

# Justus

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## TIME TO FLOURISH

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WELCOME TO THE JUSTUS FAMILY.

You know a bit about us so now it's time for us to get to know you!

You have been invited to submit your work for consideration into *Flourish*, the design showcase section of Justus Magazine, dedicated to shining a spotlight on the work of top design studios from around the country.

Once the interview questionnaire is complete, please read our project submission guidelines below, which will detail how to process your submission.

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# Just Us

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## **COPY + PASTE**

FEATURE ARTICLES  
CLIENT INTERVIEWS  
DESIGN TRENDS // LOVE YOUR TYPE

## **SMALL CAPS**

STUDENT SECTION  
TIPS + TRICKS FROM THE INDUSTRY  
SPOTLIGHT ON TALENT

## **FLOURISH**

GALLERY OF EXCEPTIONAL PRINT DESIGN  
SHOWCASING 10 INDEPENDENT STUDIOS + FREELANCERS  
INDEPTH INTERVIEW REVEALING THEIR PHILOSOPHIES

## **FRIENDS w BENEFITS**

SUPPLIER DIRECTORY  
AUSTRALIAN PRINT INDUSTRY CONTACTS  
NETWORK OF INVALUABLE RESOURCES

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~ EXAMPLE FLOURISH SPREAD ~

**Büro North**  
Multidisciplinary Design

**NORTHERN EXPOSURE**

Location: Melbourne, Victoria  
Year established: 2011  
Founded by: Simon, Andrew, Graham (Creative Director)  
Website: www.buironline.com

**Background** - How was your business born? By creating work that resonates of place and uses new thinking, something workable.

**How** - How was your business born? A simple philosophy? I was born as a philosophy, gradually, that I believe in the work. I believe in multidisciplinary design, which means everyone has a voice in the design process, from the client to the end user.

**Advice** - How would you describe your design style? I've certainly avoided consumer style because I think all good design must be context specific. We don't do the same thing twice because every client and brief is unique, which leads to a very different design process. We only repeat what we've done if it's successful.

**Market** - What sort of industries do you see work well? Retail and consumer clients that work in mature sectors including government, corporate, retail and educational work in architecture, design and culture.

**Challenge** - Describe a challenging project you've had to work on? 'The Beehive' located in the old site for The Melbourne Hospital. The project was a massive project that involved a lot of technical and historical research. We ended up working with a lot of different people and had to balance a lot of different interests to create the best of design and history for the site.

**Comments** - What advice do you offer other creatives in your industry? Get to know your clients. The best way to get clients and referrals is to get to know your clients and understand what they need. It's not just about the design, it's about the relationship and the service you provide.

**Specialty** - How do you differentiate your business and stand out? We do a lot of work in the public sector and we're very proud of that. We do a lot of work in the public sector and we're very proud of that. We do a lot of work in the public sector and we're very proud of that.

**Advice** - Do you have any tips for other creatives? Do you think they are similar? For creative, there's a lot of things that you can do to make your business stand out. It's not just about the design, it's about the relationship and the service you provide.



**Photo** - What do you like most about the work you do? Being in the middle of a project, seeing the client's reaction to what I'm inspired by, the creativity, the ideas that come out of the process, the way that we all work together to create really outstanding work. When I see the results of our work, it's a really rewarding feeling. It's a great job.

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**THAT'S WHAT CREATES ME, WHEN THE TEAM PUSH ME AND I PUSH THEM TO CREATE REALLY OUTSTANDING WORK.**

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{ FEATURING YOUR STUDIO PROFILE, AN IN-DEPTH INTERVIEW + 5 PAGES OF YOUR WORK WITH DETAILED SPECIFICATIONS }

INTERVIEW  
QUESTIONNAIRE



WHO, WHAT, WHERE...

COMPANY NAME .....

LOCATION .....

YEAR ESTABLISHED .....

CREATIVE DIRECTOR .....

TEAM SIZE .....

WEBSITE .....

CONTACT NUMBER .....

PART  
02

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QUESTION TIME { PLEASE CHOOSE + ANSWER SEVEN QUESTIONS FROM THE LIST BELOW }

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HERITAGE ~ HOW WAS YOUR BUSINESS FORMED? { APPROX. 30 WORDS }

Empty dashed box for answer to Heritance question.

ETHOS ~ WHAT IS YOUR DESIGN PHILOSOPHY? { APPROX. 30 WORDS }

Empty dashed box for answer to Ethos question.

AESTHETIC ~ HOW WOULD YOU DESCRIBE YOUR DESIGN STYLE? { APPROX. 30 ~ 75 WORDS }

Empty dashed box for answer to Aesthetic question.

MARKET ~ WHAT SORT OF INDUSTRIES / CLIENTS DO YOU WORK WITH? { APPROX. 30 ~ 75 WORDS }

Empty dashed box for answer to Market question.

CHALLENGE ~ DESCRIBE A CHALLENGING PRINT PROJECT YOU HAVE WORKED ON? { APPROX. 75 ~ 150 WORDS }

COMMUNITY ~ WHAT RELATIONSHIPS DO YOU VALUE MOST IN OUR INDUSTRY? { APPROX. 75 ~ 150 WORDS }

SPRUIKER ~ HOW DO YOU ADVERTISE YOUR BUSINESS AND LATEST PROJECTS? { APPROX. 75 ~ 150 WORDS }

ACHIEVEMENT ~ DO YOU ENTER AWARDS? DO YOU THINK THEY ARE VALUABLE? { APPROX. 75 ~ 150 WORDS }

PASSION ~ WHAT DO YOU LOVE MOST ABOUT THE WORK YOU DO? { APPROX. 75 ~ 150 WORDS }

CHANGE ~

DO YOU THINK THE RISE OF ONLINE THREATENS PRINT DESIGN? { APPROX. 75 ~ 150 WORDS }

A large rectangular area enclosed by a dashed border, intended for the respondent's answer to the question about online threats to print design.

PROVENANCE ~

WHAT DOES AUSTRALIAN PRINT DESIGN HAVE TO OFFER ON THE WORLD STAGE? { 75 ~ 150 WDS }

A large rectangular area enclosed by a dashed border, intended for the respondent's answer to the question about Australian print design on the world stage.

HOPE ~

WHAT WOULD YOU LIKE TO SEE MORE OF IN THE INDUSTRY? { APPROX. 75 ~ 150 WORDS }

A large rectangular area enclosed by a dashed border, intended for the respondent's answer to the question about what they would like to see more of in the industry.

COUNSEL ~

WHAT ADVICE WOULD YOU PASS ON TO INDUSTRY JUNIORS? { APPROX. 75 ~ 150 WORDS }

A large rectangular area enclosed by a dashed border, intended for the respondent's answer to the question about advice to pass on to industry juniors.

DREAMS ~

WHAT'S YOUR IDEAL GRAPHIC DESIGN PROJECT? { APPROX. 75 ~ 150 WORDS }

A large rectangular area enclosed by a dashed border, intended for the respondent's answer to the question about their ideal graphic design project.

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PROJECT SUBMISSION GUIDELINES

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Please fill in the below specifications for each print project that you wish to showcase. You are invited to enter up to **five print-related projects** { campaign, identity, poster, brochure etc } with a total of up to **three images per project**. Individual project images or a series of images as a part of a larger campaign are both welcome. There is no timeline on the work that we wish to showcase so choose the print projects that best represent you and /or your business.

Please also upload a studio or team photograph, as well as an EPS version of your logo, to be included with your studio profile.

~ PROJECT SUBMISSION NO. 1 ~

PROJECT NAME ..... CLIENT .....

PROJECT BRIEF .....

UNIT QTY ..... SIZE .....

PRINT .....

PRINTER .....

FINISH .....

FINISHER .....

STOCK / S USED .....

FONT USAGE .....

~ PROJECT SUBMISSION NO. 2 ~

PROJECT NAME ..... CLIENT .....

PROJECT BRIEF .....

UNIT QTY ..... SIZE .....

PRINT .....

PRINTER .....

FINISH .....

FINISHER .....

STOCK / S USED .....

FONT USAGE .....

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PROJECT SUBMISSION CONTINUED

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~ PROJECT SUBMISSION NO. 3 ~

PROJECT NAME ..... CLIENT .....

PROJECT BRIEF .....

UNIT QTY ..... SIZE .....

PRINT .....

PRINTER .....

FINISH .....

FINISHER .....

STOCK / S USED .....

FONT USAGE .....

~ PROJECT SUBMISSION NO. 4 ~

PROJECT NAME ..... CLIENT .....

PROJECT BRIEF .....

UNIT QTY ..... SIZE .....

PRINT .....

PRINTER .....

FINISH .....

FINISHER .....

STOCK / S USED .....

FONT USAGE .....

~ PROJECT SUBMISSION NO. 5 ~

PROJECT NAME ..... CLIENT .....

PROJECT BRIEF .....

UNIT QTY ..... SIZE .....

PRINT .....

PRINTER .....

FINISH .....

FINISHER .....

STOCK / S USED .....

FONT USAGE .....

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PLEASE NAME IMAGE FILES TO CORRESPOND WITH EACH PROJECT NAME,  
AND SAVE THEM IN SEPARATE SELF-TITLED PROJECT FOLDERS.

IMAGES WILL NEED TO BE HIGH RESOLUTION, MINIMUM 240 X 300MM AT 300DPI  
+ CMYK FOR PRINTING PURPOSES.

PLEASE UPLOAD YOUR IMAGES AS A ZIP FILE TO ~  
[HTTP://JUSTUSMAGAZINE.COM.AU/FLOURISH\\_SUBMIT/](http://justusmagazine.com.au/flourish_submit/)

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