



ASHLEIGH HILLS

BECKWORTH ALUMNI - WHERE ARE THEY NOW?



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Years at Ballarat Grammar: 2002 - 2007

What Art and Design subject(s) did you study when you attended Ballarat Grammar?

Studio Art (Textiles) and Visual Communication – VCE

What did you enjoy about these subjects?

Growing up I'd always been naturally artistic with an interest in drawing. I really enjoyed these subjects as I felt I had a true interest in them. Visual Communication was a more favoured subject as I enjoyed the structure and purpose around creativity as it provides visual solutions to communicate a message.

What skills do you believe you gained from studying these subjects?

Artistic licence as well as technical skills. I found both textiles and design beneficial to my skills as there was a technical aspect behind the creativity.

What did you create in your Art and Design subject(s) which you are most proud of?

For my final Visual Communication project, I created promotional material for guacamole. I'm proud of the way I took an everyday product and experimented with the way it was advertised with an A-Frame sign shaped like a cactus, corn chips at the exhibition and a variety of techniques used in the design execution.

What were your biggest achievements in Art and Design when you were at Ballarat Grammar?

Finishing my final folio. Art and Design can take a considerable amount of time and space to complete. Ideas tend to come at the strangest moments, so mixing this in with my other VCE subjects and being able to complete my folio was a big achievement.

What was one of the most valuable things you learnt during your time in the Beckworth?

The opportunity to be surrounded by both the visual and performing arts was very inspiring. There was so much variety of art forms that inspired and influenced me to be the designer I am today.

What do you do now?

Today I am the Creative Manager at the Carlton Football Club. I manage the visual brand of the football club from social graphics to guernsey designs.

What are your major achievements since leaving Ballarat Grammar?

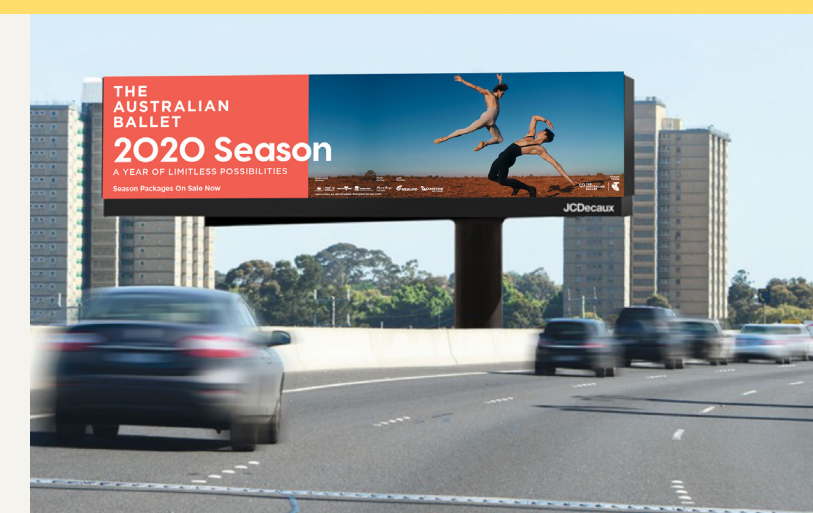
I've had some amazing opportunities working with large clients such as Coles Supermarkets, Endota Spa, The Australian Ballet and now Carlton Football Club.

Would you suggest studying an Art and Design subject in Year 12?

Visual art subjects can be very rewarding and even if your career aspirations are outside of the arts, these subjects can strengthen your creative thinking in a variety of industries. I would 100% recommend studying these subjects.

Would you suggest the creative arts as a career?

Only if this interests you! Dedication and patience are key and there are so many different avenues you can explore from content creation, graphic design, animation, video production and photography to fine arts, gallery curator or illustration – explore the different disciplines and see what is right for you.



2002 - 2007

CREATIVE DIRECTOR