



THE WORLD'S LARGEST INTERNATIONAL ONLINE STUDENT DESIGN PROJECT

The Omnium Project (Australia) recently hosted **Creative Waves** on behalf of the International Council of Graphic Design Associations (Icograda) and their worldwide education network (IEN). **Creative Waves** was the first in a series of free online projects for students located anywhere in the world, studying or interested in graphic design, photomedia and visual communication.

Over a seven-week period throughout March and April 2005, **Creative Waves** formed the largest multi-cultural community of student designers ever to work together in a totally online context.

Students represented education institutions from countries across six continents and were joined by teachers, professional designers, writers and theorists acting as their mentors. There were also 'live' chat sessions with invited Special Guests from around the world, where students asked questions about their projects and those regarding designing in general. In essence, with over 100 participants from 22 countries, **Creative Waves** is the largest and most diverse online student design project ever to take place on a global scale.

DETAILS

- 61 Students**
- 22 Teachers/Mentors**
- 21 Special Guests**
- 35 Colleges**
- 22 Countries**
- 6 Continents**
- 500+ Visual Designs**
- 3000+ Written Messages**
- 18 Galleries of Work**

HIGHLIGHTS

'Live' Chat Sessions with :

- **Stefan Sagmeister (USA)**
- **Steven Heller (USA)**

Fully Illustrated Essays by :

- **Pedro Meyer (Mexico)**
- **Katherine McCoy (USA)**
- **Steven Heller (USA)**
- **Andy Polaine (UK)**
- **Ron Burnett (Canada)**
- **Vince Dziekan (Australia)**
- **Rick Bennett (Australia)**

Using Omnium's own unique online 'creative studio' software, **Creative Waves** participants were able to interact in shared creative exchanges, responding to challenges set by an unfolding and conceptual design brief: ultimately giving them the opportunity to balance individual and collaborative studio approaches, and engage in active and reflective modes of creative dialogue, discussion and visual collaboration. The project was structured to explore the prospect of working collaboratively in new ways and the prospect this opens up for new practices of designing.

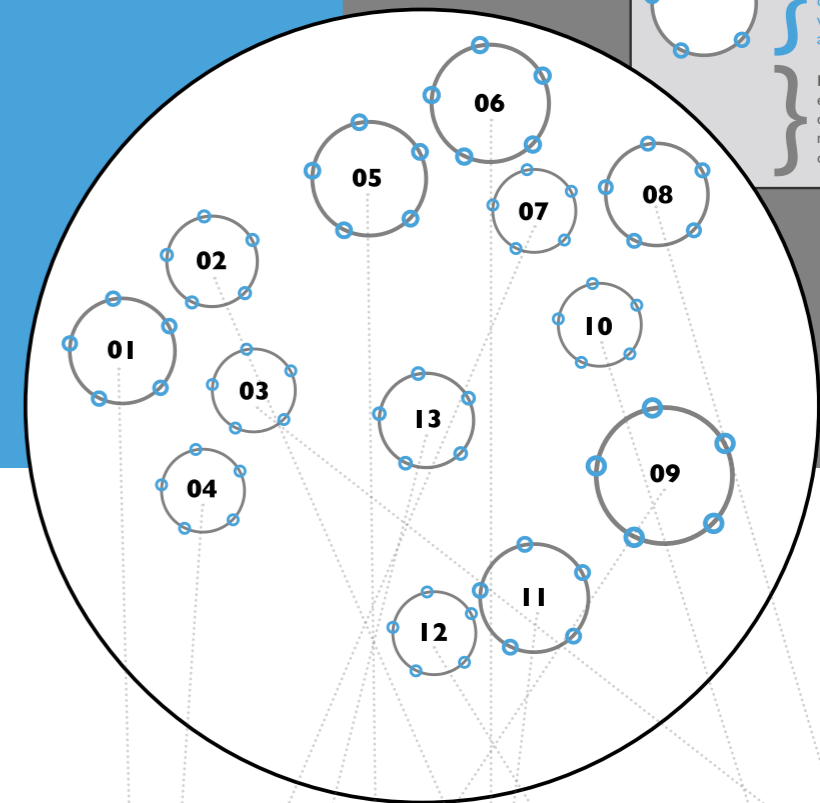
TO VIEW THE PROJECT ARCHIVE & GALLERIES OF WORK

Please visit the **Creative Waves** website:
www.omnium.edu.au/promo/creativewaves

FOR FURTHER INFORMATION

If you require any further information about this project or others run by Omnium contact: Rick Bennett:
rick@omnium.edu.au

CREATIVE TEAMS



STUDENTS
each team consists of 4-8 students and with each coming from a different country.

MENTORS
each team includes of 1-3 mentors, who maybe teachers or design practitioners.

Kalyan Sagar Kate Insoil Goivanni Moro Man Chi Ip Zhang Xiao Gustavo Lento Navarro Reinar Rivera Richard Doust	India New Zealand Italy Hong Kong China Argentina Australia England	Bora Azan Jessica Coñdi Pauli Kerminen Alain Melançon Seema Krishnakumar Tommi Knuutila	Turkey Australia Finland Canada India Finland	Martin Mistrík James Jourdan Heenan Youan L. Gaghon Ossi Ahola Russell Brown (Staff WG) Albert (In Young) Choi	Slovakia Australia Canada Finland New Zealand South Korea
Mitul Bhat Guido Tamino Robyn Marie Taylor Haifa Jameel Yaseen Claire Timpany Jerry R. Johnson	India Italy Canada Jordan New Zealand USA	Francesco Bellon Lauren Michelle Cameron Selin Özçelik Andrew Campbell Rowan Miller Robert Parso Samer Lahoud	Italy USA Turkey New Zealand Australia Slovakia Lebanon	Nadya Semchishina Amarides Lynn Montgomerie Erdem Sencer Tasdelen Shannon Zaolom Kristy Brown Roymieco Carter Yeoh Guan Hong	Russia USA Turkey New Zealand Australia USA New Zealand
Nina Weisslecherova Can Fakioglu Benjamin Brillante Yessela Kouzova Nicolette Lee Mary Jane Taylor Tarun Deep Girdher	Slovakia Turkey Australia USA Australia Australia India	Abhishek Ghate Juan Carlos Escalante Falconi Daniella Andrade Peter Chen Andrew Kean	India Mexico Peru Australia Australia	Carlo DeAgostini Dewi Simanjuntak Sian Andrea Carlyon Yaprak Gultay Jose Carlos Torres Moya Edwin Rooseman	Italy USA Australia Turkey Peru Netherlands
Ondrej Gavalda Wong Sai Kit Kristin M. Buhler Lin Chung Tin Lillian Meng	Slovakia Hong Kong Canada Hong Kong China	Amy Wor Chan Ka Wing Rami Nabil Delshad Robyn Bell Kelly Leslie	Canada Hong Kong Jordan Australia USA	Park Sang Hoon Pratyush Kashyap Caroline J. Wiriyadinata Elina Poikane Khaled Tarazi	South Korea India Australia Australia Jordan
Baek Ji Hye Rafael Nunjar Tovar Petra Bosanska Nina Vesala Macarena Iturrino Mariategui Jess Matteson Eduardo Campos Orozco Siddharth Chaturvedi Bob (Robert) James Miller Kev Collins	South Korea Peru Slovakia Australia Peru Australia Slovakia India Australia South Africa	Gilly Salmon David Shepherd Ken Giles Paula Brooke Jason Hughes Roger Dence	UK UK UK UK UK UK	OMNIUM COORDINATORS Rick Bennett Vince Dziekan Charles Santoso	Australia Australia Australia

RESEARCH TEAM



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* the list is sorted by country names

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Sandra Semchuk & James Nicholas

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The Brief: 03>04>05

What would it sound like if a hundred photographs were taken at the exact same moment all around the globe? The sound of shutters going off in synchronisation in that one instant creating a crescendo; a swelling, rolling creative wave wrapping around the planet ...

Creative Waves explores the potential for a combination of graphic and photomedia design, structured by an evolving creative brief. The brief involves a mixture of individual and collaborative work. Initiated by a sequence of directed tasks. The creative works culminate in a self-determined, collective project.

Creative Waves challenges the paradigm of the individual creative process, by involving a diverse group of students from around the world in shared, creative activities in a virtual studio. Participants find themselves allocated to a group with other members from around the globe. The brief is structured to explore the prospect of working collaboratively in new ways and the prospects that this opens.

From the outset, individuals are each asked to produce a visual response (referred to as a 'wave'). This initial gesture, which may take the form of an introductory greeting, involves the production of a series of photographic images. Each participant is asked to 'execute' a series of photographs at a set appointed time, using 'Omnium time', the synchronisation of this activity producing a cumulative 'creative wave' across the planet).

This stage of the project (characterised by the 'Omnium stages' of gathering and identifying) introduces the dynamics offered by the Omnium interface as well as establishing the characteristics of each group, through facilitating dialogue and communication that revolves upon each individual's creative responses. From this resulting discussion, each group determines the course of the next photographic shooting activity in response to the guiding theme of 'Place'.

The production of these initial series of images leads onto the exploration of the expressive potentials of this original imagery, through graphic interpretation involving image editing, refinement and manipulation. Visual communication further develops through designing individual responses to the theme 'Time Zones'.

Following this largely individualised phase, the project moves into the truly collaborative stage. Emphasis from this point onwards is placed on the groups identifying points of contact, commonality, repercussions and overlapping interests. Where these '**creative waves**' might lead, is explored by continuing dialogue and collaborative processes signalled by the brief '03>04>05' (which references the 'Omnium stages' of distilling, abstracting and resolving). The resulting course of creative activity within each group, leads progressively towards a single, culminating design/imaging outcome.

Orientation Week

Participants are given this week to familiarise themselves with the OMNIUM interface. Students will find themselves allocated to one of 13 design teams (each team being composed as a cluster of 5 students and a guest mentor). By way of activity, each team member will have the opportunity to set up their individual introduction screens and begin their online communication.

This orientation is introduced by a preliminary written lecture by Rick Bennett, which overviews the Omnium Project, **Creative Waves** and their combined ambitions.

This week also involves an orientation activity between renowned e-learning expert Professor Gilly Salmon (UK) and her research team, with 26 teachers and professionals who have applied to become team members. The nature of this orientation will be to help members better facilitate their teams online.

[Introduction Lecture: The Omnium Project, Creative Waves and our aims for this online project. – by Rick Bennett](#)

Week #1

Omnium Stage: 01. Gathering

The **Creative Waves** project will commence as follows:

At a designated and exact time worldwide, all participants set the challenge to execute a set of photographs (i.e., "At 1.00 OMNIUM Time undertake a series of photographs over the next 30mins"). This is a way to introduce the concept of a standardised global OMNIUM Time - a necessity for use throughout the remainder of the project.

From this 'spark activity', with its overt reference to the theme of 'Time', each individual participant is required to upload and post a selection of 3 images to their teams' own gallery. These images contribute to the general familiarisation process by providing each person the vehicle to express something about themselves, who they are, what they are in to, and where they are located (where they happened to 'find themselves' at the designated time). This highlights their unique individuality and also contrast the diversity that is embodied in each team.

An accompanying written lecture by Vince Dziekan sets up the photographic issues of negotiating 'Time' (particularly highlighted in the first shooting brief) while also leading into the next stage of shooting that will be undertaken in the next week, which emphasises 'Place'.

In addition, the first of a series of 'exposes' are launched. These 'mini-galleries' introduce the work of a range of international practitioners whose creative imaging is particularly relevant to the stage of the project.

[Lecture 1: Creative Waves – by Vince Dziekan](#)

Week #2

Omnium Stage: 02. Identifying

Following the upload of 3 selected photographs from the first activity, participants are asked to undertake a second photographic shoot... this time, instead of coordinating the activity to a single, shared period of time, each team is asked to collectively agree to select a common 'place' (i.e. home or city, a public or private space, etc) and undertake an exploration of it over a nominated period of time (i.e. morning/noon/night, week-day or weekend, etc). Once again, the expectation is that 3 raw images are selected and uploads; this time, chosen on the basis of their response to the theme of 'Place'.

Having completed this stage of the brief, each person is asked to create a single design response, drawing upon this bank of raw material. This step encourages the exploration of digital imaging and the opportunity to develop more illustrative solutions using software such as Photoshop, Illustrator and Freehand. Thematically, this new composition is a response to the title: 'Time Zones'.

Through the first written 'guest' lecture, students are exposed to a practitioner point-of-view, to inspire them in their appreciation of issues relating to the exploration of 'place'. Accompanying this lecture is a focussed 'expose' that highlights the work of artists.

[Lecture 2: About Cultural Meanings – by Pedro Meyer](#)
['Live' Chat Session with Stefan Sagmeister](#)

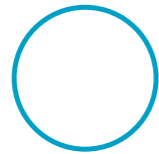
Week #3

Omnium Stage: 03. Distilling

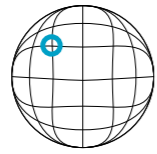
At this juncture the students start the transition from the largely individualised work that they have done in response to the preceding brief to a more fully integrated collaborative phase of the **Creative Waves** project.



Visual Glossary

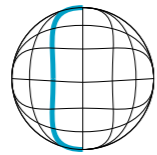


OMNIUM Project: Start

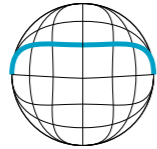


Creative Waves

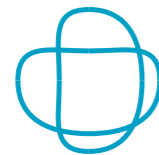
Individual / Local Time & Location



1. TimeLongitude

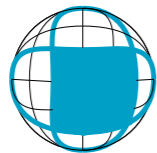


2. PlaceLatitude



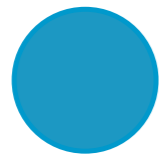
3: Time Zone

Establishing the Collaborative Virtual Workspace



Creative Waves: 03>04>05

Group / OMNIUM Time & Virtual Community



OMNIUM Project: Outcome

Collective creative process
Shared resources / Collaborative workflow

Week x Week breakdown of activities: (Cont'd)

Each team member has already uploaded a total of 6 photographic images and 1 design response to preceding parts of the brief. The existing set of 35 accumulated media assets, (6 photo images and 1 design response from each of the teams five individual members) now form a shared team resource that becomes the basis of all their subsequent creative work.

Each team is now commence the main **Creative Waves** brief - '03>04>05'. Collaborative work that develops from this point necessitates that the teams engage in communication that provide points of contact, mutual interest and overlap. The first step in this process-based brief is to work from the team's accumulated visual resource, and produce a group-determined subset of a maximum of 12 pieces (2 from each team member). A designer presents a further written 'guest' lecture that focusses on potential of creative practice through virtual communities. In support of continued image-making activities, the accompanying 'expose' features the work of acclaimed graphic designers.

[Lecture 3: Green Communications: Cultural Sustainability – by Katherine McCoy](#)

Week #4

Omnium Stage: 04. Abstracting

From this point onwards, each group is in a position of largely self-determining the course of the remainder of the project. Course content at this time is largely of a nature that encourages the pursuit of collaborative creativity.

A third written 'guest' lecture is provided that addresses the topic of critical awareness in design history. Contributing to this is a 'live' chat with Steven Heller:

In studio, the teams initiate shared, collaborative creative activities. By the end of this week, each group has refined and abstracted their overall image resource, reducing it to a total of 5 team design responses.

[Lecture 4: The Case of Critical History – by Steven Heller](#)
['Live' Chat Session with Steven Heller](#)

Week #5

Omnium Stage: 05. Resolving

A third written 'guest' lecture, which addresses the topic of digital and collaborative creativity. Contributing to this will be an 'expose' that focussed on intercultural visual communication through the work of designers.

Groups hone down their visual image solutions to a bank of 3 designs.

[Lecture 5: Collaborative Design in a Small World – by Andy Polaine](#)

Week #6


The final week will focus exclusively on the teams resolving one final design solution, based on the collective submissions from all the previous stages of the project, and submit it titled: 03>04>05 as the conclusion of their individual and collective creative process. A concluding final written guest lecture about implications of working in the intercultural context that digital design now finds itself, will be discussed through.

[Lecture 6: Selected Essays – by Ron Burnett](#)

Week #7

Post-project feedbacks are sought and offered. Project outcomes are archived.




Timeline (7 weeks)
The *Creative Waves* project unfolds progressively over a sequence of stages.
(This timeline visualises the structure of these stages).

Timeline

The *Creative Waves* project unfolds progressively over a sequence of stages (ref. the timeline visualizes the structure of these stages)

Schedule of Content Delivery




Week 00 Orientation Week Welcome and Introduction session

OMNIUM support materials:
Introduction Lecture: Rick Bennett

(start) >>>>>>>>>>




Week 01 Gathering Individual ----- Fieldwork Activity (1)
Creative Wave 1: Same Time, Different Places
Synchronous (60 mins at designated Omnium time)
Undertake photographic activity

Outcomes
Select 3 original images


Activity. PHOTO/graphic emphasis: Time
event / moment / encounter
Photography as performative; the action/activity of photographic image-making
The camera/lens as a recording device (diaristic, personal, photojournalistic)
Self-expressive potential
OMNIUM support materials:
Lecture #1: Vince Dziekan
Exposé #1: Susan Collins
Exposé #2: Claudia Terstappen




Week 02 Identifying Individual ----- Fieldwork Activity (2)
Creative Wave 2: Different Times, Same Place
Asynchronous (Explore single location over period of time)
Undertake photographic activity

Outcomes
Select 3 original images


Activity. PHOTO/graphic emphasis: Place
location / condition / transformation
Photography and its cinematic properties (mood, sense of place, emotive)
The camera/lens as a compositional tool (framing, position)
Qualities of light



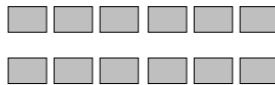
Studio Activity (1)
Creative Wave 3: Time Zones
Develop a design solutions from preceding photoshoots

Outcomes
Develop a single design


Activity. photo/GRAPHIC emphasis: Time Zones
Transcription (re-writing imagery; introducing text and other graphic languages to preexisting image content)
Amplification (heightening expressive qualities through image-manipulation & enhancement)
Emphasis (visual communication; creating significance through graphic design considerations)
OMNIUM support materials:
Lecture #2: Pedro Meyer
Exposé #3: Bronwyn Wright
Exposé #4: Sandra Semchuk and James Nicholas
Live Chat#1: Stefan Sagmeister




Week 03 Distilling Collaborative ----- Studio Activity 2
03:04:05 (Start)
Identify 'creative waves' (similarities/differences, points of contact, overlaps across group)

Outcomes
Contribute individual designs to form a group resource of 12 designs


Activity. Transition from Individual to Collective
Introduce models of practice (individual 'auteur' vs. collaborative models)
OMNIUM support materials:
Lecture #3: Katherine McCoy
Exposé #5: Ed Fella
Exposé #6: Stuart Rankin Alden




Week 04 Abstracting Collaborative ----- Studio Activity 3
03:04:05 (Cont'd)
Produce photographic images and collaborative designs

Outcomes
Reduce/refine resource to 5 designs


Activity. Collaborative Creativity (initiate)
Introduce Digital Workflow
OMNIUM support materials:
Lecture #4: Steven Heller
Live Chat#2: Steven Heller




Week 05 Resolving Collaborative ----- Studio Activity 4
03:04:05 (Cont'd)
Produce photographic images and collaborative designs

Outcomes
Reduce/refine resource to 3 designs


Activity. Collaborative Creativity
Communication potential of digital creativity
Implications on how we work, produce and create (as individuals and teams)
OMNIUM support materials:
Lecture #5: Andy Polaine
Exposé #7: William Harald-Wong



Week 06 Collaborative ----- Studio Activity 5
03:04:05 (Conclude)
Complete single group design

Outcomes
Submit final design


Activity. Collaborative Creativity (complete)
Collective contribution
OMNIUM support materials:
Lecture #6: Ron Burnett