

July 2, 2018

Dear Assessors,

I write to confirm my support of UTV as both a practising artist and lecturer of Monash University's Design for Social Change unit.

In my role at Monash, I tutor for the Faculty of IT (Data Visualisation and Exploration) and lecturer for the Department of Design (Design for Social Change). In Semester 2, we will be partnering with UTV who will be presenting a series of workshops for Monash's Design for Social Change masters' cohort. The unit will be exploring and researching the causes and effects of deforestation of Earth's remaining rainforest with additional support from Monash's Faculty of Biology. From this research, the students will then develop content-rich campaigns to affect and change consumer behaviour utilising the technology UTV has developed. They will focus on creating content that the audience can engage with through their own mobile devices and learn from, assisting them to make more informed purchasing decisions.

We are thrilled to enable our students the scope to develop real-world campaigns, that will explore the use of Interact in affecting consumer behaviour. The opportunity will provide to our students with a unique opportunity to extend their campaigns' reach beyond the confines of the University and reach communities both in Australia and internationally.

As an artist, my practice addresses a range of themes, including humanity's complicated relationship with the natural environment, the dynamics of the global political economy and the effects of consumer culture. With a strong research base in contemporary science and species, during my career I have collaborated with scientific organisations such as the IUCN Red List to facilitate the statistical data pertaining to my works, utilising databases to investigate the links between these themes through the appropriation of mass media communication vehicles. I have exhibited with the Urban Screen Association, the Streaming Museum and galleries both nationally and internationally.

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As a prospective artist in residence with UTV, I am looking forward to engaging and developing projects with UTV that will enable me to interact with students, communities and connect to other screens in their extensive expanding network. This opportunity will allow me to realise new works and build connections with students and emerging artist from Auckland and Melbourne.

The unique opportunity to partner with UTV as an educator and as an artist provides to me the ability to realise exciting audience engagement opportunities both for my students and my practice.

Please do not hesitate to contact me if you wish to discuss further on either +61 408 318 400 or Debbie.Symons@monash.edu

Yours truly,



Debbie Symons

Assistant Lecturer, Design

**MONASH
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