

# ART EDUCATION ASSOCIATION HAS A NEW LOOK

The **Art Education Association** has gone through a recent logo and branding redesign in collaboration with students from Central TAFE.

The challenge of redesigning a new logo was given to a class of **CORPORATE BRANDING** Diploma and Advanced Diploma graphic design students who proposed over 40 logo ideas.

The brief was open to interpretation and the standard of entries was high and very competitive, with quality control provided by lecturer, Brendan Hibbert. Shortlisting the final entrants resulted in a great deal of deliberation. Members agreed that a new logo should reflect the core business of all sectors, including primary and secondary.

The initial designs submitted were considered by committee members and narrowed down to three competitive finalists — Annie Chuah, Kath Gibson and Jo Kolb. Each finalist was given specific feedback on their design proposal and were given the opportunity to refine their design ideas further. Jo refined her logo using “*watered down acrylic paint*” forming the shape of WA and ultimately strengthening the branding identity.

The redesign and rebranding sets a new and vibrant direction for the Art Education Association. It truly reflects our work as art teachers, is fresh, spontaneous and playful. It is a strong logo that leaves a good impression. Visually, it has put the ‘art’ back into art education.

The logo will be used to positively and professionally promote the fabulous work of all involved in art education. The timing of the Art Education Association rebrand and new logo coincides with a number of broader educational changes, including the accreditation and introduction of the new senior secondary courses.

The new logo was developed on a very small budget, but the results have been extraordinary. The logo will roll-out onto all Art Education Association materials and communications, including a new look journal and website.



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