Billy Blue is very proud to announce that Sarita Walsh (Bachelor of Applied Design - Communication Design graduand) has won the DIA Graphic Design GÔTYA NSW (Graduate of the Year Award) and the extremely prestigious DIA DESIGN STUDENT OF THE YEAR AWARD.

This was a rigorous competition process that included DIA panel interview and work presentation. The Design Institute of Australia commends Sarita’s work highly with the below praise.

Sarita stood out immediately in the presented applications for her inspired Self promotion business card which demonstrates the witty concept of designer as product made up of all the right ingredients. She presented three equally strong projects that focus on making connections with the consumer through archetypical needs and wants these included a targeted T2 Experience Multi-tea Set, and a repackaging of APO tea. Sarita's own acknowledgement of her (ESL) English as a Second Language status, and the resulting need to be able to communicate effectively, has been translated into a search for clarity of information and ideas. With this intention in mind Sarita has demonstrated extreme attention to detail applying considerations of the principals of design, to concept, layout, typography, image and colour and copywriting. Sarita's professional and considered approach to her application, presentation and projects was immediately obvious and ensured that she was the obvious choice for winner of this year's award.

Congratulations Sarita!

Sarita has also recently been awarded the AGDA (Australian Graphic Design Association) Student Awards for Packaging Category for her work on T2 Experience. Which is displayed above here.

This is the second time that a BBCD student has won the GÔTYA double. (Serhat Ferhat was the last winner in 2008.)