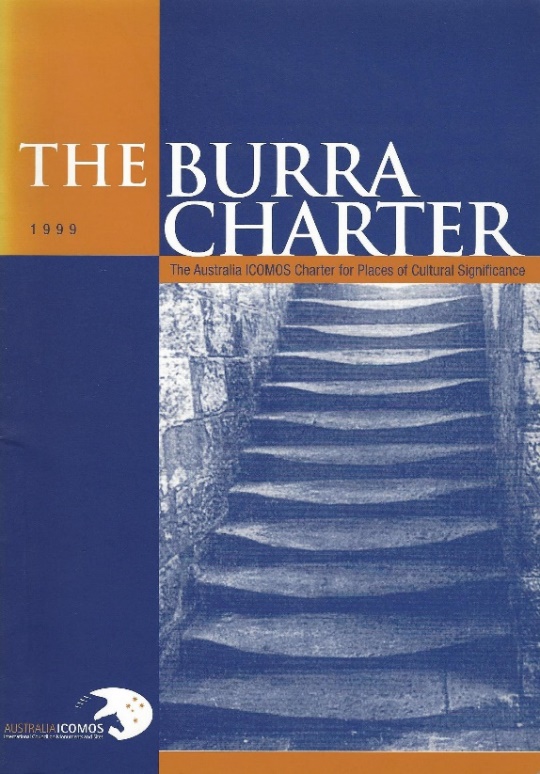
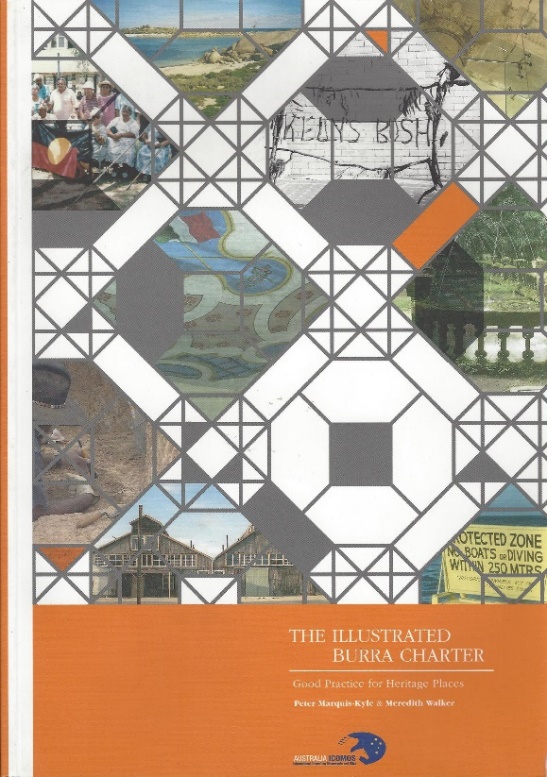
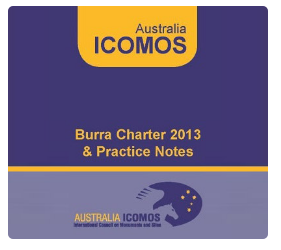
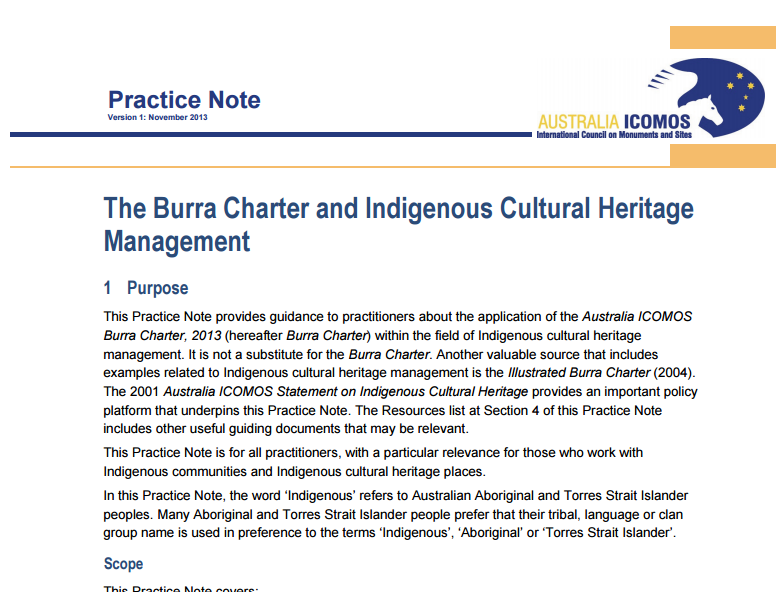
Design brief

|  |  |
| --- | --- |
| Project title: | Preliminary design concepts for ICOMOS history document |
| Key contact: | Nicholas Hall Phone: +61 43 8575806 Email: nicholas.hall@stepwise.net.au |
| Task overview: | To produce three design concepts as a demonstration for the layout of a document with a look and feel compatible with the existing documents/visual identity of the NGO Australia ICOMOS. |
| Task background: | Australia ICOMOS have contracted Stepwise to edit and design a document relating to the history of the organisation. As an initial step in undertaking this task, Stepwise wishes to contract a graphic designer to provide three samples of possible document layout for sharing with the client (Australia ICOMOS). These three samples will be used to inform a final design approach to laying out a document with text and images. The length of the complete document will depend on the editing process, but will likely be in the order of 40 – 50 pages. The task to undertake the complete design work on the document will be subject to a separate project contract. |
| Task components: | The key tasks associated with the project are:  1. To produce three design ideas/concepts each of: a) sample cover designs and b) sample layouts of a text page with a suitable font selection as per samples below; 2. Provide an opportunity for Stepwise to comment on the three options of each and suggest changes; 3. Undertake changes as discussed with Stepwise; and 4. Present final design options in the file formats indicated below. |
| Design considerations: | The contractor is asked to consider the following in developing their design solutions:The organisation (Australia ICOMOS) has a blue and yellow or orange theme and this should carry through with some elements of the design on a page (see samples below);The organisation is a body of professional heritage practitioners and the design should convey an authoritative look and feel;The page should not be too dense with a combination of white space, image placement and some light graphic treatment;The theme of the document is the history of the organisation. It is hoped that the design will assist in making the document as readable as possible and lifting the potentially dry subject matter with the assistance of effective graphic design. |
| Deliverables: | The project is to be delivered in the following forms electronic file forms:  1. Adobe Illustrator 2. PDF 3. Image files: jpeg |
| Key links: | Australia ICOMOS: <http://australia.icomos.org/><http://www.aicomos.com/> |

Samples of design relating to Australia ICOMOS:



Samples pages following:

**Innovation in conservation**

# A brief history of Australia ICOMOS and the *Burra Charter*

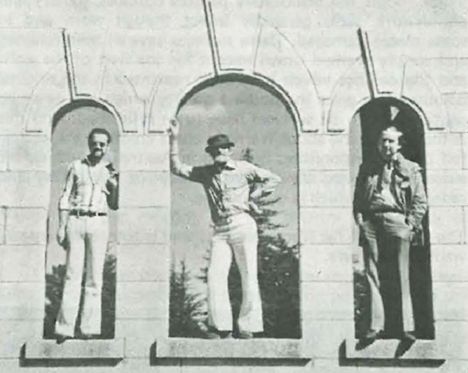




Introduction—what is Australia ICOMOS?

*“The notion of ICOMOS is extraordinary. It is international, professional (yet non-governmental) and inter-disciplinary. Its twin tasks are to care for human creations around the world and across time and to unravel the astounding messages their built fabric conveys. Thus it has the excitement of exploring the physical and reflecting upon the metaphysical”*. (Joan Domicelj, 1997)

Australia ICOMOS is an incorporated association of professionals working for the conservation and protection of cultural heritage places, including the heritage of buildings, historic cities, cultural landscapes and Indigenous heritage sites. Its mission is to “lead cultural heritage conservation in Australia by raising standards, encouraging debate and generating innovative ideas” (Australia ICOMOS 2016). Australia ICOMOS plays a strong role in advancing heritage practice in Australia and also contributes to the advancement in heritage practice in the Asia – Pacific region and globally.



*Australia ICOMOS Members at the Old Beechworth Hospital, Victoria, 1978.*

Its parent body, ICOMOS International, is one of the three formal [advisory bodies](http://whc.unesco.org/en/advisorybodies/)to the World Heritage Committee of UNESCO (United Nations Environment and Scientific Cultural Organisation). The other advisory bodies are [IUCN](http://www.iucn.org/) (the International Union for the Conservation of Nature) and [ICCROM](http://www.iccrom.org/) (the International Centre for the Study of the Preservation and Restoration of Cultural Property). ICOMOS is the professional and scientific advisor to the World Heritage Committee on all aspects of the cultural heritage. Australia ICOMOS is one of approximately 100 Executive Committees associated with the Paris-based ICOMOS International.

Australia ICOMOS Inc. became an incorporated association in 1984. It now has a membership of over six hundred professionals across a range of disciplines, including architects, historians, archaeologists, town planners, conservators, art and architectural historians, geographers, anthropologists, engineers, geologists, lawyers and academics. The Australian chapter is one of the largest of the national bodies represented in Australia ICOMOS.

Members of Australia ICOMOS have over the years, played a substantial contributing role to the advancement of heritage practice internationally. Australia ICOMOS has long been active within governance of ICOMOS International, contributing its first representative to the international Executive Committee of ICOMOS in 1981 and keeping a representative there continually since 1991.



*Image caption*

Numerous Australia ICOMOS members are participants in the 28 ICOMOS International Scientific Committees which meet regularly around the globe to develop expertise on specific heritage issues and several of these committees are chaired by Australia ICOMOS members.