

Warren • Development & Planning.

Joshua Crowley

Glossary

Warren : is the working title of the project, the word meaning a network of interconnecting rabbit burrows. I think it fits nicely with the Rabbit Hole and other themes of the project.

Participants : the audience of the network, composed of four groups two internal *Staff* and *Students* at UWS; two external *Graduates* from UWS and design *Industry* in Australia, specifically Sydney.

Exchanges : implies the interactions between participants, both structured and unstructured events or situations e.g. Staff & Students, Tutes or waiting in the line at the cafe.

Introduction.

This document is an update of where exactly Warren is at, how it's being framed and expectations for how it will unfold. It's meant to provoke discussion and refinement on a number of topics.

Affirmation - Project Aim.

The aim of Warren is to design, build and implement a network that supports the design community within my course 'Visual Communication' at the University of Western Sydney. It will focus on *exchanges* between internal groups such as students and staff, as well as external groups like graduates and industry. The ultimate intention being that the network will help support the developing design culture at UWS, enriching all it's participants and assisting the courses with it intended outcomes (for years to come?).

The following is an hypothetical review of the project a year from now. It outlines my perspective on how the project can be paced during term one and the perceived problems and solutions with Warren to face along the way.

Warren, a year in review.

The initial workload of Warren involved launching and branding the network to the external and internal groups involved with our course early in Semester One. It was the first step because we defined the participants through this process, and ultimately opened a dialogue.

The working title Warren was adopted as the launch name of the network, and a suite of visual devices, brands and stylings were implemented in flyers and posters around campus. The main direction behind the visual branding was that the design need to be module, so they could be expanded or embellished by other designs, in their own style or context.

At this early stage the network intention was mainly co-ordinating key social networking services like twitter and facebook, slowly getting participants following or adding themselves to the services. But from this small but steady start, the network expanded efficiently and in a structured fashion based on research and feedback further down the track.

As online presence grew, a requirement of Warren became obvious. Warren's direction needed to be guided through structured feedback and insightful data from the network's participants. Additionally another audacious requirement surfaced, that the network be prepared as an ongoing service to Vis Com, beyond the context of a honours project and therefore beyond this year and myself. With these conditions in mind and after much discussion with my supervisors and markers, we establish a board of directors for the network and therefore my honours project.

The board of Directors met every 4 weeks throughout term, a cross section of staff, graduates, students and industry participating in the direction of the Warren, providing insightful feedback on network devised policy, programs and initiatives that took place on/around campus. This framework made the project sustainable beyond this year and provided a core focus group that my research was structured around.

Getting the Directors board running towards the end of term one was without doubt the hardest and most rewarding part of the

project. Involving participants in this role was a bit of a task, because it demands a sacrifice of time and focus. But bit by bit, participants came on board and soon found they were enjoying having an active role in a project they felt was beneficial to the community. I put a lot of time into preparing every aspect of the quarterly meetings, pitching and presenting advancements, next steps and chairing discussions. Some of our best ideas were workshopped within the meetings.

All throughout term one the research process was truly underway, breaking down the elements of our community and particular focusing on the exchanges between participants involved with the course and the new network. Through structured analysis, programs, policy and initiatives had started launching, it was going to be in the second semester that the network would facilitate full solutions for defined aims or goals agreed upon by the directors and also demonstrate the ability of an administration to run Warren for years to come.

To be continued...