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DCA DESIGN IS A LOVING INTEREST

Do what you love. That is Elspeth Barker's advice for all those wanting to get into a career. The Design College Australia student started off doing Business at QUT, but the decision to pursue her interest in Art and Design has led to happier times, and even a coveted BAD Award.

By Steve Muller

Elspeth, currently enrolled in the Advanced-Diploma of Visual Communication at DCA and set to graduate mid-2008, did not go directly into her desired field when she left Brisbane's St Margaret's Anglican Girls School in 2001. But with a little bit of clear thinking and soul-searching, she has come out exactly where she wants to be. "I wanted to study Design as I left school but the trusty school careers counsellor said it was too much of a limited field, so I went off and studied Business at QUT instead," Elspeth says. "After working for a while with a Business degree I definitely realised that it wasn't for me and decided to pursue my interest in Art and Design, so I went back to study. Although the degree I have is not a waste, I have finally found my area and couldn't be happier."

Being able to learn new areas and angles of Design everyday to surprise the overexposed consumer certainly does appeal to Elspeth more than a career in Business. "I really enjoy advertising, copywriting and Corporate Identity (logos, stationary, graphic standards)," she says. "My friends take great enjoyment in making fun of the fact that I go to 'Art School' and they genuinely assume all I do is preschool finger painting. To the rest of the world, artists and designers certainly carry a stigma of being unintelligent, alternate and off with the fairies, but this is so far from true. It takes great effort and skill to create the fabulous, fandangle flashing websites they visit everyday, for example," she explains.

That effort and skill Elspeth describes certainly did reach the attention of somebody, as she recently won a Brisbane Advertising and Design (BAD) award in the Student Brief Division for her submission 'Donate Here' - an achievement which will certainly open more doors to real world experiences and opportunities. "My piece was created to generate support and excitement for the Young Variety Motorline MINI Ball," she says. "As a supporter of Young Variety (a charity that helps sick and disadvantaged children throughout Australia) I was

determined to create something different and eye catching rather than the regular tuxedo/James Bond appeal usually associated with a casino night. Hence, the 'Donate Here' concept was formed in a way that first and foremost got the target markets' attention and interest to go to the Ball, and secondly depicted a strong message that it's an all-round winning night."

With the experience learned from DCA, the Business degree from QUT and a BAD Award to boot, the designs of Elspeth's future are well in effect, though she does leave some final words for all those still wondering what to do with their lives. "The best advice I can give is truly do what you love," she says. "Don't choose a career because of the school careers counsellor, your OP, family or friends' opinions, or the potential money. Do it because you want to do it everyday for the rest of your life, no matter how long or what path you take to get there."



INFO

Name: Elspeth Barker
 Age: 23
 DCA Course: Advanced Diploma Course of Visual Communication
 Completion Date: Mid 2008
 Achievement: Won a BAD Award in Student Brief Division