work will be published, and hopefully enjoyed by lots of people." She says.

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