



Messages



Environments



Objects



Interactive  
Experiences

This study design recognises  
four key design fields;  
Messages, Environments,  
Objects and Interactive  
Experiences.



Messages



Environments



Objects



Interactive  
Experiences

Messages are embedded in projects such as, but not limited to brand strategy, wayfinding, advertising and social media campaigns, visual merchandising, publications, signage, illustrations, printed collateral, products and packaging.





Messages



Environments

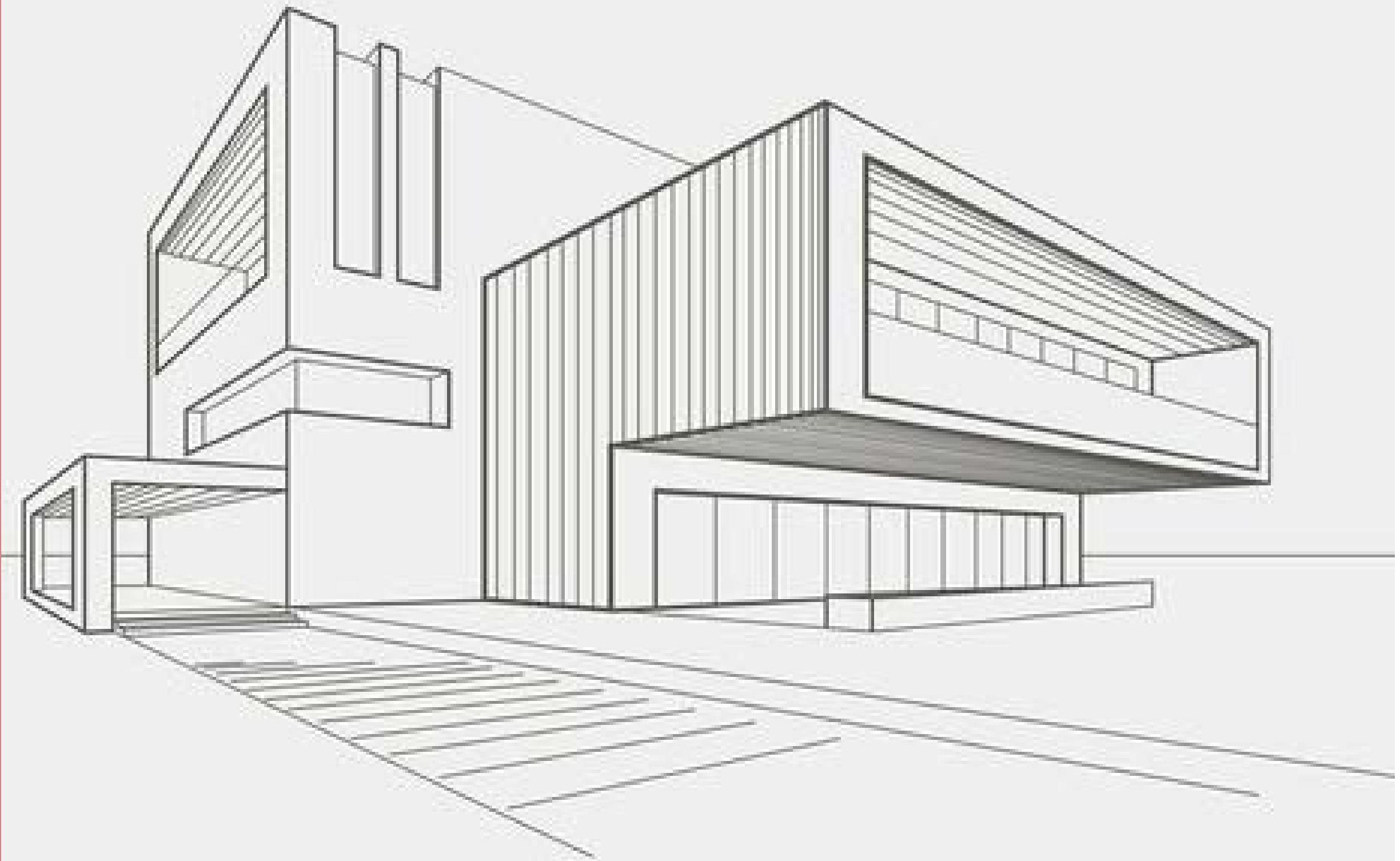


Objects



Interactive  
Experiences

Designers working in the field of environmental design include but are not limited to architects, landscape architects, urban designers, interior designers and stylists, set and event designers, exhibition designers and game designers.





Messages



Environments



Objects



Interactive  
Experiences

Among other things, designers develop objects including but not limited to products and packaging, furniture, fittings and homewares, transport, appliances, tools and machinery, costumes, toys, devices and displays.





Messages



Environments



Objects



Interactive Experiences

Interactive Experience design includes things like customer touchpoints, wayfinding systems and interfaces encountered in physical spaces or on digital devices including apps, online platforms and social networking services.

