

DESIGN ITERATIONS

Original Logos

The first set shows four distinct logos with completely different visual approaches and no unified identity. Litoria Central features a stylized leaf with brown elements, Russells Creek Rec uses a flowing stream design, Aberline Marketplace uses geometric gold triangles with purple text, and North Hub displays a colourful, playful design with multiple bright colours arranged in house-like shapes. These logos lack visual unity, using different colour palettes, typography styles, and design languages that make them feel like separate and unrelated, not matching the brief.

Amended Logos

The redesign creates a unified system by implementing a consistent green colour palette that reflects natural, sustainable values, while using rounded square containers for visual cohesion. Each logo maintains its individual character through distinct iconography - the frog/lily pad, flowing stream, shopping bag with house symbol, and geometric building blocks - but now speaks the same design language. This redesign gets mostly what the brief outlines-albeit does have problems also..



SURVEY BELOW

East of Aberline Logo Feedback Survey

Communication Need 2: Cohesive Visual Identity System

Please take a moment to answer the following questions to help refine the logo designs for the East of Aberline precinct. Your feedback will guide further improvements.

1. Overall Impressions

Q1: Which of the four logos do you like the most? Why?

Q2: Which logo do you like the least? Why?

Q3: Do the logos feel like they belong to the same family (cohesive)?

☐ Yes ☐ No ☐ Unsure

If no, what feels inconsistent?

2. Individual Logo Feedback

Q4: What do you like about the Litoria Central logo (frog/lily pad)?

What would you change?

Q5: What do you like about the Russells Creek Rec logo (path/river)?

What would you change?

Q6: What do you like about the Aberline Marketplace logo (shopping bag)?

What would you change?

Q7: What do you like about the North Hub logo (open book/panel)?

What would you change?

3. Accessibility and Clarity

Q8: Are all four logos easy to recognise and understand at a glance?

☐ Yes ☐ No ☐ Some more than others

If no, which ones are harder to understand?

Q9: Do any colours or shapes make the logos hard to read or recognise?

4. Final Thoughts

Q10: Do these logos give a sense of community and place? Why or why not?



SURVEY

FEEDBACK SUMMARY

A total of 35 respondents completed the logo feedback survey. Results showed that the Aberline Marketplace and Russells Creek Rec logos were the most positively received. Respondents appreciated their strong symbolism, visual clarity, and relevance to their respective sub-areas.

The Litoria Central logo was noted for its recognisable frog motif; however, several participants commented that the frog looks more like it's sitting on a plate than a lily pad, and suggested the colour palette could benefit from more earthy, less vibrant greens. The spacing between the frog and the lily pad was also mentioned as needing improvement to enhance visual balance. While the frog shape itself is strong, some felt it might not clearly communicate "eco centre" at first glance.

The Russells Creek Rec logo's darker colour stood out too much compared to the others. The river shape was described as too angular and lacking natural curves. Respondents recommended simplifying the design by reducing unnecessary details to improve clarity and cohesion with the other icons.

The Aberline Marketplace logo was generally well-received but noted to be slightly too bright. The bag icon was observed as not vertically centred within its bounding box, and contrast between the bag and background could be refined for better legibility, especially at smaller scales.

The North Hub logo received mixed feedback. The abstract form was unclear to some viewers, with uncertainty about what it represents. While the strong geometric shapes are visually impactful, the design was perceived as lacking communicative clarity and full cohesion within the logo suite.

Across the responses, most participants agreed the logos felt generally cohesive, though suggestions were made to improve consistency in shape language, line weight, and overall balance.

SURVEY FEEDBACK

Moving Forward

In response to the feedback from the 35 participants, the following refinements will be made:

Litoria Central: Increase spacing between the frog and the lily pad to improve balance and legibility. Adjust the colour palette toward more earthy tones to reduce vibrancy and better communicate the eco-centre theme.

Russells Creek Rec: Soften the river shape's angular lines to introduce more natural curves. Simplify details to ensure the logo scales well and integrates smoothly with the other icons, while maintaining its distinctive darker colour with slight moderation to improve cohesion.

Aberline Marketplace: Maintain the overall design but correct the vertical alignment of the bag icon within the bounding box. Test and adjust contrast levels between the bag and background to enhance clarity, particularly in greyscale and small-scale uses.

North Hub: Simplify the abstract form and explore clearer symbolic elements to enhance recognisability. Aim to create stronger visual links with the other logos through unified shape language and balanced geometry.

System-Wide Adjustments:

Review and standardise line weight and spacing for greater consistency across all logos.

Test all logos for accessibility using greyscale, high-contrast, and colour blindness filters.

Ensure all logos scale effectively for use on signage, maps, digital platforms, and print materials.

These refinements will help deliver a final logo system that is visually unified, easily recognisable, and accessible – strengthening the sense of place and community identity within the East of Aberline precinct.



LITORIA
CENTRAL



RUSSELLS
CREEK REC



ABERLINE
MARKETPLACE



NORTH
HUB



LITORIA
CENTRAL

Not Naturally
Curved
And Angular-
will have to
refine on
illustrator

Bag is not
centred and
the 'A'



NORTH
HUB

Changed Logo to
have space
between the frog
and the lily pad, to
help users
distinguish parts of
the logo. Still needs
refinements

Changed Logo to
curve on second
building to reflect
first, colour is ok,
but needs to reflect
what the area is

LITORIA
CENTRAL

RUSSELLS
CREEK REC

The typography effectively unifies all four logos by consistently using Montserrat Medium Bold for the main titles and Montserrat Light for the secondary text, creating a clear hierarchy and a professional look that supports legibility and wayfinding across different formats. While the type system ties the logos together and allows each area to keep its own identity, the icons and the spacing between the symbols and text still need refining to fully achieve the cohesive visual identity set out in the East of Aberline precinct brief.

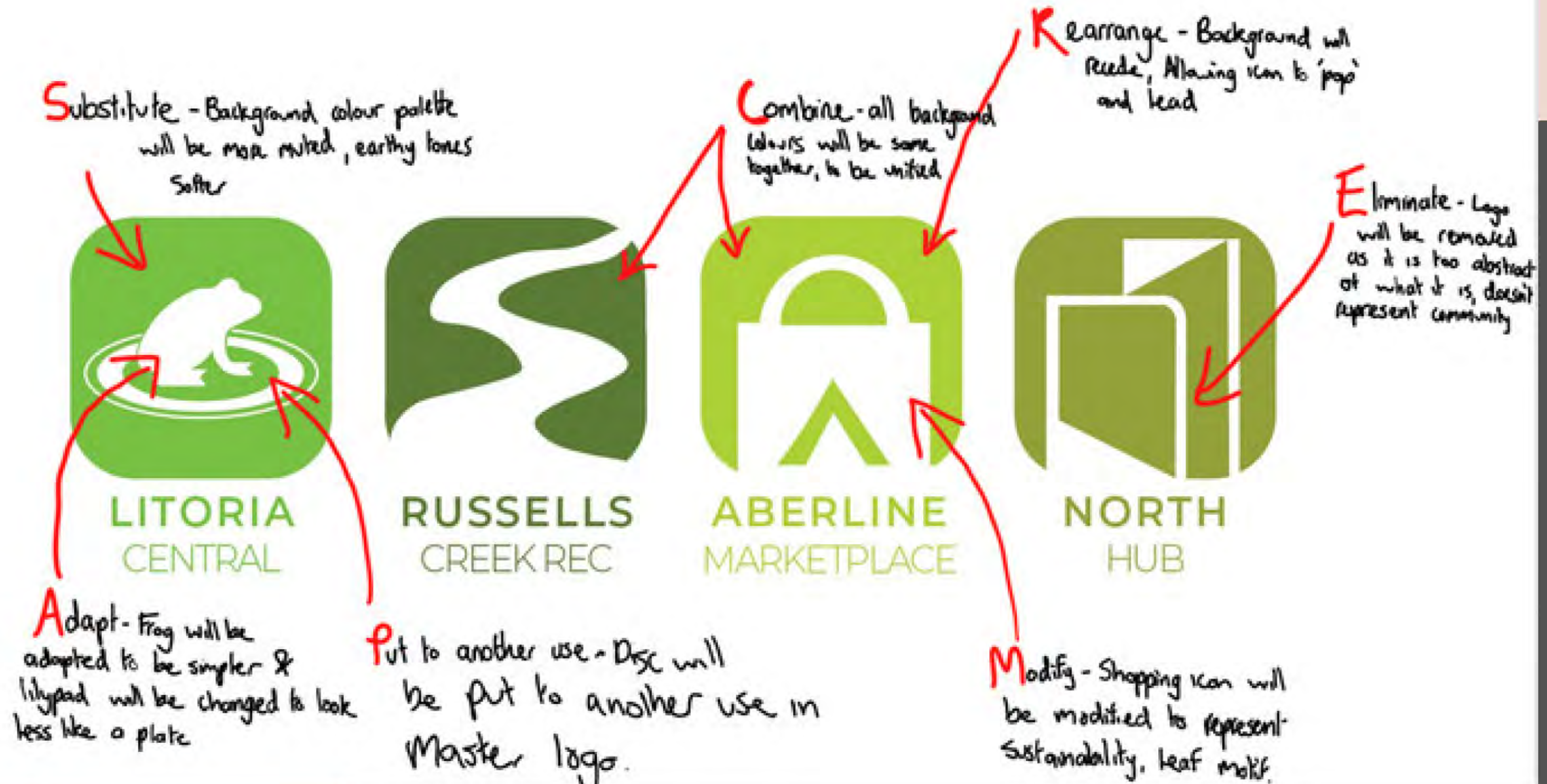
TYPOGRAPHY

The redesign creates a unified system by using a consistent green colour palette that reflects natural and sustainable values, paired with rounded square containers to create visual cohesion. Each logo keeps its own identity through distinct iconography – the frog and lily pad, flowing stream, shopping bag with house symbol, and geometric building blocks – but now speaks the same design language through a more cohesive and consistent visual style.

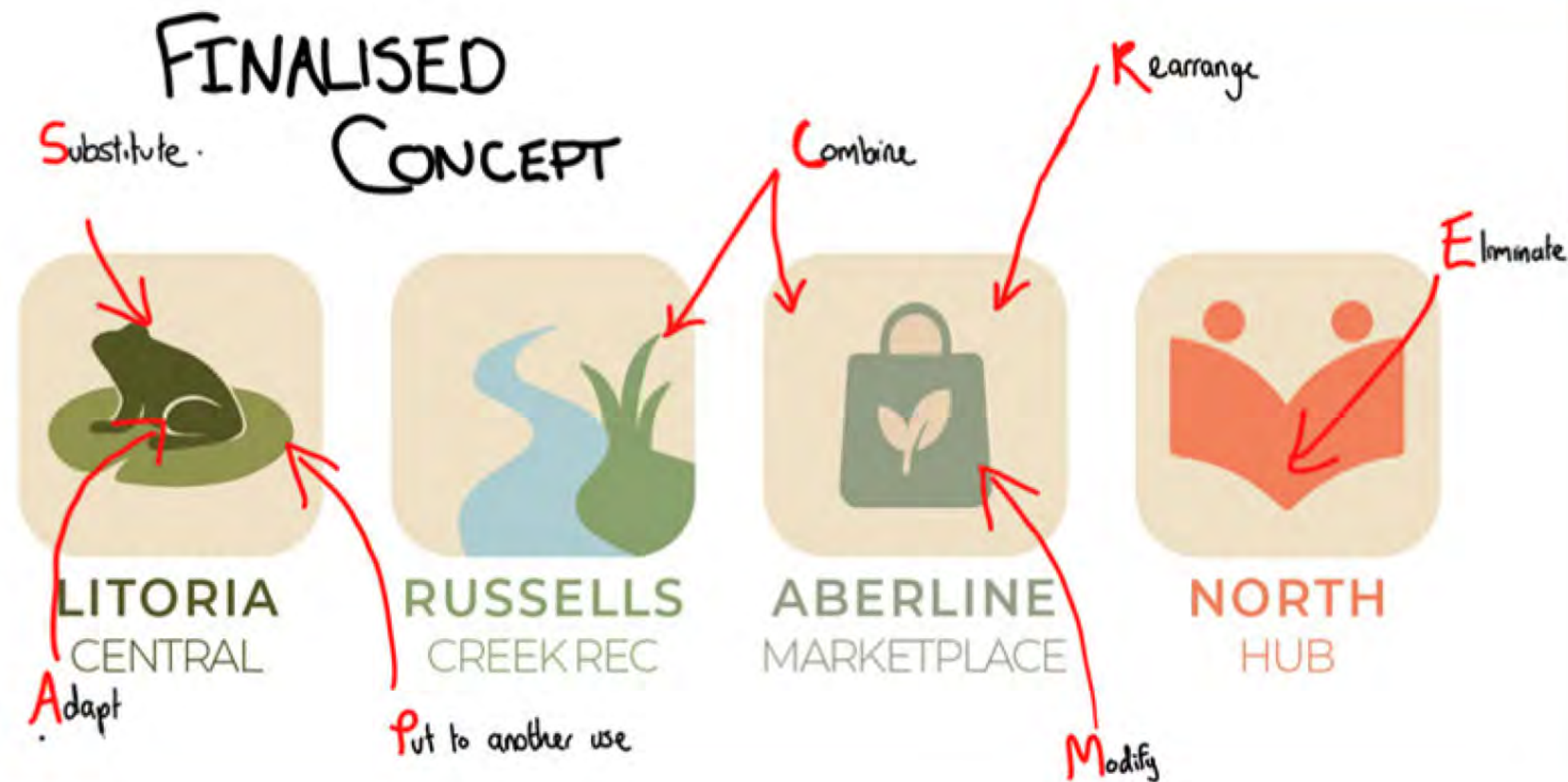
ABERLINE
MARKETPLACE

NORTH
HUB

SCAMPER-SEE NEXT PAGE FOR FINALISED CONCEPT



SCAMPER ANALYSIS-REVISED PRECINCT LOGOS



This redevelopment transforms the urban landscape through four distinct precincts that prioritise community connection and environmental stewardship. The design establishes a pedestrian-friendly core with integrated green spaces, whilst implementing strategic traffic management and consolidating retail within a centralised zone. The masterplan creates clearly delineated areas, featuring a civic precinct for government services, a community facility, an outdoor performance venue, and a concentrated business district, resulting in a unified town centre.

Growling Grass Frog (*Litoria raniformis*)
represents the area

REVISED CONCEPT



LITORIA
CENTRAL



RUSSELLS
CREEK REC



ABERLINE
MARKETPLACE



NORTH
HUB

Created in Illustrator

A creek and recreation area,
parkland, etc

Shopping, but a sustainable
shopping centre

Community Based Hub, heads and
connected in a book

REVISED EDITION



How they meet the brief:

- Natural colours and clean design ✓
- Show community values like sustainability and connection ✓
- Will work well for wayfinding and signage ✓

These logos effectively serve their purpose of *identifying* each East of Aberline development area while communicating their design and function:

How they *identify* each zone:

- **Litoria Central** - The frog symbol clearly identifies this as the main area, representing the growling grass frog, suggesting a natural gathering place where people meet
- **Russells Creek Rec** - The flowing water immediately identifies this as the recreation area centred around the creek
- **Aberline Marketplace** - The shopping bag with leaf identifies this as the commercial zone with sustainable shopping
- **North Hub** - The book and people icon identifies this as the learning and community connection space

How they *promote* target zones:

- Different audiences can easily spot their preferred area
- Families see the recreational creek area
- Shoppers recognise the marketplace
- Community groups identify the central meeting space
- Students and learners spot the hub

GESTALT PRINCIPLES

This logo system uses Gestalt principles to create a strong and unified identity across all four locations. **Similarity** ties them together through shared shapes, earthy colours, and balanced layouts, while each place stands out with its own unique icon. **Proximity** helps connect each icon to its text clearly, and closure is used in the simplified symbols – like the frog, creek, book, and bag – where the viewer fills in the meaning. **Figure-ground** contrast makes the icons stand out against their backgrounds, helping create quick recognition. Altogether, the logos work as a system, showing that the whole is stronger than the individual parts.



LITORIA
CENTRAL



RUSSELLS
CREEK REC



ABERLINE
MARKETPLACE



NORTH
HUB

CRITERIA OF GOOD DESIGN

DIETER RAMS 10 PRINCIPLES OF GOOD DESIGN	HOW LOGOS IMPLEMENT THESE PRINCIPLES
Good design is innovative	The logos show some innovation in combining nature symbols with modern geometric forms. Litoria Central's frog icon creatively represents local fauna, while North Hub's community book symbol offers a community based theme.
Good design is useful	Each logo serves its functional purpose with clear symbolic meaning. Russells Creek Rec's water and vegetation imagery immediately communicates recreation and nature, while Aberline Marketplace's shopping bag with leaf clearly indicates sustainable commerce.
Good design is aesthetic	The logos demonstrate strong aesthetic appeal with harmonious colour palettes and clean geometric forms. The consistent rounded square format and natural colour scheme creates visual unity across all four designs.
Good design makes a product understandable	The iconography is immediately comprehensible -the creek shows recreation, the shopping bag indicates shopping marketplace, and the book suggests community learning and connection, and the frog represents the central motif EOA is built upon.
Good design is unobtrusive	The logos blend well with their intended environment, using muted earth tones that won't compete with natural surroundings or architectural elements. The simple forms allow them to integrate seamlessly into wayfinding systems.
Good design is honest	Each logo authentically represents its respective area's function and character without false promises. Litoria Central's environmental focus and Russells Creek's recreational emphasis match their intended purposes.
Good design is long-lasting	The ageless geometric approach and natural symbolism should remain relevant over decades. The designs avoid trendy effects that might quickly become dated, focusing instead on enduring symbolic meaning.
Good design is thorough down to the last detail	The logos show careful attention to detail with consistent stroke weights, balanced proportions, and harmonious colour relationships. Typography is clean and legible, supporting the overall design unity.
Good design is environmentally friendly	The designs strongly emphasise environmental consciousness through nature-based iconography and sustainable themes. Every logo incorporates organic elements, promoting the precinct's commitment to ecological values.
Good design is as little design as possible	The logos successfully embrace minimalist principles with simple, essential forms that communicate clearly without unnecessary complexity. Each design reduces its concept to the most fundamental visual elements.

MASTER LOGO

BRAINSTORM IDEAS



Goal:

To design a master logo that visually represents the entire East of Aberline precinct. The logo must unify the four sub-area identities and communicate connection, growth, community, and place. It should be simple, recognisable, and scalable, with a style and colour system that complements the sub-brand logos for:

- Litoria Central (Eco Centre)
- Russells Creek Rec (Recreation Area)
- Aberline Marketplace (Retail)
- North Hub (Community & Events)

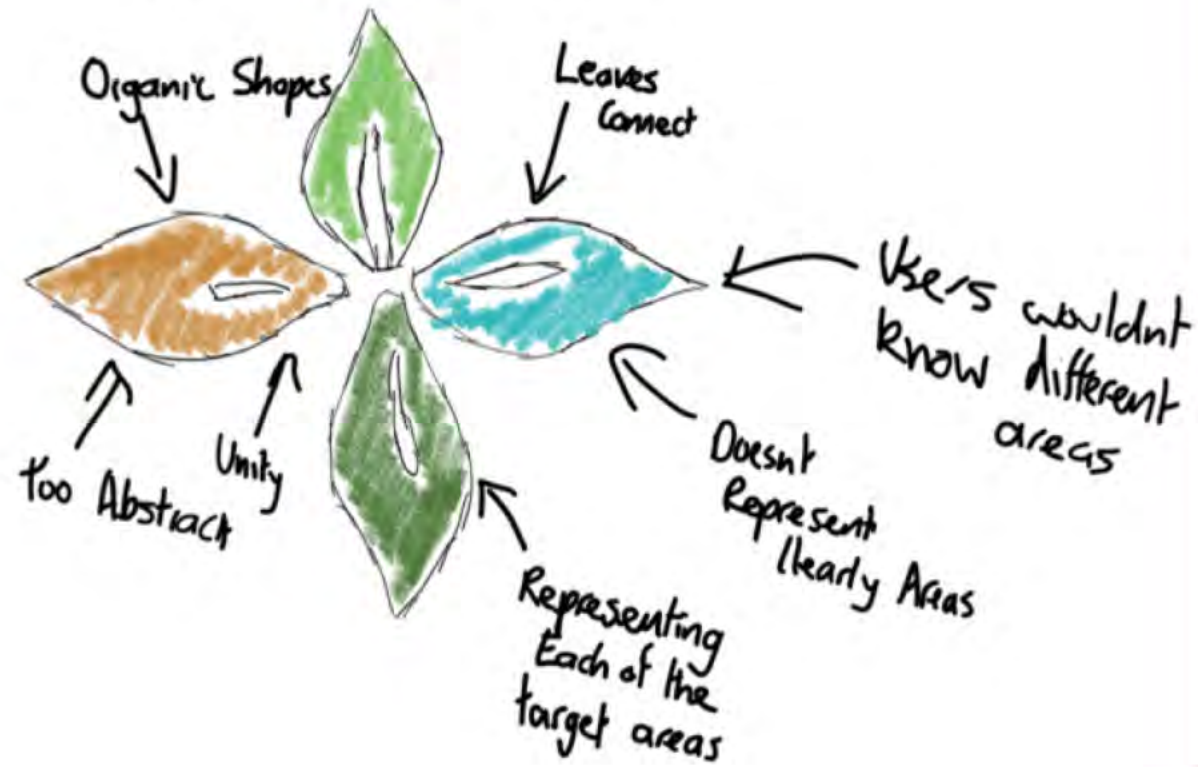
Must:

- Represent unity and diversity
- Be modern, minimal, and symbolic
- Be legible at small sizes
- Work well in digital, print, and signage
- Be inclusive of the precinct's identity – both built and natural



GENERATING IDEAS

CONCEPT ONE



Concept 1: Interlocking Leaf Petals

Concept:

A symbolic representation of unity and community through nature-inspired forms, reflecting how the precinct's zones connect into a single identity.

Visual Description:

- Icon: Four interlocking leaf or petal shapes, rotated around a central point like a flower or compass.
- Meaning: Each leaf represents a zone. The centre void represents a shared focus point (community).
- Style: Soft, curved, organic – communicates growth and harmony.
- Colours: Earthy tones (muted olive, clay orange, soft blue, taupe), one per leaf.

Concept 2: Branching Paths

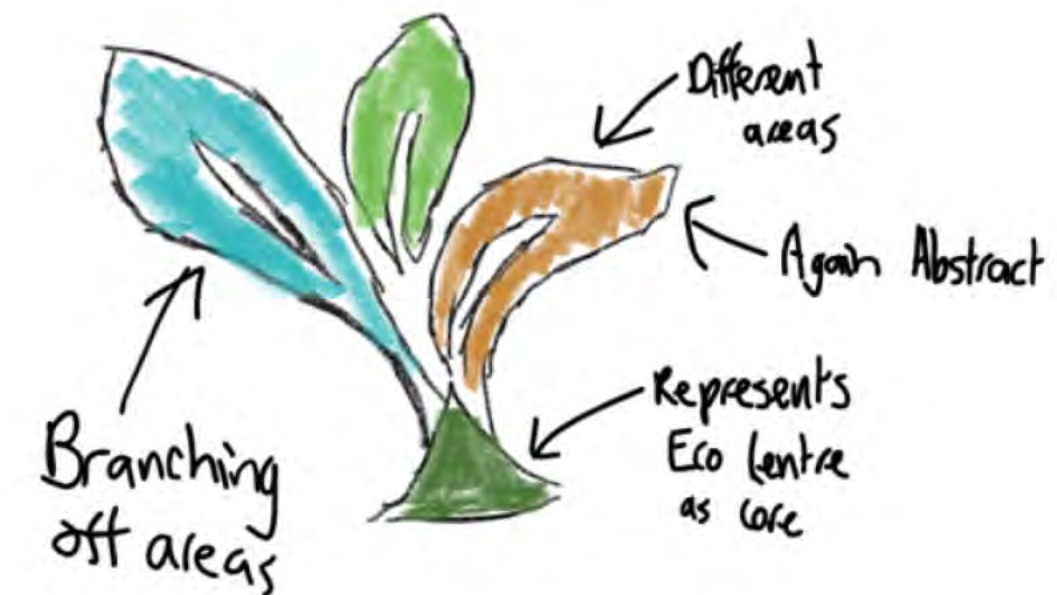
Concept:

A symbol of connection and direction, reflecting how people travel through and between the various precinct spaces.

Visual Description:

- Icon: Three curved branching paths extending from one base, forming a fan or forked-road shape.
- Meaning: A shared foundation branching into multiple zones – symbolising diversity, movement, and planning.
- Style: More geometric and directional than Concept 1, while still flowing and soft-edged.
- Colours: Deep forest green base with path colours transitioning to warm blue, olive green, and clay orange.

CONCEPT TWO



CONCEPT LOGO

The East of Aberline logo comes in a few different styles so it can be used in different places while still showing the same identity. The full green version is great for signage or entry points because it feels bold and grounded. The grey version is more professional and works well for reports or formal documents where a calmer look is better. The colourful logo – with blue, orange, and greens – shows off the diversity of the precinct and fits perfectly in community materials, digital designs, and promotional items. Each version uses the same shape and symbol, but the colours change to match the mood and setting it's used in.



FEEDBACK



Visual Unity: The circular, segmented design effectively unifies all four sub-area symbols into a united whole, creating a strong sense of systemic integration.

Symbolic Effectiveness: The four-part structure clearly communicates the concept of distinct yet interconnected zones, with each segment maintaining its individual identity while contributing to the larger precinct vision, representing each of EOA's distinct areas.

Flexible Application: The design works well in multiple formats - full colour, monochrome, and greyscale versions demonstrate good versatility for various applications and contexts.

Natural Integration: The organic, petal-like segments feel harmonious with the nature-focused identity of the precinct, creating a sense of growth and environmental connection.

Memorable Structure: The circular format creates a distinctive, easily recognizable mark that will stand out in wayfinding systems and build strong brand recall.

Clean Iconography: The simplified icons within each segment maintain clarity while creating immediate recognition of each zone's purpose and character.

Professional Aesthetic: The design successfully balances approachability with sophistication, appealing to both community members and development stakeholders.

Strong Brand Architecture: The master logo effectively establishes a clear parent brand that can support and organize the individual zone identities beneath it.

DESIGN ELEMENTS AND PRINCIPLES

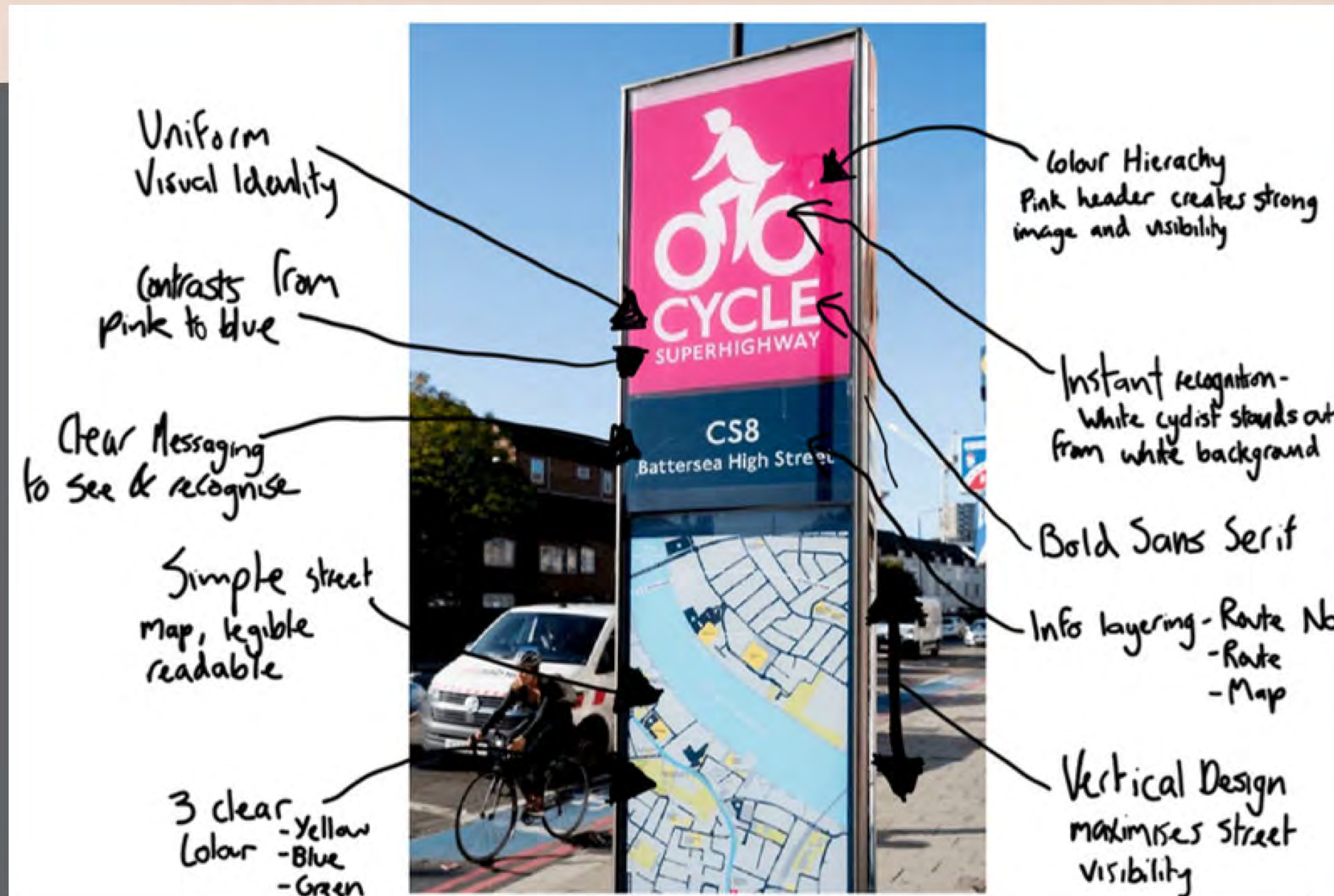


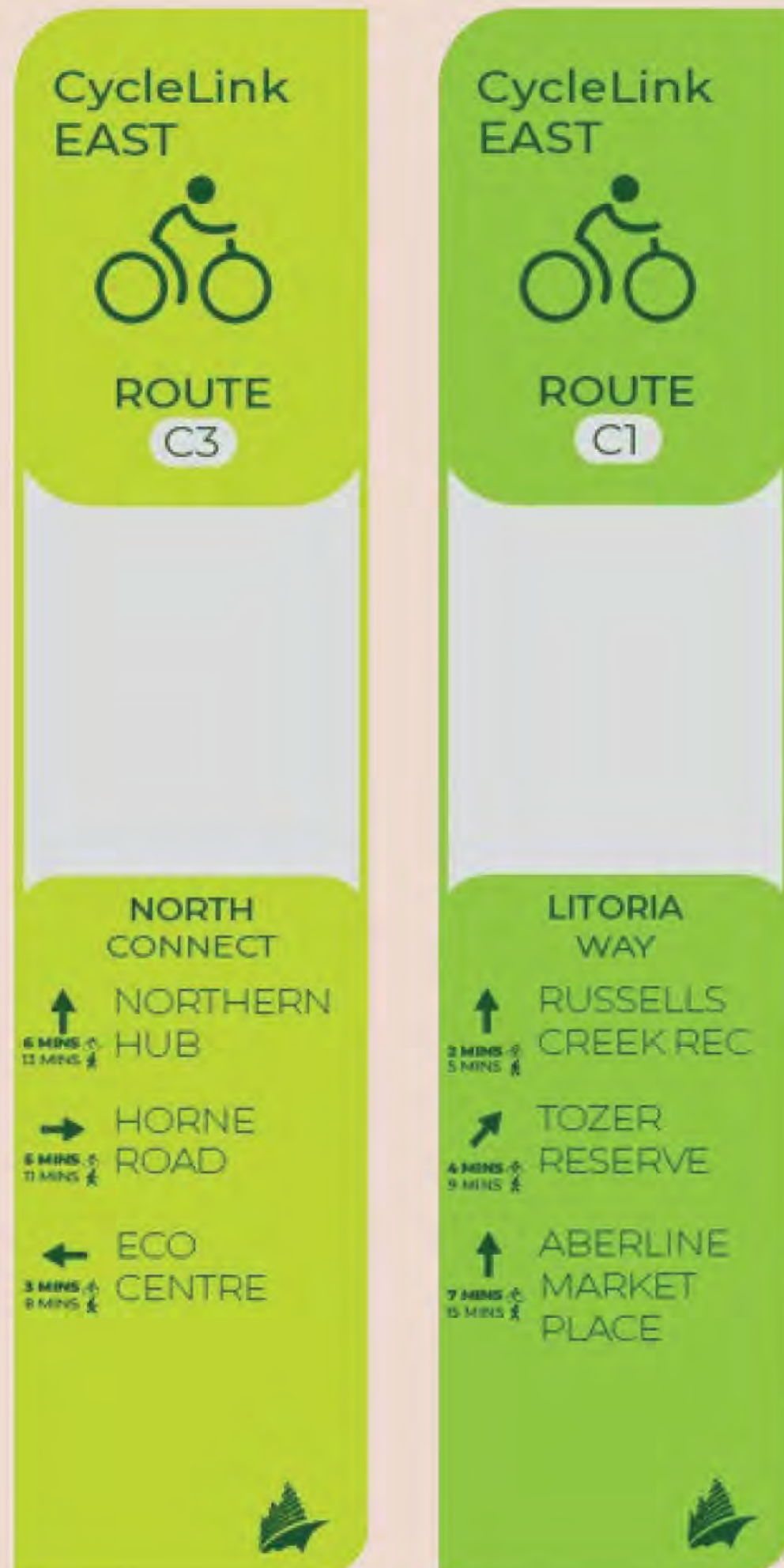
The design elements work together to create a clear visual identity. The rounded, petal-like shapes form a circle that suggests growth and community. Different versions show colour use; full colour with greens, blue, and orange, and a monochrome version in greyscale. The icons (bag, waves, leaf, people) use clean lines for consistency and easy reading. The Montserrat font adds a modern, readable look that matches the organic shapes without clashing. The overlapping petals create a sense of depth, even in a flat design.

The design uses clear **structure** and **hierarchy**. **Unity** is created through consistent petal shapes, icon style, and Montserrat font. The circular layout creates **balance**, with the text placed to support visual flow. Strong **contrast** between white icons and coloured shapes improves clarity and accessibility. Repeating the petal shape adds **rhythm**, and the sizes of the logo and text are well balanced. Montserrat adds a modern, friendly feel and keeps the brand consistent across all uses.

BICYCLE SUPERHIGHWAY SIGNAGE

BICYCLE SUPERHIGHWAY SIGNAGE





Created in Illustrator

BICYCLE SUPERHIGHWAY SIGNAGE PROTOTYPE

In this signage concept for the CycleLink EAST bicycle superhighway, the grey-white space in the centre of each sign is intentionally reserved for a route map, which will greatly enhance wayfinding and spatial orientation. This map will show a simplified representation of the cycling network, key destinations, and will prominently include a "*You Are Here*" marker, helping users quickly understand their current location and where each path leads. This addition supports intuitive navigation for both local users and visitors. The typography across the sign has been carefully chosen—

Montserrat Bold is used for headings like route names and major destinations to create strong hierarchy and readability at a glance, while Montserrat Light is used for supporting details such as travel times, providing balance and legibility without overwhelming the viewer. This

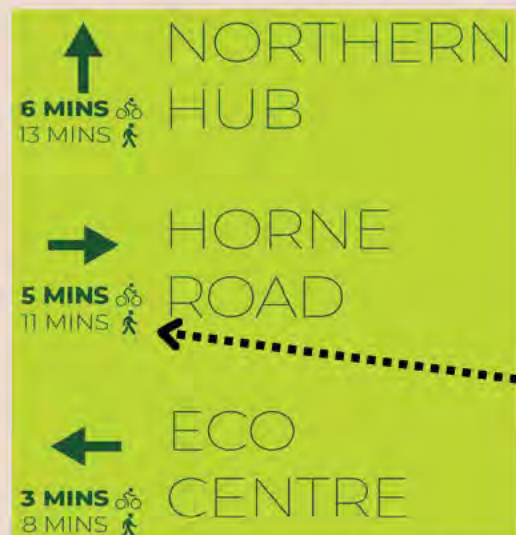
consistent typographic approach, combined with a clear layout and simple yet effective mapping, contributes to a professional, user-focused design system that enhances the overall cycling and walking experience across the East of Aberline precinct. If implemented in real life, the signage would likely need to be fabricated using durable materials like powder-coated metal to ensure weather resistance and long-term visibility in outdoor environments.

DESIGN ELEMENTS AND PRINCIPLES



The CycleLink EAST signage designs use **colour**, **typography**, and **layout** effectively to support wayfinding in the East of Aberline precinct. The bright lime-green headers and footers create strong visual impact while reinforcing cycling and environmental themes. This contrasts well with the neutral grey and white map section, improving clarity. Typography establishes clear **hierarchy**, with Montserrat Bold used for key information like “CycleLink EAST” and destination names, while Montserrat Light supports minor details such as travel times. The use of rounded rectangles and a simple cyclist icon clearly communicates the cycling focus.

Design principles are applied thoughtfully to support user navigation. **Hierarchy** is clear, with prominent route names and destinations, while less important details are visually secondary. **Balance** is achieved through even spacing between sections, and **unity** is maintained by consistent fonts, colours, and layout. Strong **contrast** ensures legibility, and emphasis is created through bold route numbers within coloured circles. Overall, the signage demonstrates a clear, consistent and user-focused visual system that enhances navigation across the precinct.



Estimated travel times, using bold and thin fonts



Fresco (left), and a
Signage using
metal(below left)



MATERIALS

Communication Need 2 was developed digitally, using Adobe Fresco for early sketches and Adobe Illustrator for everything else. Logos and signage were designed for digital interfaces like websites, touchscreens, and wayfinding systems. I will consider outdoor materials like metal for signage to make sure the designs would be durable and readable in real environments, if this signage is to go ahead. I also tested logo legibility at different sizes using digital mock-ups to make sure the identity would work across all applications.

Fresco (left), and
survey (below left)



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☐ Yes ☐ No ☐ Unsure
If no, what feels inconsistent?

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Q4: What do you like about the Litoria Central logo (frog/lily pad)?
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☐ Yes ☐ No ☐ Some more than others
If no, which ones are harder to understand?
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4. Final Thoughts
Q10: Do these logos give a sense of community and place? Why or why not?

METHODS

The design process was fully digital and followed a clear path from idea to final design. I started with sketching in Fresco to explore logo ideas for each area, then moved into Illustrator to refine them. SCAMPER helped improve the concepts by testing how well they met the brief. I created mock-ups to test scalability and clarity, then built final presentation files including logo variations and colour palettes. Feedback from 35 survey responses was used to make adjustments to layout, spacing and colour balance across the system.



Fresco (left), and
Illustrator(below
left)



MEDIA

I worked entirely with digital media.

Adobe Fresco was used for quick sketching and concept exploration, helping me test different shapes and ideas. Adobe Illustrator was the main tool for refining the logos, setting up type, building scalable vectors, and creating signage like the CycleLink EAST system. I also used Illustrator for mock-ups and applying the branding across different formats. Online tools were used to collect survey feedback, which helped guide refinements.

Legal

The East of Aberline visual identity system must operate within a complex legal framework that governs both intellectual property rights (IP) and public communications standards. At the foundational level, all original logo designs created for the project establish new intellectual property that belongs to Warrnambool City Council as the commissioning client, ensuring proper ownership and usage rights for future applications across the precinct development. Font licensing was carefully managed through the selection of Montserrat, a freely available Google Font that allows commercial use without licensing restrictions, avoiding potential copyright infringement issues.

The incorporation of the Growling Grass Frog (*Litoria raniformis*) as inspiration for the Litoria Central logo required checking to see if the logo was Trademarked at all, on <https://business.gov.au/planning/protect-your-brand-idea-or-creation/trade-mark>, ensuring the design was not trademarked, which-of course- it wasn't. References to existing designs like the Armstrong Creek Town Centre logo were used solely for analysis and inspiration purposes, with original creative work developed to avoid any copyright violations while maintaining professional design standards.

Public signage systems must comply with Australian Standards for wayfinding and accessibility, including AS 1428.2 Design for Access and Mobility requirements, ensuring all visual communications meet legal obligations for universal access. The CycleLink EAST signage prototypes were designed with consideration for these statutory requirements, incorporating appropriate contrast ratios, legible typography hierarchies, and clear iconography that supports navigation for users with varying visual abilities. Additionally, all community engagement processes, including the 35-participant survey, were conducted in accordance with privacy legislation (Australian Privacy Principles), keeping people's personal identifiable data and ethical research practices, ensuring participant data was collected and used appropriately within legal frameworks governing public consultation.

Ethical

This project focused heavily on doing the right thing for both the environment and the local community. Using the endangered Growling Grass Frog wasn't just a design choice—it was about raising awareness of local biodiversity and showing respect for nature.

The 35-person survey gave locals a voice in the design process, and their feedback directly shaped the final logos. This made the project more inclusive and made sure the visuals actually suited the people who live there.

Accessibility was a big focus too—using simple, clear fonts, high contrast, and easy-to-read icons so the designs work for everyone, including people with vision or reading difficulties. It used the industry standard for Cycling and Pedestrian logs, something anyone can easily recognise. No

Indigenous designs or symbols were used to avoid cultural appropriation. Instead, I focused on local themes that honestly reflect the character of the area, such as the native fauna and what the areas will reflect.

The project also followed sustainable design ideas—promoting environmental awareness, connection to place, and pride in local nature. The branding around Russells Creek and the use of native species was a way to highlight existing ecosystems and show respect for the area's natural identity.

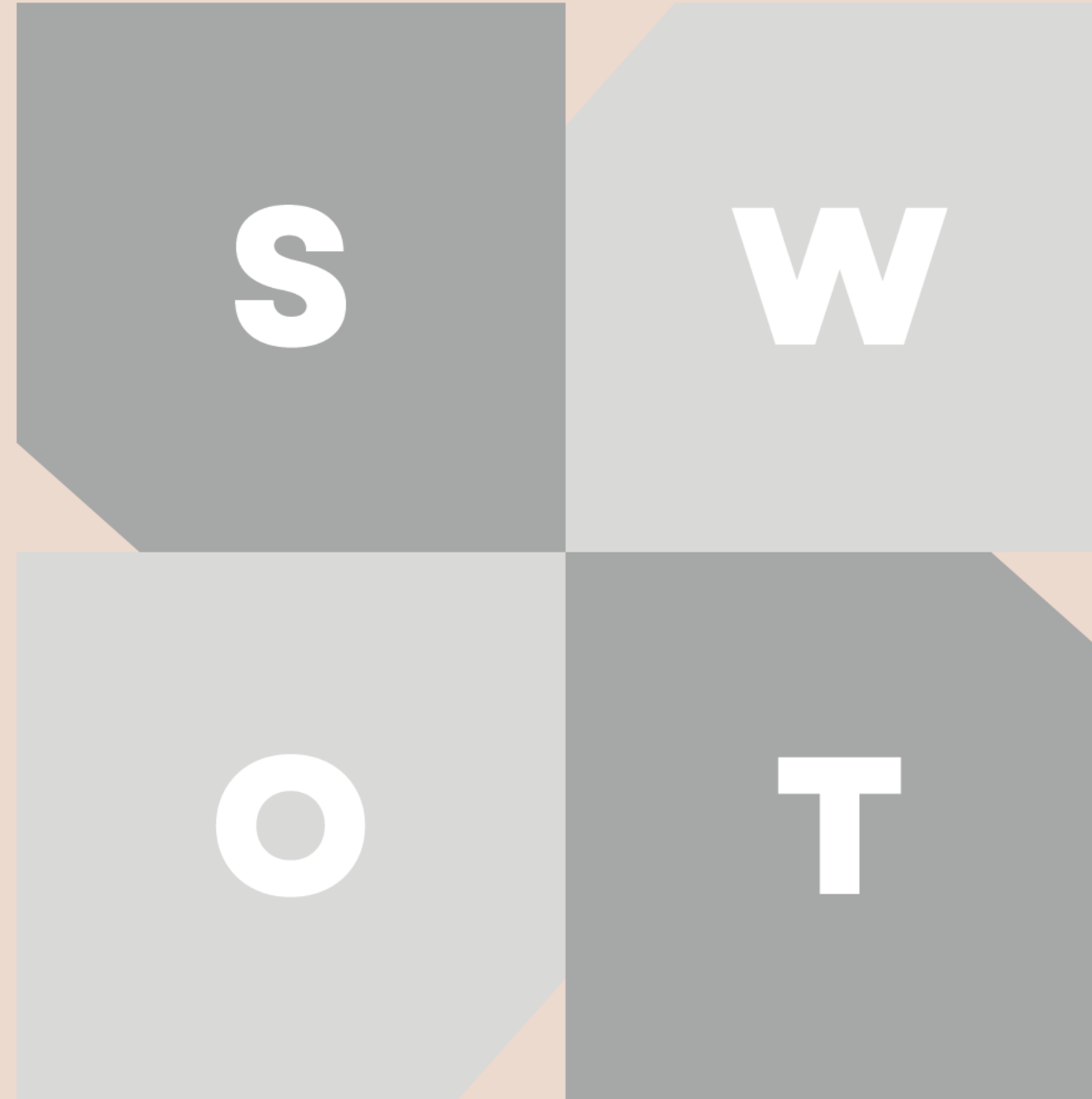
EVALUATION SWOT

STRENGTHS

The East of Aberline visual identity is strong and consistent, using natural colours, Montserrat across all zones, and matching icon styles. The use of the endangered Growling Grass Frog in the Litoria Central logo makes a real local connection and ties into the eco focus. Feedback from 35 people helped shape the designs to work well for both wayfinding and community identity.

OPPORTUNITIES

The strong eco branding opens up chances for sustainability messageing and local engagement. The CycleLink EAST signage and broader wayfinding system can improve navigation can be used as standard across the whole Warrnambool region, particularly with the Russells Creek Trail. There is also a potential there to create a digital software for people to utilise if they are unable to find a sign and need to be directed.

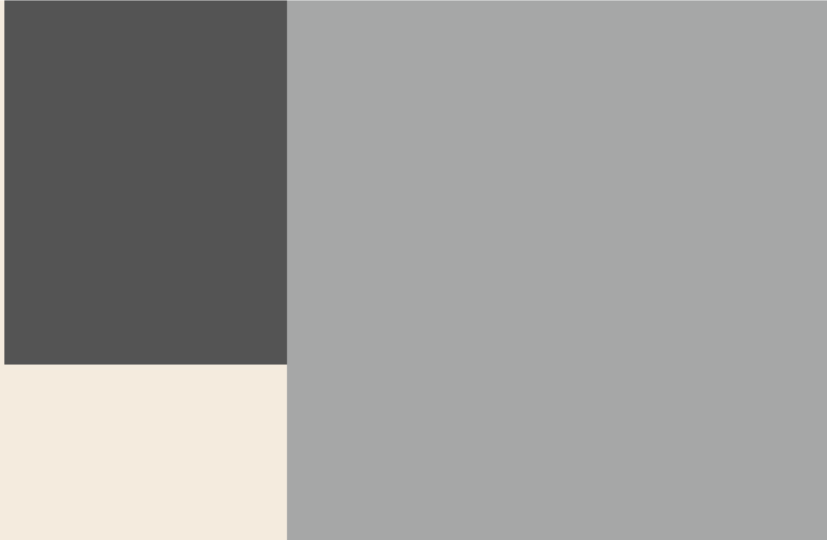


WEAKNESSES

Earlier versions of the logos didn't work well together and needed a lot of refinement to make them unified. Survey responses pointed out issues like unclear meaning in the North Hub logo, off colour balance, and alignment problems, especially in Aberline Marketplace. Keeping the four different brands visually connected while still giving them individual identity was a challenge and took multiple rounds of changes.

THREATS

The focus on natural symbols might not appeal to everyone, especially retail or commercial stakeholders. The green-heavy palette might not be accessible to people with colour blindness (deuteranomaly). Managing branding across lots of different groups—like council, developers and locals could get tricky. Future development changes might also mess with the four-zone structure, meaning the system could need to be redesigned.



CRITERIA

4



East of Aberline Structure Plan - Critique Questions

Instructions

For each question below, rate how well the EOA covers the topic and add a comment.

Rating Scale

- **Not Yet Addressed** – This hasn't been looked at yet
- **Working Towards** – It's been started but needs more work
- **Somewhat Addressed** – The basics are there, but it needs more detail
- **Addressed** – It's clearly explained and mostly works well
- **Thoroughly Addressed** – It's fully developed and very well thought through

- 1. 20-Minute Neighbourhood**
Can people walk to shops, parks, schools, and other daily needs within 20 minutes from their home?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
- 2. Housing Variety and Affordability**
Does the plan offer different types of housing that people can afford, spread out across the area?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
- 3. Eco Town Centre**
Does the main town centre show sustainable ideas for shops, services, and community spaces?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
- 4. Environment and Sustainability**
Does the design protect local nature areas and include environmentally friendly ideas? Such as Russells Creek Trail, Growling Grass Frog
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____

5. **Bushfire Safety**
Does the plan include ways to reduce bushfire risks, like safe landscaping and exit routes?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
6. **Transport and Walking/Cycling**
Is it easy to get around by bike, walking, or public transport? Are there strong links to the wider area?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
7. **Precinct Branding Clarity**
Do the logo designs clearly reflect the identity and purpose of each precinct (e.g. Eco Centre, Recreation, Retail)?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
8. **Design Consistency**
Is there a consistent visual language across all precinct logos (e.g. shapes, line weight, style, typography)?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
9. **Clear Communication**
Is the plan easy to understand with good visuals, and is it designed for everyone to access?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
10. **Typography Suitability**
Does the typeface style match the personality and function of each precinct (e.g. playful, serious, natural)?
Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
Comments: _____
11. **Audience Communication**
Is the branding easy for the public to understand, engage with, and remember? Does it communicate the precinct's purpose clearly?

Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed

Comments: _____

12. **Wayfinding & Use in Context**
 Could the logos and branding be used effectively on signs, maps, and in real-world applications (e.g. directional signage, digital interfaces)?
 Rating: ☐ Not Yet Addressed ☐ Working Towards ☐ Somewhat Addressed ☐ Addressed ☐ Thoroughly Addressed
 Comments: _____

Extra Notes

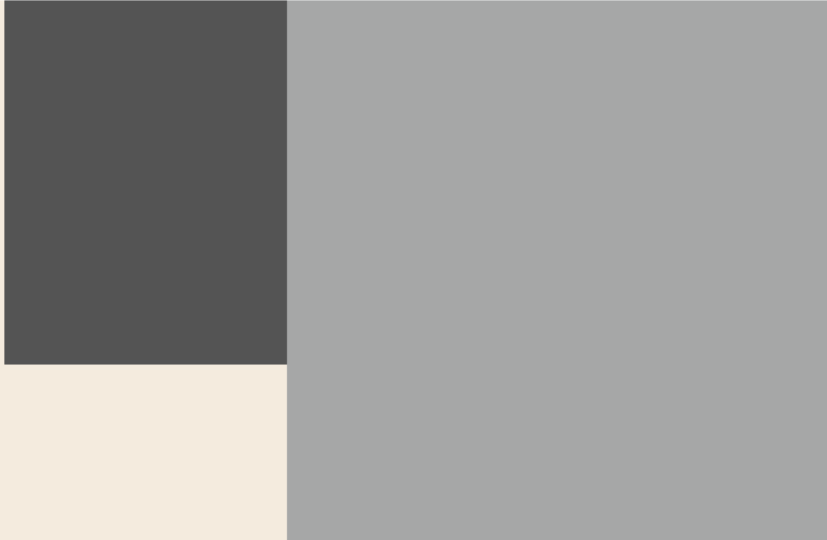
What works well in this plan?

What could be improved?

Any questions or concerns for the me?

EVALUATION QUESTIONS

These questions were shown to 11 reviewers, 2 of which were at school presentation, and the rest of people from the local Warrnambool region and 1 from Greater Bendigo, who provided key feedback about EOA which will help shape the next steps.



FEEDBACK

CRITIQUE FEEDBACK

4.3

Overall Rating

76%

Thoroughly Addressed

11

Reviewers

TOP PERFORMING AREAS

1 ECO TOWN CENTRE

91% Thoroughly Addressed

"The Growling Grass Frog branding ties sustainability to local identity brilliantly."

Reviewers praised the strong link between nature and commercial use. Native wildlife branding adds a local, authentic feel, while the mix of retail, office, and community spaces is well balanced. Sustainability features like solar and water systems boost its environmental impact.

2 BICYCLE SUPERHIGHWAYS

82% Thoroughly Addressed

"Regional benchmark for active transport infrastructure and connectivity."

Reviewers were impressed by the well-connected cycling network linking to regional trails and public transport. Protected lanes, bike bridges, and sheltered stops show strong planning for all-weather use, while links to job areas support car-free travel.

3 LOGO IDENTITY SYSTEM

73% Thoroughly Addressed

"Strong visual identity that effectively communicates the community vision."

The branding system ties all precincts together while keeping their unique identities. Reviewers highlighted its flexibility across signs and digital use. The nature-based colours and clean fonts reflect the areas sustainable focus in a modern, professional way.

SOCIAL HOUSING INTEGRATION

Current proposals lack clear percentage targets for affordable and social housing. Talking to one of the reviewers who is part of the Warrnambool City Councils Strategic Community Planning & Policy, he emphasises the critical need for key worker accommodation and diverse housing options to prevent displacement of existing residents.

"Needs concrete targets: minimum 20% affordable housing, 10% social housing to maintain community diversity and support essential workers."

Only 36% Thoroughly Addressed

NIGHTLIFE & LIGHTING INFRASTRUCTURE

Evening activation and safety concerns dominate reviewer feedback. Insufficient lighting design for pedestrian paths and limited consideration for evening economy development restrict the area's 24-hour liveability potential.

"Dark pathways near Tozer Reserve create safety concerns. Need strategic lighting design and evening activity nodes to create vibrant night-time community spaces."

Only 27% Thoroughly Addressed

DETAILED PERFORMANCE BREAKDOWN

Assessment Criteria	Average Rating	Thoroughly Addressed
Eco Town Centre	4.8/5	91%
Transport	4.6/5	82%
Logo Identity	4.6/5	73%
Bushfire Safe	3.9/5	45%
After Dark	3.5/5	39%
Social Housing	3.2/5	28%

PRIORITY ACTIONS

To unlock the full potential of this regional precinct, a series of priority actions were identified that directly respond to community needs and gaps in equity and liveability. These actions aim to address core issues around housing access, safety, and evening activity:

- Establish Social Housing Targets – Mandate 20% affordable housing and 10% social housing across all development precincts to ensure inclusivity.
- Develop Evening Activation Strategy – Introduce a lighting masterplan with Dark Sky considerations and create designated night-time activity hubs.
- Community Co-Design Workshops – Involve local residents in shaping social infrastructure and improving perceptions of evening safety.

Together, these actions form a practical yet ambitious template for sustainable regional development—where housing equity and evening liveability are treated as key foundations, not afterthoughts.

SOCIAL HOUSING INTEGRATION



Social Housing, accessed 29/6/25

After receiving feedback of the lack of a strategy regarding social housing, a preliminary framework called the Social Housing Integration Framework focuses on creating affordable homes that feel like a natural part of the community—dignified, well-connected, and thoughtfully placed. Some of the housing is located near the Eco Town Centre as mixed-use apartments above shops, close to walking trails and local services. More sits next to the Northern Community Hub, with terraces and co-housing designed for families, giving them direct access to the school, oval, and library. The rest is scattered throughout residential streets as duplexes and small homes, with a careful approach that avoids clustering and blends seamlessly into each neighbourhood. All homes are designed with liveability in mind and use the same materials and exterior finishes as surrounding private homes to keep everything visually consistent. By avoiding the separation of lower-cost housing into a single area, this approach helps remove stigma and avoids the negative outcomes often seen in areas that feel overlooked or less desirable. Instead, it supports a genuine sense of community, where everyone shares the same spaces and feels equally valued. The strategy will implement 20% affordable housing and 10% social housing, which will relieve the need for housing within other parts of Warrnambool.

AFTER DARK



Dark Sky, accessed 29/6/25

After feedback was received, a preliminary strategy I have created is the After Dark strategy, which focuses on creating safe, sustainable evenings that respect Warrnambool's nocturnal ecology while still allowing for vibrant community life. Lighting across the precinct is carefully designed to reduce glare and avoid disrupting local wildlife—using soft, warm-toned LEDs that face downward and solar-powered, lights in key areas like the Eco Centre. In residential zones, lighting is subtle and shielded, helping to maintain a calm, low-impact night environment. The Eco Town Centre comes alive in the evenings with spaces like the amphitheatre hosting twilight markets and wildlife film screenings, while the riverwalk transforms into a relaxed dining zone with pop-up terraces and soft tree lighting. Guided night ecology tours highlight local species like the Growling Grass Frog and showcase the landscape in new ways using UV torches and red-toned lighting that's safe for wildlife. These experiences are supported by clear safety features, like glow-in-the-dark markers and subtle emergency lighting. Overall, this approach avoids harsh floodlighting and instead balances night-time vibrancy with ecological sensitivity—creating public spaces that feel safe and welcoming, without overwhelming the natural environment.

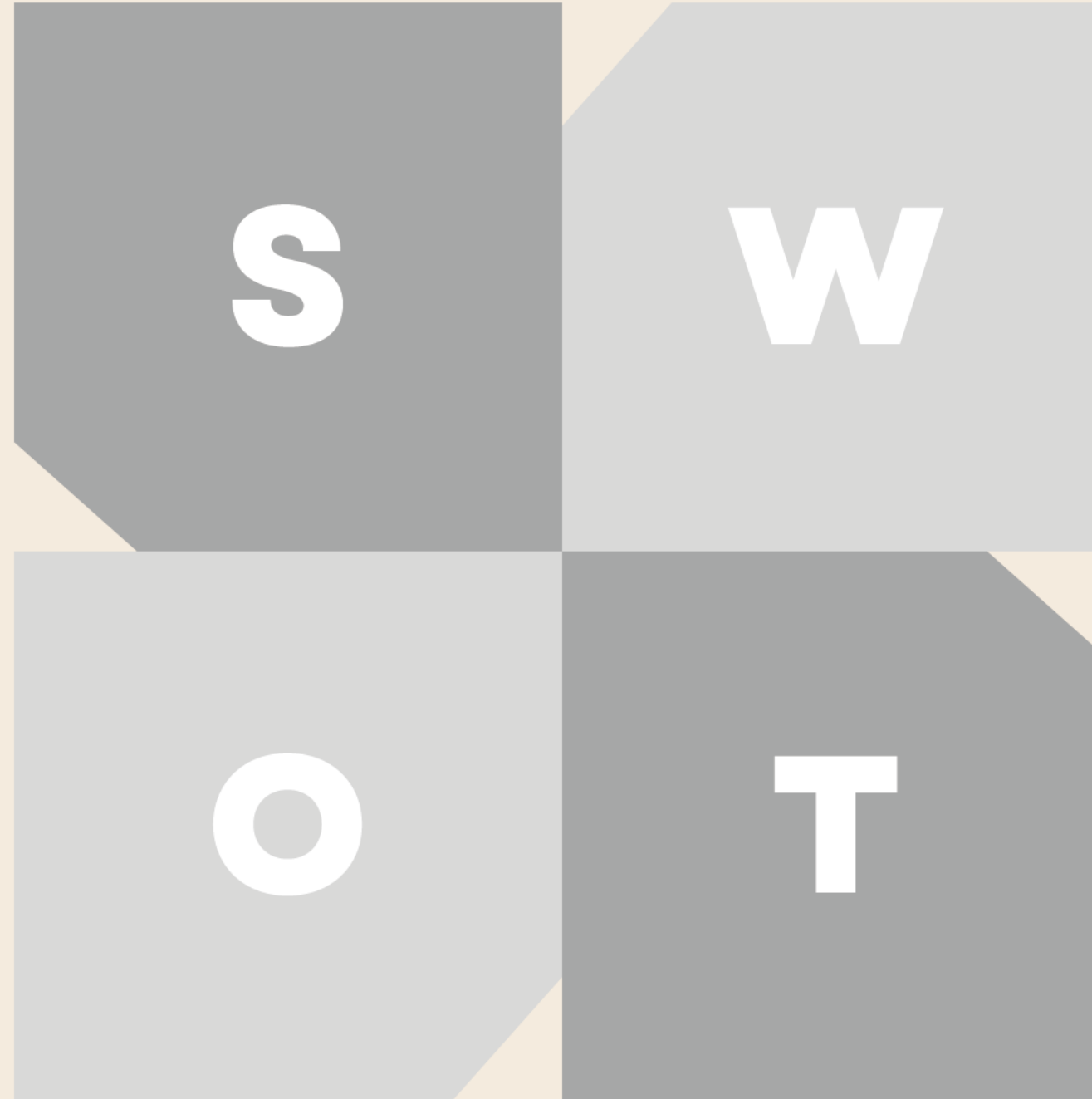
OVERALL SWOT-COMMUNICATION 1

STRENGTHS

The 3D model clearly shows how the precinct is structured, with strong zoning and colour-coding that makes the layout easy to understand. The transport network is well defined through different line weights, and overlays are clearly applied. The physical model will add a hands-on element, helping people visualise the scale. Stakeholder feedback confirmed the layout was realistic and clear.

OPPORTUNITIES

There's a chance to bring the model to life using augmented reality—like showing seasonal changes or daily movement. Interactive digital models could allow users to test different scenarios, like traffic flow or housing expansion. Running community workshops could also refine parts of the plan and build engagement, giving locals a say and making the outcome feel more people-driven—This is all with the right software.



WEAKNESSES

Some green spaces feel a bit too vague in the renders, which could confuse the importance of open areas. The affordable housing isn't mentioned too much—more detailed renders. Cross-sections don't fully show materials or textures. Lighting for after-dark use is underdeveloped, and night-time atmosphere isn't being properly represented in the current model or visuals.

THREATS

The physical model may not age well if updates to the plan are made later on. Developer changes or council decisions could water down some of the original ideas. Budget and time constraints might also affect how detailed the model or digital components can be, especially if more advanced tech like AR is explored in future stages.

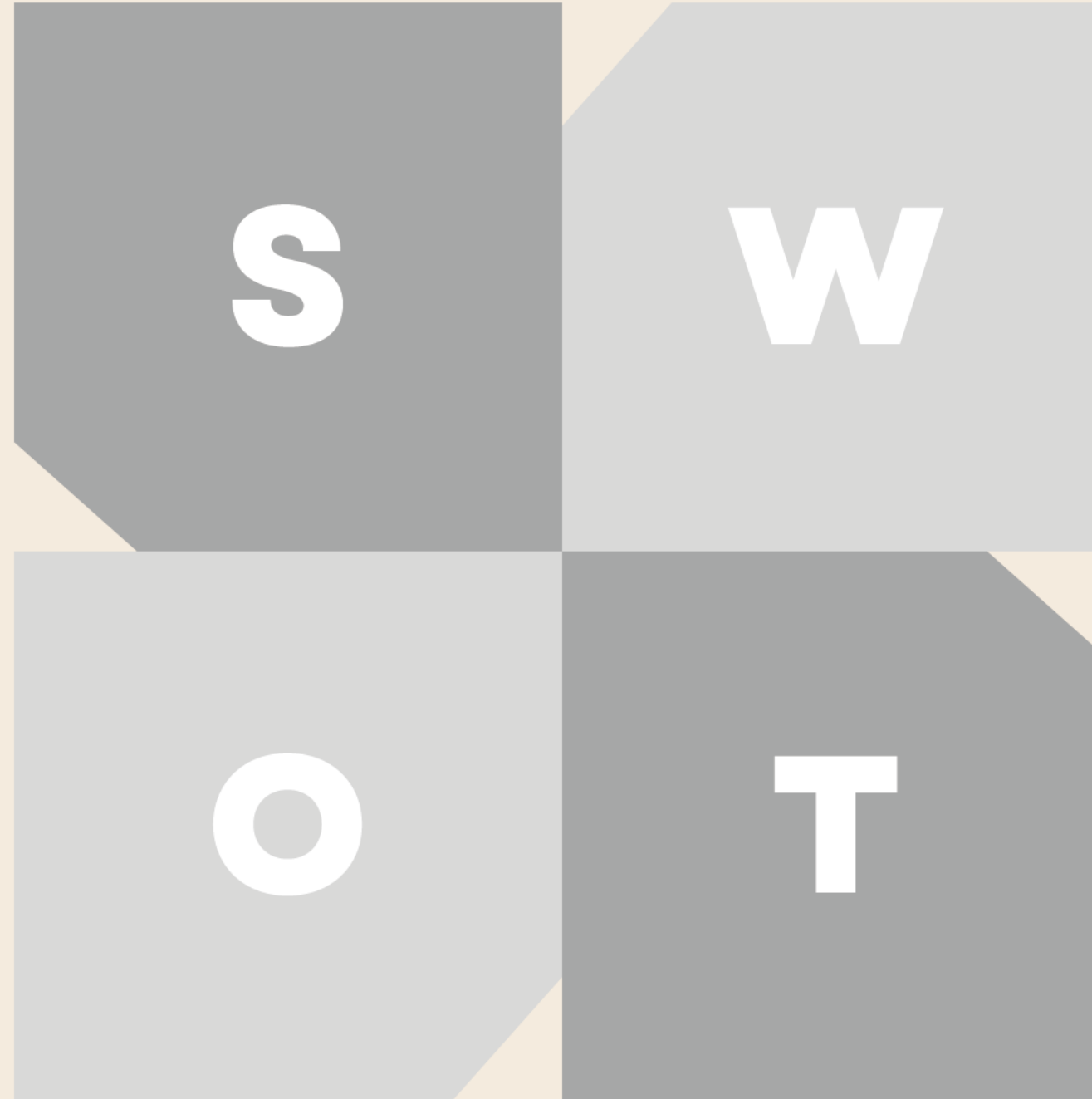
OVERALL SWOT-COMMUNICATION 2

STRENGTHS

The logo system gives each area its own identity while keeping everything unified. The green-toned colour palette clearly links back to environmental values, and the typography is consistent and easy to follow. Signage meets accessibility needs, and the frog motif ties the whole sustainability story together in a way that's playful, local, and easy to recognise across formats.

OPPORTUNITIES

There's potential to build a community co-branding program—like badges for local businesses or schools. The branding could expand into a wayfinding app to help people navigate the precinct. Seasonal updates—like colour shifts or small motif changes—could keep things feeling fresh and responsive to the environment, reinforcing the local identity while creating new engagement points throughout the year.



WEAKNESSES

Some colour pairings reduce contrast and make text hard to read in certain conditions. Environmental graphics like textures or landscape patterns are missing across applications. Most of the branding exists in digital mockups—more physical samples like signage prototypes or material boards would help communicate the visual system better.

THREATS

If the system becomes too rigid, it could limit creativity and make future design tweaks harder. Maintaining signage over time, especially outdoors, could become expensive or inconsistent. As other areas in Warrnambool develop their own precinct branding, there's a risk the identity here could blend in too much unless the design continues to evolve and stay distinctive.

PMI ANALYSIS



P

STRENGTHS

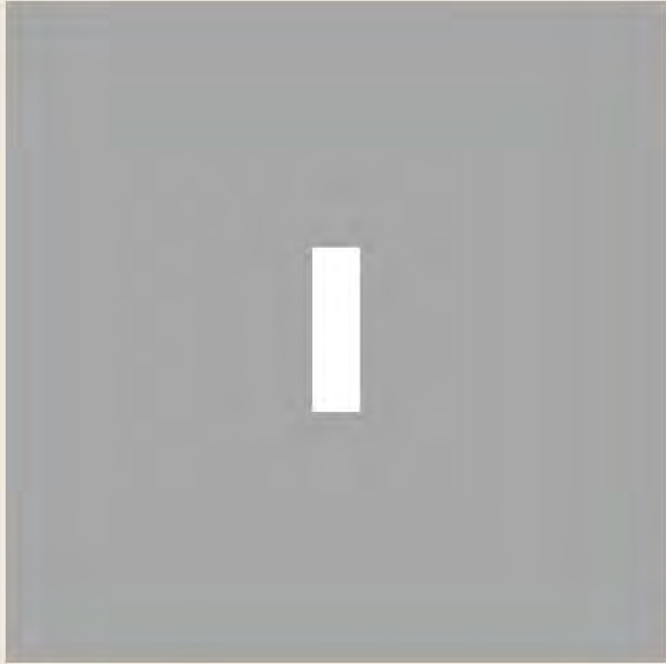
The model clearly explains complex planning ideas, with strong zoning, accurate scale, and clear annotations. Material choices lift the presentation quality. The visual identity system brings consistency across precincts while still letting each one stand out. It's accessible, well-balanced, and easy to expand across signs, maps, and digital tools—building a strong, memorable brand for the entire development.



M

WEAKNESSES

The model could use removable or modular parts for interactive workshops or staged development concepts. There's potential for digital integration, like syncing with a future “digital twin” or AR layers. The identity system could invite community co-design or extend into education, with wayfinding trails or ecology signage. There's even potential to influence branding in other parts of Warrnambool.



I

OPPORTUNITIES

The model doesn't show how the area might evolve over time—like phasing or seasonal change. Some texturing and finishes feel unrealistic or flat in renders. In the branding, a few designs haven't been tested physically yet, which limits feedback. Night visibility also needs more work across some signage, especially in low-light areas like parks or walkways.

The image features a light beige background with several geometric shapes. In the top right corner, there is a dark gray rectangle and a light gray rectangle. In the bottom left corner, there is a light gray rectangle, a dark gray rectangle, and a medium gray rectangle. A horizontal dotted line is positioned above the word 'BONUS', and another horizontal dotted line is positioned below it.

BONUS

BONUS-REQUIREMENTS

After receiving feedback after finishing this critique from my close peers, they suggested that I implement a checklist or a clearer idea of what to include in each of my four distinct areas. Adding this checklist system into my design process helped me plan each zone more clearly and ensure I wasn't missing any essential features. It also strengthened the consistency of my design by aligning each area's purpose with the overall communication goals—creating a connected and functional community. This structured approach has made it easier to refine my ideas and justify my design decisions, especially when responding to feedback or presenting my final concepts. On the next page, I've included a detailed checklist for each area to clearly show what features have been considered and integrated into the final design.

ECO TOWN CENTRE



- Central green space with sculptural seating and shade
- Signalised pedestrian crossing linking key precinct areas
- Government Hub with essential civic services
- Eco-mall retail with riverfront outlook and apartments
- Sustainable town centre including wetlands, amphitheatre, medical centre, hotel, eco commerce.
- Walkable streetscape with trees, lighting, and civic identity

NORTH HUB



- Central community centre with garden and meeting space
- Primary school with sports facilities and room for growth
- Childcare centre with lush outdoor play areas
- Main oval surrounded by higher-density housing
- Bus interchange and Bicycle Superhighway connection
- Traffic-calmed streets with wombat crossings and roundabouts

RECREATIONAL PRECINCT



- Aquatic centre, resolving issues with One Pool
Two ovals and a football field with accessible changerooms
- On-site café and restaurant/bar for spectators and events
- Ample parking and dedicated bus interchange
- Solar energy powering buildings and lighting
- Connected path network linking to wider precinct
-

RETAIL PRECINCT



- Dual-anchor retail building (Big W and Woolworths)
- Underground car parking with EV charging stations
- Positioned on key regional roads (Wangoom and Horne)
- Solar-powered building and charging infrastructure
- Regional destination with high visitor capacity
- Clear vehicle access and simple navigation layout

THINGS TO CONSIDER MOVING FORWARD

Clarity of Zoning

- Ensure each area is visually distinct but still feels like part of the overall precinct. Colour, materials, and signage should support this.

Accessibility and Movement

- Paths, roads, and public transport need to be clearly integrated across all areas. Think about how people of all ages and abilities move through the spaces.

Balance of Built vs. Green Space

- Make sure the amount of natural space (trees, seating, landscaping) balances with buildings and hard infrastructure.

Consistency in Sustainability

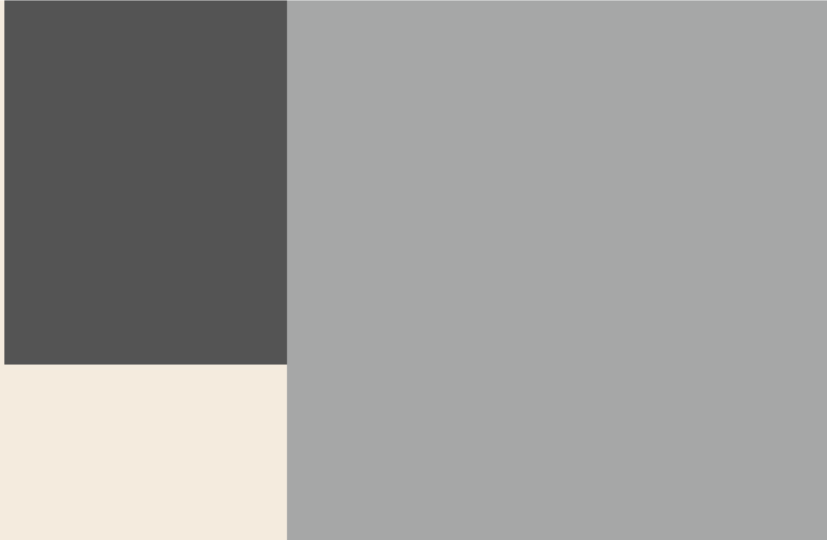
- Keep sustainable features (solar panels, EV charging, green tech) consistent across the precinct, not just isolated to one area.

Wayfinding and Signage

- Design a clear and simple wayfinding system so visitors know where they are and how to get around easily.

Community Use and Long-Term Flexibility

- Design spaces that can adapt over time—like school expansions, seasonal events in the town square, or future retail needs.



FEEDBACK IMPLEMENTATION

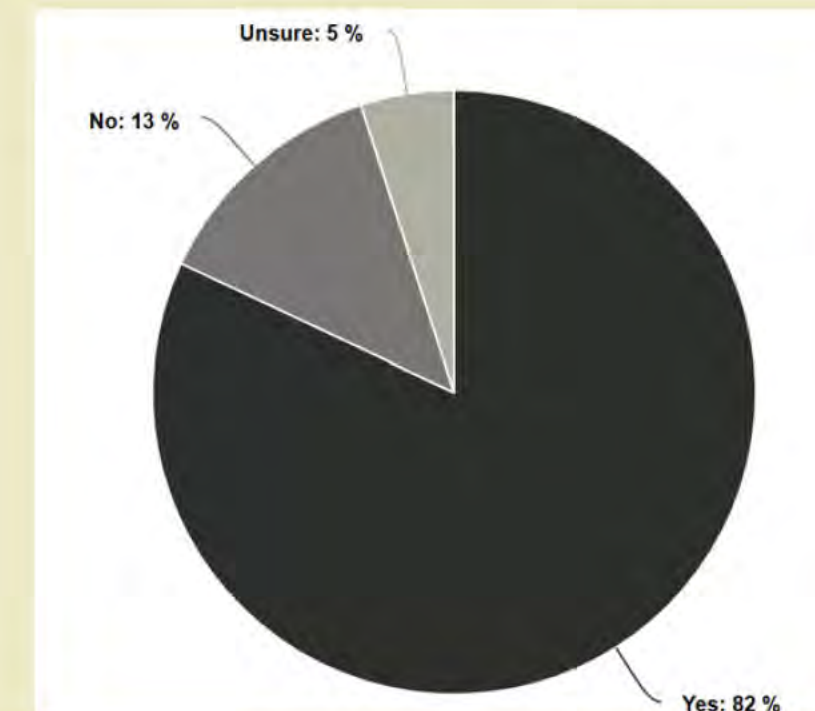
NEIGHBOURHOOD ACTIVITY CENTRE

Survey:

Participants agreed that a NAC should be incorporated into

- **Original:** "Based of the feedback provided, the plan will follow the first idea..."
- **Revised:** "Survey respondents (Page 58) preferred NAC placement on Wangoom Road to avoid competition with Gateway Plaza. In response, we relocated the retail hub to this location (see Page 72), aligning with community priorities."

THIS SHOWS I HAVE IMPLEMENTED THE FEEDBACK INTO MY PLAN



My Response:

Based of the feedback provided, the plan will follow the first idea of a large-big-box retail on the corner of Wangoom Rd and Aberline. It will also feature an eco centre, showcasing the precincts sustainability. This will be a smaller NAC, with only local eco shots. The industrial precinct will be taken into deep consideration

SURVEY FEEDBACK

Moving Forward

In response to the feedback from the 35 participants, the following refinements will be made:

Litoria Central: Increase spacing between the frog and the lily pad to improve balance and legibility. Adjust the colour palette toward more earthy tones to reduce vibrancy and better communicate the eco-centre theme.

Russells Creek Rec: Soften the river shape's angular lines to introduce more natural curves. Simplify details to ensure the logo scales well and integrates smoothly with the other icons, while maintaining its distinctive darker colour with slight moderation to improve cohesion.

Aberline Marketplace: Maintain the overall design but correct the vertical alignment of the bag icon within the bounding box. Test and adjust contrast levels between the bag and background to enhance clarity, particularly in greyscale and small-scale uses.

North Hub: Simplify the abstract form and explore clearer symbolic elements to enhance recognisability. Aim to create stronger visual links with the other logos through unified shape language and balanced geometry.

System-Wide Adjustments:

Review and standardise line weight and spacing for greater consistency across all logos.

Test all logos for accessibility using greyscale, high-contrast, and colour blindness filters.

Ensure all logos scale effectively for use on signage, maps, digital platforms, and print materials.

These refinements will help deliver a final logo system that is visually unified, easily recognisable, and accessible – strengthening the sense of place and community identity within the East of Aberline precinct.

- **Original:** "These refinements will help deliver a final logo system..."
 - **Revised:** "After 35 participants noted issues with colour balance and icon clarity (Page 127), we adjusted the frog/lily pad spacing (Litoria Central) and simplified the river shape (Russells Creek Rec) to improve cohesion (Page 132)."
- THIS SHOWS THAT I HAVE RECOGNISED THE ISSUES WITH THE LOGO SYSTEM, AND HAVE MADE CHANGES TO MAKE THE LOGOS BETTER

distinguish parts of the logo. Still needs refinements



Bag is not centred and the 'A'



Changed Logo to curve on second building to reflect first, colour is ok, but needs to reflect what the area is

These refinements will help deliver a final logo system

PRIORITY ACTIONS

To unlock the full potential of this regional precinct a series of priority actions were identified that directly respond to community needs and gaps in equity and liveability. These actions aim to address core issues around housing access, safety, and evening activity:

- Establish Social Housing Targets – Mandate 20% affordable housing and across all development precincts to ensure inclusivity.
 - Activation Strategy – Introduce a lighting masterplan considerations and create designated night-time activity hubs.
 - Design Workshops – Involve local residents in shaping structure and improving perceptions of evening safety.
- These actions form a practical yet ambitious template for regional development—where housing equity and evening activity are treated as key foundations, not afterthoughts.

- **Original:** "To unlock the full potential of this regional precinct..."
- **Revised:** *"Critique feedback (Page 154) highlighted gaps in social housing (28% addressed) and night lighting and nightlife (27% addressed). To resolve this, we propose: 1) Mandating 20% affordable housing (Page 156), and 2) A Dark Sky-compliant lighting plan, (After Dark Strategy (Page 157)).by actually showing the feedback in the statement= it is acknowledging that am aware of the problem, and how i am managing to resolve the issue

IN NEXT SECTION

PHASING OF DEVELOPMENTS

IDEATION

BUILDING OF MODEL

EVALUATION

PITCH!

FEEDBACK

MORE FEEDBACK

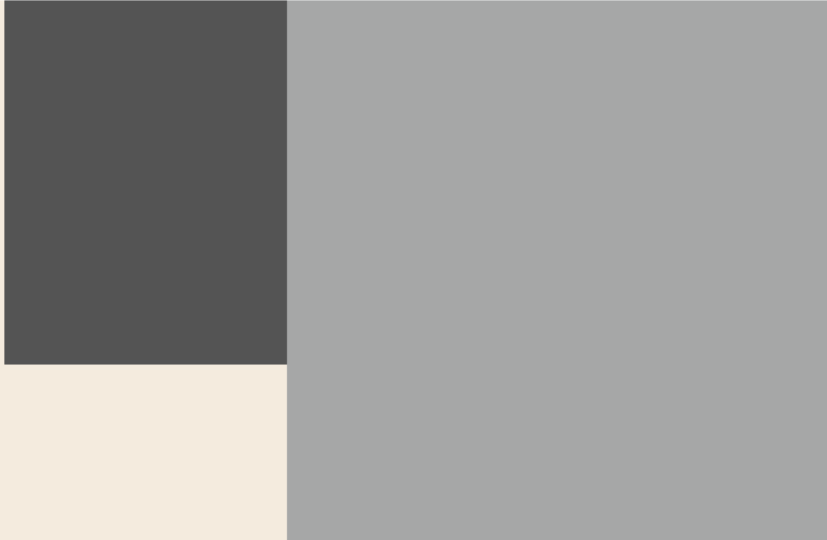
DESIGN PRICIPLES

ETC

MORE ANNOTATION

MORE EVALUATION

MORE SLIDES



UNIT

4



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UNIT 4-8

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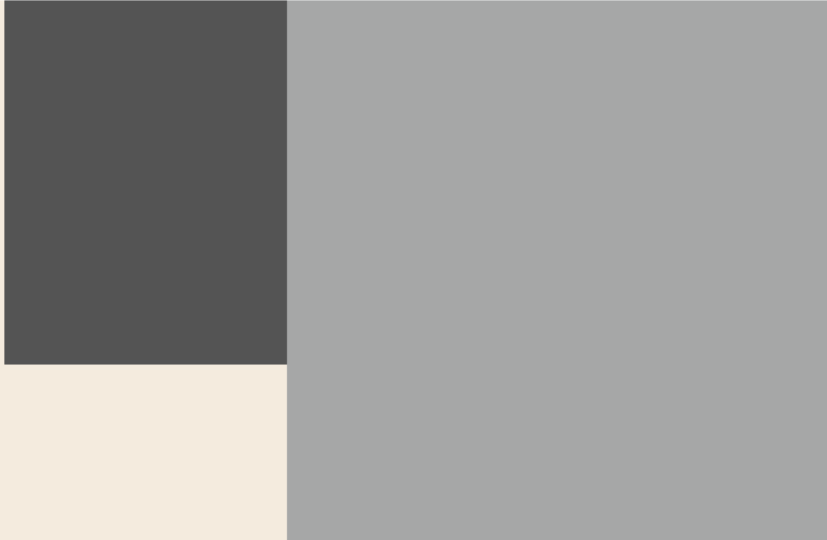
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CRITERIA

5



STATEMENT

After consultation with my client, Warrnambool City Council, it was agreed that a 3D digital model was not necessary, as the physical laser-cut model already provided a clear and effective representation of the area. Furthermore, we decided that, alongside the logo identity board, a compact 20x20cm laser-cut wooden model would be developed. This smaller-scale model will serve as a tactile design piece, offering stakeholders and designers a tangible way to engage with and evaluate the proposed precinct. This provided as a very physical presentation, allowing all stakeholders to view each of the pieces in more detail not having to know how to use a 3d modelling software to view the product or be subject to someone else having to show it to them. Additionally, a transport plan mentioned in the brief will also be excluded, as this would come after consultation with Warrnambool Bus Lines and after stakeholder review.

COMMUNICATION
NEED 1

DE BONO HATS-PRESENTATION 1



White Hat (Facts & Info)

- The East of Aberline area is a key Warrnambool growth corridor.
- Models will be at 1:1500 scale and 1:600 scale using laser-cut sheets.
- Shows community layout, eco-centre, shopping, sustainability



Yellow Hat (Positives)

- Shows a clear direction of living, with bicycle superhighways, sustainability
- Initial designs show good design, elegant and intuitive



Red Hat (Feelings & Intuition)

- The area presents a new way of regional living, focuses around key areas
- Nervous about how the model will actually turn out, as so much of the 1:600 laser cut model is unknown.



Green Hat (Creativity)

- Creativity: test logos on different mock-ups (maps, signs, posters); explore colour variations; try integrating natural/eco elements into signage.



Black Hat (Caution & Criticism)

- The model scale will be too unrealistic
- The smaller 1:1500 might underrepresent the areas.
- Risks: 3D digital model may not look professional; rushing the model could lower overall presentation quality; better to simplify and prioritise clarity.

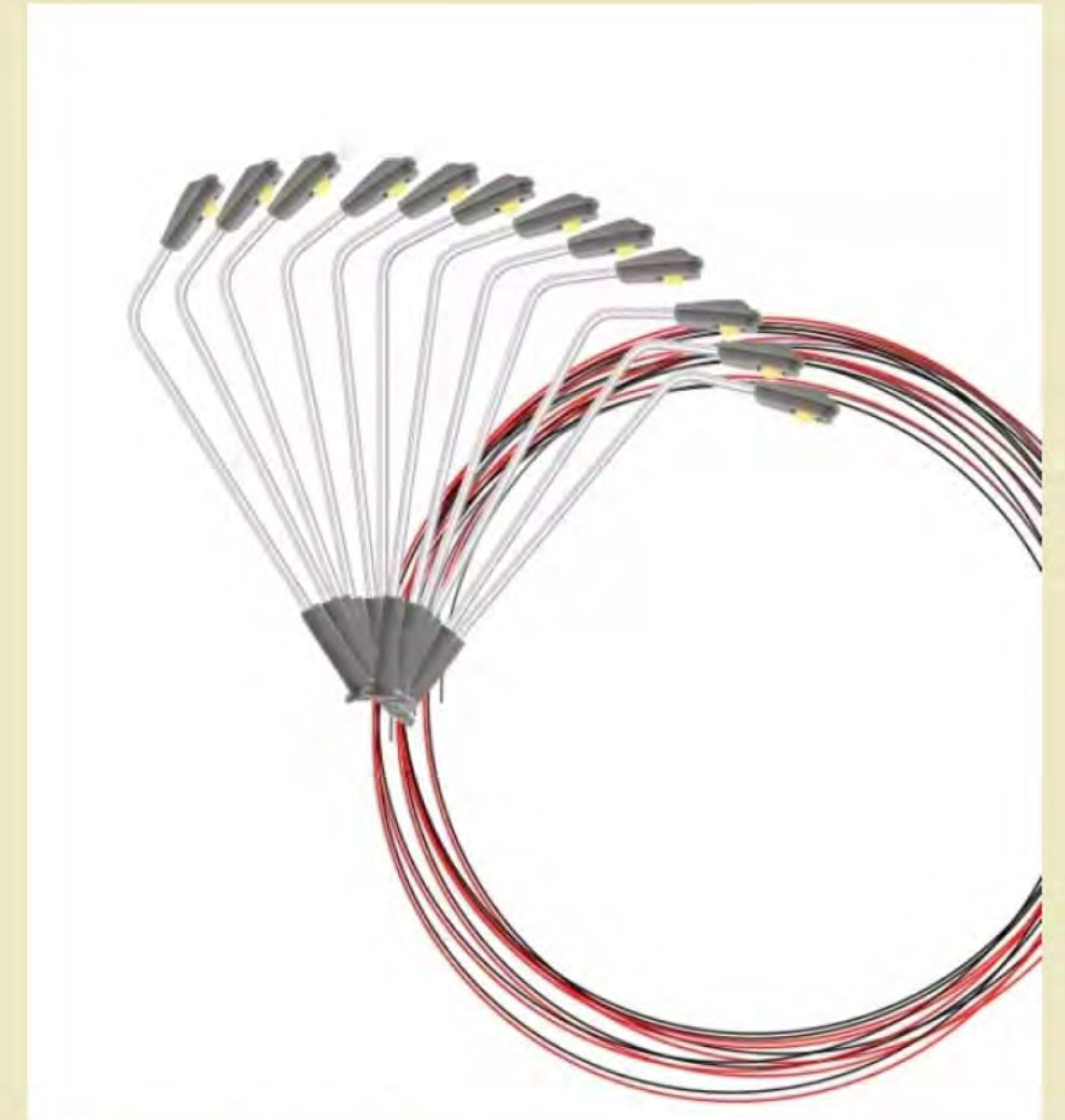


- **Blue Hat (Control)** Focus on meeting the brief: show how the East of Aberline development is planned, with a concept model to explain scale and layout.

CRITIQUE ON FEEDBACK

Based on feedback, a nightlife (“AfterDark”) plan will be implemented. This initiative will transform the precinct into an active and engaging destination beyond daylight hours. Strategies include a network of energy-efficient streetlighting, feature lighting for key architectural elements, extended trading hours for hospitality and retail venues, and the introduction of pop-up dining, music, and cultural events. Seasonal night markets and open-air cinema sessions will further diversify evening activity, creating opportunities for social connection and supporting the local economy.

In my 1:600 final design of the Eco Centre, streetlights will be integrated to physically represent this concept within the model. These will light up the town at night, enhancing wayfinding, improving perceived and actual safety, and creating an inviting pedestrian environment. The illuminated features will not only demonstrate the AfterDark plan in action but also showcase how strategic lighting design can shape the character, vibrancy, and usability of public spaces after dark.



Streetlights, AliExpress, accessed 27.8.25

MAIN AREA

Initially, I wasn't satisfied with the design of my eco centre because it felt overly complex for the scale and purpose of the area. The layout had too many roads and unnecessary details that distracted from the overall concept. To address this, I decided to go back to the drawing board, literally starting again on paper. This allowed me to simplify the design and rethink the priorities. I focused on creating a more pedestrian-oriented space by planning the pedestrian zones first, ensuring that foot traffic and accessibility were at the heart of the design. Only after establishing the pedestrian framework did I begin to incorporate the roads, keeping them minimal and secondary. This approach resulted in a cleaner, more functional layout that better suits the eco centre's intended environment and promotes a more sustainable, walkable community.



REFINEMENT WENT TO PAPER



This design achieved much of what I aimed for. It reduced the number of roads and created a more realistic area overall. However, it still wasn't quite right. As a bit of a perfectionist, and after spending countless hours studying cities on Google Earth, particularly the Maroochydore City Centre (see below left), I noticed that the road curvature wasn't as realistic as it could be. There's a balance to strike with curved roads: enough to feel natural, but not so much that efficiency and cost-effectiveness are compromised. This layout didn't quite achieve that balance.

While it did have the pedestrian network fully planned, it was never intended as the final design. Instead, it served as an interim design, a concept to refine in my next iteration. It gave me a clear vision of how I'd like the area to develop, highlighting what works and what doesn't. For example, I particularly liked how the footpath in the bottom-left corner acts almost like a rail trail, crossing a road but maintaining pedestrian priority, similar to an old railway line converted into a walking track. Unfortunately, this feature didn't carry over to the next design, as the associated roads proved unnecessary. From a cost perspective, including them would have been an inefficient use of resources.

MORE REFINEMENT-ADOBE FRESCO



This early design experiment shows a more complex layout with curved, winding roads and unnecessary connections that dominate the space. The street network feels over-engineered, spaces dominated by roads taking away from open space and walkability. While it attempted to create a more organic form, the outcome lacks efficiency and clarity, making the centre feel car-focused rather than pedestrian-friendly.

The revised design presents a cleaner and more structured approach, with simplified road layouts that remove excess curves and intersections. Pedestrian and green spaces are clearly defined, allowing for better connectivity and balance between built form and open areas. The inclusion of pathways, plazas, and greenery highlights a more sustainable, people-focused environment, where movement and activity are prioritised over car traffic.



ANALYSIS



CLEAR AND CONNECTED LAYOUT

The precinct layout is easy to navigate, with Main Street acting as the central spine connecting Gateway Road to the Town Square. This strong street hierarchy ensures smooth traffic flow while prioritising pedestrians in the core areas. Major destinations such as the Litoria Central & Apartments, Hotel, and Mall are positioned along this main route, making them highly accessible and encouraging walking over driving.

SUSTAINABLE AND ECO-CENTRED DESIGN

The integrated wetlands are both a visual focal point and a functional ecological feature, supporting biodiversity, stormwater management, and recreation. Surrounding green spaces and the Amphitheatre provide opportunities for community gatherings while preserving the natural landscape. The Bicycle Superhighway and nearby bus interchange promote active transport and reduce car dependency, aligning with sustainable transport principles.

SIMPLE, EFFICIENT, AND PEOPLE-FOCUSED

The road network is minimal yet well-connected, creating a compact urban form that shortens travel distances and uses land efficiently. Housing, shops, and public facilities are all within walking distance, fostering an active and vibrant community. A green buffer wraps around the precinct, creating natural corridors for wildlife while enhancing the amenity for residents and visitors.

GOOD DESIGN BECAUSE.....

1. Good Design is Innovative

Layout integrates modern urban design principles with sustainability – wetlands, a bicycle superhighway, and green buffers show new way of designing sustainable, innovative living.

2. Good Design is Environmentally Friendly

Including wetlands, extensive green spaces, and a strong cycling network reduces people using cars and native flora and fauna inhabiting the space. These trees will be natural carbon capturing system, creating negative emissions, capturing the CO2 and releasing oxygen

3. Good Design is Thorough Down to the Last Detail

The placement of facilities like the town square, mall, bus interchange, and amphitheatre shows attention to accessibility and community flow. Walkability and connectivity demonstrate a detailed approach to human-centered design.

CHECKLIST-ECO CENTRE

Central green space with sculptural seating and shade



Signalised pedestrian crossing linking key precinct areas



Government Hub with essential civic services



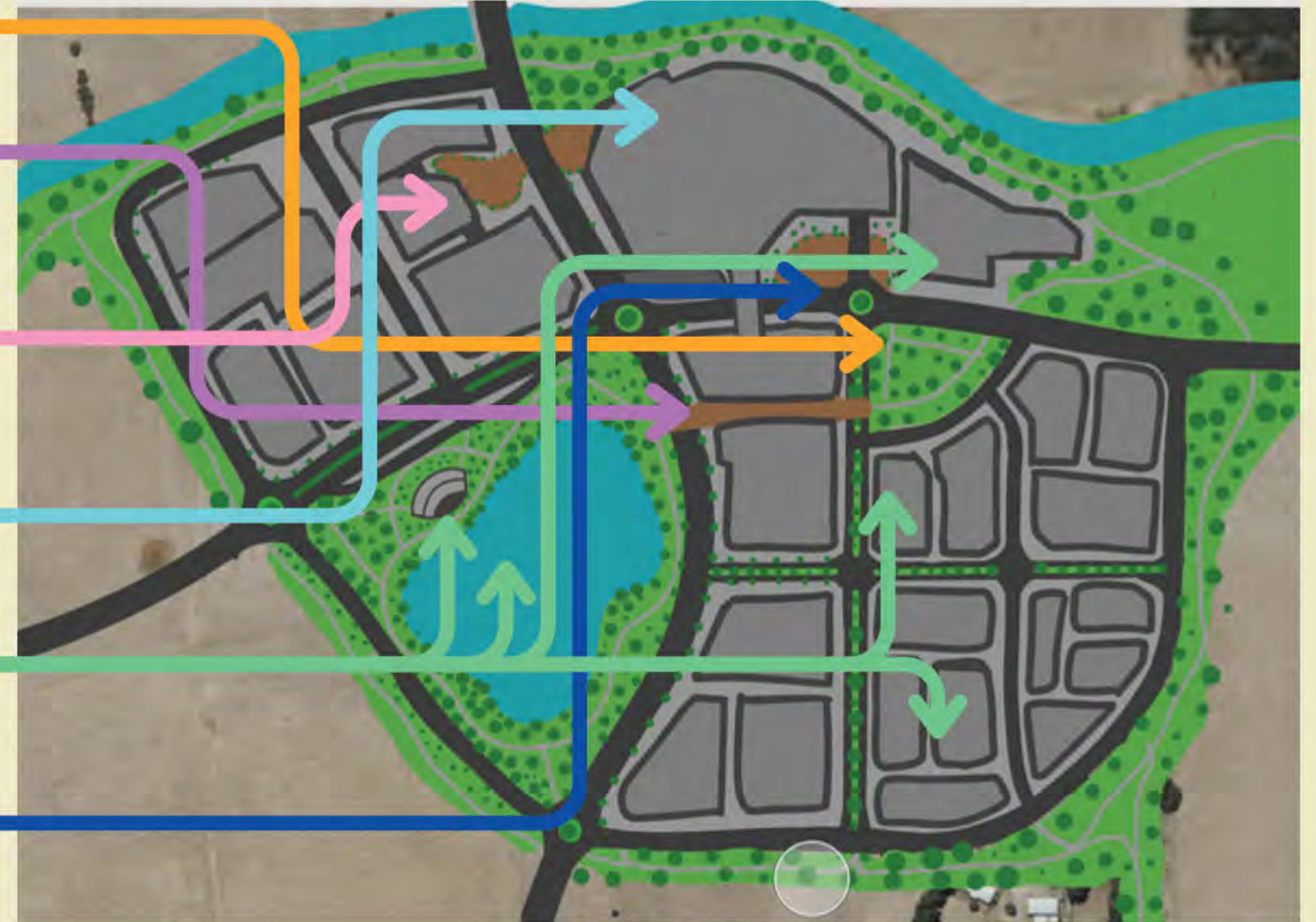
Eco-mall retail with riverfront outlook and apartments



Sustainable town centre including wetlands, amphitheatre, medical centre, hotel, eco commerce.



Walkable streetscape with trees, lighting, and civic identity



Statement: This design delivers a vibrant and sustainable town centre. It features a central green space with sculptural seating and shade, supported by a signalised pedestrian crossing that connects key precinct areas. The development includes a Government Hub offering essential civic services, and an eco-mall with a riverfront outlook paired with modern apartments. Finally, wetlands, a medical centre, amphitheatre, hotel, and eco-commerce spaces are integrated within a walkable streetscape lined with trees and lighting, promoting community connection and environmental resilience.

CHECKLIST-RETAIL PRECINCT

Dual-anchor retail building (Big W and Woolworths)



Underground car parking with EV charging stations



Positioned on key regional roads (Wangoom and Horne)



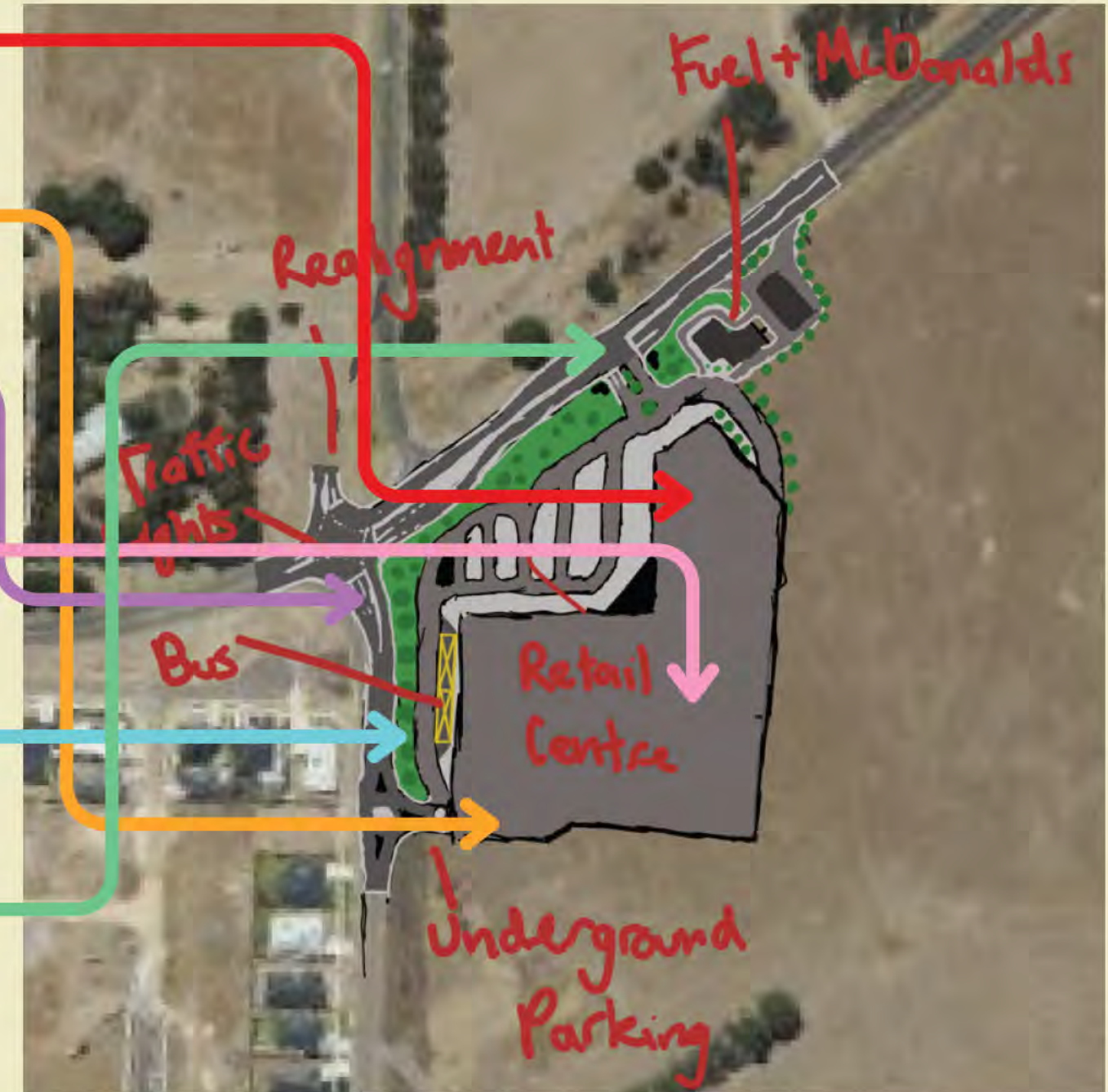
Solar-powered building and charging infrastructure



Bus interchange that enhances connectivity

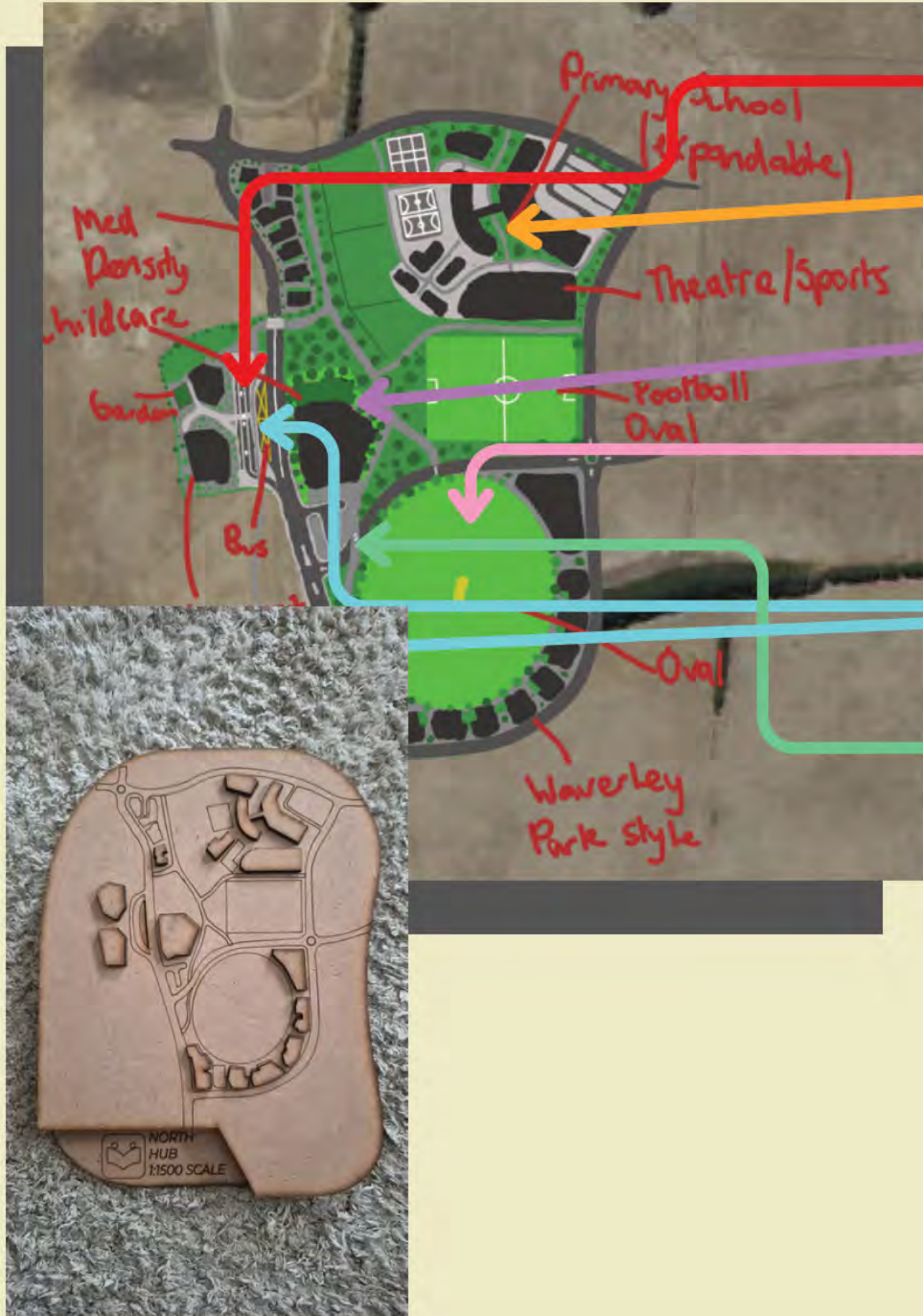


Clear vehicle access and simple navigation layout



Statement: This design delivers a functional and well-connected retail space. It features a dual-anchor retail building, with Woolworths providing everyday essentials for the community, and Big W offering a wide range of lifestyle and household needs. The precinct also includes a service station and a convenience store with an integrated fast-food outlet, giving shoppers easy access to quick, accessible meals. Finally, the addition of a bus interchange and dedicated electric vehicle parking supports sustainable and environmentally friendly transport options.

CHECKLIST-NORTHERN HUB



- ✓ Central community centre with garden and meeting space
- ✓ Primary school with sports facilities and room for growth
- ✓ Childcare centre with lush outdoor play areas
- ✓ Main oval surrounded by higher-density housing
- ✓ Bus interchange and Bicycle Superhighway connection
- ✓ Traffic-calmed streets with wombat crossings and roundabouts

Statement: This design delivers a functional, sustainable, and community-focused precinct. It features a central community centre with gardens, a primary school with sports facilities, a childcare centre with green play areas, and a main oval surrounded by higher-density housing. Connectivity is a priority through a bus interchange and Bicycle Superhighway link, while traffic-calmed streets with wombat crossings and roundabouts prioritise safety and walkability.

CHECKLIST-REC PRECINCT



- ✓ Aquatic centre, resolving issues with One Pool
Two ovals and a football field with accessible changerooms
- ✓ On-site café and restaurant/bar for spectators and events
- ✓ Ample parking and dedicated bus interchange
- ✓ Solar energy powering buildings and lighting
- ✓ Connected path network linking to wider precinct

Statement: This design checks all the boxes for a functional, sustainable, and people-focused eco-centre precinct. While the 1:1500 scale model is too small to show finer details such as solar panels on roofs or parking layouts, these features are clearly represented in the digital design. The layout remains clear, connected, and efficient, balancing urban functionality with environmental sustainability.

LASER CUT MODEL-RCR

I chose to begin with Russells Creek Rec (RCR) for my laser-cut model, as it is the largest of the sub-areas and contains fewer buildings, making it a practical starting point. I selected a modest scale of 1:1500, which allowed me to create a model approximately 300x280mm in size—compact enough to construct efficiently while still retaining a good level of detail. I designed the model using Adobe Illustrator and used the laser cutter at my school to cut and engrave the components from wood.

1



In Illustrator, I build layers of MDF wood to stack on top of each other to give the model some height and acknowledge the riverbank beside.

2



I used PVA glue to hold it together. One issue was keeping it aligned, as the wood began to bow from the middle, so I had to stand on the model to compress everything.

3



Once assembled, I cut out the title of the area and its logo from the upper four layers, using the Montserrat font. This is a design feature I plan to include across all areas.

4



In Illustrator, I created a final layer to include buildings, roads, and footpaths. I initially had issues with the laser cutter not recognising the paths, but after adjusting a few settings, I got it working.

5



I glued the top layer of MDF to the rest of the model, adding protruding sections to represent a pedestrian bridge and a larger main bridge for vehicle access.

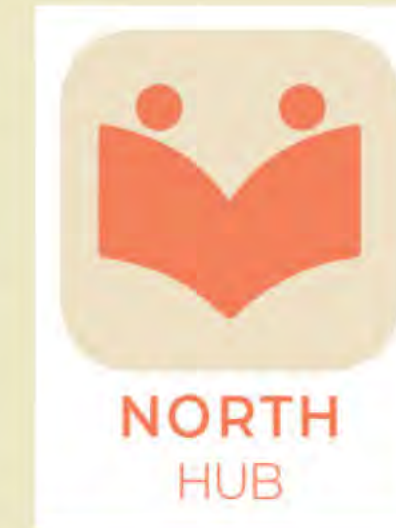
6



To add a bit of colour, I used grey Posca and black Sharpie to highlight the buildings. Next, I plan to apply green texture to the sports ovals for added realism.

1:1500 SCALE MODELS

All three 1:1500 scale models were built to maintain a consistent aesthetic, ensuring cohesion across the set. The design and construction processes followed the same methods, from preparing digital files to laser cutting and assembly, which created a unified presentation style. However, challenges were encountered during production and storage. Some building components were too small for the laser cutter, resulting in difficulties cutting pieces under 10x10mm, while fragile elements—such as pedestrian bridges—were prone to breakage. Additional issues arose with storage, as models were handled by other students unwillingly, leading to unwanted damage. Despite these challenges, the models successfully communicate the overall design intent and demonstrate attention to scale, layout, and detail.



North Hub

- Shows a clear and legible road layout
- Building footprints are included, allowing for accurate 3D visualisation
- Maintains the same aesthetic as the 1:500 models
- Faced challenges with smaller buildings, as some were under 10x10mm and fell into the laser cutter



Aberline Marketplace

- Simple, clean design highlighting key essentials
- Road layout presented in a clear and straightforward way
- Could be improved by showing the signalised intersection and labelling parking areas, though the design still aligns with the intended aesthetic



Russells Creek Rec

- Clear layout of footpaths, roads, and bridges
- Building designs effectively represent the intended footprints
- Bridges proved fragile, with the pedestrian bridge breaking after being accessed by other students in the storage area

SCAMPER

PMI ANALYSIS

Plus

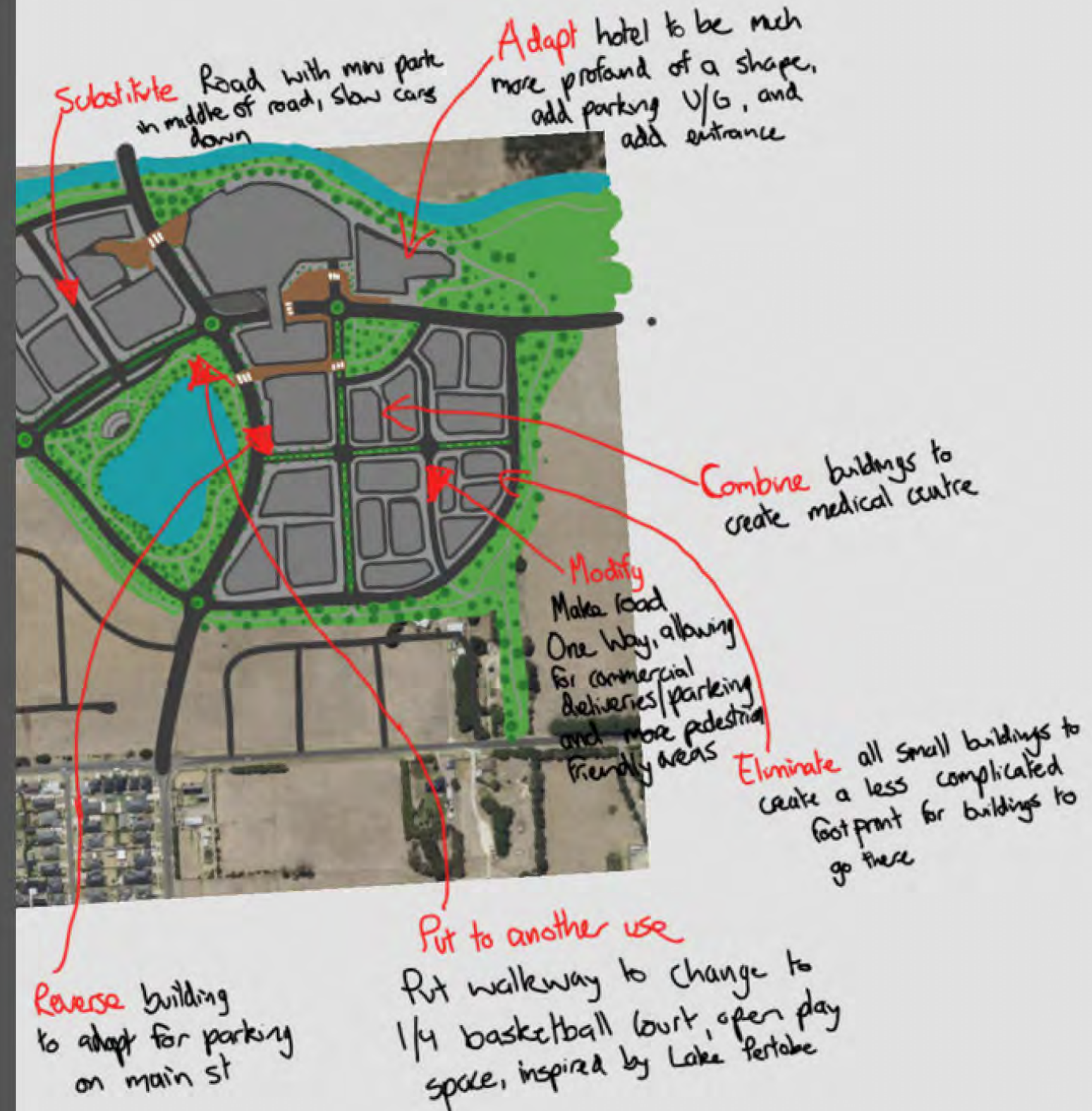
- Clear road layout with good connectivity.
- Large green areas and a lake for drainage.
- Potential for mixed-use spaces and community facilities.

Minus

- Too many small buildings; needs larger footprints for more creative design.
- Limited play and recreation spaces

Interesting

- Town square could become vibrant activity hub.
- Opportunity to create green corridors and pedestrian links.
- Potential for higher-density housing or mixed-use blocks.



1:600 MOCKUP



For my mock-up for the pitch, I used an A1 sheet of white cardboard, as its size was close to the 900 x 600 mm dimensions of my final model. Initially, I started with one of my previous eco-centre designs, but I decided to start again on another sheet, making several edits along the way. For example, in the northwest corner, I changed the layout to include three streets instead of two.

To create the mock-up, I used grey lead pencil for the base sketch, a sharpie for outlining, and coloured markers from Kmart for detailing. By incorporating multiple shades of green for the foliage, I was able to highlight the abundance of greenery throughout the design. Additionally, outlining the paths and roads helped make the circulation and structure of the precinct clear for my audience.



1:600 MOCKUP

Includes

- Government Hub
- Music Bowl/
Amphitheatre
- Drainage reserve
(Lake)
- Hotel (Sinclair Suites)
- Walking Trails
- Multiple Parks
- Pedestrian focused
design
- Restaurant
- Central
Mall/Shopping Centre
- Adelaide Style
Parklands



DESIGN ELEMENTS AND PRINCIPLES

This Litoria Central mockup incorporates several key design elements and principles. The **balance** between green spaces, built structures footprints, and water areas creates a harmonious layout that reflects sustainable urban planning. **Contrast** is used effectively, with the natural park areas clearly distinguished from the building footprints, guiding visual focus and **hierarchy**. The layout demonstrates strong unity through consistent patterns of greenery, pathways, and plazas, reinforcing Litoria Central connection to nature. **Proportion** is carefully considered to maintain a comfortable scale between buildings and open spaces, as well as the roads are the right **scale** for the area, which larger widths for arterial roads of Litoria Drive and Jacob Avenue ensuring both functionality and visual appeal. The **repetition** of pathways, streets, and vegetation encourages movement and exploration throughout the precinct. Emphasis is applied by positioning the central feature, Lake Myers, as a focal point, highlighting a community area, sustainability and a wellness area. Clear lines are established in the road network, pedestrian paths, and water edges, defining spaces and assisting wayfinding. Overall, the Litoria Central mockup balances these elements and principles to create an aesthetically pleasing, functional, and environmentally conscious precinct that meets community needs.



ANNOTATION

Consistent Lines

Colour Coding

Continuity of Roads Allows user to easily follow main roads

Outline/Footprint of buildings

Hierarchy Major/Minor Roads

Capital Letter Type allows for legibility

Figure Ground

Contrast White buildings with greenery and waterways

Proportion

Proximity of bushes Shows Density of Flora



BRIEF ANALYSIS, COMPARISON TO BRIEF



When comparing this final design to the previous, this main iteration occurs in the top-right corner, where an additional road was introduced to further divide the blocks. This change was somewhat controversial, as earlier feedback emphasised the need to make this area more pedestrian-friendly, and the introduction of another road could be seen as conflicting with that objective. However, the design balances this by incorporating a small park square at the centre of the precinct. This feature softens the dominance of the urban built form, provides valuable green space within the urban context, and acts as a focal point for wayfinding. It also introduces traffic-calming measures by narrowing the surrounding road and incorporating a wombat pedestrian crossing, encouraging slower vehicle speeds and safer pedestrian movement. If desired, the park could be partially covered, ensuring year-round usability and comfort for pedestrians. Additionally, the new block layout supports more uniform and accessible storefronts, enabling a more sustainable and community-focused retail environment within the precinct.

COMMUNICATION

NEED TWO

REVISION

To establish a clear, consistent, and recognisable visual identity for the East of Aberline precinct and its sub-areas. The identity builds a sense of place, supports wayfinding, and communicates community values. To achieve this, a structure plan map will be developed. At present, the visualisation of the space only highlights four key areas and lacks a comprehensive overarching design. The structure plan will address this by presenting a clear, organised map that not only defines the key spatial elements but also provides context for how the spaces connect. This map will serve as a planning and communication tool for stakeholders, while also functioning as a map resource for visitors and locals, and as signage along the bicycle superhighway to improve wayfinding and recognition of the precinct.

Presentation Format

- Digital brand identity boards
- Logo designs for each zone, with physical laser-cut logo models (200x200mm) to provide stakeholders with a tactile representation of the branding
- Mock-ups of signage, wayfinding, precinct maps, and Eco Centre branding, allowing stakeholders to visualise how the identity would be applied consistently across physical and digital spaces

DE BONO HATS-PRESENTATION 2



White Hat (Facts & Info)

- Logos must remain legible and simple enough at small scales.
- Accessibility standards require strong contrast and clear readability.
- Designs need to work across print, signage, and digital platforms.



Yellow Hat (Positives)

- Logos help distinguish each community while tying them into one larger identity.
- Wayfinding system strengthens sense of place and improves navigation.



Red Hat (Feelings & Intuition)

- I feel confident that the logos and signage are my strongest design elements.
- My instinct says these designs will be the most engaging for the audience.
- The mock-ups clearly show how the identity would function in real life.



Green Hat (Creativity)

- Integrate eco-inspired shapes, textures, or icons into designs.
- Trial different applications such as street signs, digital maps, and posters.



Black Hat (Caution & Criticism)

- Overly complex logos could lose clarity when reduced in size.
- Too many colours or design elements might confuse users.
- Wayfinding must stay consistent, or it will fail to serve its purpose.



Blue Hat (Control)

- Focus on designing a consistent and recognisable identity for the East of Aberline precinct and its sub-areas.
- Ensure logos and signage follow the constraints of the brief: clarity, accessibility, and cohesion.

POSTER PRESENTATION

For the final presentation, I am planning to use fine art paper to print both my visual identity board and the precinct structure plan. Fine art paper was chosen because of its high-quality finish, which enhances the clarity of colours, linework, and overall presentation. This will ensure the boards communicate a professional standard and reflect the detail of my design process.

To give the presentation boards more structure and durability, I will mount them onto foamcore backing. This material will prevent the paper from bending or wrinkling and will allow the boards to stand upright or be displayed more effectively in a presentation setting. The combination of fine art paper and foamcore will result in a clean, polished look that highlights the key outcomes of my folio, while also making the boards practical for handling, transport, and display.

IDENTITY SYSTEM ITERATION 1



For my pitch, I created in Canva just a brief Identity board, which includes each logo, including the master logo. Additionally it includes my bicycle superhighway signage also. As it was such a brief iteration, there is vast amounts of criticism with it:

- Alignment is messy, things don't line up properly.
- Hard to see hierarchy – eye doesn't know where to look first.
- Spacing between sections is uneven.
- Text is too long and heavy for the layout.
- Bottom section feels too big and out of place.
- Margins are inconsistent, makes page look unbalanced.

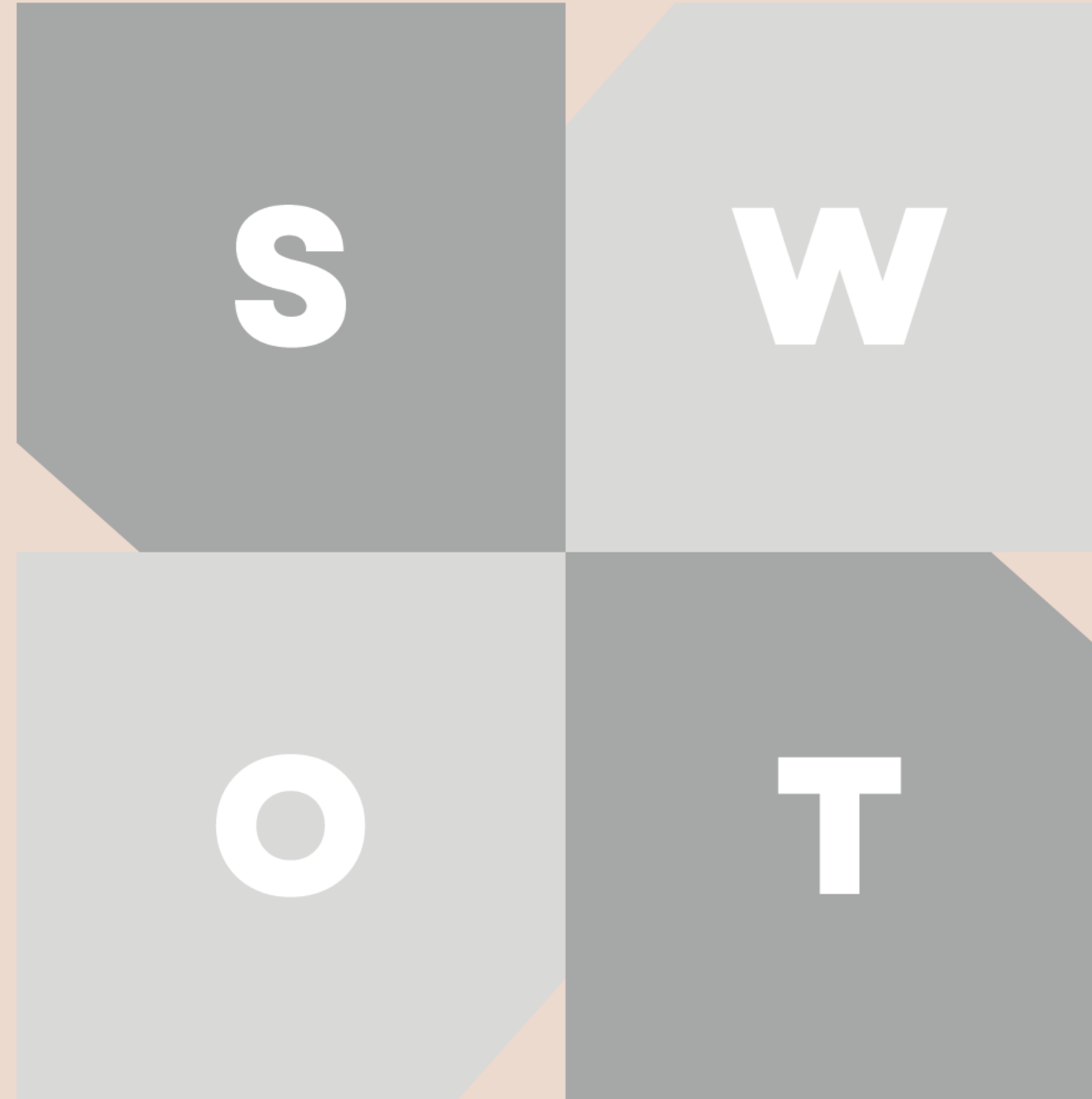
SWOT ANALYSIS

STRENGTHS

- Cohesive and recognisable logo system with clear links to sustainability and community identity.
- Strong rationale provided for each design, showing thoughtful decision-making.
- Consistent visual style that unifies the precinct.

OPPORTUNITIES

- Expand branding into wayfinding, events, and digital platforms.
- Build community pride and engagement through visual identity.
- Flexible system can grow with future precinct developments.



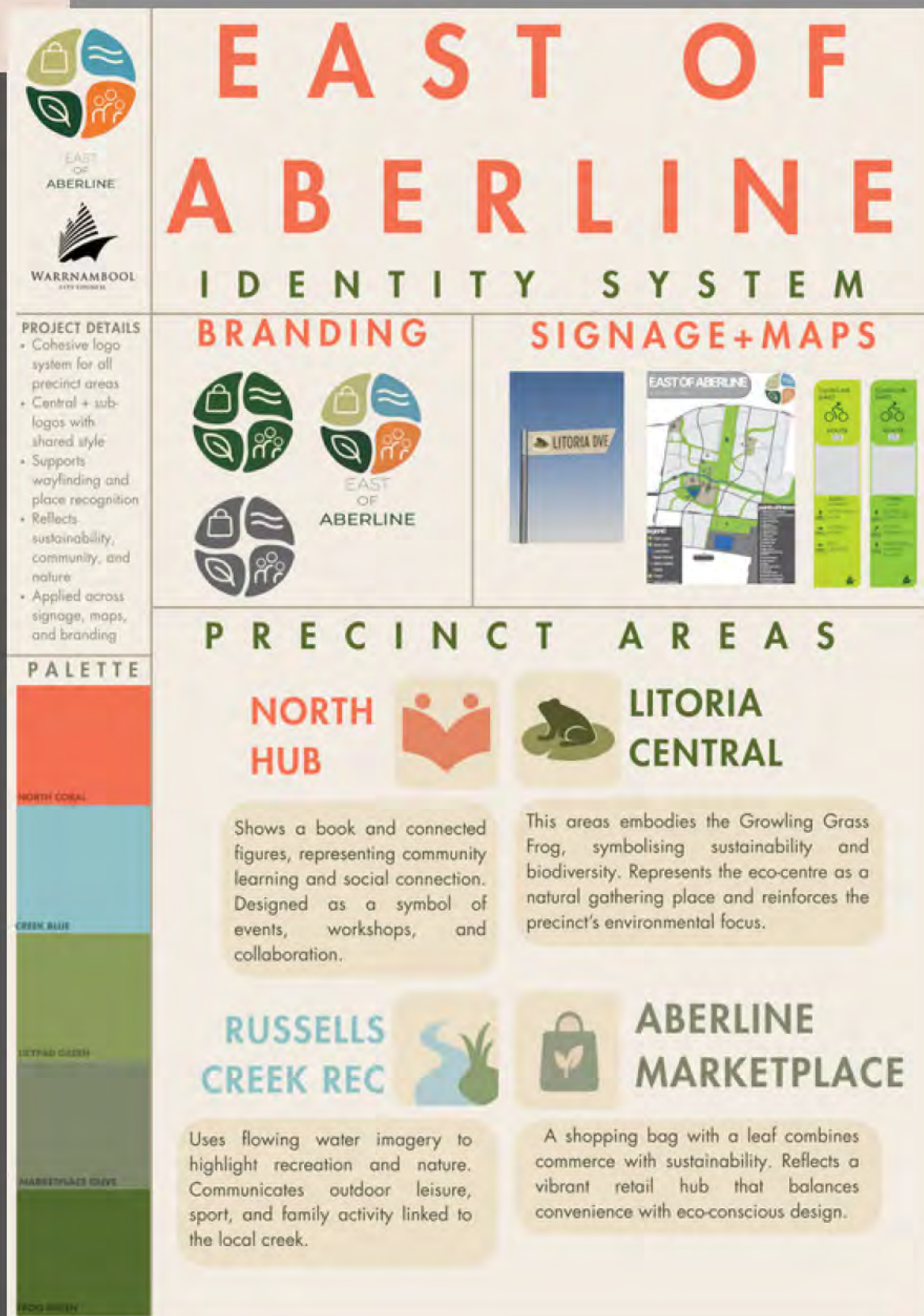
WEAKNESSES

- Layout is text-heavy and could use clearer hierarchy.
- Some logos may lose clarity when scaled down.
- Colour palette lacks contrast for large signage.

THREATS

- Icons may appear too generic or be misinterpreted.
- Competing projects could overshadow the branding.
- Softer colours may fade or be less effective outdoors.

IDENTITY SYSTEM ITERATION 2, REFINING



After spending additional time refining my identity board, I redesigned the layout to achieve a more professional and cohesive presentation while incorporating several key elements. I included a colour palette to allow stakeholders to visualise how the selected colours work together across the design. The combination of orange and blue provides a complementary balance, while the use of green represents nature and reinforces the sustainable character of the precinct. These colours also connect directly to the master logo and ensure visual consistency across all sub-area identities. For the main title and subtitle, I adjusted the kerning to create balanced letter spacing and a clean visual alignment. The board also features key details about the precinct, examples of branding and signage such as maps, street and bicycle superhighway signs, and a concise overview of the design decisions made for each sub-area logo.

After sending this to a peer I received this feedback from it:

- extremely easy to understand
- includes details about project
- included colour palette - chose relevant, complimentary colours and included names of them
- gives brief but quality description of each precinct, and their respective logos
- multiple logos with different colour schemes
- clear signage and mapping
- font makes poster seem modern and professional

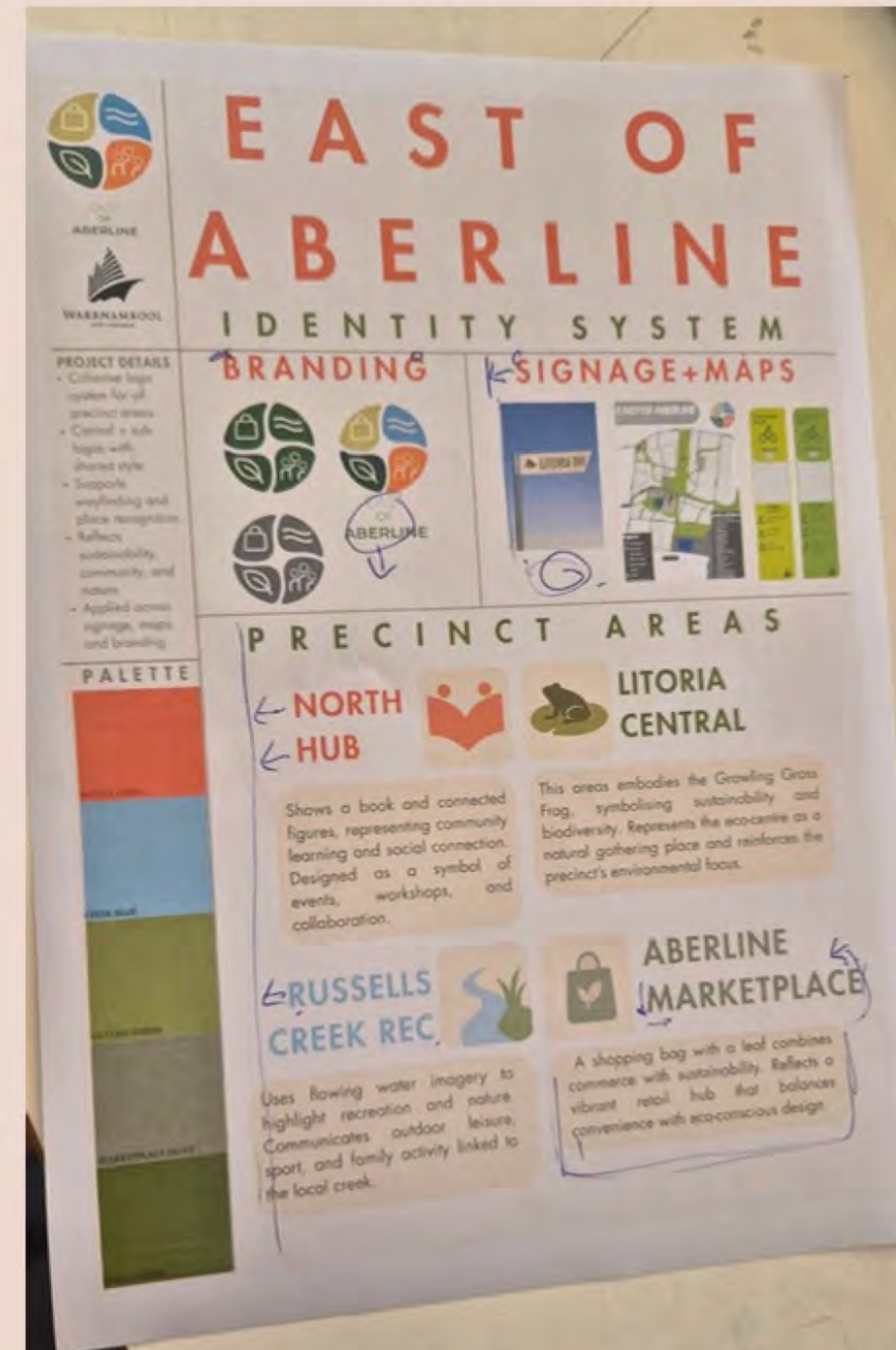
CRITERIA OF GOOD DESIGN

DIETER RAMS 10 PRINCIPLES OF GOOD DESIGN	HOW LOGOS IMPLEMENT THESE PRINCIPLES
Good design is innovative	The logo system is fresh and modern, using linked designs and precinct icons, which reflect the area’s distinct identity and are easy to recognise.
Good design is useful	The signage and branding help people easily identify different precincts, making navigation and community engagement more straightforward, and helps stakeholders envisage what signage might look like withing the space.
Good design is aesthetic	The design uses a natural and harmonious colour palette and simple shapes, reflecting sustainability and nature in a visually appealing way.
Good design makes a product understandable	The clear icons and precinct themes (like Litoria (Frog), water for Russells Creek Rec, or community connection for North Hub, and Shopping bag for Aberline Marketplace) immediately communicate their meaning and function.
Good design is unobtrusive	The logos blend well with their intended environment, using muted earth tones that won't compete with natural surroundings or architectural elements. The simple forms allow them to integrate seamlessly into wayfinding systems.
Good design is honest	The branding reflects genuine sustainability and community values, with no excess or misdirection.
Good design is long-lasting	The uncluttered style is timeless, and avoids passing trends, (which also follows as little design as possible) and stands out for its clarity and resonance with local character.
Good design is thorough down to the last detail	Consistency across branding, signage, maps, and precinct icons ensures every detail is thoughtfully addressed. The hierachy is clear, with large text and images for areas with most priority.
Good design is environmentally friendly	Themes and icons (the plants and frog motif) reinforce a focus on nature and eco-conscious choices.
Good design is as little design as possible	The simplicity in the layout means everything is clear, with no over designing of areas that feel to cluttered.

ITERATION 2, EXTENDED FEEDBACK

Looking more critically at this poster, I noticed that the overall layout did not feel visually balanced. After receiving feedback from my teacher, she pointed out that several elements, such as the logo descriptions and text boxes, were not properly aligned to the left, which disrupted the structure and visual flow. The text for each precinct area was slightly misaligned, and the boxes containing the descriptions did not line up evenly, creating an inconsistent rhythm across the page. Additionally, there was a noticeable amount of negative space in certain sections—particularly between the “Branding” and “Signage + Maps” areas—which made the composition feel incomplete and unevenly weighted.

These issues affected the clarity and professionalism of the presentation. To address this, I plan to refine the grid structure, align all text and image elements consistently, and rebalance the spacing to achieve a cleaner, more cohesive layout. For my final poster, I will redesign the overall layout to strengthen the composition, edit and expand the signage section by adding more signage examples, and refine the visual hierarchy for improved clarity. I will also review and correct grammatical issues throughout the text to ensure clear and professional communication.



Legal

Communication Need 1 – Structure Plan

The physical structure plan and models were produced in line with design accessibility and safety requirements. Fonts and labels were chosen for clear legibility, ensuring maps and models could be easily read by all audiences, consistent with the Disability Discrimination Act 1992 (Cth). The scale models used non-toxic, smooth-edged laser-cut materials to avoid hazards during exhibition or handling. All content accurately reflects real data and follows Planning and Environment Act 1987 (Vic) guidelines to ensure truthful representation of spatial layout, zoning, and infrastructure.

Communication Need 2 – Identity System

Logos and signage follow accessibility and readability standards, using high-contrast colours and clean typefaces to ensure visibility across print, digital, and environmental applications. All imagery, colours, and fonts are original or license-free to comply with copyright and intellectual property laws. This ensures the identity system can be used legally by the client in real-world contexts such as signage, maps, and council communication.

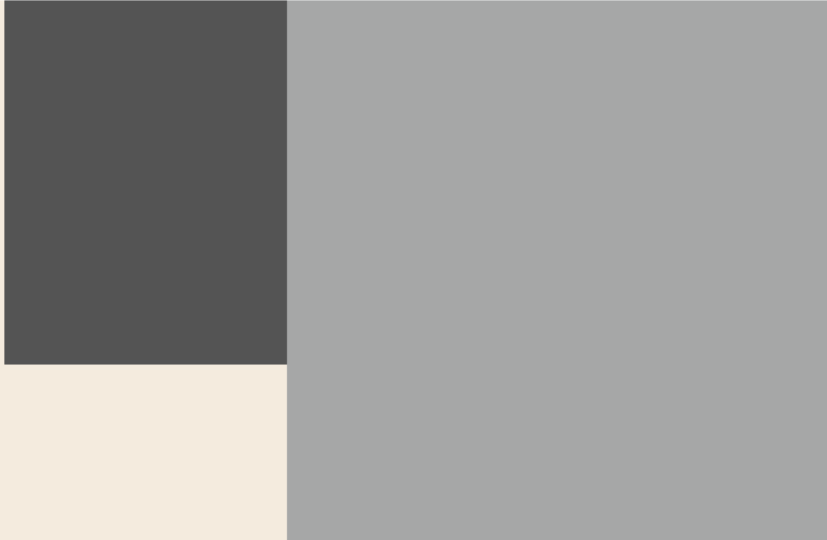
Ethical

Communication Need 1 - Structure Plan

Ethical responsibility was met through accurate, honest, and inclusive visual communication. The model and plans avoid exaggeration or misleading scale to maintain community trust. All presentation materials were designed with clarity and transparency, ensuring viewers could interpret the work without confusion. The design also respects Warrnambool's cultural and environmental values, representing the area's natural context truthfully and sensitively.

Communication Need 2 – Identity System.

Ethically, the visual identity promotes clarity, inclusivity, and cultural sensitivity. The designs avoid stereotypes or misleading symbolism, instead highlighting community connection and environmental respect. Readability and simplicity were prioritised so all audiences, including children, elderly people, and visitors, can easily navigate and identify precincts. Consistent application across signage and branding reinforces honesty, cohesion, and community trust.



CRITERIA

6



PITCH PREPARATION

AREA



The East of Aberline is a 400-hectare flat, undeveloped farmland on Warrnambool's eastern edge, bordered by Aberline Road, offering a rare greenfield site ideal for accessible, sustainable residential development.



AREA SLIDE, PITCH PRESENTATION

Due to the extensive scope of my presentation, it was necessary to condense and combine several slides to maintain clarity and flow. For instance, on the area page, I integrated the Victorian Government's map of the precinct with my own site photographs, providing both official context and a personal perspective of the space. Given my in-depth knowledge of the area, I intentionally removed the notes from this page to prevent overwhelming peers with excessive text. This approach allows the audience to focus on the visuals while I verbally communicate key insights, demonstrating my understanding and engagement with the site. By presenting information in this way, I am able to convey my knowledge confidently and encourage active listening, making the presentation more active rather than from reading off a screen.

PITCH DOCUMENTATION

COMM NEED 1

RETAIL PRECINCT



Created in Adobe Fresco

The Retail Hub is a commercial destination featuring Big W and Woolworths in a single building structure. Located at the intersection of Wangoom Road (east-west) and Horne Road (north-south), the development serves as a regional shopping destination for Warrnambool and the south-west region. Unlike other areas that focus on pedestrian access, this retail hub is positioned on major roads to accommodate visitors from outside the immediate area, as the closest Big W stores are in Ballarat and Mount Gambier.

The building houses both major retailers in the same structure, encouraging customers to visit both stores during their shopping trip. The retail centre includes extensive underground parking with electric vehicle charging stations, designed to handle both local shoppers and regional visitors who need car access. The entire development will be solar powered, with rooftop solar panels providing energy for both retail operations and the electric vehicle charging infrastructure. This substantial parking capacity and sustainable design reflects the hub's role as a destination store serving communities across the south-west region while maintaining environmental responsibility.

Recreation Precinct

With its large-scale sporting facilities, the Recreation Precinct has been planned to be fully inclusive. All ovals and changerooms will meet accessibility standards, with ramped access, ambulant and accessible toilet stalls, and inclusive spectator seating. The swimming pool facility will include a ramp entry, hoist access, and non-slip flooring. The wider path network ensures mobility aid users can move easily between the bus interchange, car parking, café, and sporting facilities. Slow-curved roads, pedestrian priority areas, and wide roundabouts improve pedestrian safety throughout the area.

Eco Town Centre and Litoria Central

The Eco Centre integrates both natural and built elements. Level transitions between spaces, textured walking surfaces, and visually contrasting edges help users navigate across the centre. The central lake and pedestrian bridge include guardrails and step-free access. Within Litoria, all public buildings will have large circulation spaces, hearing loops for meetings, and accessible public seating. The eco retail mall includes lift access between levels, shaded rest areas, and overhead weather protection along key movement corridors. Accessible toilets will be included, with separate stalls for everyone to ensure all feel safe.

The Town Square has been designed as a flat, open green space with integrated seating, wide paths, and sculptural elements that also act as tactile landmarks for orientation. The pedestrian bridge across the eco mall is fully ramped, with gentle gradients and high edge protection. The Government Hub will include accessible counters, ramps, accessible toilets on each level, and large automatic doors. Commercial eco blocks are pedestrian-prioritised, with concealed service zones keeping footpaths wide and uninterrupted. Wayfinding across the precinct will follow consistent design standards, with clear icons, large fonts, and logical placement across major entry points and intersections.

ACCESSIBILITY

Accessibility is a key consideration throughout the East of Aberline development, ensuring that all users – regardless of age or ability – can move through and use the spaces safely, comfortably, and independently. Each specialised area has been designed with inclusive access in mind, guided by universal design principles and relevant Australian Standards.

Northern Community Hub

The Northern Hub includes a community centre, school, childcare, and oval surrounded by medium-to-high density housing. Shared paths with gentle gradients, tactile ground surface indicators, and signalised wombat crossings ensure safe access for all users. The childcare and school zones will include wide paths, clear wayfinding and spaces for all to use. Ramped access and wheelchair-friendly playground elements will be provided in the school and childcare outdoor areas. The community centre includes accessible toilets, with clear signage, and low-height service counters for equal access.



The Retail Hub

Home to Big W and Woolworths and other convenience store, is car-accessed but remains fully accessible for all users. Underground parking includes disabled bays near lifts, tactile wayfinding from the carpark to entry points, and electric vehicle charging within accessible bays. Inside, the shared building layout allows easy flow between stores, with wide aisles, low service counters, and mobility aid-friendly navigation. Automatic sliding doors, ramps, and contrasting floor surfaces support low-vision and wheelchair users. While car access is prioritised, pedestrian connections are maintained via wide footpaths and safe, signalised crossings at Wangoom and Horne Roads.

I used similar slides to the ones in this presentation. To be more visual, I handed out my Russell's Creek rec to the group of 10 to show what the final products would look like.

PITCH PITCH DOCUMENTATION

COMM NEED 2



REVISED EDITION



How they meet the brief:

- Natural colours and clean design ✓
- Show community values like sustainability and connection ✓
- Will work well for wayfinding and signage ✓

These logos effectively serve their purpose of *identifying* each East of Aberline development area while communicating their design and function:

How they *identify* each zone:

- **Litoria Central** - The frog symbol clearly identifies this as the main area, representing the growing grass frog, suggesting a natural gathering place where people meet.
- **Russells Creek Rec** - The flowing water immediately identifies this as the recreation area centred around the creek.
- **Aberline Marketplace** - The shopping bag with leaf identifies this as the commercial zone with sustainable shopping.
- **North Hub** - The book and people icon identifies this as the learning and community connection space.

How they *promote* target zones:

- Different audiences can easily spot their preferred area.
- Families see the recreational creek area.
- Shoppers recognise the marketplace.
- Community groups identify the central meeting space.
- Students and learners spot the hub.



I used similar slides to the ones in this presentation. I put together for the pitch (see right image) a identity board. Rough copy for pitch audience to see what content (such as logos, signage) I have, and the reasons I chose it.

FEEDBACK RAW DATA

VCD Criteria 6 Pitch Feedback Form

Has student identified Client and their needs?

Clearly Somewhat Barely

Has student discussed audience?

Clearly Somewhat Barely

Discussion in process and research (Y/N)

Made links to good design (Y/N)

Discussed relevant legal and ethical issues (Y/N)

Had 2 clear different presentation ideas (Y/N)

Had 2 mockup/examples, (Y/N)

Discussed where to from here (Y/N)

Suggestions/Feedback:

East of Aberline Structure Plan Pitch Feedback

Response	Client & Needs Identified	Audience Discussed	Process & Research	Links to Good Design	Legal & Ethical Issues	Two Presentation Ideas	Two Mockups/Examples	Future Direction Discussed	Suggestions / Pros / Cons
1	Clearly	Clearly	Yes, thoroughly researched topic; conducted surveys and interviews	Yes	Yes, discussed accessibility	Yes	Yes, detailed board showing the area	Yes	Pros: Knows every detail by heart; excellent explanation
2	Clearly	Clearly	Yes	Yes	Yes	Yes	Yes	Yes	Pros: Clear and understandable design; unobtrusive and refined
3	Clearly	Clearly	Yes, well researched with site photos; clearly outlines necessity of design	Yes	Yes, extremely well discussed	Yes	Yes	Yes	Pros: Really interesting global outlook; excellent research on features; well put together
4	Clearly	Clearly	Yes, thoroughly researched; considered stakeholders and 20-minute neighbourhoods	Yes	Yes, accessibility and sustainability considered	Yes	Yes, two physical examples	Yes	Pros: Very thorough; exceptional detail
5	Clearly	Clearly	Yes, discusses stakeholders in detail	Yes	Yes	Yes	Yes, map and concepts drawn; wooden board included	Yes	Pros: Good explanation of logo concepts; highlights many key factors; Cons: Could discuss housing and pricing in more detail
6	Clearly	Clearly	Yes	Yes	Yes	Yes	Yes	Yes	Pros: Excellent presentation; comprehensive information
7	Clearly	Clearly	Yes	Yes	Yes	Yes	Yes	Yes	Pros: Amazing detail; logo design could be presented more clearly
8	Clearly	Clearly	Yes, includes survey, accessibility, bushfire safety, brainstorming	Yes	Yes, considers endangered frog and light pollution	Yes	Yes	Yes	Pros: Very well thought out and researched; Cons: Could include more on preservation and education for frogs
9	Clearly	Clearly	Yes	Yes	Yes	Yes	Yes	Yes	Pros: Ideas, research, and overall presentation extremely in-depth and high quality; also appreciates suburb-wide design
10	Clearly	Clearly	Yes, very thorough	Yes	Yes	Yes	Yes	Yes	Pros: Excellent logo development; Cons: Could include more detailed logo presentation

There was a pitch feedback form created that I gave out to my audience to respond to as I presented the pitch. Image to the right shows the raw data that was collected from the feedback forms.

FEEDBACK INFOGRAPHIC

EAST OF ABERLINE STRUCTURE PLAN PITCH

VCD Criteria 6 Feedback Analysis - 10 Responses

100%

Clearly Identified Client and Their Needs

100%

Clearly Document Audiences

10/10

Engagement with Perfect Screens

ALL 10 REVIEWERS ANSWERED YES TO EVERY CRITERIA QUESTION

DETAILED CRITERIA BREAKDOWN

Discussion in Progress and Research

10/10 YES - Comprehensive search was demonstrated across all responses, including

- Surveys and interviews conducted
- Site photos and thorough location analysis
- Stakeholder identification and engagement
- 20 minute neighbourhood concepts explored
- Builder safety and accessibility considerations
- Environmental factors including endangered frog habitat

Made Links to Good Design

NE/TO YES - Design was consistently linked to best practices

- SCADPCB methodology applied
- Multiple design iterations shown
- Useful and fastest design principles demonstrated
- Light pollution and environmental considerations
- Links maintained throughout the entire presentation

Discussed Relevant and Legal Issues

10/10 YES - Multiple legal and ethical considerations were addressed.

- Accessibility standards discussed
- Sustainability requirements
- Building safety regulations
- Environmental protection (endangered species habitat)
- One response noted this was "extremely well discussed"

Had 2 Clear Different Presentation Ideas

18/10 YES - Multiple presentation approaches were demonstrated.

- Two different ideas discussed in detail
- Easily distinguished between the two levels
- Multiple different designs using SCAMPER
- Clear differentiation in approach and methodology

Had 2 Mockups/Examples

NO/NO YES - Physical and virtual examples were provided.

- Very detailed focus showing the area
- Two physical examples presented
- Map and concept drawn
- Windows based created for demonstration
- Local development examples shown

Discussed [Where to Go from Here](#)

NO/NO YES: Clear future direction was noticed.

- Future plans clearly highlighted
- Starting final design phase mentioned
- Next steps in the development process identified

To comprehend all the raw data, I created an infographic and then of which, I then identified the strengths and areas of improvement that are needed. I used percentages and 'out of ten' to show how well my pitch covered the feedback form. Some other feedback I received was to have a precinct map include Points of Interest with a legend, and also include a phasing strategy to support the area, helping stakeholders completely visualise the space, and a timeline that would be presented to the stakeholder audience.

STRENGTHS IDENTIFIED ACROSS RESPONSES

Detail & Thoroughness
7/10

Research Quality
6/10

4/10

SPECIFIC POSITIVE FEEDBACK BY RESPONSE

1. Knew every little detail by heart, great exploration
2. Clear and understandable design, unobtrusive, refined
3. Really interesting global outlook, amazing research into a variety of factors that could be included, well put together
4. Very thorough, great A amazing
5. Good exploration of logo concepts, highlights many key factors, goes into depth with research
6. Great presentation, lots of information
7. Amazing amount of detail
8. Very thought out, well researched
9. Ideas, research, and overall presentation were extremely in depth and high quality, love that the design is a whole subject
10. Great logo development

AREAS FOR IMPROVEMENT

RESPONSE & SUGGESTIONS

Could talk more about housing and pricing considerations.

RESPONSE 7 SUGGESTIONS

Could be clearer surrounding logo design

RESPONSE & SUGGESTIONS

More detail needed on preservation and education projects regarding the endangered frog, including how to promote the frog's environment

RESPONSE 10 SUGGESTIONS

Could have more detailed presentation for legs

OVERALL SUMMARY

The East of Abertawe Structure Plan which received unanimous positive feedback across all assessment criteria. All 13 reviewers confirmed that the presentation clearly identified the client and their needs, discussed the target audience effectively, and successfully addressed all required elements including research, design principles, legal considerations, multiple presentation approaches, physical examples, and future planning. The project was particularly praised for its exceptional level of detail, thorough research methodology, and comprehensive approach to stakeholder engagement and environmental considerations. Minor improvements suggested include providing additional detail regarding logo design presentation, housing and pricing discussions, and environmental prevention strategies for endangered species habitat.

EVALUATION

The feedback strongly indicates that Communication Need 1 was clearly addressed. Across all responses, the client and audience were consistently identified, showing a strong awareness of context. The process and research were well regarded, with particular praise for surveys, interviews, stakeholder analysis, and global outlook considerations (Responses 1, 3, 4, 8). These methods demonstrated depth, showing that the design was not only localised but also informed by broader urban design principles. The links to good design were consistently clear, with research directly connected to accessibility, sustainability, and liveability (Responses 4, 8).

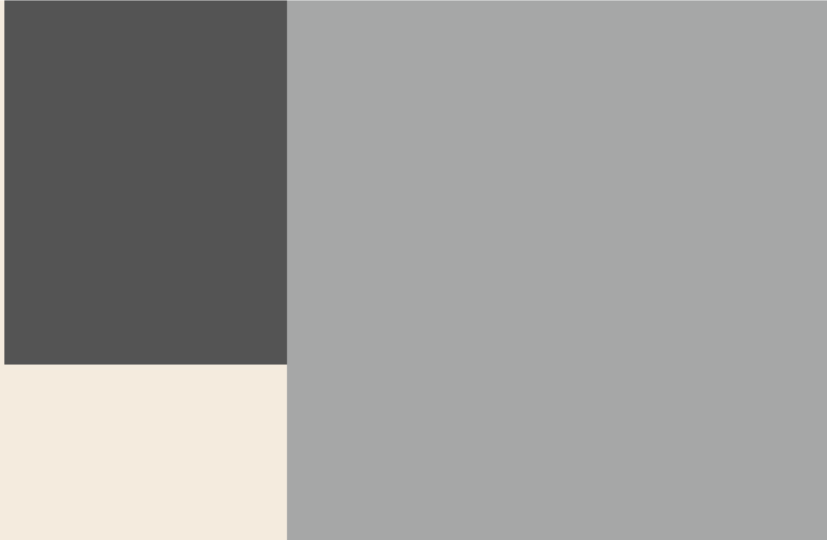
Strengths included the thoroughness of presentation, the ability to explain details with clarity, and the strong visual supports such as physical boards, maps, and examples (Responses 1, 4, 5). However, some areas for improvement were noted. In particular, housing and pricing detail could have been expanded (Response 5), and preservation/education of environmental aspects such as the endangered frog could be further developed (Response 8). Overall, Communication Need 1 was highly successful in addressing planning and structural considerations, though refining the balance between urban growth, housing affordability, and ecological sensitivity would strengthen the proposal further.

EVALUATION VISUAL IDENTITY

Communication Need 2 was also met effectively, with all responses noting clear identification of client and audience alongside strong process and research. The logo development and concepts were praised (Responses 5, 7, 10), with consistent strengths in presenting visual identity elements that supported place-making and community recognition. Several respondents described the work as amazing detail and excellent logo development (Responses 7, 10). The use of mock-ups and physical examples (Responses 4, 5) also demonstrated the practical application of design thinking to signage, maps, and wayfinding.

The main critique centred on the clarity and presentation of logos: while the ideas were strong, some respondents felt the logo concepts could be shown more clearly or in greater detail (Responses 7, 10). This suggests that while the conceptual basis is solid, the visual communication could be refined through more polished renderings, higher-resolution boards, or application in varied real-world contexts. Additionally, expanding on the integration of branding across the entire precinct, rather than focusing on individual zones alone, could enhance the coherence of the identity system.

Overall, Communication Need 2 was successful, showing strong creative direction, community relevance, and execution, with refinement needed in presentation clarity and breadth of application.



CRITERIA

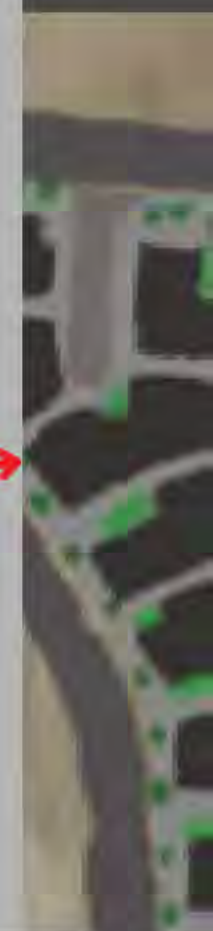
7

FEEDBACK IMPLEMENTATION



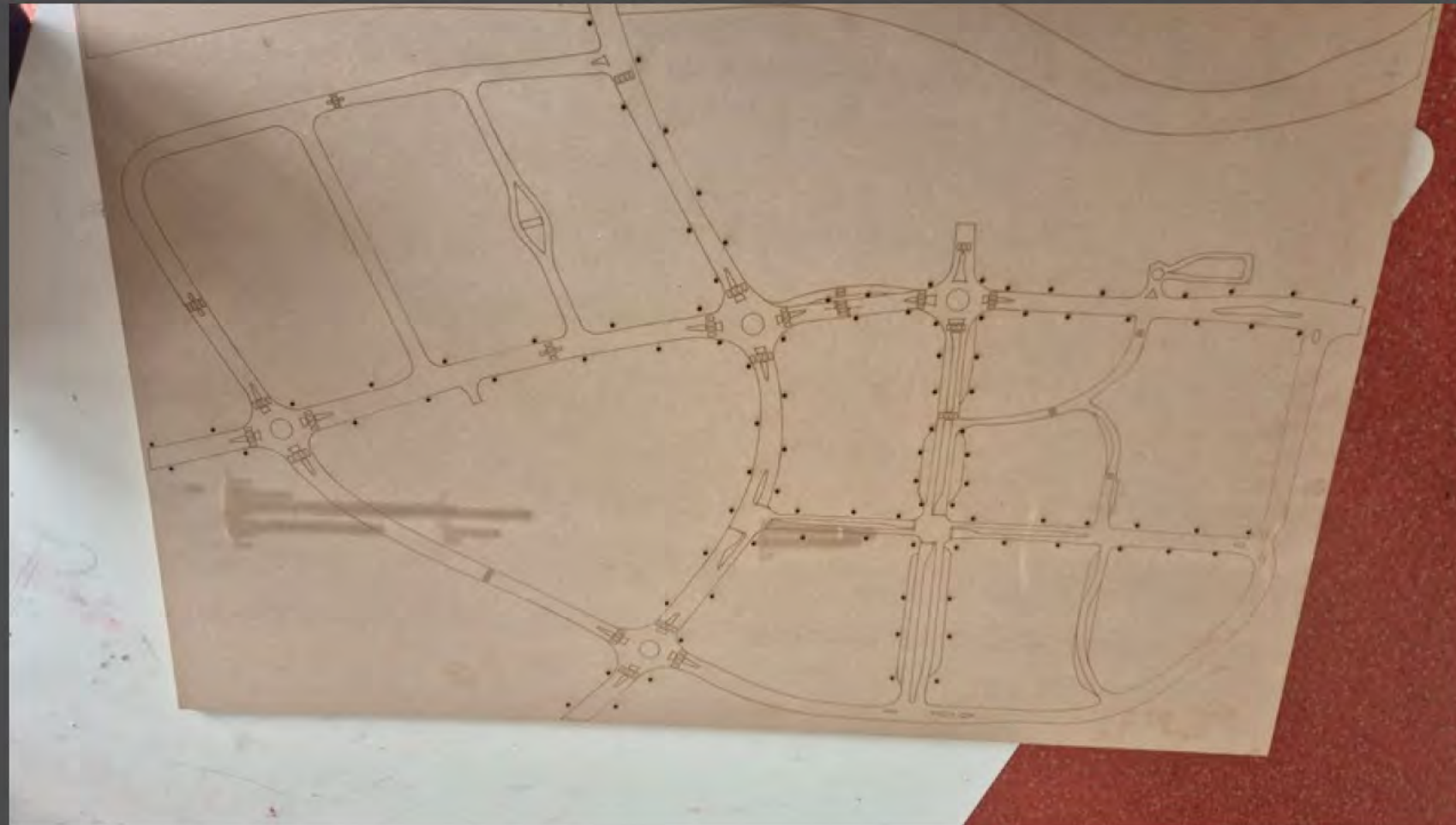
A big focus in the East of Aberline design is protecting and educating people about the Growling Grass Frog, which is an important and endangered species in the area. To help preserve its habitat, parts of the site will be set aside as green corridors, wetlands, and buffer zones that connect with the surrounding natural environment. These areas will not be built on, allowing the frog and other native wildlife to live safely within the development. Along these spaces, there will be walking trails, viewing areas, and educational signs that teach people about the frog's habitat and why it's important to protect it. This makes the environment part of the everyday experience for residents, encouraging awareness and respect for nature within the community.

The housing in the East of Aberline precinct has also been designed to be inclusive and affordable, offering a range of different home types and price levels so that people from all backgrounds can live there. There will be a mix of standard residential, affordable, and social housing, all designed with sustainability in mind. Homes will include features like solar panels, passive heating and cooling, and energy-efficient materials to lower running costs and reduce environmental impact. The social housing will be scattered throughout the area, rather than grouped together, to help create a more balanced and connected community. By combining education, preservation, and fair housing, the plan aims to build a neighbourhood that supports both people and the environment in a simple, natural way.



COMMUNICATION
NEED 1

MODEL STEP 1



The image on the right highlights the issue that occurred with the laser cutter, where the machine failed to recognise the 2mm dots correctly, causing the holes to be misaligned and uneven. In contrast, the image above shows the successful result on the other side of the board, where the laser accurately etched the holes as intended, producing a clean and consistent layout for the streetlight placement.



1:600 MODEL

Step 1 – Preparing the Base

I purchased a 900x600mm MDF board from Bunnings to act as the foundation of the model. Using Adobe Illustrator, I mapped out the layout of the area. This file was then sent to the school's laser cutter, which etched the plan into the surface of the board.

Step 2 – Streetlight Placement Issue

My initial plan was to drill individual holes for the streetlights. After receiving peer feedback, I instead attempted to plot 2mm dots in Illustrator and have them etched by the laser cutter. However, the machine failed to recognise the dots accurately, which caused the layout to misalign. Fortunately, the laser power was not strong enough to cut through the 9mm MDF, meaning I could flip the board over and restart without losing the material.

Step 3 – Kerbs and Blocks

Once the base was successful, I copied the block outlines from Illustrator and used them as templates to cut additional layers. These were glued onto the board to create raised kerbs, giving the layout more definition and depth.

Step 4 – Adding Greenery

To represent vegetation, I purchased foliage from AliExpress: 160 miniature trees and 200 shrubs. These were allocated across the model to highlight green spaces, parklands, and buffer areas.

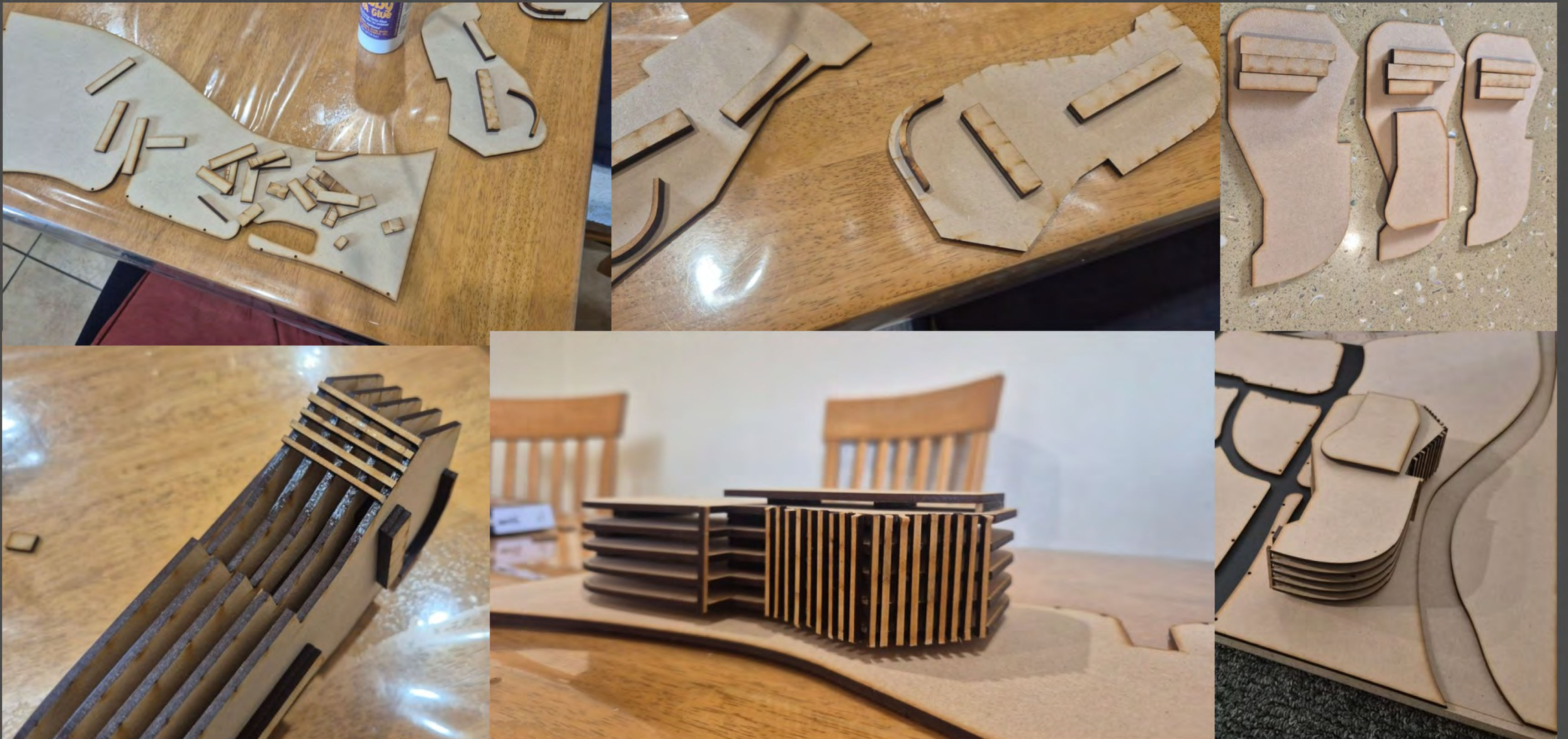
Step 5 – Constructing Buildings

For the buildings, I used simple rectangular forms cut to 1.2cm high, which matched the 1:600 scale. At first, I experimented with detailed façades, including windows (e.g. on the medical building). After evaluation, I decided to simplify the design to base walls only. This approach created a cleaner look and allowed me to focus on the overall composition rather than overloading the model with unnecessary detail.



STEP 5

SINCLAIR SUITES HOTEL MAKING



1:600 MODEL

Step 6 – Roads and Aesthetic Refinements

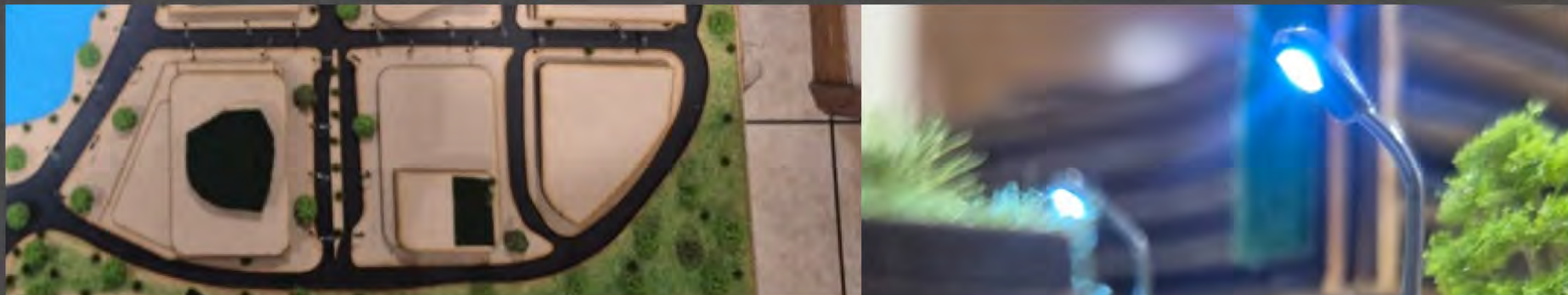
Although I had originally etched crossings and medians, I chose to cover the roads with black paper. This gave the model a clearer aesthetic and prevented the surface from appearing cluttered or overly detailed.

Step 7 – Green Roofs and Landscaping

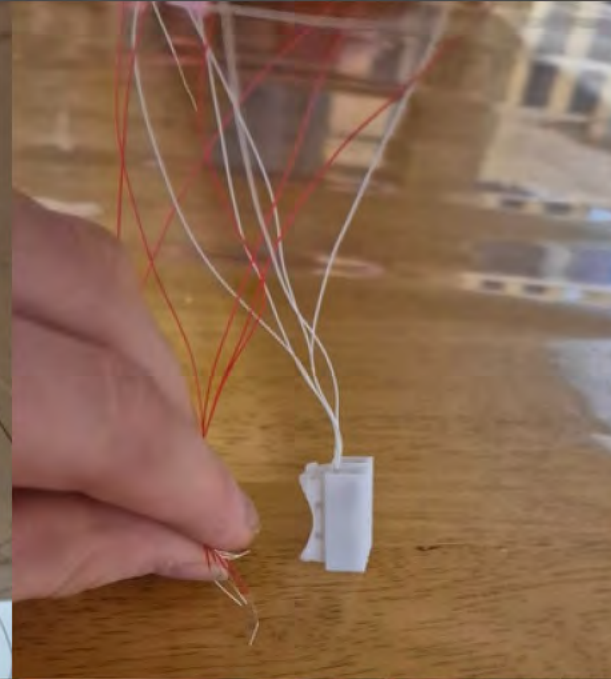
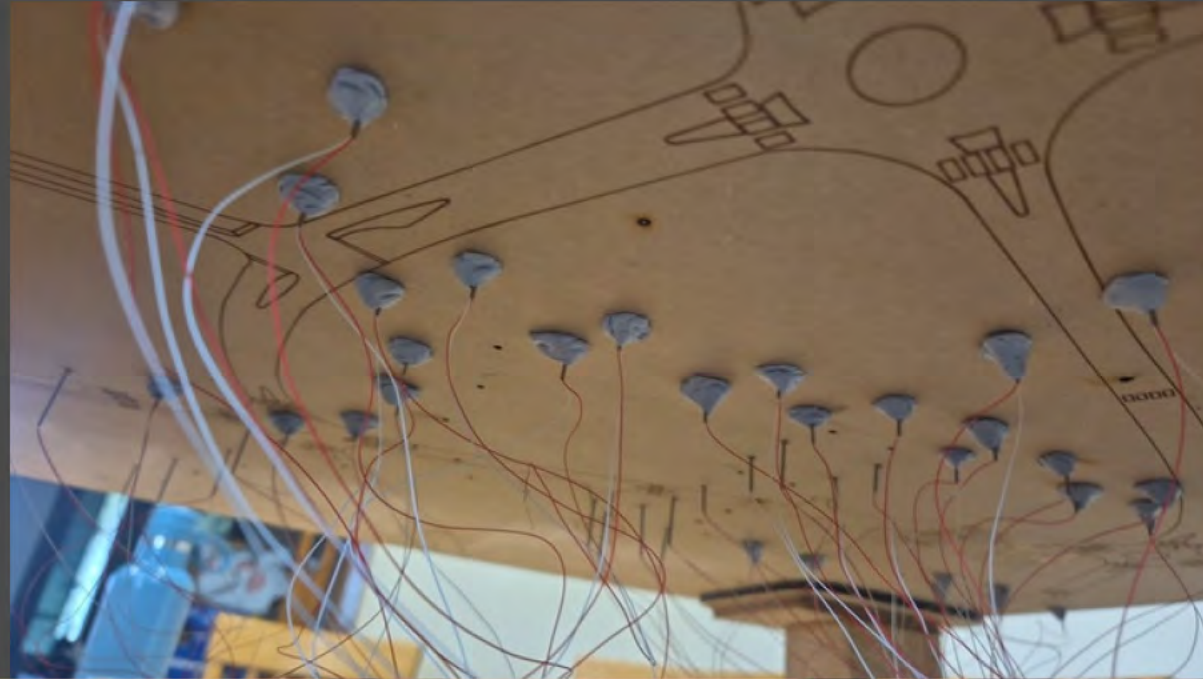
Using a grass mat, I cut pieces to create green roofs on selected buildings. This was a new idea I had not originally considered, but it added a strong environmental element and helped demonstrate how nature can be integrated into everyday architecture. I also applied grass powder across open areas to represent lawn and natural ground surfaces. Initially, this was challenging as I had not used enough PVA glue, which caused uneven coverage, but with more layers the material began to sit correctly and produced a more realistic texture.

After preparing the ground surfaces, I arranged the miniature trees and bushes to highlight the parklands and green spaces within the precinct. Some of the tree stalks even fit into areas that had been intended for streetlights, creating an effective, improvised solution despite not having enough lighting elements. This stage significantly increased the sense of life and character within the model, while also reinforcing the ecological focus of the design.

Step 8-Lighting. After this, I placed all the streetlights into the model. The most challenging part was managing the wiring, as there were no instructions provided for how to correctly connect or organize the electrical components. Getting all the lights to sit at the same height was also tricky, but I found a simple solution, using Blu Tack to hold each one in place evenly.



LIGHTING SYSTEM



SOCIAL HOUSING

In the model, social housing is not physically represented, as the purpose of this model is to serve as a conceptual representation of what the overall area might look like rather than a detailed, plot-specific plan. The goal is to provide stakeholders with a clear and tangible visualisation of the proposed layout – including the roads, green spaces, key community facilities, and spatial relationships – without overcrowding the design with minor structural details. Having a physical model allows stakeholders to better understand the spatial flow, scale, and connectivity within the precinct, which is especially useful for communicating the broader urban design intentions.

In the final plan, social housing will be strategically scattered throughout the development rather than concentrated in one area. This approach helps promote social integration and a sense of community inclusiveness, ensuring residents of all backgrounds share equal access to amenities, public transport, and open spaces. By blending social housing seamlessly within various residential zones, it becomes visually and functionally indistinguishable from other housing types, supporting a more cohesive urban fabric. This integration not only prevents social isolation but also enhances the overall liveability and diversity of the neighbourhood.

Model Flaw

After completing the model, I realised there was a flaw in the design: I had forgotten to include the pedestrian bridge that appeared in my 1:600 mock-up map. By the time I noticed, it was too late to make changes to the model, so I decided to treat it as an optional element rather than a confirmed feature. I concluded that the inclusion of the bridge would ultimately depend on cost and whether it was deemed necessary by stakeholders.

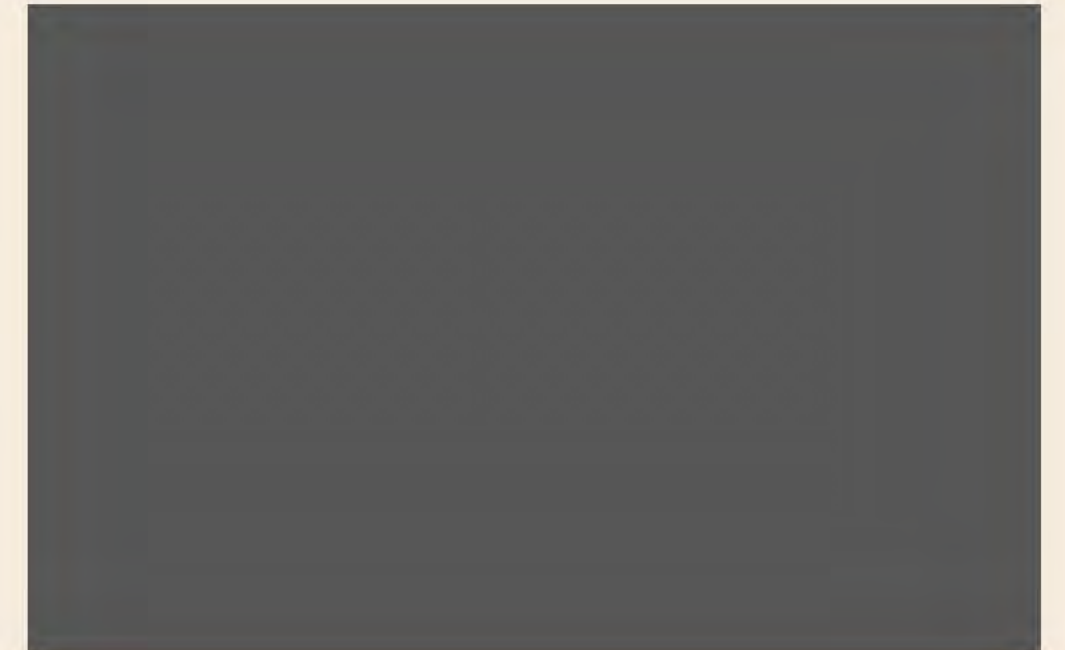
This approach reflects how many cities handle infrastructure planning. For example, Brisbane only recently constructed a new pedestrian bridge to serve Queen's Wharf once demand justified the investment. Similarly, the East of Aberline precinct could adopt this staged approach—building the bridge in the future if the need arises. In the meantime, the existing road bridges would provide pedestrian access across the area.

Some stakeholders had envisioned a bridge similar to the Adelaide Oval footbridge, which becomes crowded with fans walking to AFL or cricket matches. While such a landmark could be a valuable addition to the precinct, at present it represents an unnecessary cost. Leaving it out of the current model allows flexibility for future planning without overcommitting resources.



The footbridge seen in the Russells Creek Rec Model, although an unknown student of the school broke it.

Further zoomed in model, showing the broken bridge



SUSTAINABILITY METHODS

After careful research into sustainable design strategies, the East of Aberline development has been planned with a strong focus on environmental responsibility and long-term resilience. The design encourages a holistic approach to sustainability, integrating water, energy, and landscape systems in ways that complement both the built and natural environment. The precinct's layout prioritises passive design principles – ensuring that homes and public buildings receive optimal sunlight and natural ventilation, reducing the need for mechanical heating and cooling.

A key feature of the design is its water catchment and reuse system. Stormwater from roads and rooftops will be directed into swales and retention basins, where it can naturally filter through vegetation before re-entering the local waterways.

These systems not only reduce runoff and flooding risk but also help replenish groundwater and support native plant habitats. In addition, rainwater tanks will be incorporated into residential and community buildings to supply water for gardens and toilet flushing, reducing overall demand on the municipal water network.

The Eco Centre, known as Litoria Central, will demonstrate sustainability at a more visible and community-focused scale. It will feature green roofs that reduce heat absorption, enhance insulation, and provide small pockets of urban habitat for birds and insects. The building will also make use of solar panels and energy-efficient LED lighting to minimise electricity use. Smart lighting systems, including motion-activated and low-energy streetlights, will be installed across the precinct to ensure safety while keeping energy consumption low.

Housing within the East of Aberline area will be designed with green building principles in mind. This includes the use of sustainable materials, solar power systems, and green heating solutions such as heat pumps or passive solar design.

Homes will be oriented to capture natural light, and shading elements like pergolas and trees will help regulate temperature naturally. The goal is to create a community that not only looks modern and inviting but also operates efficiently, reducing both environmental impact and long-term living costs for residents.

1:1500 SET



Russells Creek Rec

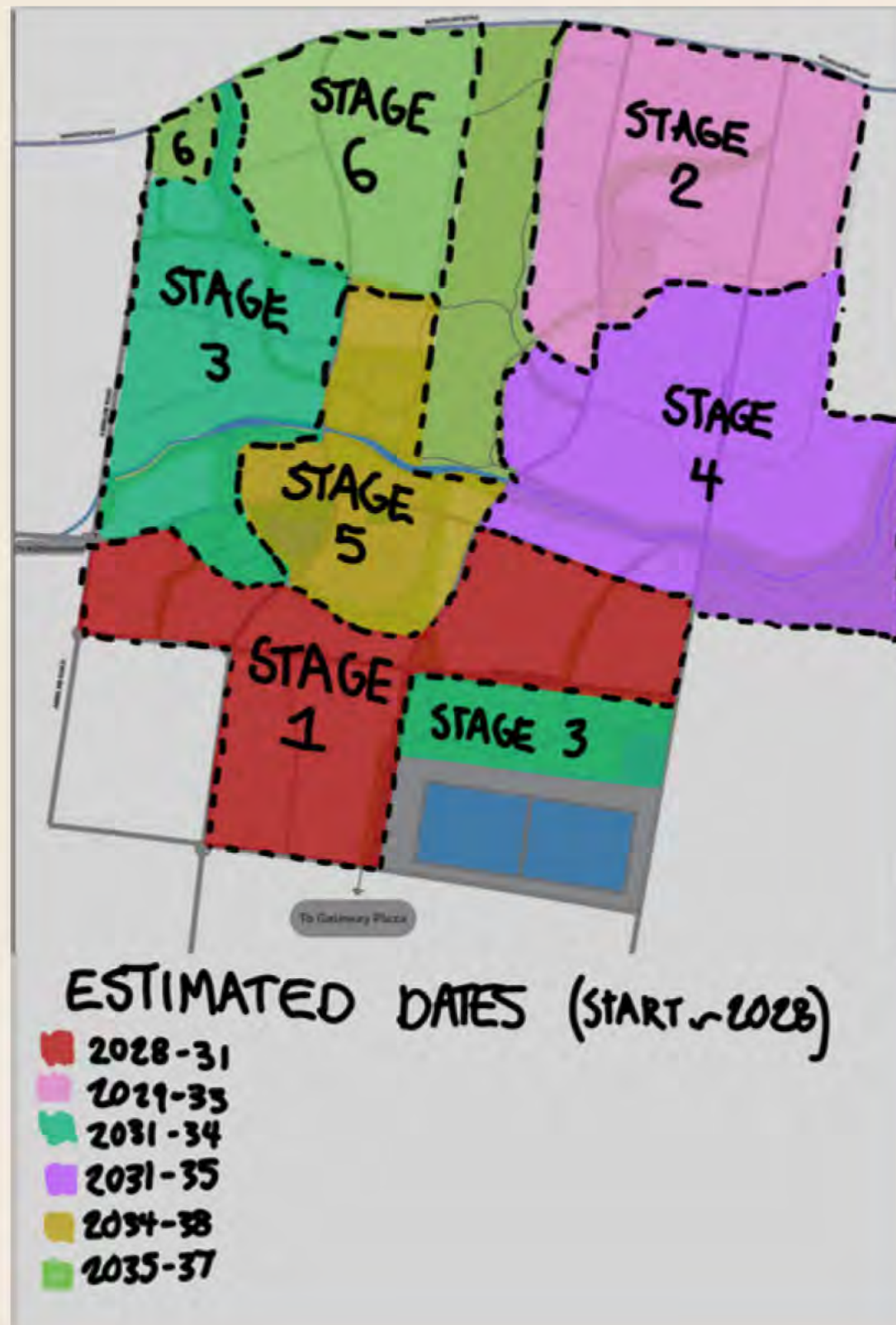


Aberline Marketplace



Russells Creek Rec

PHASING STRATEGY-STAGES 1-3

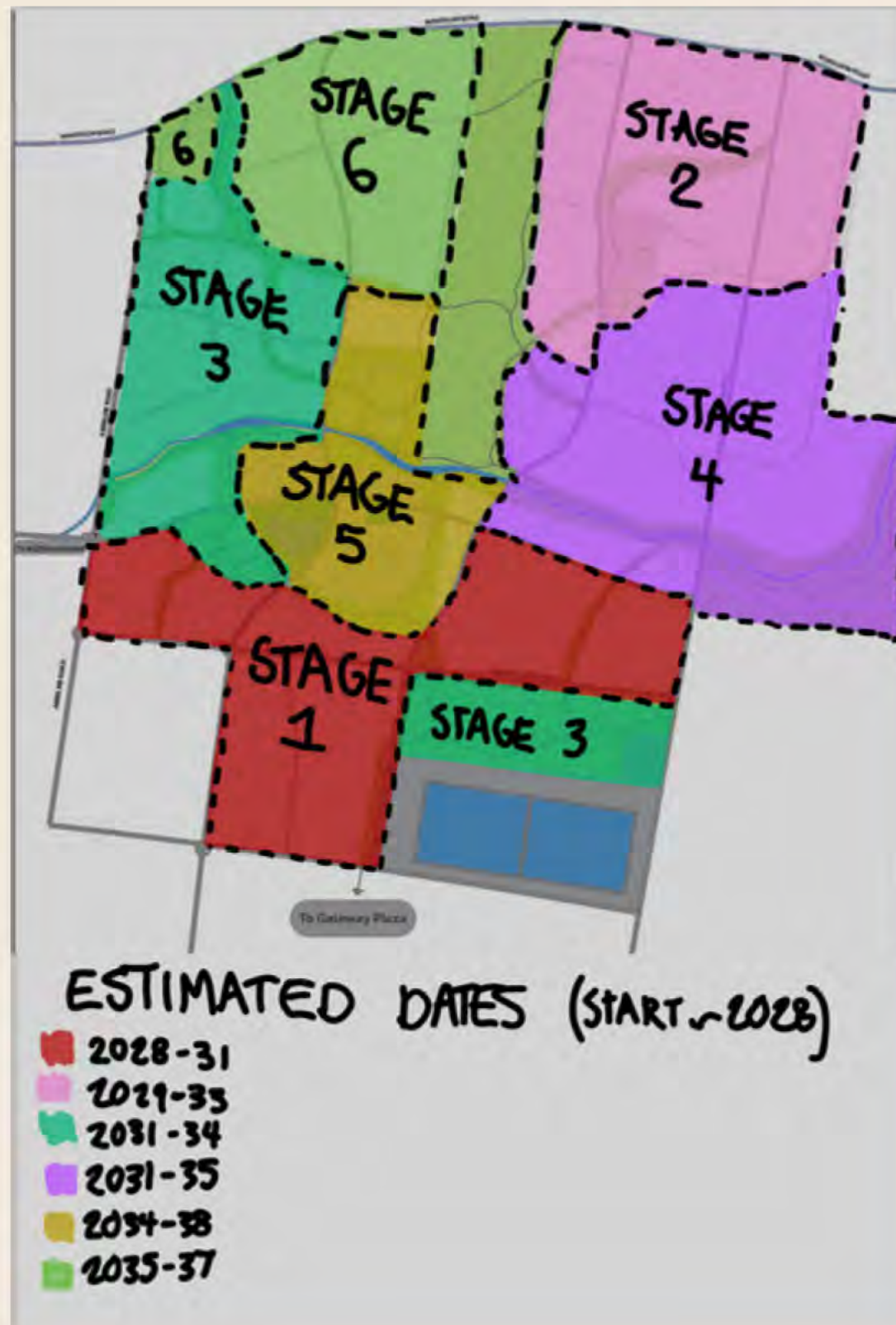


Stage 1 (2028–31): This stage intentionally begins on the periphery of the area, following previous housing developments to create a cost-effective starting point for developers. By relying on existing infrastructure—being close to Gateway Plaza, schools, and parks—the cost of building remains low, with only minimal new services required. Linear parks and the first extension of Russell’s Creek will also be introduced. While modest in scope, this stage serves as the foundation for the wider precinct, sparking demand and momentum for future development.

Stage 2 (2029–33): Almost a development in its own right, this stage begins two years before construction commences south of the precinct, forming the backbone of the northern area. The North Hub will include a primary school, community facilities, and ovals, strengthening the area’s civic and social framework. For developers, costs rise slightly here, as additional services and community infrastructure are required, though road access remains efficient via Horne and Wangoom roads. Residents will benefit from faster arterial access at 80km/h along Horne Road, compared with denser local streets capped at 60km/h, ensuring this stage remains both practical and attractive despite limited retail.

Stage 3 (2031–34): This stage unfolds in two parts: the parklands to the southeast and residential development to the west. The parklands will feature a convenience store and fuel station on Horne Road, serving both the industrial precinct and residents in Stage 2. This small-scale convenience-modelled on a modern version of a milk bar-keeps developer costs manageable while reducing residents’ reliance on larger shopping centres. The parklands also act as a buffer to the nearby industrial precinct. Meanwhile, the western residential development connects with surrounding estates such as Northern Edge and Russell Creek. At this point, more significant infrastructure investment begins, with the introduction of the bicycle superhighways and new footpaths linking to Wangoom Road. These upgrades provide long-term value, allowing users to ride directly to the future recreational precinct, which will begin construction three years later.

PHASING STRATEGY-STAGES 1-3



Stage 4 (2031-35):

This stage focuses primarily on residential expansion while strategically introducing parklands that act as a buffer between new housing and the northern edge of the industrial precinct. The integration of these green spaces strengthens liveability and reduces land-use conflicts. Importantly, Stage 4 also expands the bicycle superhighway, creating stronger active transport links across the precinct. A new bridge connects Stages 1 and 2, allowing residents direct access to the Northern Hub without having to detour via Horne Road. For developers, costs rise modestly as more infrastructure is required, but the stage creates a highly connected residential environment with easy movement between neighbourhoods.

Stage 5 (2034-38):

With sufficient population growth and demand now established, the precinct transitions into its civic and community heart. Stage 5 introduces the Eco Centre and Recreational Precinct, delivering high-value facilities such as apartments, schools, large ovals, and a major swimming pool complex. These elements transform the area into a mixed-use hub where education, recreation, and eco-focused community engagement come together. While infrastructure costs are higher, developer investment is justified by the draw of civic spaces and the potential for higher-density living. This stage firmly establishes the precinct's identity and long-term sustainability.

Stage 6 (2035-37):

The final stage completes the East of Aberline development with the last sections of the bicycle superhighway and enhanced pedestrian networks threading through Tozer Reserve, ensuring every part of the precinct is walkable and connected. Additional residential areas are introduced, complemented by the retail precinct—featuring a modern shopping centre, fast food outlets, and a fuel station—bringing full convenience to local residents. By combining residential expansion with commercial amenities, Stage 6 delivers the final layer of infrastructure, services, and community spaces, completing the transformation of the area into a fully functional, sustainable, and connected precinct.

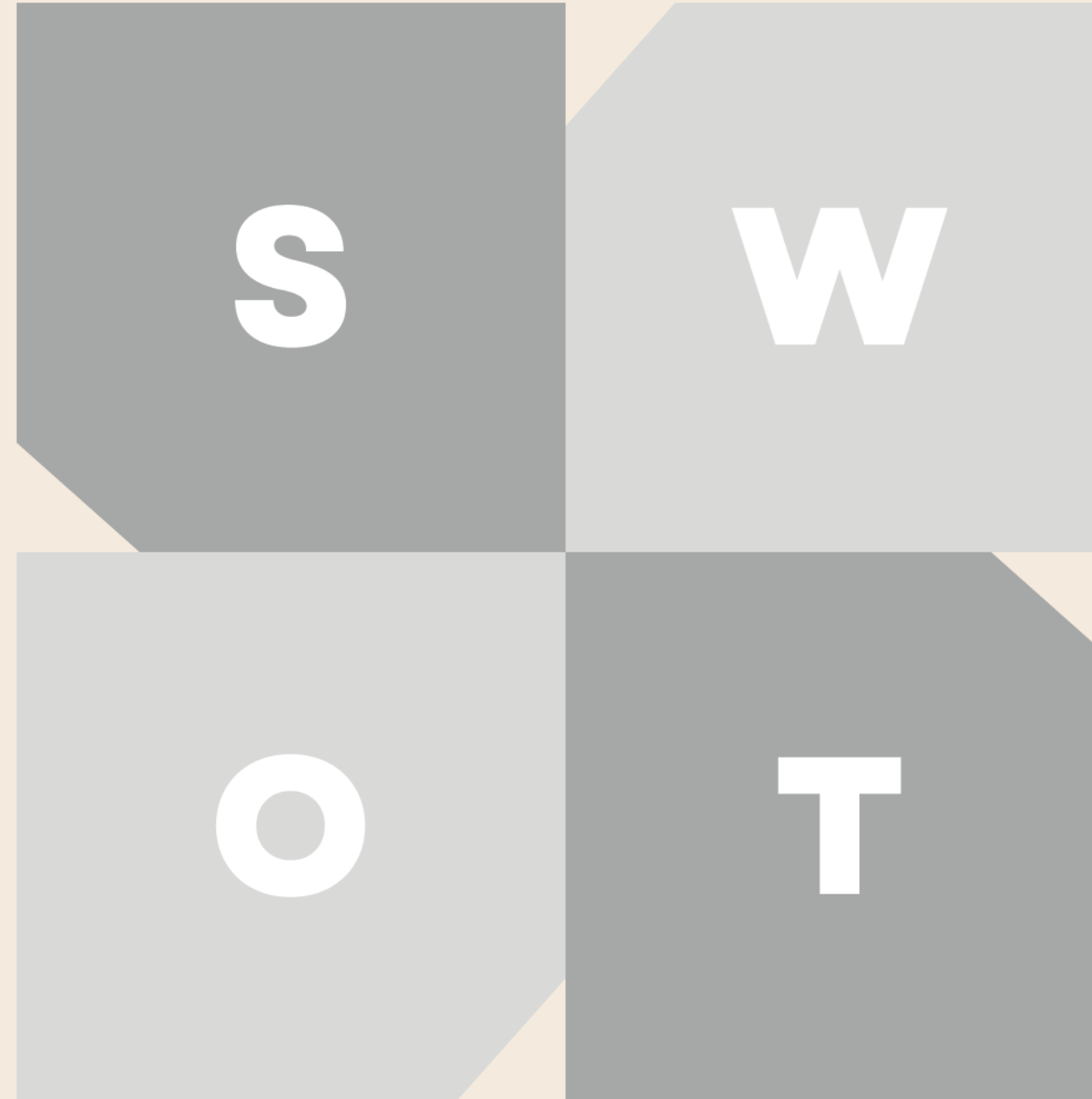
PHASING STRATEGY

STRENGTHS

- **Orderly growth:** Breaking the development into six phases ensures infrastructure and housing are delivered in a manageable way.
- **Infrastructure alignment:** Allows council and developers to coordinate utilities, roads, and services progressively.
- **Reduced upfront cost:** Developers don't need to deliver full infrastructure at once, lowering initial financial risk.
- **Flexibility:** Each stage can be adjusted in density, mix, or timing depending on demand.
- **Community integration:** Early phases can establish community hubs and services, supporting later growth.
- **Risk management:** If economic conditions change, later stages can be delayed without jeopardising the entire project.

OPPORTUNITIES

- **Staged innovation:** Each phase can incorporate new sustainability practices, tech, or housing models as they emerge.
- **Market responsiveness:** Developers can align housing types to demographic shifts (e.g., downsizers, families, renters).
- **Place-making:** Early phases (1-2) can focus on high-quality public spaces, branding the precinct as desirable and boosting later sales.
- **Partnerships:** Opportunity to attract investment from state government or private developers for major amenities in middle phases.
- **Job creation:** Staggered delivery supports sustained local employment across construction, planning, and services.
- **Scalability:** Allows testing of community engagement approaches before rolling out at larger scale.



WEAKNESSES

- **Dependency between stages:** Later phases rely heavily on the success of earlier ones (if stage 1 underperforms, momentum slows).
- **Fragmentation risk:** If infrastructure is not carefully sequenced, some areas may feel disconnected or under-serviced.
- **Delays in amenities:** Community facilities might not be fully realised until later phases, leaving early residents underserved.
- **Developer coordination issues:** Multiple developers across phases may cause inconsistencies in design quality or cohesion.
- **Long timelines:** With six phases, full completion could take decades, risking outdated design or shifting housing needs.

THREATS

- **Economic downturns:** Market slumps could stall development mid-way, leaving incomplete or underused precincts.
- **Infrastructure lag:** Risk of services (public transport, schools, health) not keeping up with staged housing rollout.
- **Community dissatisfaction:** Early residents may feel neglected if amenities come too late in later stages.
- **Planning policy changes:** Shifts in government policy, zoning laws, or environmental requirements could disrupt phasing.
- **Developer exit:** If a major developer withdraws, certain stages may be delayed or abandoned.
- **Fragmented identity:** If cohesion isn't maintained across all phases, the precinct may feel like separate disconnected suburbs.

1:600 OVERVIEW





1:600 DETAIL SHOTS



1:600 WITH LIGHTS ON



1:600 METHODS MATERIALS MEDIA

MATERIALS

- MDF board (900 × 600 mm) – base of the model
- 3mm laser-cut sheets – buildings and structures
- Cardboard – for mock-up testing and refining shapes
- Black and blue paper – roads, rivers, and lakes
- Faux grass – parks and green spaces
- Miniature trees, bushes, and streetlights – landscaping details

Methods

These are the processes or techniques used to create the model:

- Sketching and planning – creating layout designs in Adobe Fresco
- 3D visualization – modelling in SketchUp to check scale and spatial relationships
- Mock-up testing – building cardboard versions of structures to refine sizes and proportions
- Laser cutting – etching roads into the MDF and cutting building components
- Assembly – gluing buildings, roads, and greenery onto the base
- Detailing – positioning miniature landscaping elements to highlight key precinct areas

Media

These are the substances or digital applications applied in the design process:

- Adobe Fresco – digital sketching and layout exploration
- SketchUp – 3D modelling and visualization (in the beginning)
- Laser cutter software – to cut and etch MDF and 3mm sheets
- Physical model media – glue, paper, faux grass, and miniature landscaping elements

COMMUNICATION

NEED TWO

EAST OF ABERLINE

IDENTITY SYSTEM

PROJECT DETAILS

- Cohesive logo system for all precinct areas
- Central + sub-logos with cohesive style
- Supports wayfinding and place recognition
- Reflects sustainability, community, and nature
- Applied across signage, maps, and branding

BRANDING



SIGNAGE+MAPS



PRECINCT AREAS

LITORIA CENTRAL



This area embodies the Growling Grass Frog, symbolising sustainability and biodiversity. Represents the eco-centre as a natural gathering place and reinforces the precinct's environmental focus.



ABERLINE MARKETPLACE

A shopping bag with a leaf combines commerce with sustainability. Reflects a vibrant retail hub that balances convenience with eco-conscious design.

NORTH HUB



Features a book and connected figures, representing community learning and social connection. Designed as a symbol for events, workshops, and collaboration.



RUSSELLS CREEK REC

Uses flowing water imagery to highlight recreation and nature. Communicates outdoor leisure, water, and serenity.

PALETTE



IDENTITY SYSTEM

ITERATION 3

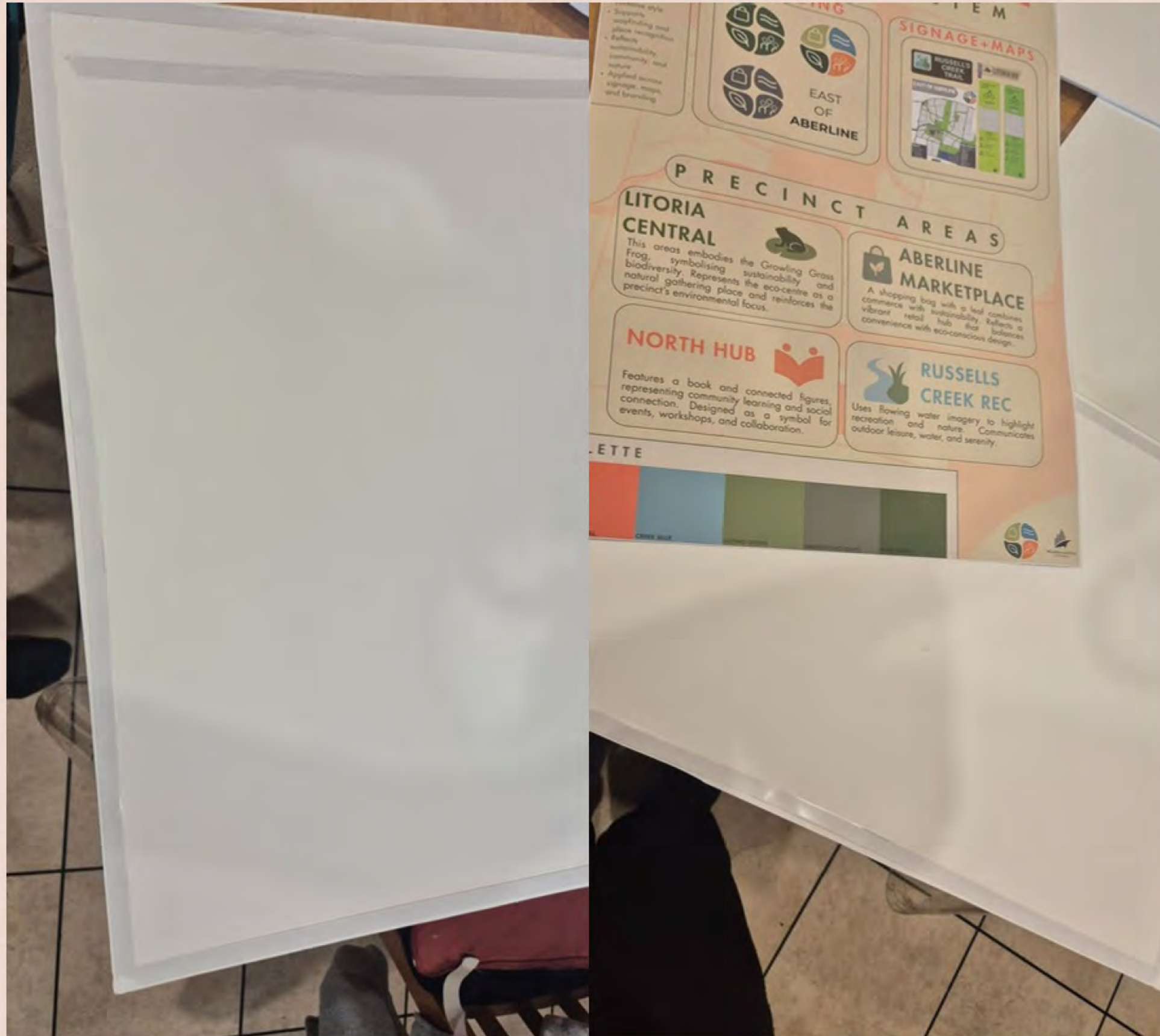
Successful Improvements

Visual Hierarchy: The first image now shows a much clearer hierarchy, thanks to a stronger figure-ground relationship. The precinct map as the background provides natural separation between sections, making the layout easier to scan and the information more immediately understandable.

Color Harmony: Integrating the map into the background palette creates a more consistent chromatic unity across the composition. This reduces visual clutter and strengthens the overall cohesiveness of the precinct's identity system.

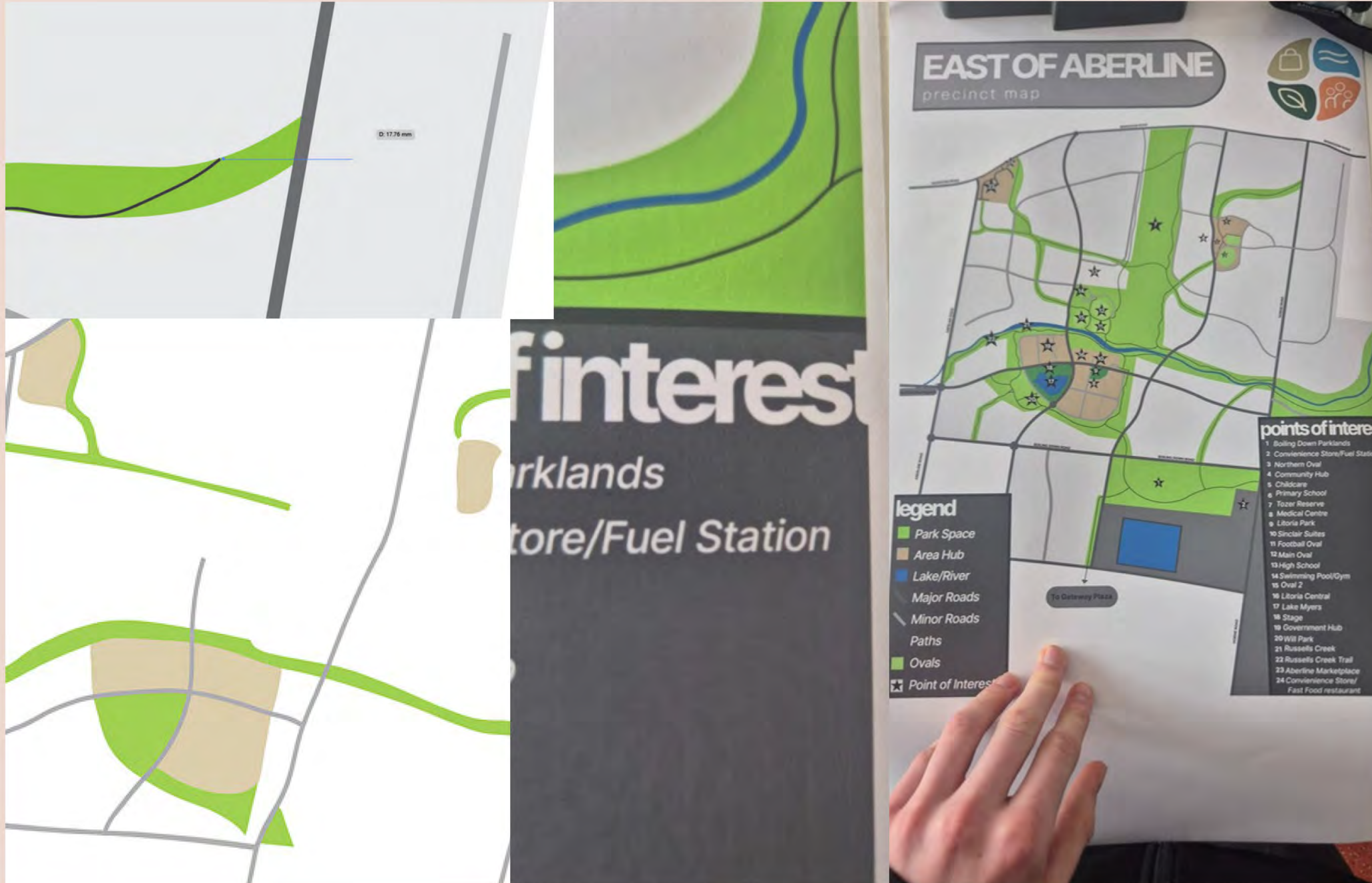
Gestalt Principles: The improved color consistency supports the Law of Similarity, allowing elements to group more intuitively. The precinct areas now feel like a unified system rather than disconnected components.

MAKING PHYSICAL POSTER

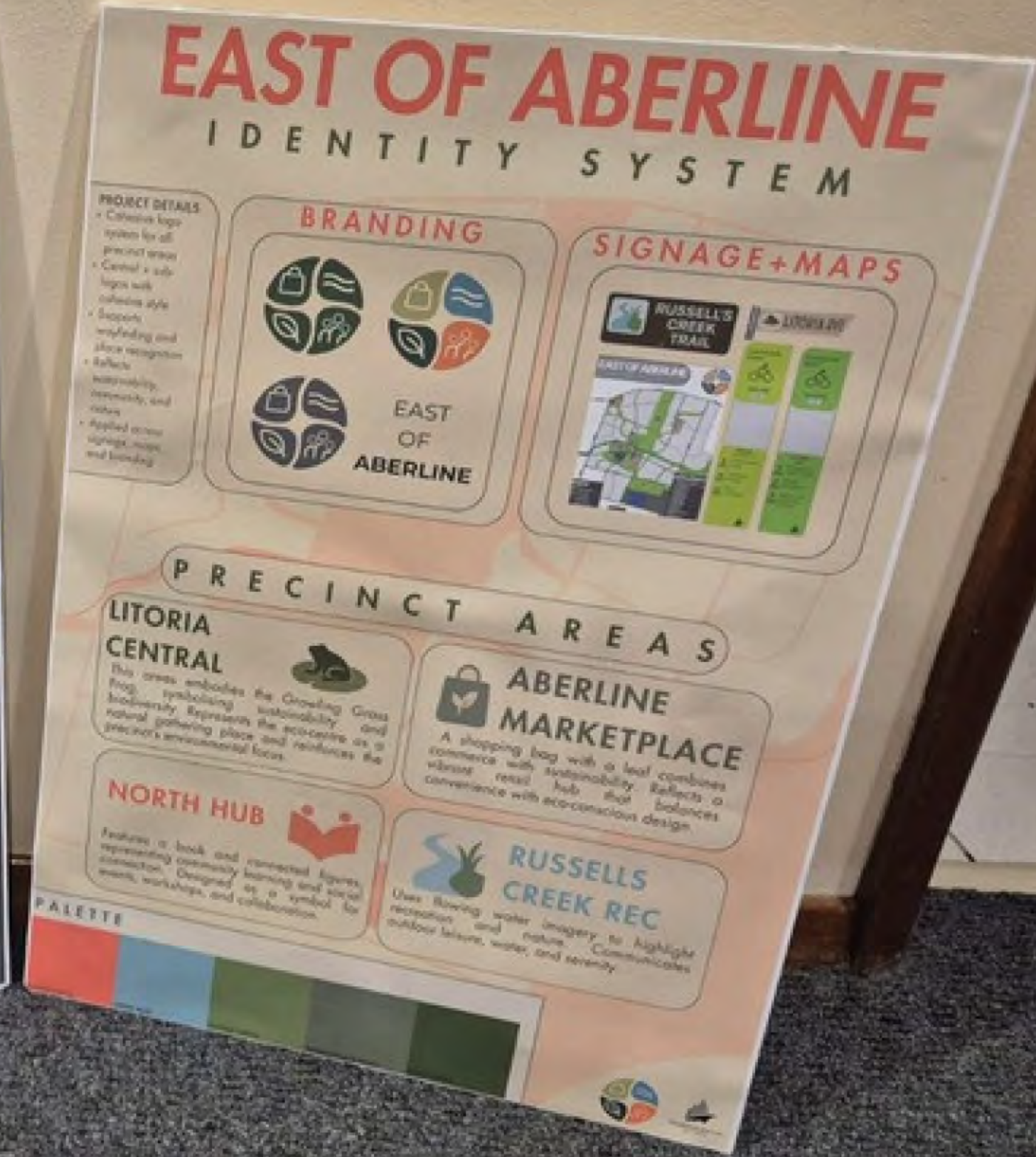


First, I carefully cut the foamcore using a sharp blade to ensure clean, precise edges. I then secured the poster to the foamcore using double-sided tape, creating a smooth and firmly attached surface.

STRUCTURE PLAN MAP



The structure plan map process began quite simply, using Adobe Illustrator to map out the layout with a four-colour scheme and stars to mark points of interest. However, when I printed it on fine art paper, the margins caused issues – parts of the text were cut off because I hadn't allowed enough space around the edges. To fix this, I went back into Illustrator, scaled down the map, increased the margin size, and realigned the numbering to better match each point of interest, ensuring everything was clearly visible and well-balanced on the final print.

[illegible]

FINAL SHEETS (DIGITAL)

EAST OF ABERLINE IDENTITY SYSTEM

PROJECT DETAILS

- Cohesive logo system for all precinct areas
- Central + sub-logos with cohesive style
- Supports wayfinding and place recognition
- Reflects sustainability, community, and nature
- Applied across signage, maps, and branding

BRANDING



EAST OF ABERLINE

SIGNAGE+MAPS



PRECINCT AREAS

LITORIA CENTRAL



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ABERLINE MARKETPLACE



A shopping bag with a leaf combines commerce with sustainability. Reflects a vibrant retail hub that balances convenience with eco-conscious design.

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Features a book and connected figures, representing community learning and social connection. Designed as a symbol for events, workshops, and collaboration.

RUSSELLS CREEK REC



Uses flowing water imagery to highlight recreation and nature. Communicates outdoor leisure, water, and serenity.

PALETTE



LEGEND

- Park Space
- Area Hub
- Lake/River
- Major Roads
- Minor Roads
- Paths
- Ovals
- ★ Point of Interest

EAST OF ABERLINE precinct map



points of interest

- 1 Boiling Down Parklands
- 2 Convenience Store/Fuel Station
- 3 Northern Oval
- 4 Community Hub
- 5 Childcare
- 6 Primary School
- 7 Tozer Reserve
- 8 Medical Centre
- 9 Litoria Park
- 10 Sinclair Suites
- 11 Football Oval
- 12 Main Oval
- 13 High School
- 14 Swimming Pool/Gym
- 15 Oval 2
- 16 Litoria Central
- 17 Lake Myers
- 18 Stage
- 19 Government Hub
- 20 Will Park
- 21 Russells Creek
- 22 Russells Creek Trail
- 23 Aberline Marketplace
- 24 Convenience Store/Fast Food restaurant

LOGOS



Using laser-cut wood, I created a set of tactile 200x200mm logos representing each of the key spaces within the precinct. These physical pieces were designed to complement the digital posters by adding a hands-on, textural element that enhanced audience engagement during presentation. The contrast between the natural wood material and the printed visuals helped reinforce the project's connection to sustainability and place identity, while also showcasing the craftsmanship and precision involved in the design process.

POSTERS METHODS MATERIALS MEDIA

Materials

- A2 paper – main surface for the structure plan map and annotations
- Cardboard or foam board – for low-fidelity 3D components in precinct mock-ups
- Computer– for marking zones, pathways, and key areas
- Foam Core – physical poster backings
- Fine Art Paper- For the actual posters

Methods

- Research and analysis – investigating site conditions, zoning, and community needs
- Sketching and ideation – drawing initial layouts and testing different structure plan options
- Digital mapping – creating precise layouts and maps in Adobe Illustrator
- Overlay testing – layering tracing paper to adjust road networks, park areas, and housing placement
- Mock-up creation – building simple 3D representations of precincts to visualize scale and flow
- Refinement – adjusting layouts based on feedback and spatial accuracy

Media

These are the substances or digital applications applied:

- Adobe Illustrator – drafting and finalising structure plan maps
- Tracing paper – testing adjustments and alternative layouts
- Surface Pen – adding annotations, highlights, and zoning distinctions
- Foam Core – physical mock-up testing of precinct arrangements

Legal

While designing the Litoria central model, the precinct maps, and the logos, I needed to make sure I followed both legal and ethical responsibilities.

Legal considerations:

- I made sure all the logos and visual designs were original. If I wanted to use them outside of this project, they could be registered as a trademark to protect them.
- Any images, maps, or resources I used were either created by me or correctly credited so I didn't break copyright laws.
- The structure plans, zoning, roads, and housing layouts were accurate and reflected real-world standards. This is especially important for areas like the Growling Grass Frog habitat, so the designs are safe and realistic.
- The poster and maps include all the professional elements like a map legend, north point, and scale so people can read and understand them properly.

Ethical

- The design focuses on sustainability and the environment. This includes green roofs, open parklands, and plenty of green space to support local wildlife.
- I made sure the design keeps natural habitats and waterways safe, showing respect for the environment.
- The precinct is designed for all community members, with different housing options, pedestrian paths, and bike access, so everyone can enjoy the space.
- The maps and posters are clear and easy to read, with labelled areas and a legend, so people understand what everything represents.
- I avoided using any culturally sensitive symbols incorrectly and tried to reflect Warrnambool's local context respectfully.

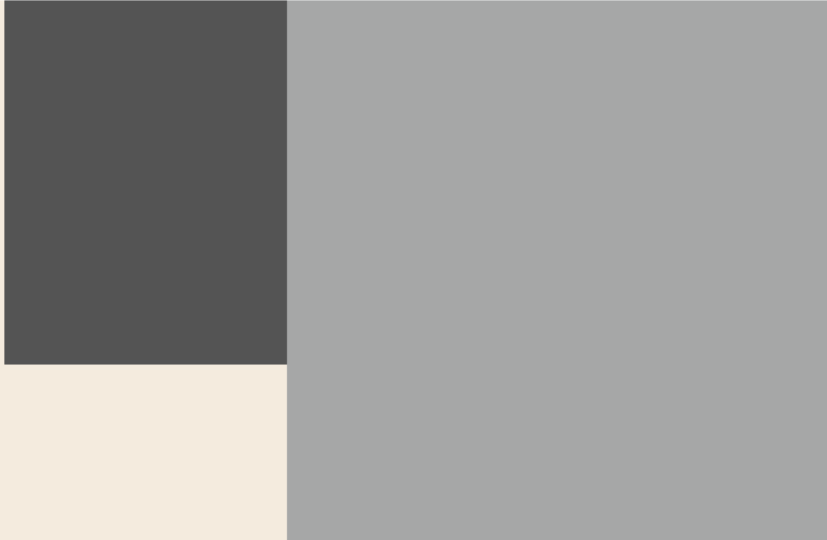
STRUCTURE PLAN: CONVERGENT THINKING

After exploring a range of layout possibilities through divergent thinking, I refined my ideas using convergent thinking to develop a more resolved and realistic structure plan for the East of Aberline precinct. This stage focused on selecting the most effective components from earlier concepts and combining them into a single, cohesive plan that balanced functionality, sustainability, and community needs.

Through careful comparison of my earlier layout sketches, I identified which elements best supported connectivity between residential areas, the eco-centre, open spaces, and transport links. Roads and shared pathways were refined to create smoother circulation and improve accessibility for pedestrians and cyclists. I also simplified the overall structure, removing unnecessary complexity while maintaining a clear hierarchy of spaces – from larger community hubs to smaller residential pockets.

Feedback from peers and teachers guided decisions around zoning and spatial relationships, helping to ensure that the structure plan not only looked balanced but also worked practically in an urban context. I prioritised ideas that supported a 20-minute neighbourhood approach, including proximity to local services, parks, and green corridors. The placement of green spaces and water catchments was resolved to strengthen environmental performance and provide visual relief within denser areas.

Overall, the convergent thinking process allowed me to transform a collection of experimental ideas into a clear and well-structured design proposal. This plan successfully represents how the East of Aberline area can grow into a connected, sustainable, and liveable community.



CRITERIA

8



COMMUNICATION
NEED 1

DESIGN PRINCIPLES

The Litoria Central 1:600 model applies a range of design principles to create a balanced and realistic representation of a sustainable community. **Balance** is one of the most evident principles, achieved through the even distribution of built forms, greenery, and waterways across the site. The layout ensures visual stability, with larger multi-storey buildings placed toward the the creek and lighter, low-rise structures on the outer edges to flow to single family and lower density homes. **Contrast** is used through the distinction between the organic blue waterways and the laser cut wood building forms, allowing the eye to move fluidly across the model and identify different land uses.

Hierarchy plays an important role in defining the visual focus of the precinct. The tallest and most detailed buildings, representing the hotel and Litoria Central become focal points due to their height and layered structure, guiding attention to the community's heart. The surrounding smaller structures and green spaces create a visual rhythm that reinforces the sense of order and flow. **Proportion** is carefully applied in the relationship between building heights, road widths, and open spaces, creating a realistic scale within the model.

Repetition and pattern occur through consistent spacing of trees, paths, and road layouts, with unity a across the entire design. The repetition of circular tree clusters softens the structured geometry of the buildings, creating visual harmony. **Scale** is crucial at 1:600, with each component precisely reduced to maintain accurate spatial relationships. This ensures that each element—from waterways to walkways—feels consistent and believable.

Emphasis is achieved through placement and layering. The curved building facades draw attention by breaking away just sqaure building forms, while the blue creek and lake naturally attract the eye, acting as visual anchors that connect different precincts. **Unity** ties the composition together through consistent material use—laser-cut MDF, textured greenery, and black and blue paper for roads and water respectively, producing a cohesive look that supports the model's purpose as a sustainable and community-focused design. Together, these design principles create a layout that feels structured, balanced, and environmentally conscious.

DESIGN ELEMENTS

The Litoria Central model effectively uses the design elements to visually communicate balance, structure, and environmental connection within the precinct. **Line** is a key element that defines the overall layout and directs movement throughout the space. The roads and pathways are constructed using clean, precise linear forms that guide the viewer's eye across the site, helping to indicate how people and vehicles would move through the area. The straight lines of the streets contrast with the softer, curved lines of the walking paths, representing a balance between urban formality and natural flow.

Shape and **form** are essential in communicating the function of different zones. The rectangular blocks and circular tree clusters show a clear visual distinction between built and natural environments. The simplified geometric forms of the buildings express a sense of structure and planning, while the rounded greenery introduces softness and a more organic rhythm. Together, these forms create variety while still feeling consistent and ordered.

Colour has been applied thoughtfully to enhance contrast and legibility. The wooden coloured MDF buildings stand out clearly against the green surfaces and blue waterways, instantly showing the relationships between land, water, and built areas. The limited colour palette also assists conveying and identifying the use for each area.

Texture plays a large role in the model's realism. The use of grass powder, and the grass connected to the paper, miniature trees, and bushes adds tactile quality, inviting closer inspection and giving the surface visual richness. The smoothness of the roads and rougher textures of natural areas reinforce the difference between built and ecological spaces.

The **tone** within the model is subtle but effective. Lighter tones of the building with the burnt darker wood side help highlight the structures, while the various greens of the vegetation create depth and shadow, establishing a visual hierarchy. The play between light and dark tones helps the audience easily distinguish different layers of the model.

Space is one of the most important elements within this design. Negative space – seen in the open parklands and water corridors – provides breathing room between dense built-up areas, symbolising accessibility and community openness. Positive space – the buildings and roads – gives the model structure and rhythm. This careful use of space ensures the composition feels neither overcrowded nor empty, maintaining balance.

GESTALT PRINCIPLES

The Litoria Central model strongly reflects the Gestalt principles, which help the viewer visually organise and understand how the space functions as a connected, liveable community. **Proximity** is applied by grouping similar building types together – such as retail spaces, residential blocks, and government hubs, to help the audience instantly recognise distinct precinct zones. Buildings positioned closely form logical clusters that communicate their shared purpose without the need for labels, showing how the model naturally guides understanding through layout alone.

Similarity is clearly evident through repeated materials and colours. The lighter wooden laser-cut structures all share similar shapes and finishes, symbolising a consistent architectural language across the site. This creates visual unity and reinforces that each structure belongs to the same development. Meanwhile, green spaces and tree groupings share the same texture and tone, strengthening the perception of connected parklands that flow throughout the precinct.

Continuity guides the viewer's eye along the model's main roads and walking paths, which curve naturally through the site. These smooth transitions lead the eye from the Eco Centre to surrounding residential and community spaces, reflecting how movement through the real precinct would occur. The curved pathways and evenly spaced streets communicate flow and connection, showing the design's focus on accessibility and walkability.

The principle of **Figure–Ground** is effectively used through contrast between materials – with blue paper representing waterways and green textured surfaces for parkland, separating these from the solid white buildings. This contrast helps distinguish built areas from open spaces, making the composition clear and readable from a distance.

Closure is subtly used within the block formations, where groups of buildings imply complete urban blocks even when not fully enclosed. The mind fills in the gaps, creating a sense of finished form and structured organisation. This approach keeps the model open and simplified while still communicating the overall design intent.

Finally, **Grouping** and **Hierarchy** reinforce how viewers perceive importance within the design. The central Eco Centre, placed at the meeting point of major pathways, naturally becomes the visual anchor due to its positioning and distinct shape. The smaller buildings radiating outward build a sense of order and unity, making the precinct easy to interpret and visually cohesive.

Overall, the model demonstrates how Gestalt principles work together to make the space logical, readable, and well-organised, clearly communicating community structure and flow even at a small scale.

10 GOOD DESIGN

The Litoria Central model demonstrates many of Dieter Rams' principles of good design, focusing on simplicity, clarity, and purpose. Good design is innovative. The model introduces new ways of visualising sustainable living by integrating green spaces, bicycle routes, and eco-friendly buildings within a small-scale community. The inclusion of green roofs and natural waterways shows forward thinking in how environmental design can be presented physically.

Good design makes a product useful. Every part of the model serves a purpose – from the clearly defined roads and walkways to the open spaces that connect the community. Nothing is decorative for the sake of appearance; every element communicates a real function within the precinct.

Good design is aesthetic. The model's clean, minimal aesthetic reflects calmness and balance. The soft green tones, crisp white buildings, and curved blue waterways create an appealing visual composition that feels modern, sustainable, and consistent with Warrnambool's natural character.

Good design makes a product understandable. The logical layout allows the viewer to easily interpret how people would interact with the space. The main Eco Centre sits at the heart of the design, making the function of the precinct immediately clear – it's the central hub that ties everything together.

Good design is thorough down to the last detail. From the tree placement to the precise road alignments, every part of the model has been thoughtfully positioned. Even at 1:600 scale, attention to proportion, alignment, and accessibility is maintained, ensuring a realistic and detailed presentation.

Good design is as little design as possible. The model is simple, clean, and effective. By avoiding unnecessary decoration and focusing on clarity, it communicates the essence of the East of Aberline precinct directly and confidently.

COMMUNICATION

NEED TWO

EAST OF ABERLINE

precinct map

DESIGN PRINCIPLES

Balance

Asymmetrical yet stable composition on both posters

Visual weight distributed through color blocks and information placement

Contrast

Strong figure-ground contrast for readability

Color contrast between precincts (Utopia Central, North Hub, etc.)

Typographic contrast creates information hierarchy

Light/dark values separate content areas

Hierarchy

Clear visual priority: brand identity → map → supporting information

Size and color establish importance levels

Identity system poster shows structured information flow

Legend provides secondary reference information

Repetition

Consistent brand icon appears on both posters

Repeated color palette unifies system

Pattern of stars indicates multiple landmarks

Modular grid structure repeats across identity system

Figure-Ground

Map elements clearly separate from background

Information modules have distinct boundaries

Negative space enhances readability

Color fields define different content zones

EAST OF ABERLINE

IDENTITY SYSTEM

SIGNAGE+MAPS



AREAS

ABERLINE MARKETPLACE

A shopping bag with a leaf combines commerce with sustainability. Reflects a vibrant retail hub that balances convenience with eco-conscious design.

RUSSELLS CREEK REC

Uses strong water imagery to highlight recreation and "nature" amenities. Emphasizes water, and serenity.



DESIGN ELEMENTS

Line

Clean, organic curved lines define pathways and green spaces on the precinct map

Grid-based street structure provides clear directional guidance

Linear elements create visual flow and movement through the composition

Shape

Circular logo elements with quadrant divisions create strong brand identity

Organic shapes represent parks and natural areas

Rectangular frames organize information hierarchically

Grid structure provides geometric foundation

Colour

Limited, purposeful palette: green (nature/parks), blue (water/landmarks), coral/orange (accent), neutral grays

Green dominates to emphasize the area's natural spaces and walkability

Color-coding system aids navigation and distinguishes precinct areas

High contrast between background and information elements

Type

Clear hierarchy: "EAST OF ABERLINE" as primary heading

Mix of serif and sans-serif creates visual interest while maintaining readability

Consistent typographic system across both posters

Varied scales emphasize importance of information

Scale

Map appropriately sized for public viewing

Icons and symbols scaled for quick recognition

Text hierarchy guides eye from main title to supporting information

Balance between map prominence and supporting identity system

GESTALT

Proximity

- Related information grouped together (legend items, precinct points of interest, signage)
- Icons grouped with corresponding text labels
- Layout keeps relevant information grouped with related identity elements

Similarity

- Consistent star symbols mark points of interest
- Uniform color treatment across similar elements
- Icon style remains cohesive throughout
- Typographic consistency creates visual unity

Continuation

- Pathway lines guide eye through map
- Natural flow from title to content
- Visual rhythm created by repeated elements
- Grid structure implies continuation beyond frame

Figure-Ground

- Clear distinction between pathways (figure) and streets (ground)
- Text and background maintain strong separation
- Color fields define spatial relationships
- Map layers create depth perception

EAST OF ABERLINE

precinct map

10 GOOD DESIGN

Innovative

- Fresh approach to neighborhood wayfinding beyond traditional maps
- Identity system integrates branding with functional navigation
- Design thinking connects place-making with usability

Useful

- Practical navigation tool for visitors and residents
- Clear legend and points of interest marked
- Identity system provides cohesive community framework
- Multiple information layers serve different user needs

Aesthetic

- Refined color palette and clean layout
- Balanced composition with pleasing proportions
- Modern, approachable visual language
- Thoughtful integration of graphic elements

Understandable

- Every element serves a purpose
- Restrained color palette
- Clean, minimal aesthetic with maximum functionality

legend

- Park Space
- Area Hub
- Lake/River
- Major Roads
- Minor Roads
- Paths
- Ovals
- Point of Interest

points of interest

- 1. Belling Park
- 2. Belling Park
- 3. Belling Park
- 4. Belling Park
- 5. Belling Park
- 6. Belling Park
- 7. Belling Park
- 8. Belling Park
- 9. Belling Park
- 10. Belling Park

IDENTITY SYSTEM

BRANDING

SIGNAGE+MAPS

EAST OF ABERLINE

ABERLINE MARKETPLACE

RUSSELLS CREEK REC

PMI ANALYSIS



P

STRENGTHS

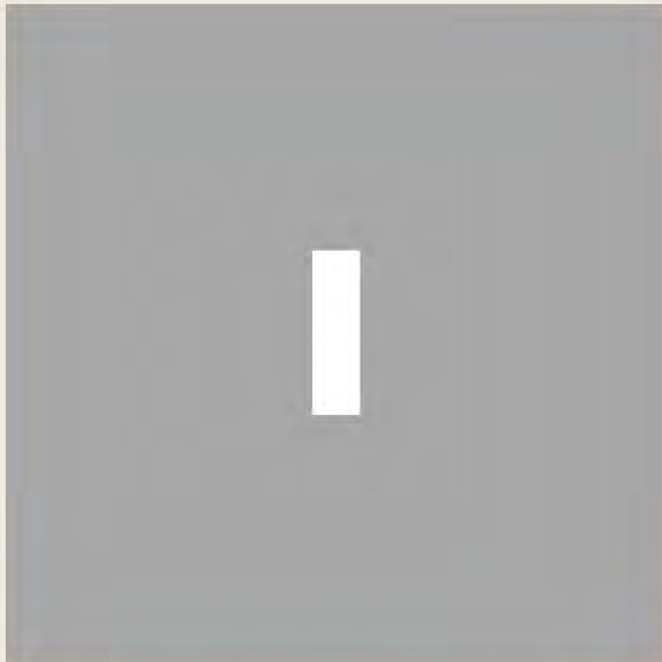
- Detail and realism: The laser-cut components and added miniature trees, bushes, and streetlights create a visually engaging and realistic representation of the precinct.
- Clear layout and structure: Roads, water features, and green spaces are well defined, making the model easy to read and understand.
- Eco-friendly focus: The design effectively demonstrates sustainability principles, showing green spaces, pedestrian pathways, and water-sensitive areas.



M

WEAKNESSES

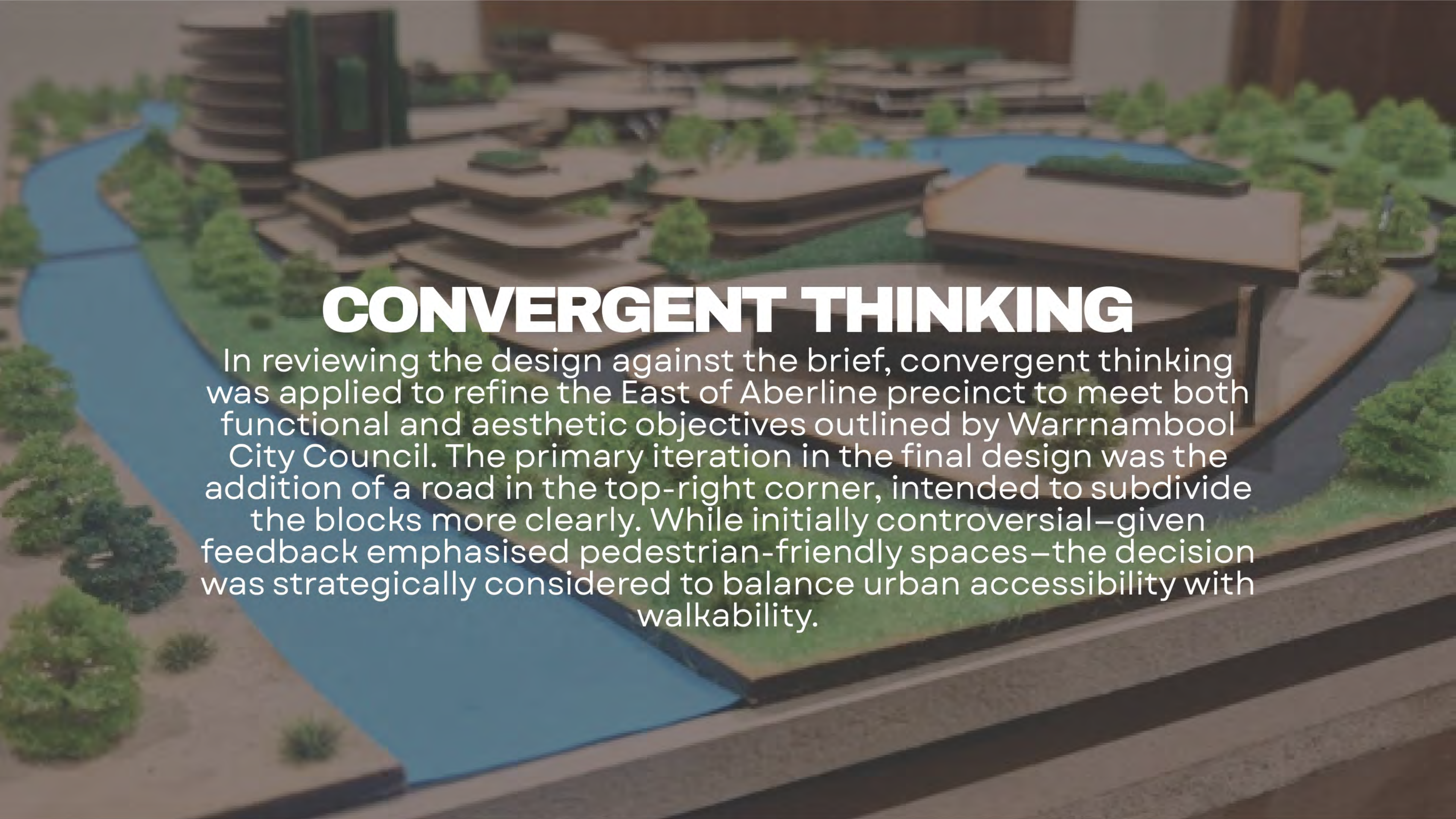
- Simplified building shapes: Some buildings had to be reduced to basic structures due to laser cutting size constraints, limiting overall visual complexity.
- Limited annotations: The model could benefit from more labels or legends to explain the different precinct areas and features.
- Time and scale constraints: 1:600 scale meant some finer details and textures could not be represented, affecting depth of presentation.



I

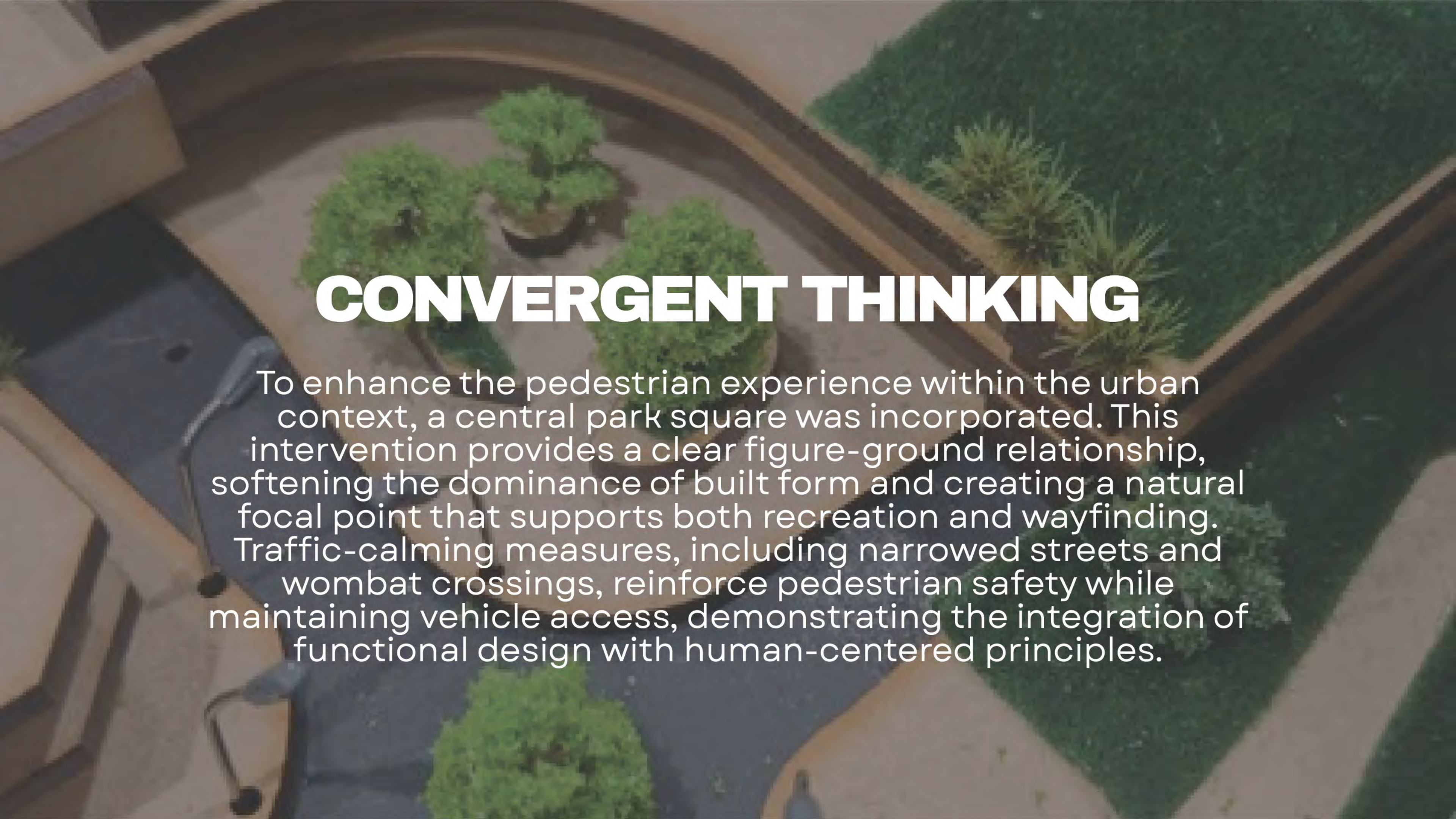
OPPORTUNITIES

- Potential for interactive elements: Could add removable components or digital overlays to show future development options.
- Contrast of natural vs built environment: Highlights the balance between green spaces and infrastructure, prompting discussion on urban planning.
- Use of materials: Combining laser-cut MDF, paper, and faux grass shows creative media use, which could inspire future model-making techniques.



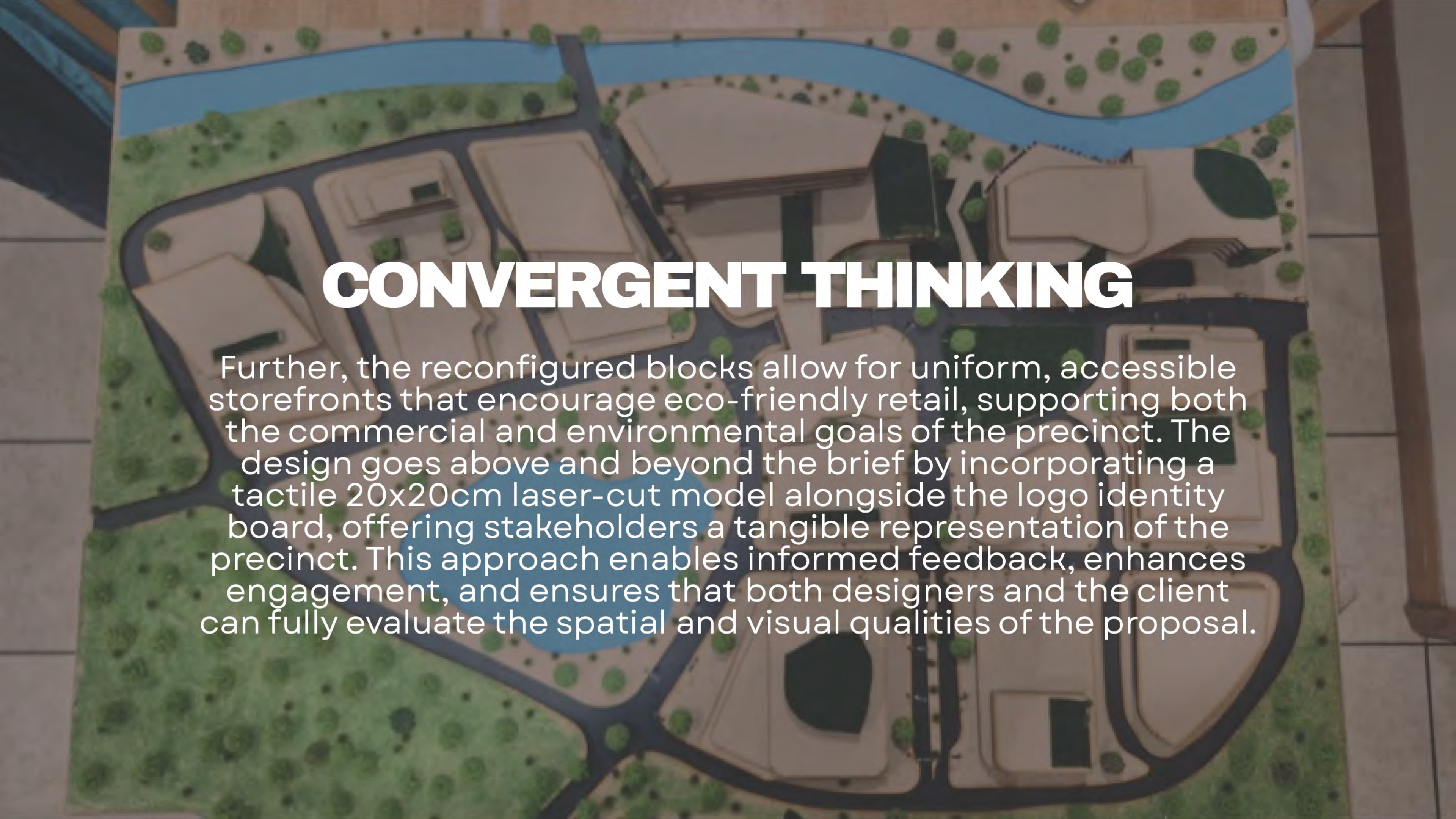
CONVERGENT THINKING

In reviewing the design against the brief, convergent thinking was applied to refine the East of Aberline precinct to meet both functional and aesthetic objectives outlined by Warrnambool City Council. The primary iteration in the final design was the addition of a road in the top-right corner, intended to subdivide the blocks more clearly. While initially controversial—given feedback emphasised pedestrian-friendly spaces—the decision was strategically considered to balance urban accessibility with walkability.

An aerial photograph of a city square. In the center is a park square with several green trees. To the left is a large, dark-colored building. The square is surrounded by paved areas and other greenery. The text is overlaid on the image.

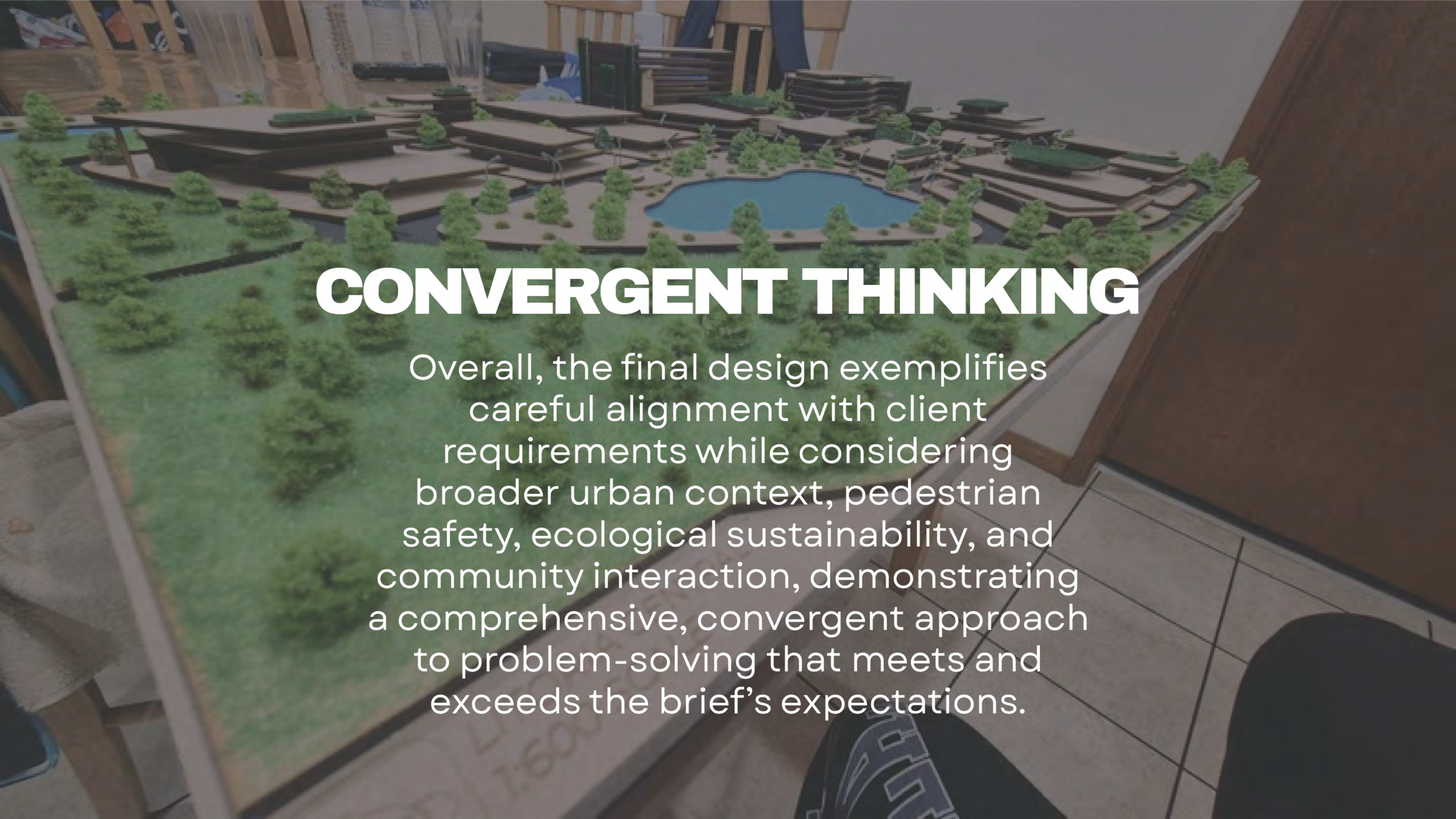
CONVERGENT THINKING

To enhance the pedestrian experience within the urban context, a central park square was incorporated. This intervention provides a clear figure-ground relationship, softening the dominance of built form and creating a natural focal point that supports both recreation and wayfinding. Traffic-calming measures, including narrowed streets and wombat crossings, reinforce pedestrian safety while maintaining vehicle access, demonstrating the integration of functional design with human-centered principles.

A laser-cut architectural model of a city block. The model is made of light-colored wood and features a network of dark blue streets. Several tan-colored building footprints are arranged within the blocks. A winding blue river flows along the top and left sides of the model. Green circular pieces represent trees and landscaping. The model is placed on a light-colored wooden surface.

CONVERGENT THINKING

Further, the reconfigured blocks allow for uniform, accessible storefronts that encourage eco-friendly retail, supporting both the commercial and environmental goals of the precinct. The design goes above and beyond the brief by incorporating a tactile 20x20cm laser-cut model alongside the logo identity board, offering stakeholders a tangible representation of the precinct. This approach enables informed feedback, enhances engagement, and ensures that both designers and the client can fully evaluate the spatial and visual qualities of the proposal.

An aerial photograph of a modern urban park. The park features a central, irregularly shaped pond with blue water. Surrounding the pond are terraced walkways and platforms made of dark brown material, interspersed with numerous small, green, conical trees. The park is bordered by a paved area with a grid pattern in the foreground and a large, curved concrete structure on the right. In the background, there are more park elements and some buildings.

CONVERGENT THINKING

Overall, the final design exemplifies careful alignment with client requirements while considering broader urban context, pedestrian safety, ecological sustainability, and community interaction, demonstrating a comprehensive, convergent approach to problem-solving that meets and exceeds the brief's expectations.

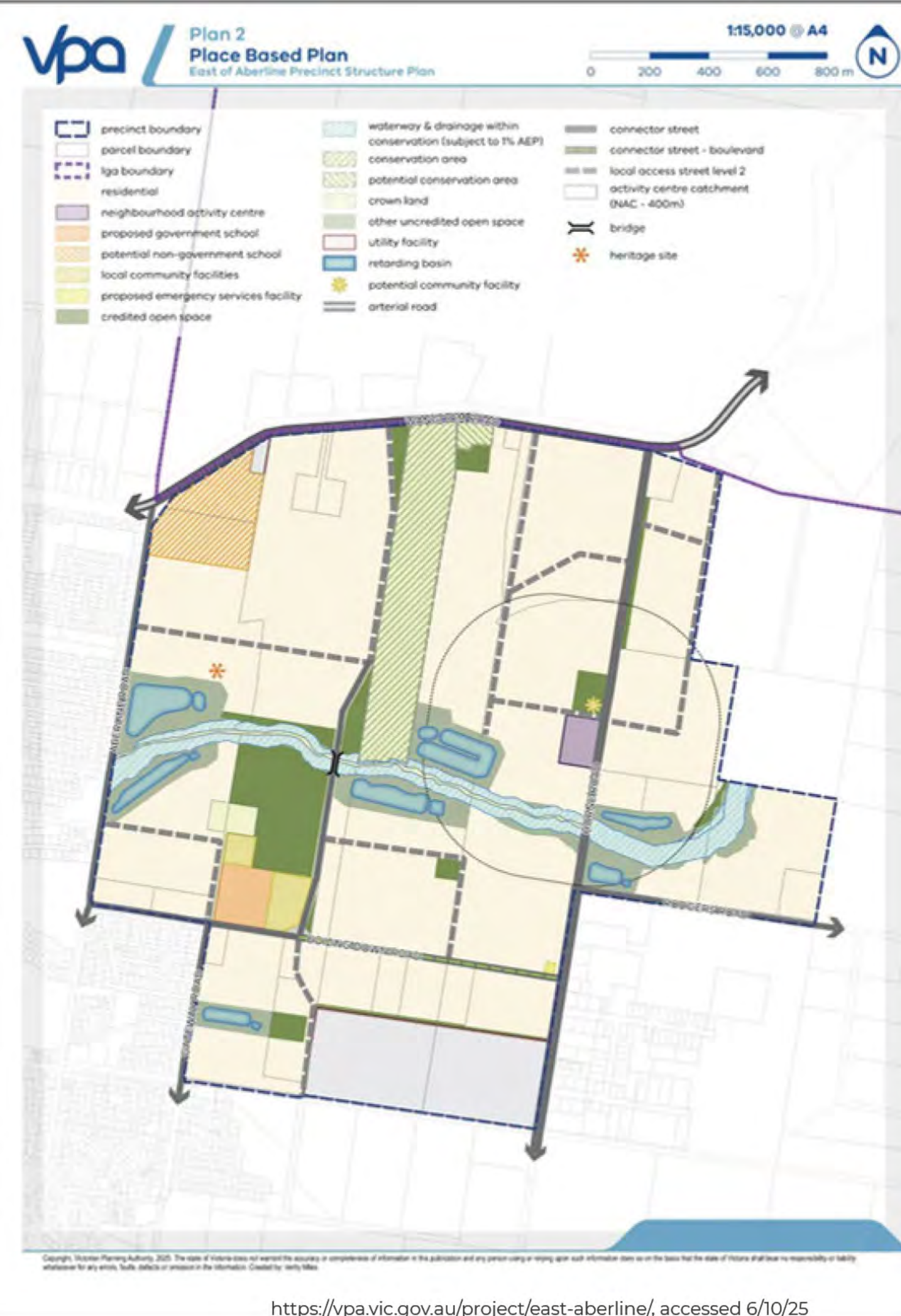
OVERALL EVALUATION

When looking at my final product, honestly, I wish I had been able to do more. The 1:600 model was definitely my best work, but due to time and cost constraints, there were areas that could have been improved in both the model and the folio overall. Ideally, I could have managed my time more effectively to add more annotations and detail to support my design thinking.

Despite that, the overall structure was a success. I followed the key criteria and considerations involved in creating a structure plan. Interestingly, around the time of completing my work, the VPA actually released their draft of the East of Aberline development for public consultation. It was really interesting to compare my structure plan map to theirs and see how realistic or unrealistic my version was, and whether some of my design features aligned with professional planning decisions.

This process showed how much I learned and understood about town planning, especially in relation to factors like bushfire risk, flooding, sustainability, and spatial organisation. It also developed my creative thinking and my ability to plan future-focused spaces by considering how people might want to live 10 to 20 years from now. I thought a lot about how to future-proof the area and how good design can be implemented to meet both present and future needs. Ultimately, my goal was to create a liveable, sustainable precinct that is inclusive, accessible, and designed for everyone.

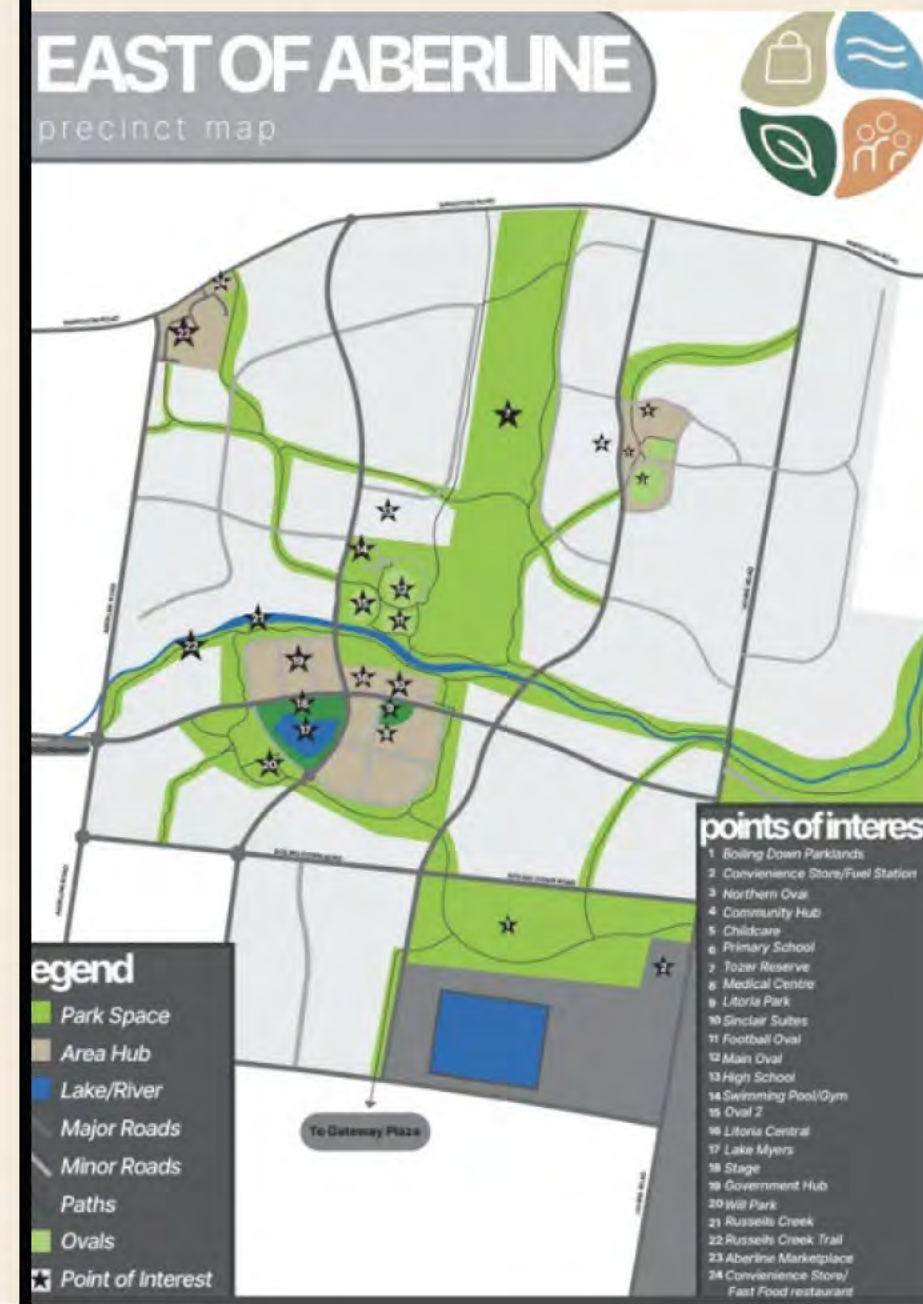
The design follows my original brief that my clients wished for, and this successfully meets these criteria. Overall, this would successfully suit the stakeholder meetings that would occur prior to development, allowing audiences to view and provide feedback to continue to a final development map.



VPA MAP

The VPA map is much less finalised, as it mainly follows funding constraints and focuses on providing only what is necessary to meet practical needs. It achieves a balanced amount of housing and includes several green areas, a large section for schools, and even an emergency services zone. Unlike my design, it only features one combined Neighbourhood Activity Centre (NAC) and community space. The VPA plan also includes multiple retarding basins and accounts for 1% flood levels, which is important for water management. My design also considers these environmental factors but takes them further by incorporating a dedicated wetlands and wellness area. I expanded the creek to increase its width and water-holding capacity, making it a stronger feature within the landscape. Overall, my design is much more adventurous and somewhat idealistic. For example, in reality, a large-scale retail precinct would be unlikely in this location, as the brief only required a small NAC. However, I have still met that criterion through a smaller eco-centre CBD, convenience stores, and additional retail areas that enhance the community feel. I also included strong connections for bicycle and walking networks, which are something the VPA's initial design lacks but are important for creating a more sustainable and connected community.

MINE



Legal

Legal

Structure Plan & Model:

- Complies with Planning and Environment Act 1987 (Vic)
- Model uses safe, non-toxic materials
- Accurate scale prevents misleading stakeholders
- Protects Growling Grass Frog habitat per environmental laws
- All designs are original–no copyright issues

Identity System:

- All logos are original creations
- Can be trademarked by council if needed
- High contrast colors meet Disability Discrimination Act 1992
- Signage follows Australian Standards for accessibility

Ethical

Structure Plan & Model:

- Protects endangered frog habitat with green corridors and wetlands
- Affordable and social housing spread throughout (no segregation)
- Honest representation–no exaggerated claims
- Sustainability focus benefits future generations
- Physical model lets everyone understand the design (not just tech-savvy people)

Identity System:

- No cultural appropriation in logos
- Clear signage helps all ages and abilities navigate
- Simple design works for people with low vision or literacy
- Reflects real community values (nature, sustainability)
- Educational signage raises environmental awareness

EAST OF ABERLINE

precinct map

