

Madee Di Vito

Design Portfolio 2022



**“Tell me, what is it you plan to do
with your one wild and precious life?”**

From poem: “The Summer Day”, Mary Oliver, 1992.

Hi, I'm Madee.

In 2019, I came to terms with the possibility that my obsessions with visual language, storytelling, helping others, and collecting strange objects were foundations to my development as a designer, so took the plunge and started a degree in Communication Design at Billy Blue College of Design.

I am driven by emotion and purpose, **if there is something that I cannot yet do I will learn how.** I have been known to dive headfirst into ideas leading me to learn bookbinding, UX, pop up book mechanics, digital illustration, and sock puppet artistry in the name of connection with target audience.

I am bold, full of gumption, my goal is to provide empowered design solutions that **allow people's stories to tell themselves.**

I have put together here a small selection of my design works to offer a glimpse into my skills and inner world, to communicating the stories of dreamers like me.



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THE PETBARN APP



Client: Greencross Limited Petbarn

Brief: Develop a service design proposal that reflects an innovative user centered business solution.

- Harmony between user needs & organisation goals
- Disruptive problem solving
- Create, develop, propose, and pitch service design offering informed by research & testing.

Rationale: Looking across the pet care industry we found that the major players on the scene are on almost equal footing with regards to target audience perceptions, brand loyalty mostly stemming from habit or convenience, or one good/bad in store experience. This gave us an amazing opportunity to help Petbarn pull ahead of the competition. To do this we wanted to provide more to the target audience, what do pet and animal lovers want most from their store? We asked them, and they said “help making sure I’m doing the right things by my pet” and “commitment to animal welfare all round”

By pivoting away from mass-market general retail supplier to thought leaders and service providers Petbarn can evolve as a community driven, empathetic organisation able to walk the talk on pet care.

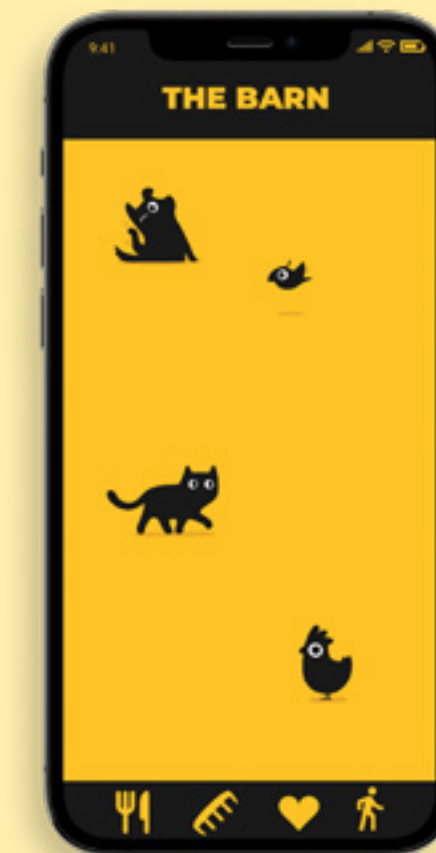
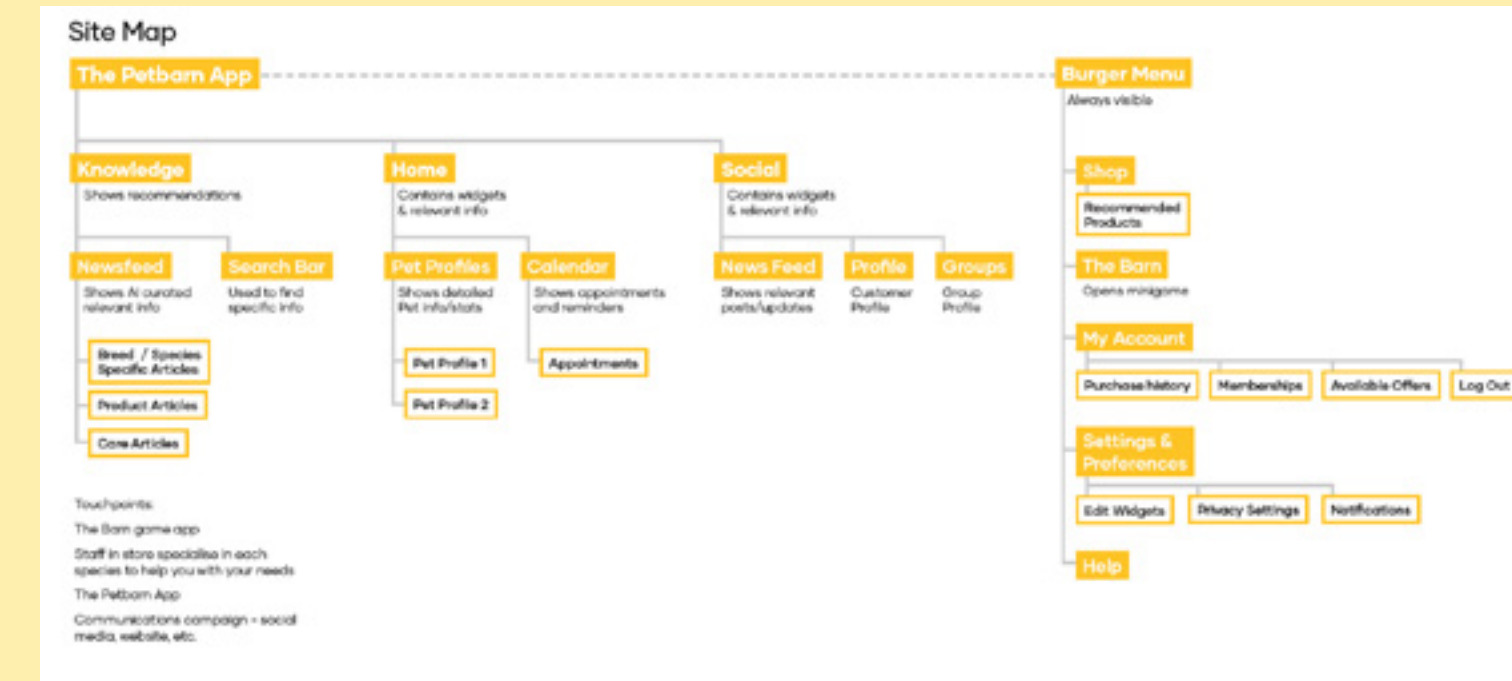
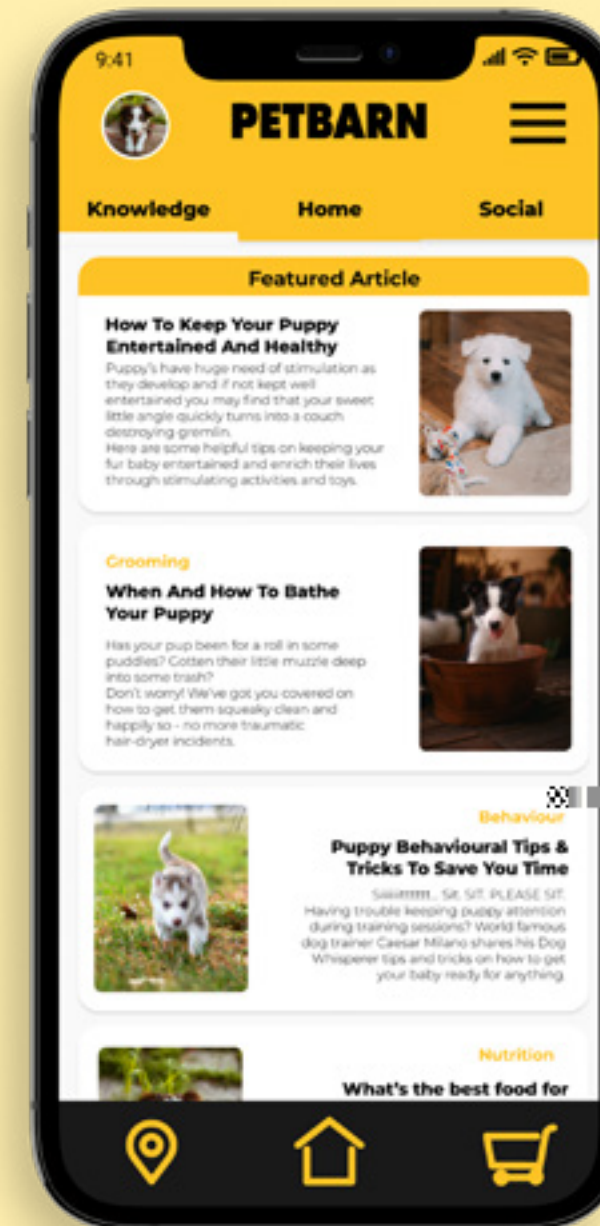
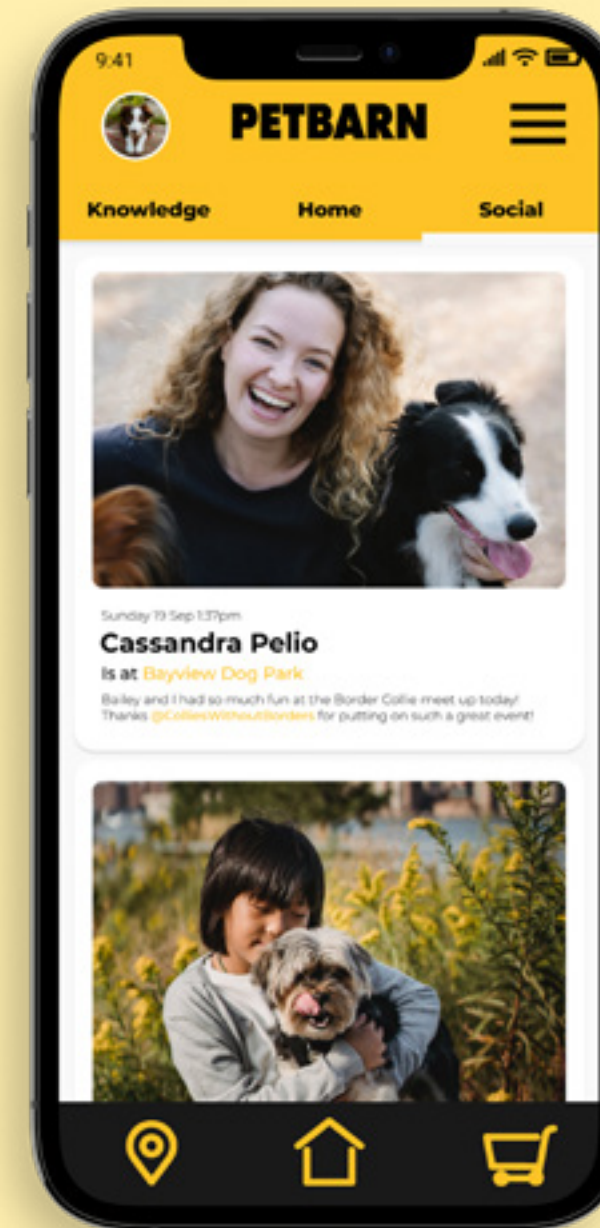
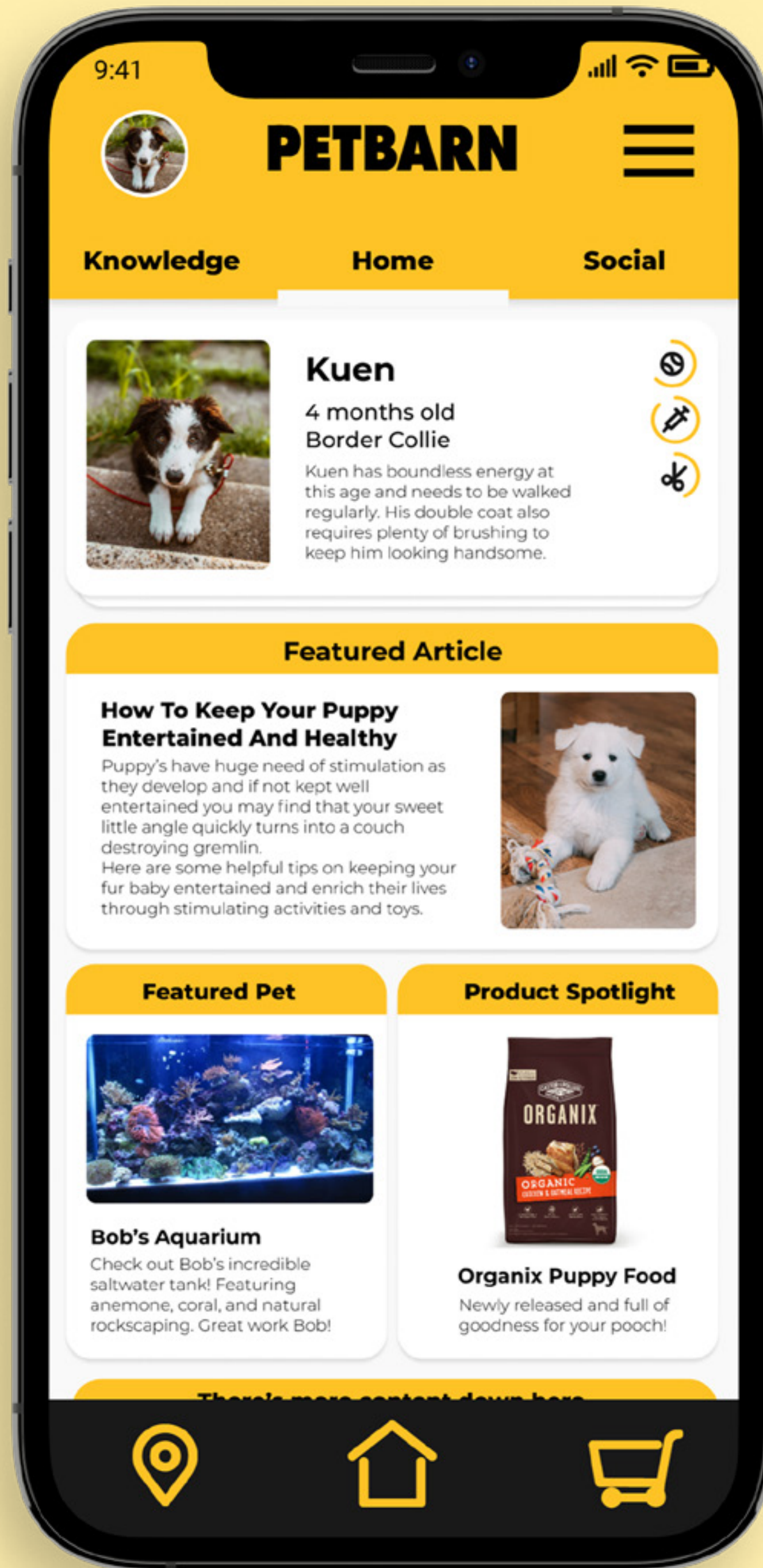




The first part of the new service design offering is The Petbarn App. Developed to provide people with fast and easy access to all of Petbarn's products and services in a highly personalised way, the app creates connections between pet owners, professionals, and organisations, empowering them to provide the best possible care for pets.

The key experience principles that we aimed to uphold in this project were:

- Provide people with all the tools and information needed to feel empowered as capable pet owners
- Develop a community around Petbarn stores, partners, customers, and pet owners of all types
- Make the experience delightful, intuitive, and accessible to all
- Create lasting and valuable partnerships in animal care and beyond as a responsible organisation
- Steer away from product and sales focus of retail



"The Barn" is a mini-game designed to teach pet care through gamification. The game uses a simple tamagotchi style pet care simulation using the mascots that are already part of Petbarn's award winning brand identity.

PETBARN

Not all cats self-groom

Every pet is different.
Find out how to best care
for your fur-friend today
with the Petbarn App.

Scan me
to download!



PETBARN

Your pet is our priority

Every pet is different.
Get personalised care
tips and advice today
with the Petbarn App.

Scan me
to download!



PETBARN

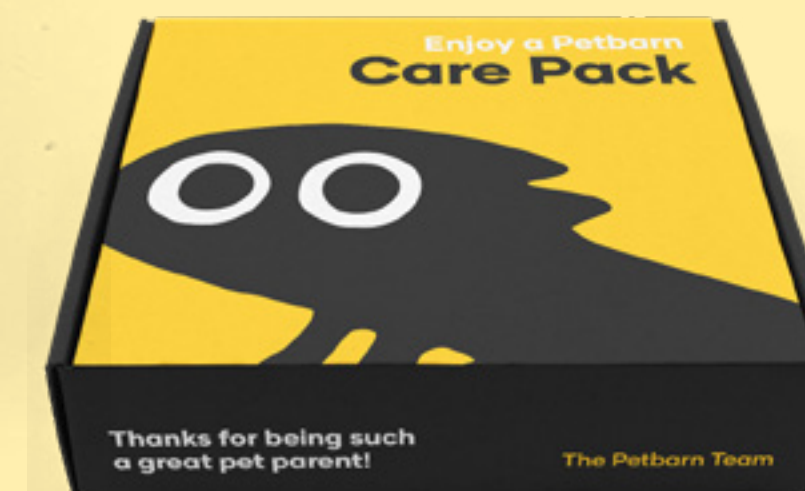
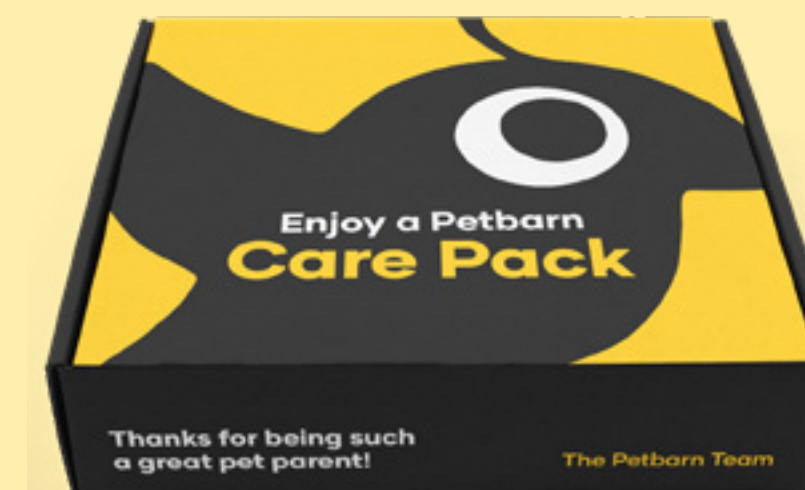
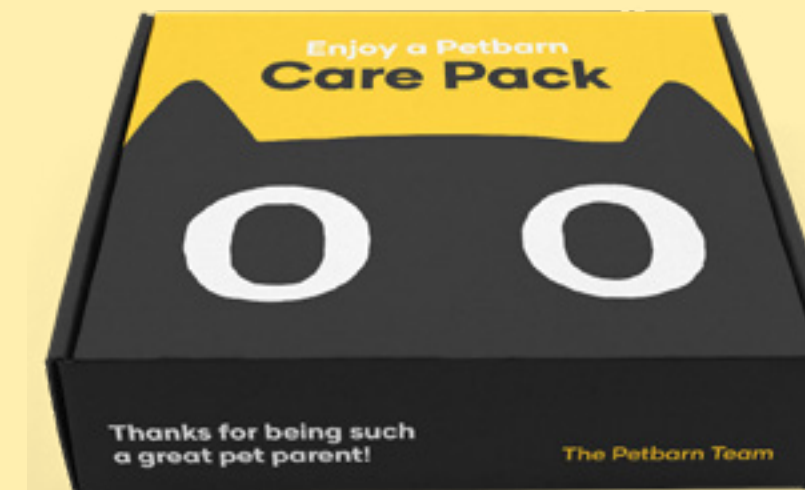
Not sure which fish to get for your tank?

We can help out.
Learn more about fish
compatibility today
with the Petbarn App.

Scan me
to download!



The promotion for the app is designed around pre-empting common questions and concerns that pet owners may have and providing the answer to those questions in our service offering. These materials would be spread throughout stores in relevant locations (e.g. next to cat grooming brushes, fish tanks, etc.).



In addition to the service offering of the app, we wanted to provide extra emphasis on care and personalisation so included the Petbarn Care Pack in our service offering proposal. The concept is inspired by the cosmetic industry reward point system, however would require no points and be released twice a year to Petbarn App users containing useful supplies, treats, helpful resources and information specific to the pet profiles of that particular user. The function of the Care Pack is then twofold and helps encourage people to use the app, and makes people happy (and thus more likely to recommend Petbarn as their store of choice).

DANIEL RICCIARDO

Ric3 Brand & Logo

Client: Daniel Ricciardo

Brief: Design a comprehensive typographic identity system to be used as a personal brand.

- Logo design
- Cohesive visual direction & colour design
- Merchandise, website, social media

Rationale: Daniel Ricciardo is an Australian Formula 1 driver well known for his bright disposition, huge smile, positive energy... and for drinking out of his shoe.

I wanted to take key personality features of Ricciardo to create a visual direction using what makes him unique in a cohesive way. He already has a lot of loud traits including tattoos, smile, "shoey", outdoor adventures, support of independent artists, and positivity that make for a noisy brand between public perception and business ventures. My goal was to make something able to address these traits without the clutter in a way that served for both his own business dealings and fan facing.

The "shoey" is synonymous with victory for Ricciardo, so using them as the foundation for this lively, fun brand was a no-brainer.



Ric3

The Ric3 Logo comprises of hand lettering styling with an upward tilt to the right to create energy, and speed. The custom lettering is inspired by a combination of American Traditional tattoo lettering (R and 3), Graffiti Art (shape of strokes and i), and Racing iconography (helmet shaped "c"); all of which are personally important to and of interest to Ricciardo. The number three has been included as his racing number is as much a part of his brand as his name and smile.

I have included on the right images of Ricciardo's helmet designs from 2019 to 2022 as a way to contextualise the way that he likes to portray himself. Each year has a new mantra and artist commissioned to design a brightly coloured can usually featuring hand lettering, retro palettes, and interesting patterns.



I used iconic photographs from four of Ricciardo's "shoey"s to produce the pattern for the brand as I believe that nothing encompasses all that is his personality as much as the feeling of victory and absurd theatricality that they bring. Each "shoey" also occurred at very different stages of his career and so act as a timeline of his successes.

With such a loud and bright personality and daring nature, the colour palette for Ricciardo needed to be just as punchy, a colour story that stood out as unique amongst the branding of 10 teams and 20 other drivers.

Taking a leaf out of Ricciardo's book I chose something that pushed the boundaries, and to some may not be what you'd expect from a Formula 1 brand.



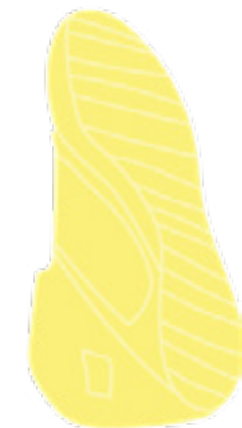
PRIMARY COLOURS



#ed1f70
 R: 237 G: 31 B: 112
 C: 0 M: 97 Y: 29 K: 0



#9cd6d1
 R: 156 G: 214 B: 209
 C: 38 M: 0 Y: 20 K: 0



#feed79
 R: 254 G: 237 B: 121
 C: 3 M: 2 Y: 65 K: 0



#241024
 R: 36 G: 16 B: 36
 C: 73 M: 83 Y: 54 K: 72

SECONDARY COLOURS

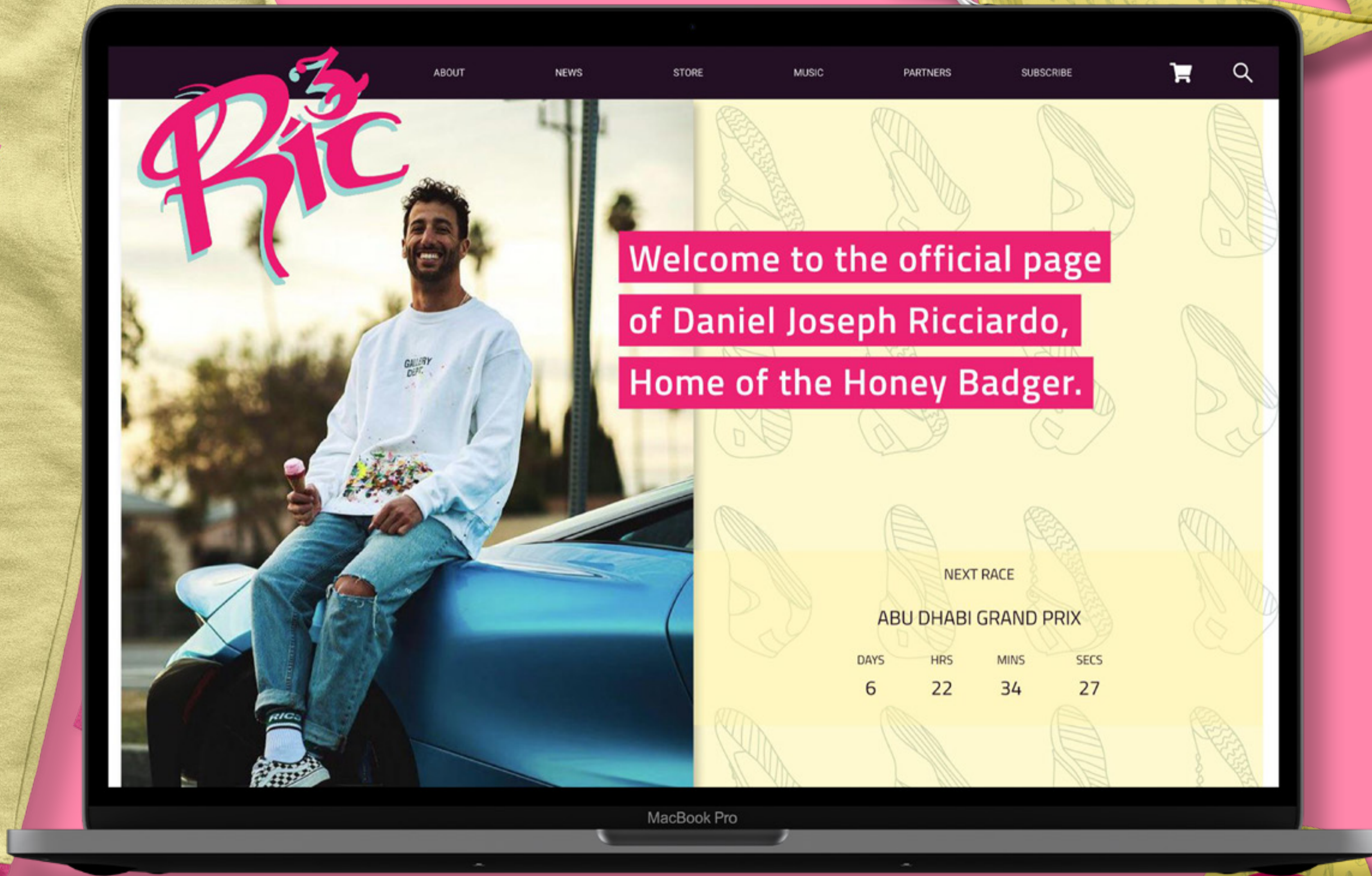
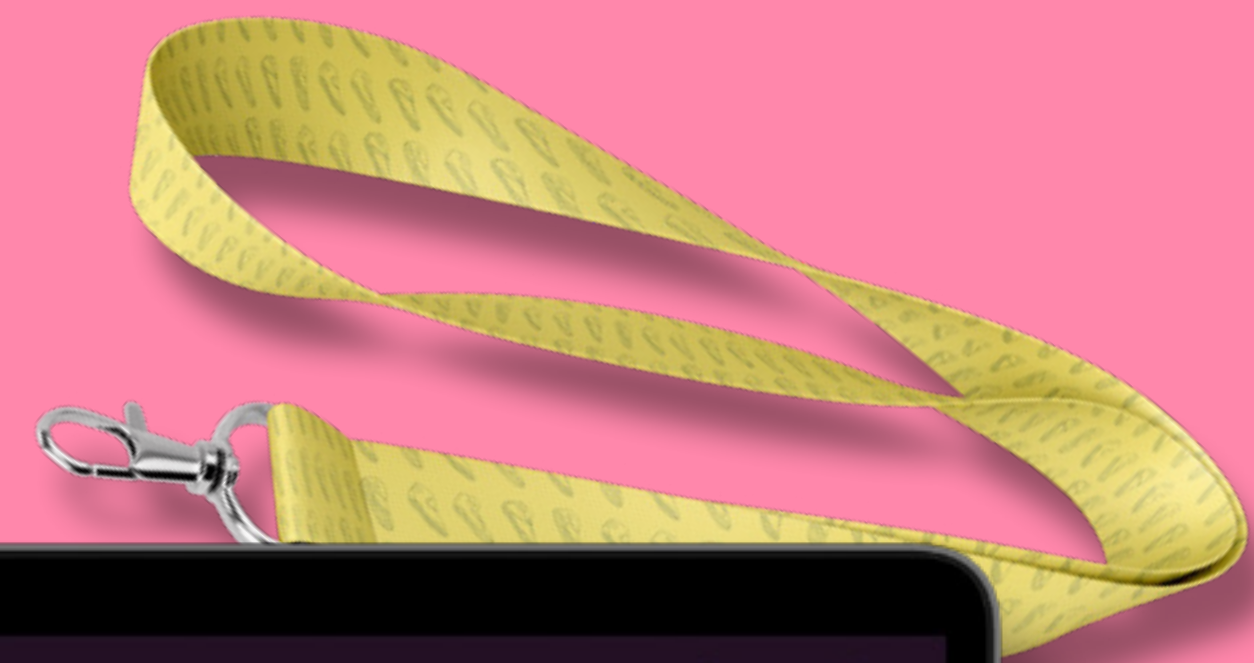


#f5083d
 R: 245 G: 128 B: 61
 C: 0 M: 62 Y: 84 K: 0



#235a37
 R: 35 G: 90 B: 55
 C: 84 M: 39 Y: 88 K: 36





SEKKEI

Australian Design Magazine

Client: Sekkei Australian Design Magazine

Brief: Create the visual direction for the first issue of a publication that focuses on Australian Design for a target audience of Australian Designers of all kinds.

- Masthead type-style
- Covers, recurring pages, feature articles
- Formatting for both print and digital delivery

Rationale: While Sekkei is the Japanese word for design, my visual direction for the Magazine aims to combine the minimalism, artistry, and whimsy of Japanese Design with iconic Australian Design pieces to highlight them in a way that has not been done before, shedding a new light onto the efficacy and beauty of Australian Design creations. The magazine is styled in a way that is simple, timeless, and emotionally resonant by using artistic techniques to guide the eye. The magazine should be something intriguing to other designers of all types and thus has the challenge of standing out among the myriad of other vibrant designs on the shelves.

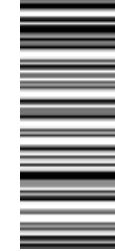


SEKKEI

Australian Design Magazine



Issue 1
January 2020
\$10.90 AUS



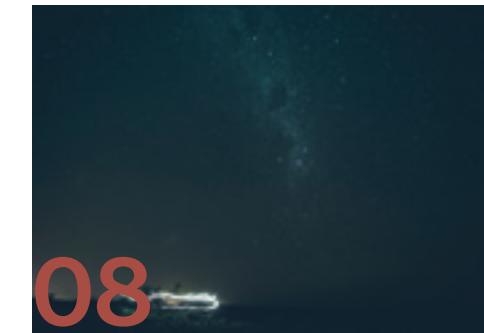
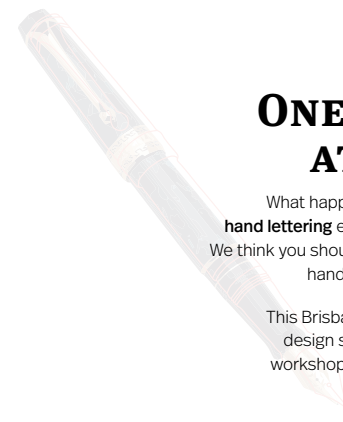
January 2020

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ONE LETTER AT A TIME

What happens when you practice **hand lettering** every day for 6 months? We think you should meet **Megan Carter**, hand letterer extraordinaire.

This Brisbane designer works in a design studio and also teaches workshops on the art of the font.



FLEETING GLIMPSSES

From art director to freelance **photographer**. Meet the man who gave it all away to follow his passion for photography.

Multi-award winning photographer **Raul Ortiz de Lejarazu Machin** has travelled halfway across the world to find himself - behind the lens.

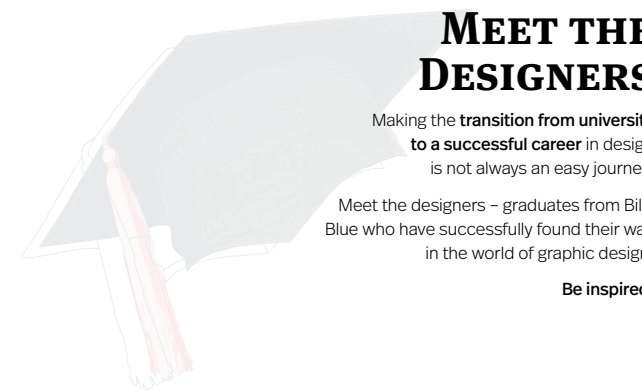


MEET THE DESIGNERS

Making the **transition from university to a successful career** in design is not always an easy journey.

Meet the designers - graduates from Billy Blue who have successfully found their way in the world of graphic design.

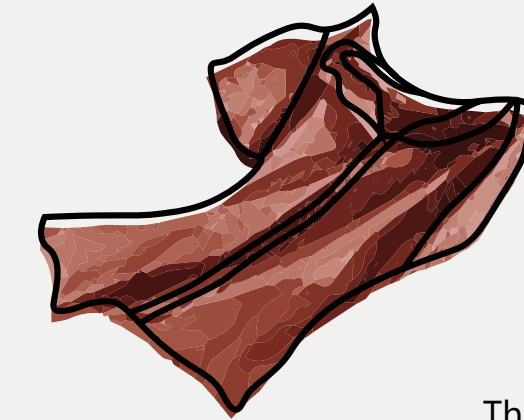
Be inspired!



Contributors

Fiona Kerr is a writer, producer and designer based in Sydney. She has worked for the BBC and ABC TV in television, web production and in print.

Sekkei Australian Design Magazine



The cover and contents of the first edition use the imagery of a hills hoist clothes line as the featured piece of iconic Australian Design, using white space and grid structures to guide the eye throughout as though following a shirt that had been picked up by a breeze and is floating it's way through the spread. The pages are designed to feel like the sound of wind through trees on an Australian Summer's day in the way that content zig-zags gently down the page, the reader's eye makes the movements of watching something caught in the breeze.

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Submission Details

The editors welcome submissions from freelance contributors. Please contact the editor before submitting your story. Editorial guidelines are available via email and include requirements for story and photographic or artwork submissions. All text should be provided as either a word (.doc, .docx) or rich text format (.rtf). All images should be supplied as high resolution JPEG format, with captions as a separate list. JPEG compression should be no lower than 75%. Digital images should be provided at a resolution of 300ppi, at a physical size of at least 20cm and no more than 45cm on the longest side.

Disclaimer

Views expressed within this magazine are not necessarily those of the editor or publisher. All efforts have been made to ensure the accuracy and truthfulness of the stories included in this issue. The writers, editors and publisher cannot be held responsible for inaccurate information supplied and therefore subsequently published.

EDITORIAL

WELCOME TO OUR FIRST ISSUE



Our monthly magazine aims to bring you the best from the design community, from Australia and worldwide. We will be profiling emerging as well as established designers, along with tips to help you develop your design skills along the way. We will be exploring the different design disciplines through interviews with current design practitioners and articles on them and their inspiring work.

Our first edition covers a range of the type of delights that we aim to offer you in the future. We drill down into the world of hand lettering with the inimitable Megan Carter. We delve into the world of photography with Raul Ortiz de Lejarazu Machin and explore how photographers paint with light. Then we meet some up and coming graduates of Billy Blue College of Design who have managed to find their dream job working in design. The path to success is not always smooth, but it sure is exciting.

So no matter if your interest is photography, typography or illustration, we've got you covered. Our magazine will feature artisans and their amazing projects as well as design secrets known only to the professionals.

Welcome to our magazine, we had so much fun creating it, we hope you have as much fun reading it.

Fiona Kerr
Editor

One Letter at a Time

Fiona Kerr

Taking the art of hand lettering to its heights is Megan Carter, a Brisbane based communications designer and hand letterer.



Her work could be described as florid, flowing, and freeform. It has a simplicity and elegance of form, which belies the 5-10 hours of work that makes up each piece.

Megan's love affair with hand lettering started in primary school, where her friends often asked her to do their title pages with rainbow bubble type. She became serious about hand lettering skill development in 2010 during the last semester of the course at Billy Blue College of Design. As she was only doing one subject in the last semester, she freed her time by practicing every morning for 2-4 hours with her Wacom tablet and eventually experienced with brush pens. She is now one of the shining lights of hand lettering in Brisbane.



Her process is different depending on the type of lettering she is doing. "Each lettering involves me going through that 'ebb' of paper due to the warm-up until that fulcrum start with. Then I experiment and play around with the composition until I'm happy with it." Hand lettering involves sketching, lightboxing, and experimentation before adding dimension, shadows and flourishes. Her iPad Pro has become an essential hand lettering tool, which she uses as well as Photoshop and Illustrator.

Carter teaches hand lettering workshops - her advice to students?

"Practice makes progress!..."

You can find more of Megan Carter's amazing work @meganmccart on Instagram

Every article and spread of the magazine is an exploration into the power of white space and hierarchy, with emphasis on layout and typography which is supported by images rather than the other way around.

Overall the intention was an open visual feeling that would make the reader feel peaceful whilst reading each article.

FLEETING GLIMPSES

Fiona Kerr

Photography is the art of capturing a *fleeting glimpse*, a moment frozen in time. Such a moment could pass unremarked, but it is the skill of the photographer not only to record the transient march of time, but to do so in a way that is truly remarkable.

Raul Ortíz de Lejarazu Machin is one such photographer. Highly skilled in painting with light, he also manages to capture the overwhelming intensity of the harsh Australian sun. His work is diverse and eclectic, covering lifestyle, documentary, events, portraits, commercial and creative content. And it is that diversity that has led to a robust and successful career.

Raul graduated from a course in Advertising and P.R. in his native Spain and worked as an art director for six years in advertising in Madrid. But the pull of photography became too strong, he quit his high-powered job and ended up in Sydney, where he studied a Diploma of Photography and Imaging at CATC (now Billy Blue College of Design) before completing a Masters of Design with Torrens University. He now works in Sydney as a freelance photographer for different national and international clients. His advice for up and coming photographers?

"BE HAPPY AND HAVE FUN DOING WHAT YOU DO."

According to Raul, photography students need to develop skills that aren't necessarily taught in school: patience and diplomacy. These help when dealing with real clients and when searching for new projects. He feels that students need to learn not only the new technologies but also need an appreciation of the old processes and the origins of photography. "I remember spending hours in the dark room just editing one image that probably wouldn't go anywhere because it was not good enough..."

The most important thing in photography is "not how well your camera works, but how your brain works and how you can think out of the box and make things interesting and beautiful."

For students he says that



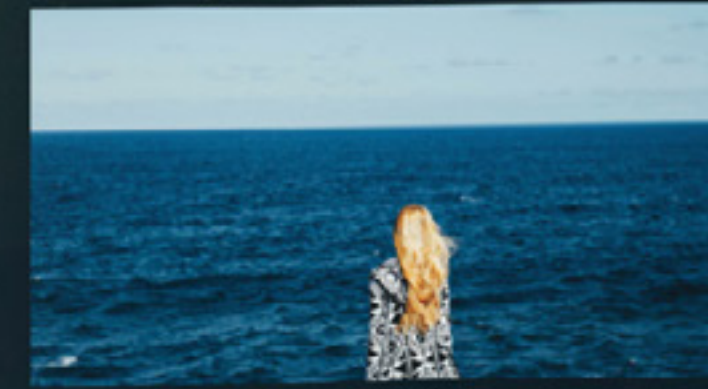
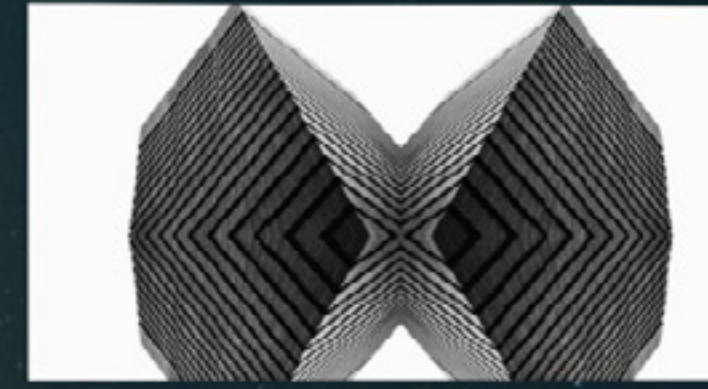
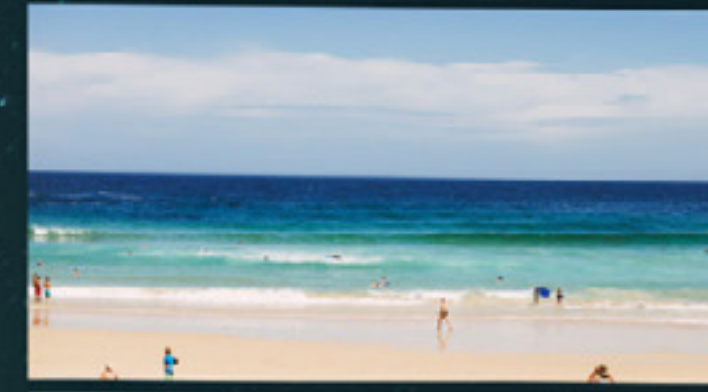
"...NOW EVERYTHING IS BECOMING MORE INSTANT, WE DON'T STOP TO THINK ABOUT WHAT WE CREATE; WE JUST CREATE A LOT OF IMAGES BECAUSE IT IS EASY TO DO."

one of the "most important things to keep learning is to ask yourself and others a lot of questions, normally things nobody asked before."

His inspiration is derived from curiosity, popular culture, movies and science fiction books and music. He is influenced by famous photographers such as Cartier-Bresson, Gregory Crewdson and Max Dupain, but has equal admiration for the new generation of young photographers. He is also influenced by his grandmother, a chemist, who enabled him to inject an element of science into his photography. He likes photography because it allows him to "use something that is so technical to create art".

His latest project 'The Chemistry of Light' is, as he puts it, "an exploration of how light affects us not only physically but also emotionally." This project started a few years ago with a series of images called the Lux Series which can be found on his website "I think sometimes I'm obsessed with colour, I love to create colourful images. I love colour theory and how colours can affect us or make us feel." He feels his greatest achievement was his work "Multiverse" which was a series of abstract images of architecture in Sydney. This work was selected to be included in the Head On Festival, an international photography festival.

Moving forward, Raul feels that photography has changed drastically in the past few years. Everyone has access to great technology, with the next smartphone cameras enabling everyone the potential to become a photographer. "I think the future is going to be multidisciplinary, photographers are becoming filmmakers, designers are photographers etc. I think we will find more exciting things mixing different creative industries."



For more of Raul's work please visit his website <http://raulphotart.com/lux>

'Fleeting Glimpses' is the feature article of Sekkei's First Edition. The spread is an inversion of the pastel, white, and airy visual direction of the other articles in the magazine, acting as the night to their day without being entirely out of place by using the same colour palette, typography, and grid structure.

The article heavily features photography from the interviewee to highlight content from the article and to create an energetic and engaging visual direction.

The Academic Integrity

SOCK HUNT

Client: Torrens Global Education (TGE)

Brief: Create a campaign to increase Academic Integrity awareness across all TGE student cohorts to lower incidents of breach of Academic Integrity by 10% across the school.

- Work closely and professionally with client to understand goals, preferences, and needs.
- Build campaign in 12 weeks ready for delivery.
- Accessibility for remote, on-line, and face to face students.
- Business, budget, and project management

Rationale: The client did not want a campaign that would make students fearful of making mistakes or that appeared "scary", seeking a position of prevention and education rather than highlighting punishments. Inspired by World's Greatest Shave, Dumb Ways to Die and other similar campaign's we sought to create memorable characters as the vessel for our informative content and change management.

This project was undertaken in a group of 4. We developed a campaign which included an Augmented Reality scavenger hunt, promotional videos, themed prizes, and extending on-line for remote students.





We created a series of one to two minute promotional videos to provide context to the campaign. These were intended to be posted on University web pages, learning portals, etc. to raise awareness and maintain engagement throughout the campaign. They highlight key messaging from the Academic Integrity team about various kinds of breach of Academic Integrity. Each of the below contains a link to the videos should you like to see them.

Video 1 - "Worst Case Scenario"

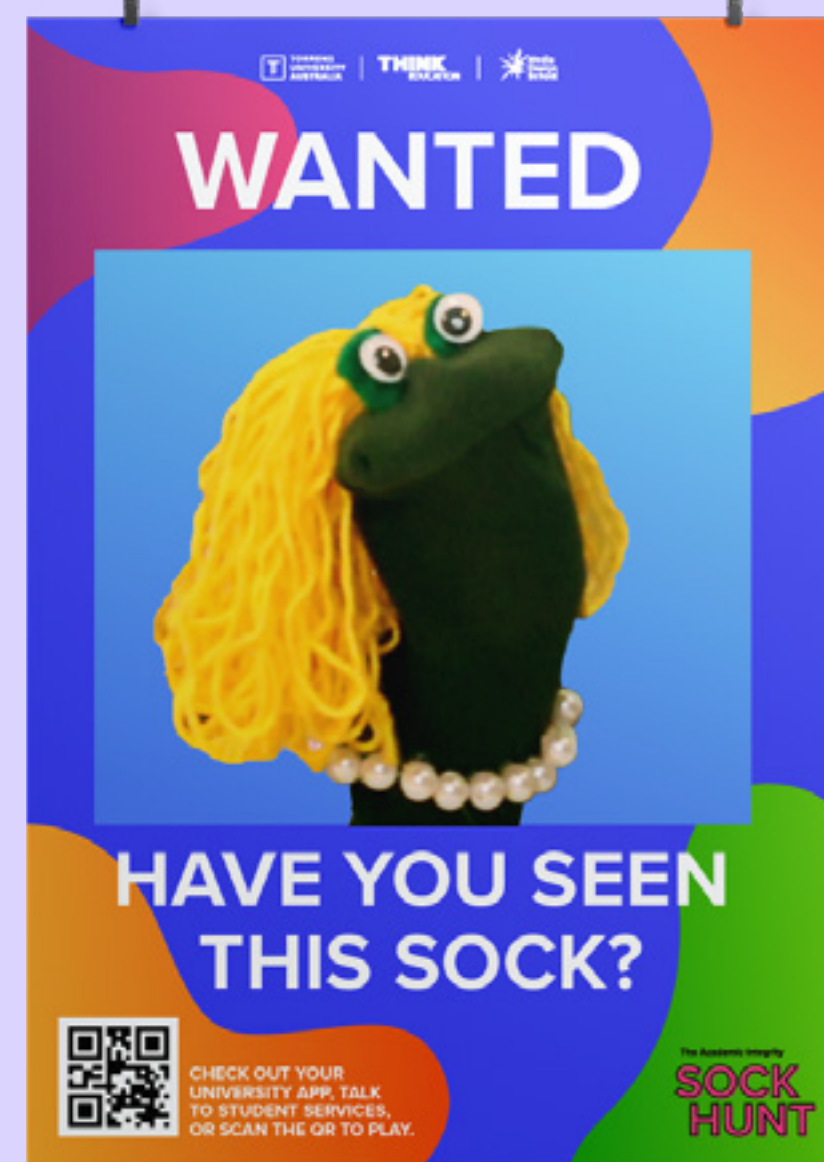
This video introduces the campaign, characters, and humour in a lighthearted way that understands how students think.

Video 2 - "Mel Asks for an Extension"

Student Mel is trying desperately to get an assignment done on time and turns to a friend for advice on what to do, resulting in both speaking to their lecturer about it.

Video 3 - "Life without Assignments"

Mel receives a sudden text message from an unknown source advertising a contract cheating service and resists the temptation to sign up by considering what life would look like if she did.



Our event aimed to last the first two weeks of semester/trimester at the university both on campus and online to create a buzz of excitement at commencement. The bright and engaging colour palette alludes to carnival and confetti to capture the eye both online and on campus promotional materials.

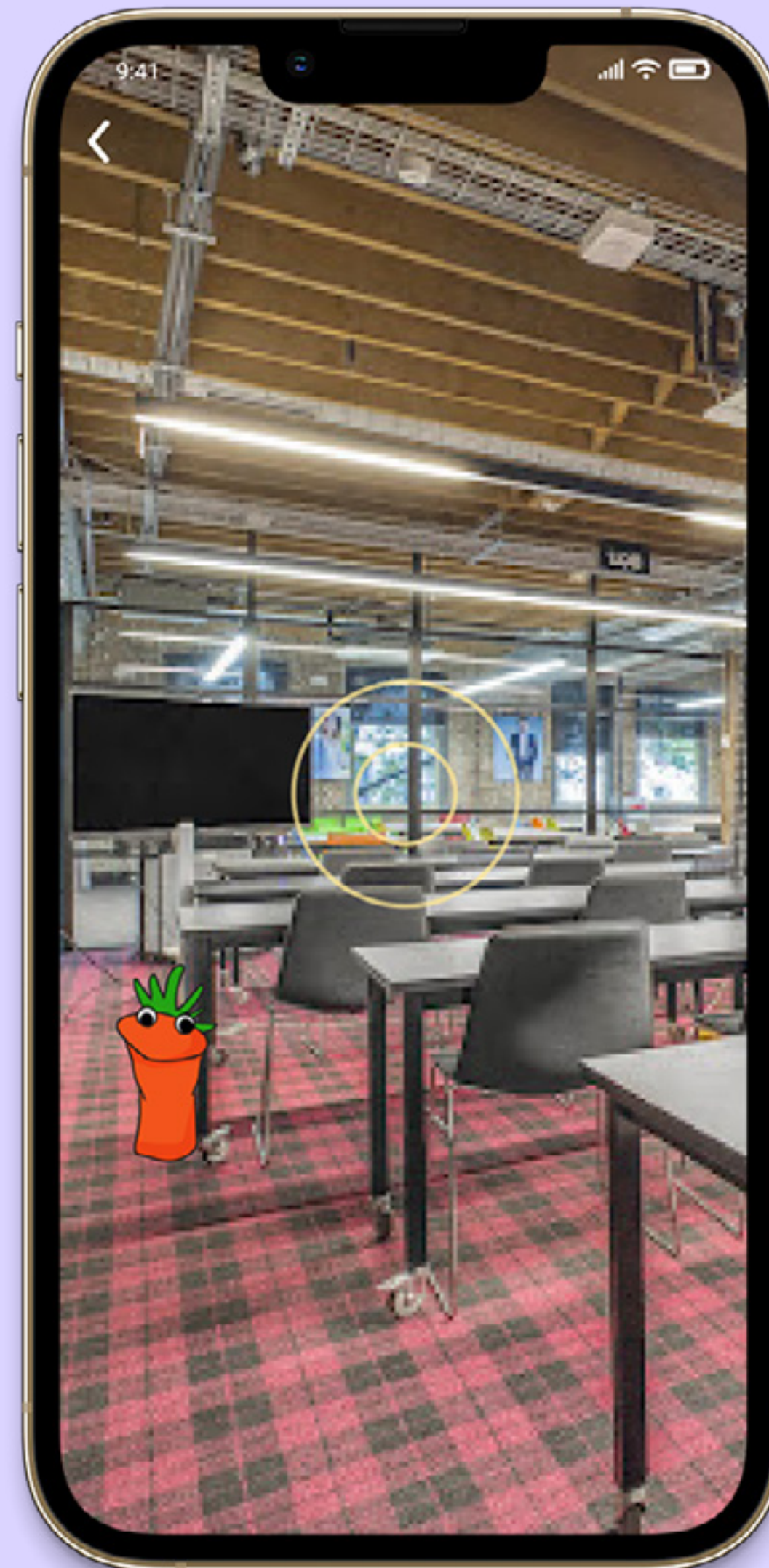
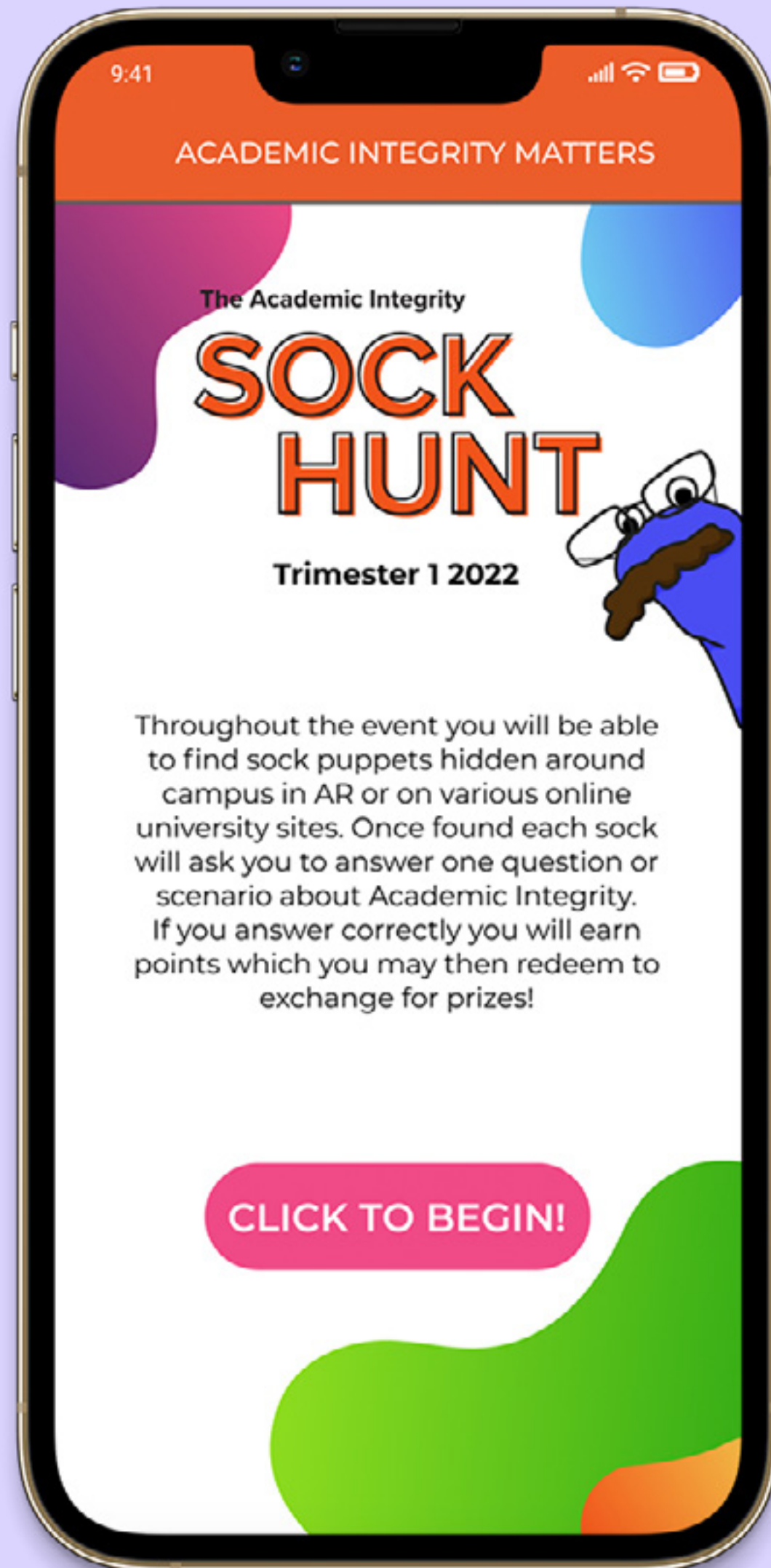
We did in fact hand make three sets of our puppet characters as stars in the promotional videos (plus understudies) as a way to appeal to a more grassroots style of campaign that was more student-centric and relatable.





A wide range of prize options were presented to the client for their consideration from pins and stickers, to notebooks, to hoodies and socks. This was at their request and accompanied by estimated costings.

Our suggestions were formed based on student survey as the most fun, as well as thinking critically about which items would have the best ROI for some free promotion for the next event as students wore or used their prizes through the study period.



The scavenger hunt premise was that characters from our promotional videos would be hidden around campus in AR and university web pages prompting students with a question relating to Academic Integrity, if the student answered correctly they could accumulate points towards redeeming prizes.

Created as an add-on to the existing Torrens University mobile application, a button was added temporarily to the home screen for ease of navigation to the event page and information within, without being disruptive to other important functions of the app. Once a student had navigated to the event pages, all necessary information is at their fingertips to participate.

You may access the app prototype [at this link](#).



Blackboard®

Client: Blackboard LMS & Torrens University Australia

Brief: "How might we understand what upgrades are needed to Blackboard so that it becomes a world class learning platform for tertiary education?"

- Conduct UX testing and research
- Develop sitemap and user flow
- Research and implement professional standards of accessibility in UX
- Create high-fidelity working prototypes
- Conduct multiple sessions of live user testing and iteration

Rationale: Using Torrens University Australia as the case study and pilot, I decided to completely redesign the Blackboard LMS for mobile from the ground up utilising customisable dashboards and widgets to deliver what students and lecturers need most.

Primary research with current university students, both from Torrens and other institutions, lecturers, and with people who had never seen an LMS interface was paramount to developing a valuable and delightful user experience in this project.





Announcements
Messages
My Subjects
Course Outline
Student Hub
Student Portal
Library
Settings
Help
Log Out

REQUIRED READING
EMAIL IN
ASSESSM & GRADES

CDC101A
TYPOGRAPHY FUNDAMENTALS
DCX101
DESIGN CONTEXT

Alayn A. Lucas, Vice
Important update
Relayn Lattimer, Associate Des
HTW9 is almost here! Bargain!
Melinda Coombes
Seeking Internship for W1302
Contact your lecturers
and support

9:41

APRIL 2021

Wk	S	M	T	W	T	F	S
2	3	4	5	6	7	8	9
11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26
28	29	30					

9 Fri
12 Mon
16 Fri
20 Tue

Add new appointment
11:30AM CDC100A - Thinking Visually

CDC101A - Typographic Fundamentals
Assessment 1 Due

DCX101 - Design Context
Assessment 1 Due

Contact your lecturers
and support

TORRENS
UNIVERSITY
AUSTRALIA

Email Address
Password

LOGIN

THINK
EDUCATION
GLOBAL EDUCATION SERVICES

STUDENT LOGIN
STAFF LOGIN

9:41

WEEK 3
FRIDAY
9
APRIL

Today's Class
CDC100A
11:30AM

MESSAGES & ANNOUNCEMENTS
Watch before class
Subject Selection NOW

ASSESSMENTS & GRADES
REQUIRED READING
ACTIVITIES
EMAIL INBOX
ADDITIONAL RESOURCES
MY SUBJECTS
CDC100A
THINKING VISUALLY
CDC101A
TYPOGRAPHY FUNDAMENTALS
DCX101
DESIGN CONTEXT

Contact your lecturers
and support

9:41

WEEK 3
FRIDAY
9
APRIL

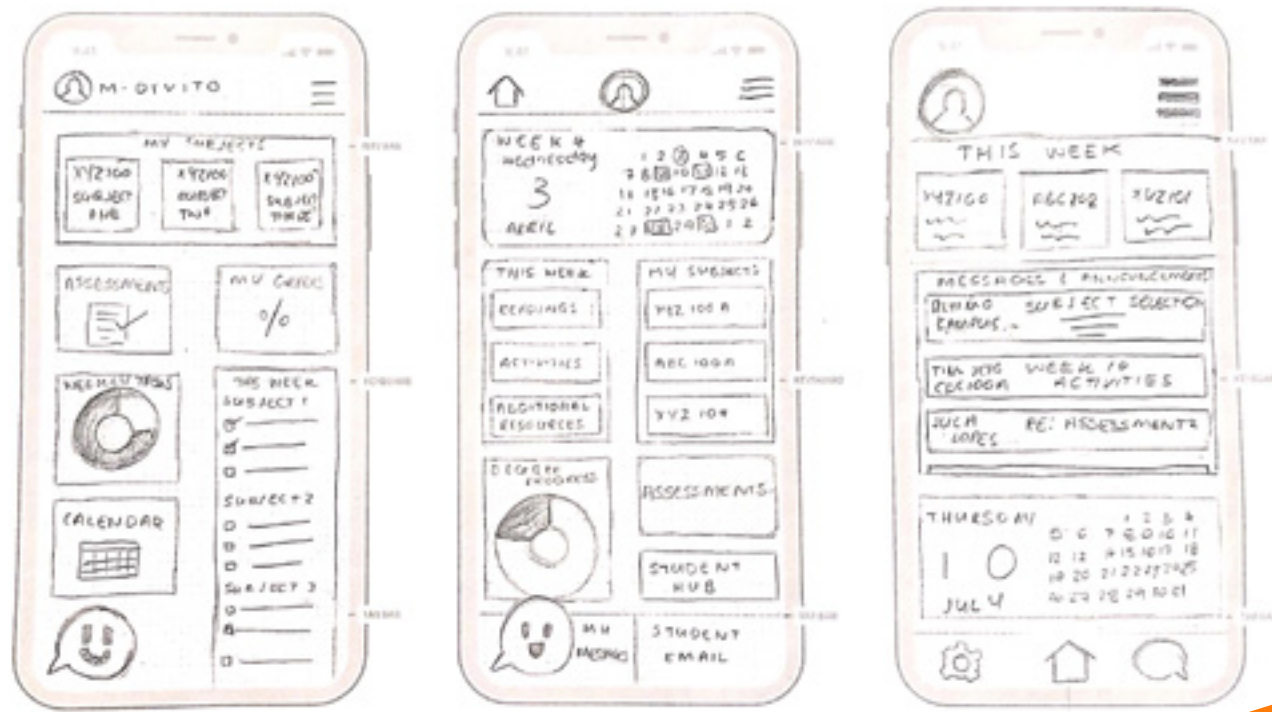
Today's Class
CDC100A
11:30AM

MESSAGES & ANNOUNCEMENTS
Watch before class
Subject Selection NOW

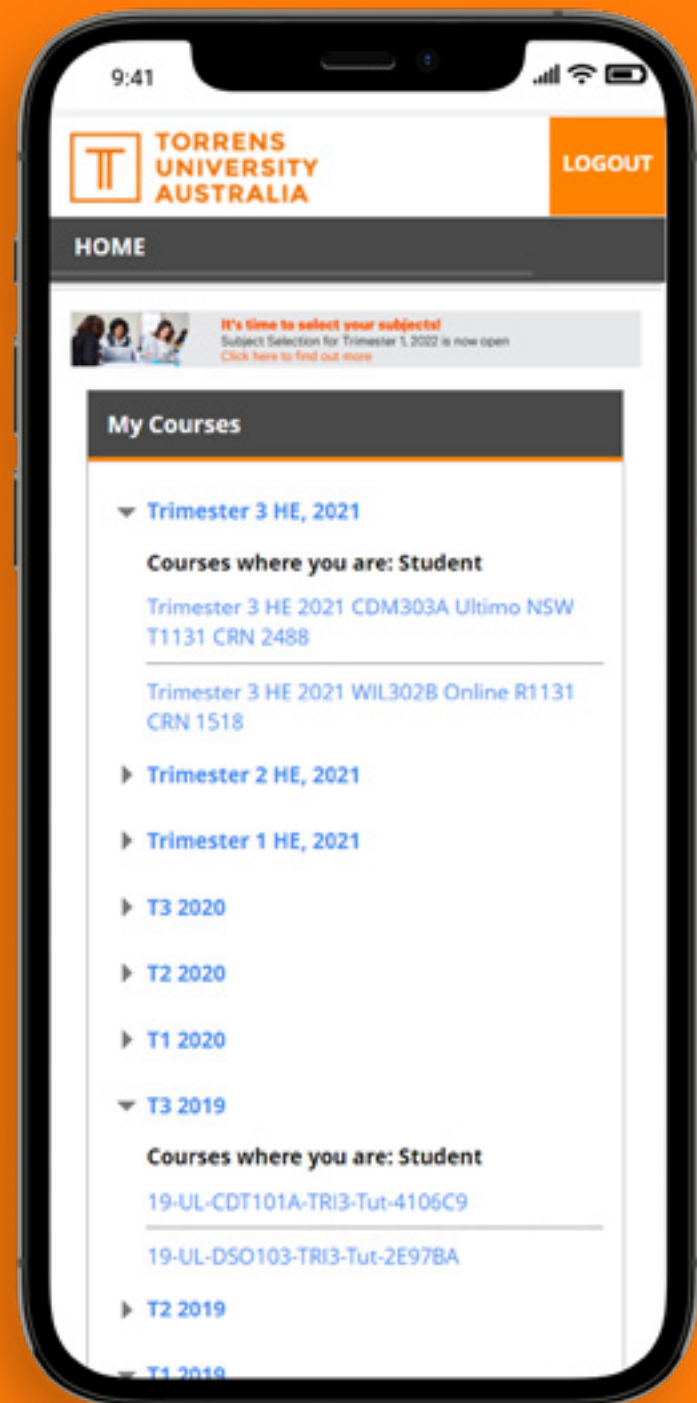
ASSESSMENTS & GRADES
CONTACT US
LISA SMITH
THINKING VISUALLY
SIMON SAVAGE
DESIGN CONTEXT
VINCENT CHULLOXE
TYPOGRAPHIC FUNDAMENTALS
MEL COOMBES
SUCCESS COACH

REQUIRED READING
Thinking Visually

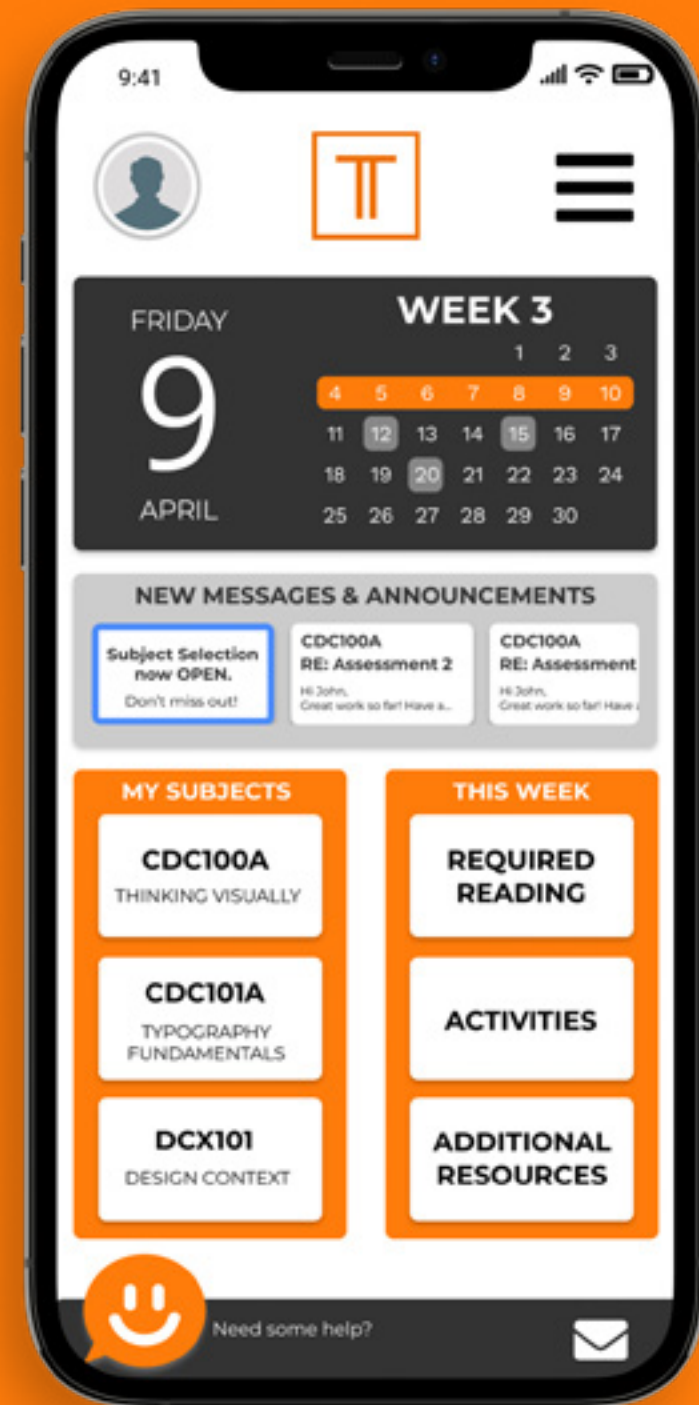
WEEK - ACTIVITIES
Thinking Visually



Original



Version 1



Version 2

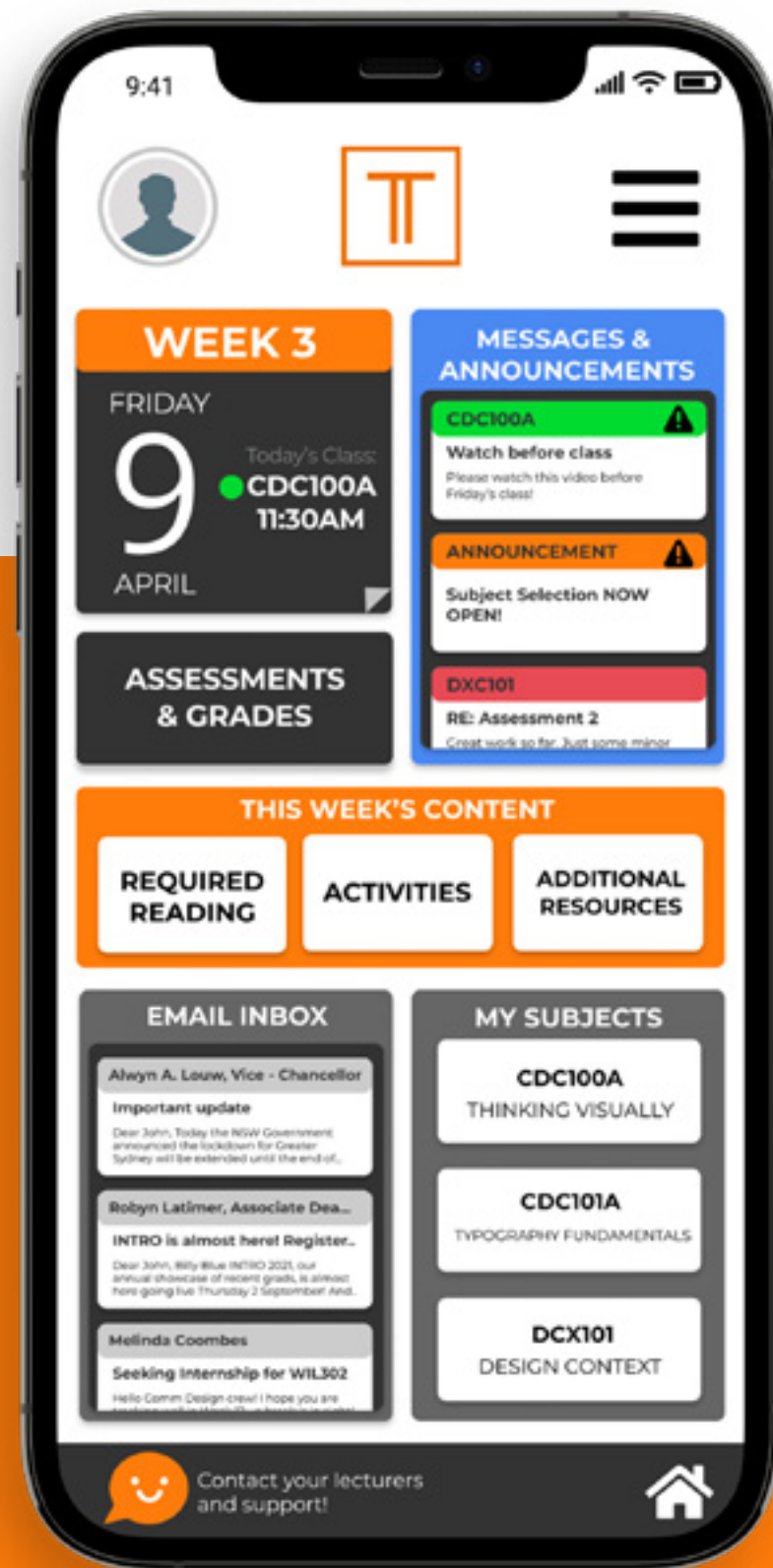


Version 3



"I wish these features existed, this would make my life so much easier."

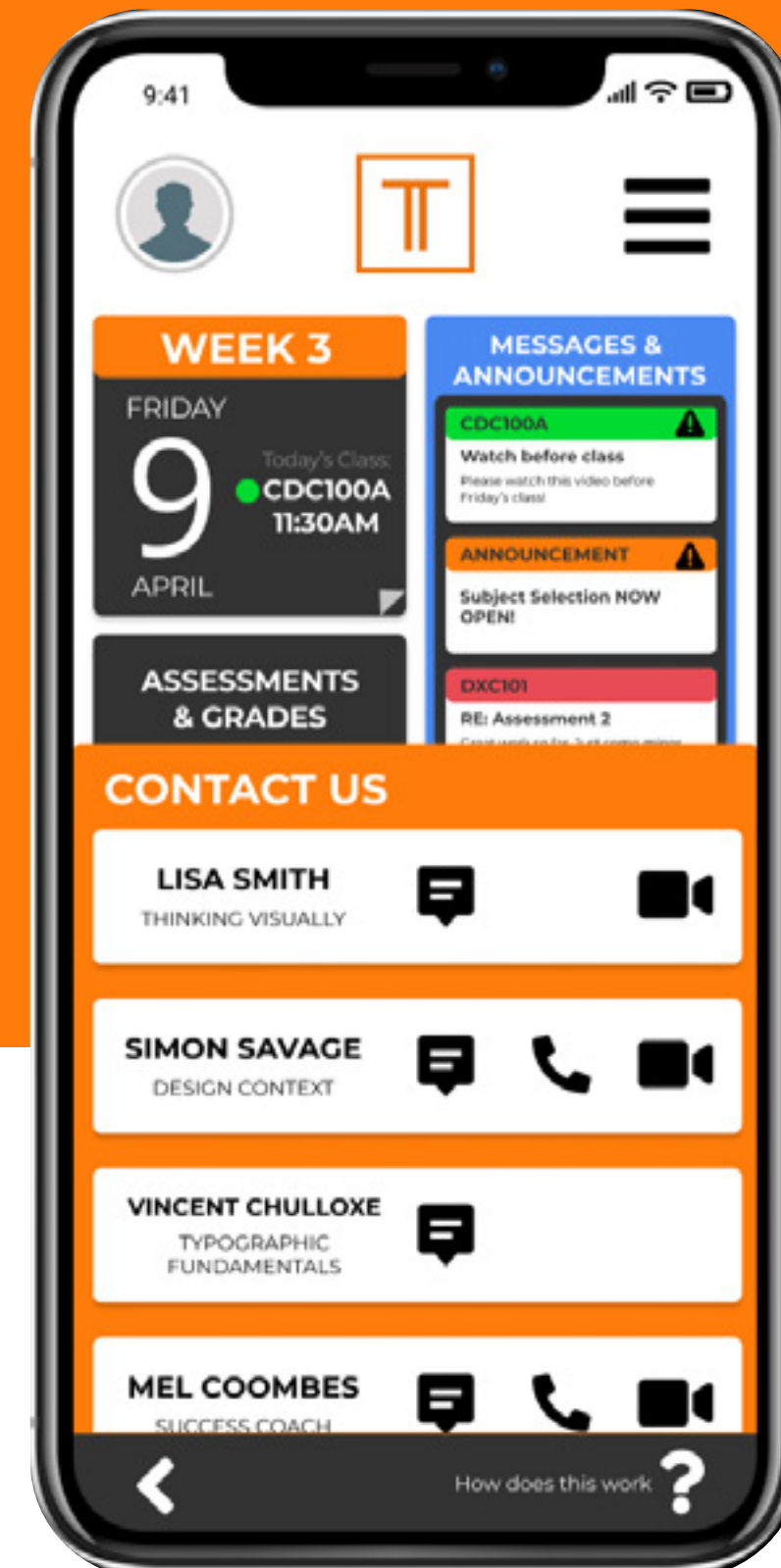
Jon - Student testing participant



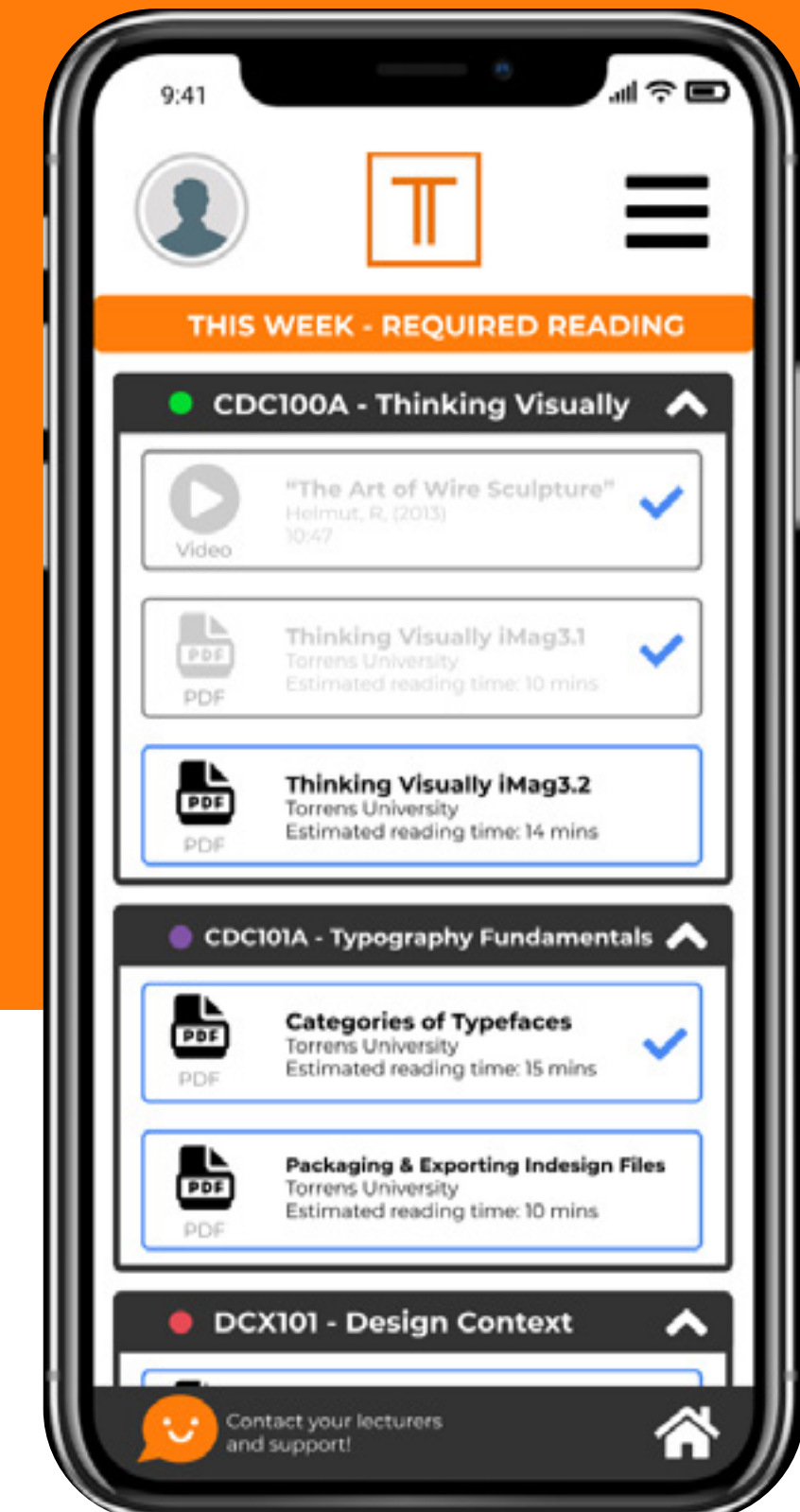
- Calendar Widget
- Messages & Announcements Widget
- Assessments & Grades direct link
- This Week's Content direct access
- Email Inbox
- "My Subjects" - Detailed content for study period



- Class timetable
- Campus key dates and events
- Assessment Due dates
- Custom appointments
- Scheduling tasks
- Lecturer ability to add to student calendars



- Messaging key contacts
- Making appointments to call or video call lecturers, counselors, etc.
- Ability for contacts to set preferences for their call or video appointment time-slots
- Ability for lecturers to opt-in or out of certain modes of communication



- Pull through tasks each week for each subject
- Pages for: Required readings, Activities, & Additional Resources
- Checking off items as done
- Feedback loop to lecturer marking tasks as done
- Access to content within platform rather than via external links or downloads

You may access the full working prototype **at this link** if you would like to see it in action.

- Phone: 0437 398 912
- Email: madee.dv@gmail.com
- Linked In: <https://www.linkedin.com/in/qqqvzzz/>
- Instagram: <https://www.instagram.com/leine.designs/>

Thank-You.

Thank you for your time in looking through my portfolio. I'm grateful for the opportunity to share some experiences together and the possibility to swap stories again some time soon!

