

# CONNECTED

how to  
REACH YOUR  
MARKET

national and  
international  
distribution

PROJECT X  
Sponsored by  
Boral - One Steel - VISY

**CONNECTED**  
2ND INTERNATIONAL CONFERENCE ON DESIGN EDUCATION  
[WWW.CONNECTED2010.COM.AU](http://WWW.CONNECTED2010.COM.AU)  
28 JUNE - 1 JULY 2010 SYDNEY AUSTRALIA

**CONFERENCE THEMES**

- Multidisciplinary education in design
- Design collaboration and working with industry
- Designing sustainable futures
- Design and community development
- Learning, creativity and design
- E-learning and technology in design education
- Problem/professional based learning
- Global agendas for design
- Postgraduate design research
- Theory and philosophy for design education

Conference themes will engage with topics of interest for Architects, Engineers, Interior Designers, Landscape Architects, Industrial Designers, Artists and people associated within the cross disciplinary design field.

**KEY DATES**

- 1 October 2009 - Receipt of abstracts
- 15 November 2009 - Notification of abstract acceptance
- 15 February 2010 - Full papers due
- 14 March 2010 - Review deadline and notification of acceptance
- 28 March 2010 - Early Bird registration deadline & Revised Papers due

CONNECTED 2010 will be in association with the Design Educators Forum of South Africa (DEPSA). Our association with DEPSA is aimed at introducing a major stream of papers from Africa, India and Asia addressing design in relation to development and a truly globalised design economy.

University of New South Wales Faculty of the Built Environment - Faculty of Engineering - College of Fine Arts

**CONNECTED**  
INTERNATIONAL CONFERENCE ON DESIGN EDUCATION SYDNEY 2007  
[WWW.CONNECTED2007.COM.AU](http://WWW.CONNECTED2007.COM.AU)  
9-12 JULY 2007

SPONSORSHIP AND EXHIBITION PROSPECTUS

think ahead | UNSW  
University of New South Wales Faculty of the Built Environment - Faculty of Engineering - College of Fine Arts

**WELCOME TO CONNECTED 2007**

Welcome to Sydney and to **CONNECTED 2007 INTERNATIONAL CONFERENCE ON DESIGN EDUCATION**. **CONNECTED** is a collaboration of three University of New South Wales faculties - Built Environment, College of Fine Arts, and Engineering - and is the first to bring together such a broad multidisciplinary spectrum in the context of design and design education.

This first **CONNECTED** conference has attracted delegates from over 25 countries and, with the combination of refereed conference papers, exhibitions, workshops and roundtables, will involve well over 200 participants from around the globe. It will be an opportunity to renew existing collegial networks and to build new ones that reflect **CONNECTED**'s multinational and multidisciplinary nature and, above all, to learn about and discuss developments at the cutting edge of design education.

The University of New South Wales, one of Australia's leading research universities with over 40,000 students, is the host for **CONNECTED**. The initial days of the conference are being held on the University's main campus, with the final afternoon shifting to the University's College of Fine Arts campus in nearby Paddington.

On behalf of the Organising Committee I am delighted to welcome you to **CONNECTED 2007** - we hope you enjoy the Conference and your stay in Sydney.

**ROBERT ZEHNER**  
CHAIR, CONNECTED 2007 ORGANISING COMMITTEE

**CONFERENCE ORGANISING COMMITTEE**

<b>Robert Zehner</b> (Chair) Professor, UNSW	<b>Tim Hesketh</b> Associate Professor, UNSW
<b>Carl Riddens</b> (Publications Chair) Associate Professor, UNSW	<b>Karla Kringshoff</b> Associate Professor, UNSW
<b>Leong Chan</b> Associate Professor, UNSW	<b>Steve Ward</b> Associate Professor, UNSW
<b>Jacqueline Clayton</b> Associate Professor, UNSW	<b>Richard Hough</b> Associate Professor, UNSW
<b>Graham Forsyth</b> Associate Professor, UNSW	<b>Sue Gillard</b> Associate Professor, UNSW

9-12 JULY 2007  
[WWW.CONNECTED2007.COM.AU](http://WWW.CONNECTED2007.COM.AU) 03

# CONNECTED

**About ConnectED** Designers and educators in engineering, architecture and design are invited to participate in the 2nd ConnectED International Conference on Design Education.

The 2nd ConnectED International Conference on Design Education will be held from 28 June to 1 July 2010 in Sydney, Australia. An exciting multidisciplinary program will provide the opportunity to continue the sharing of research in the emerging field of multi-disciplinary design education begun at the 2007 ConnectED conference.

ConnectED 2010 will be in association with the Design Educators Forum of South Africa (DEFSA). Our association with DEFSA is aimed at introducing a major stream of papers from Africa, India and Asia addressing design in relation to development and a truly globalised design economy.

We expect the Conference to attract delegates from Australia, New Zealand and the wider international community. They will come from a wide variety of disciplines including art, engineering, architecture and the built environment.

## Reasons to advertise with ConnectED

- The leading design education conference
- National and international exposure
- Covers Architecture, Landscape Architecture, Engineering, Industrial design, Interior Design Art and other design related fields.
- 2nd international design education conference in the series of ConnectED conferences.

## Advertising options program and abstract book

The program and abstract book will be viewed throughout the conference and will be an essential item for all delegates. The book contains conference information and will outline all sessions and abstracts which will be a valuable reference tool during and after the conference. Entitlements include:


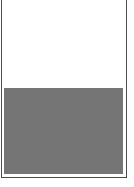

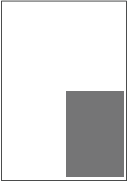


- Recognition as Official sponsor in final program
- Logo hot-link to sponsor's website on Conference website
- Acknowledged in 'Welcome' PowerPoint slide.

## Satchel insert

Promotional literature may be included in delegates' satchels, information describing your organisation's products and services can be placed directly in the hands of all conference delegates. Up to an A4 lightweight brochure or equivalent, or a small size give-away may be submitted.

# CONNECTED

## Advertising options and rates

	Inside front cover	\$1,400		½ Horizontal page H 148.5mm x W 210mm	\$450
	Inside back cover	\$1,400		¼ Page Block H 148.5mm x W 105mm	\$250
	Full page spread H 297mm x W 210mm	\$900		Full page Satchel Insert H 297mm x W 210mm	\$450

\*All prices are exclusive of GST.

## Examples of advertising in program and abstract book

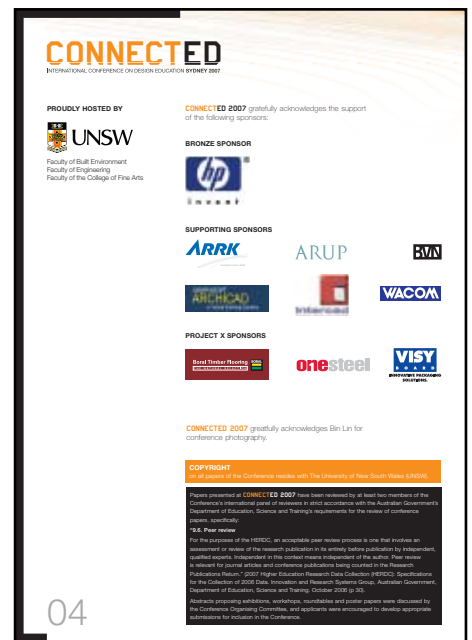
The ConnectED commity would like to thank all our previous sponsors for their generous financial support towards the extreamly succesful 2007 ConnectED conference.



**Motherboard.**

Our vision for a healthy planet is at the core of everything we create. By using lower and alternative materials to develop environmentally sound components, we're conserving resources and making products that are easier to recycle than ever before. To date, we have recycled over 920 million pounds of product from all over the world. The potential for a sustainable environment—with HP products, it's built right in. Go to [hp.com/au/edu](http://hp.com/au/edu)





**CONNECTED**  
International Connected Conference Education Abstract Book

**PROUDLY HOSTED BY**  
UNSW  
Faculty of Built Environment  
Faculty of Engineering  
Faculty of the College of Fine Arts

**CONNECTED 2007** gratefully acknowledges the support of the following sponsors:

**BRONZE SPONSOR**  
hp

**SUPPORTING SPONSORS**  
ARRK ARUP BVA  
WACOM

**PROJECT X SPONSORS**  
Solid Motion Imaging onesteel VISY

**COPYRIGHT**  
All Rights Reserved by The University of New South Wales (UNSW)

04

# CONNECTED

## Deadlines

Advertisements due before Friday 14th May 2010.

## Advertising Specifications

Page Trim Size: A4 297 x 210mm.

Printing: FOUR COLOUR (process).

Advertisements should be set to the size and bleed specifications on these pages. All logos or advertisements created in software packages, namely, InDesign, Quark Xpress, Illustrator, Photoshop etc, which are supplied as finished art should be converted/processed in CMYK four colour process. No Pantone, INDEX, RGB or LAB colours. Acrobat Distiller PDFs only.

Most advertising make-up programs can be distilled through Acrobat Distiller. The original file is turned into a high resolution PDF file which can be processed as one complete picture. Acrobat Distiller embeds all images and fonts in the file ready for processing. Fonts: Electronic advertising must be supplied with Postscript fonts only. All fonts must be embedded in high-res PDF files. N.B. TrueType fonts are not acceptable.

## Advertising Enquiries

### (Email)

[connected2010@clems.com.au](mailto:connected2010@clems.com.au)

### (Post)

CLEMS (Conference Links & Event Management Services)  
Suite 5, 250 Gore Street,  
Fitzroy, Victoria,  
Australia, 3065

### (Phone)

Sue Gillard  
Mob 0413 698 157  
Tel + 61 3 9416 3833  
Fax + 61 3 9416 4344

[www.clems.com.au](http://www.clems.com.au)

[www.connected2010.com.au](http://www.connected2010.com.au)