

MONDAY DESIGN TALKS

GRAPHIC DESIGN

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Yesterday's MONDAY DESIGN TALKS was presented by James Cryer, JDA Print Recruitment.

To put it simply, the presentation was one of the best DESIGN TALKS that we have had here at Graphic Design, Hornsby TAFE.

James introduced the print industry simplistically as to where it has come from and what it is today in the digital age. He explained technologies which require new print applications, he referred to inkjet printing, 3D printing, material surface printing and other new directions that print needs to perform to remain current. Print is not just ink on paper in books, magazine and packaging. James provided copies of his 'unique, spectacular, original and genuine JDA PRINT MATRIX' just to drive home his point about Print.

James related well with the student audience, involving them with the discussion by direct questions and encouraging comment and contribution from the students. They were with him as he led them through his presentation.

To accompany the presentation James surrounded himself with industry experts to further emphasise his determination to encourage new and contemporary/youthful entrants into Print. From Signwave was Kirsty Koopmans, from Snap was Mitchell Dowzard, from Kurz – Adrian Barbero, and from Wide Format Online magazine – Graham Osborne.

Both Kirsty and Mitchell described how their companies have widened their range to accommodate client expectations. They explained their companies' willingness to engage graphic design students in their corporate offices in fulltime and work experience engagements. Kirsty and Mitchell demonstrated that industry is wanting to invest in students.

James, and his team, were really enthusiastically received by the students – the students liked the delivery, they liked the various points of view presented by the other presenters, and they liked the samples!

The students were made aware of their place in Print, in all its many forms that today demands.

Print is not dead! Not while James Cryer is still around!

A MONDAY DESIGN TALKS well spent.