

MEDIA RELEASE

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Dr Brandon Gien masterclass to inspire the next generation of Australian design

Aspiring designers that receive a Study Grant at SAE Creative Media Institute's Melbourne campus will be invited to a 'money can't buy' masterclass from [Good Design Australia](#) Founder and CEO, [Dr Brandon Gien](#), on the design skills needed in a post-COVID world.

The exclusive live webinar will give [Bachelor of Design](#) study grant recipients access to one of the industry's best, where they'll learn how the global design ambassador carved out a successful career, explore industry insights, and talk about current and future trends - following a turbulent year for the creative industries.

The Good Design Australia CEO said he looks forward to speaking with these emerging designers. "2020 has provided us with one of the toughest challenges in memory. But what it has also done is to create more agile and resilient designers that are ready to take on future challenges.

"Design is so much more than applying aesthetics and function to a project – at its heart, design is about problem solving. Good Design Australia looks forward to working with partners like SAE to broaden the understanding of design and help nurture the next generation of Australian designers and innovators," Brandon said.

SAE Melbourne Design Coordinator, Adrian Bruch commented it was an unbelievable opportunity for young designers. "Dr Brandon Gien is 'the' name you associate with design in Australia. His knowledge and expertise will be valuable for our grant recipients.

"This year SAE has offered exciting new online interactive opportunities for designers, as a result we are expecting a high calibre of enrolments for the Bachelor of Design this coming year," Adrian said.

SAE is the place for creators and innovators. SAE is offering new enrolling Design students \$3,000 cash grants to kickstart their creative studies. A limited number of grants will be awarded to outstanding applications from students who apply to study a [Bachelor of Design](#) at [SAE Melbourne](#) for February 2021 intake. Submissions close Friday 15 January 2021. [Apply now](#).

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Imagery



About SAE

Established in 1976, SAE Creative Media Institute provides niche creative media programs to about 10,000 students at more than 50 campuses around the world. SAE is recognised for providing students with access to the best industry equipment and facilities, employing teaching staff with strong industry experience and delivering hands on teaching and learning in small class environments.

The Institute engages with industry to develop curriculum that is relevant to local and global workforce needs. Work placements and internships are embedded in SAE programs are pathways to employment. Globally, SAE offers an extensive suite of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. SAE is a part of Navitas Pty Ltd. Further information about SAE is available at www.sae.edu.au.

About Navitas

Navitas is a proud Australian company that pioneered an innovative university partnership model of education in Perth in 1994. Its entities have delivered education programs across the country since 1976. Further information about Navitas Pty Ltd is available at www.navitas.com.

About Good Design Australia

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, they remain committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

Australia's annual Good Design Awards program is one of the oldest and most prestigious international design awards in the world, promoting excellence in design and innovation since 1958. It is recognised by the [World Design Organization](http://www.wdo.org) (WDO) as Australia's peak international design endorsement program. The Good Design Awards represent the diverse spectrum of design with 11 specific Design Disciplines, spanning 28 Categories. Through our annual Good Design Awards program, we proudly showcase superior examples of good design to a national and international audience.

About Dr Brandon Gien

Brandon is the CEO of Good Design Australia and Chair of Australia's annual Good Design Awards – the longest running awards program for design and innovation in Australia with its origins dating back to 1958.

Brandon is an Industrial Designer and has spent the past 25 years advocating for the value of design to improve our social, economic, cultural and environmental quality of life at a national and international level.

He is a Senator and President Emeritus of the World Design Organization (WDO), the global body for Industrial Design based in Montreal, Canada. He was elected President of the WDO from 2013 to 2015, the first Australian to hold this position.

He holds a PhD in Environmental Design from the University of Canberra's School of Design and Architecture and is an Adjunct Professor of Industrial Design at both the University of Canberra and the University of New South Wales.

Among other roles, Brandon joined the Board of Directors of ASX listed MGM Wireless Limited, an Australian technology company that designs and develops breakthrough wearable technology and has taken on the role of Executive Director of the recently established Australian Design Council.

Brandon was made a Design Ambassador to Japan, an honorary international design advocacy role organised by the Japan Institute of Design Promotion.