

GEDE WIRAYUDA

PORTFOLIO

Advertising & Design

# G'DAY, I'M GEDE!

(pronounced like "g'day mate!")

I'm a creative, community-oriented designer based in Perth, aspiring to work in the advertising industry. I believe design is most powerful when it reflects culture, challenges behaviour, and contributes to positive social change. My goal is to use creativity to promote sustainability, support communities and tell under represented stories.

## EDUCATION Bachelor of Design

Curtin University (2022 - 2026)

Major: Advertising | Specialisation: Graphic Design

- "CEO for A Day" Participant in 2024
- Head of School Commendation in Semester 1 of 2025
- MKTG2001 Football West Brand Campaign Finalist in 2025



## CONTACT

hello@gdaygede.com

+61 438 436 055



## SKILLS



# 'FOOTBALL FIVE5 WA' FOOTBALL WEST

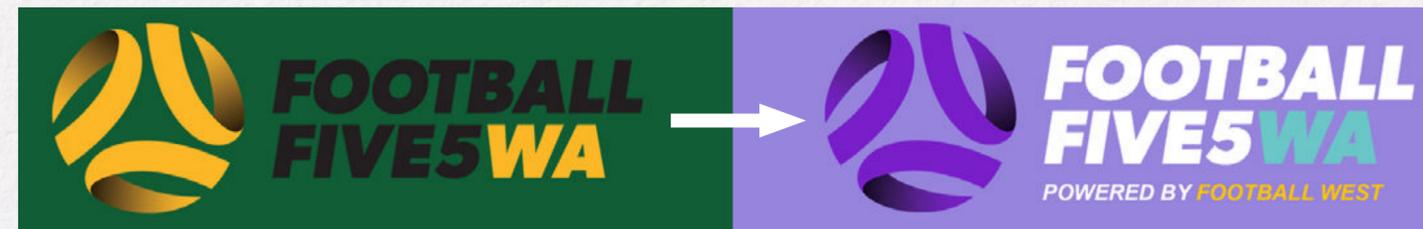
## BRAND CAMPAIGN | MARKETING | COMPETITION

Football Five5 WA in the Sam Kerr Football Centre is under utilised so Football West challenged our group to develop a way to position and promote Football Five5 WA's two 5-a-side soccer offerings: Organised League Competitions and Casual pitch bookings.

Our group's solution was to rebrand Football Five5 WA by leveraging their association with governing body, Football West, and making atmosphere more friendly, social and welcoming.

- AUDIANCE**
- International Students
  - Young women entering tertiary education

- STRATEGIES**
- Partner & collaborate with university guild clubs
  - Trial and promote 5-a-side games at special university events (open-days, etc.)
  - Sell post-match meals in the meeting room



<b>CLIENT</b>	Football West
<b>INDUSTRY</b>	Sports
<b>ROLE</b>	Graphic Designer
<b>GOAL</b>	Increase the organised league competitions and casual pitch bookings 5-a-side soccer
<b>OUTCOME</b>	Finalists



[View Certificate & Letter of Recommendation](#)



Collaboration with Curtin's South Asian Club



Trialling and promoting brochures about Football Five5 WA at Curtin University's Edinburgh Oval



Signage on the Sam Kerr Football Club and social media posts informing the public of day's post-match meal

# 'METAL ALBUMS' - LIQUID DEATH

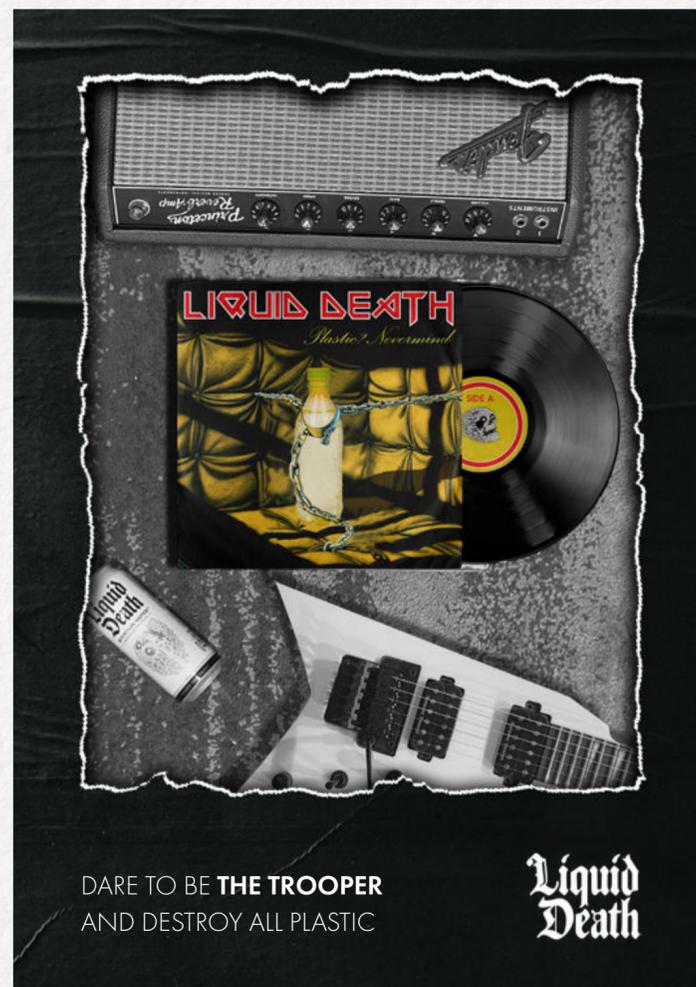
## ADVERTISING | ART DIRECTION | COPYWRITING

The concept of this campaign was to get the attention of real metal heads by parodying popular metal albums, placing them in a metalhead environment and incorporating song titles of each album into the print ad.

**CLIENT** Liquid Death (Canned Mountain Water)

**MEDIA** Outdoor Print Poster

**AUDIANCE** Metal Heads



# 'ESHAY FREESTYLE COMPETITION' - MILO

## ADVERTISING | ART DIRECTION | ART DIRECTION

The brief was to produce a completely campaign for a different target audience for a pre-existing brand and I chose to do Milo for eshays. The concept was a competition mixing the brands mission towards achievement and the eshays' love for rap music.

**CLIENT** Milo (Flavoured Powder Products)

**MEDIA** Outdoor Poster & Billboard

**AUDIANCE** Eshays



# 'PROFESSOR HILTON' - HHH DISTILLERY

## ADVERTISING | CAMPAIGN | ART DIRECTION

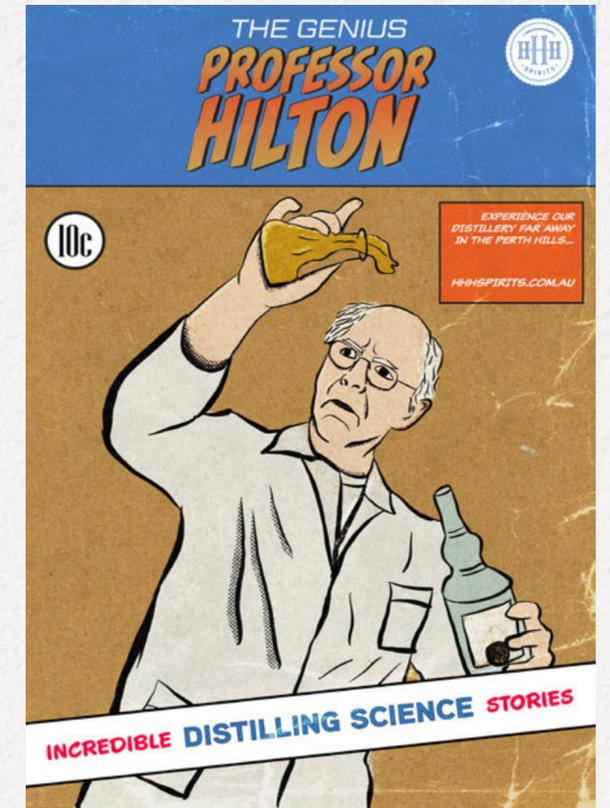
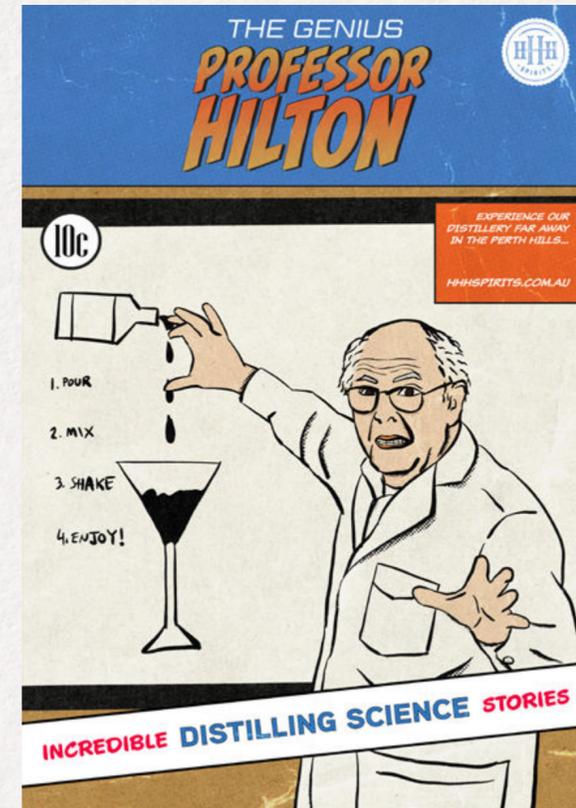
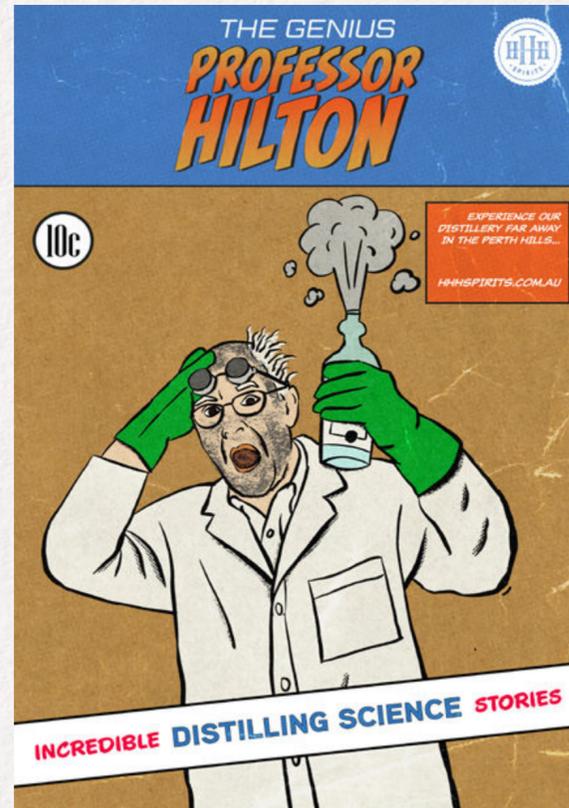
Assigned to re-create a 'bad advertisement', the confusing HHH Spirits advertisement offering a multitude of services was chosen. The concept of the reimagined campaign was a 'The Genius Professor Hilton' offering distillery tours in the Perth hills based on insights.

**CLIENT** HHH Spirits

**SERVICE** Distillery Tours

**AUDIANCE**

- Mature Celebrators
- Professionals
- City Escapees



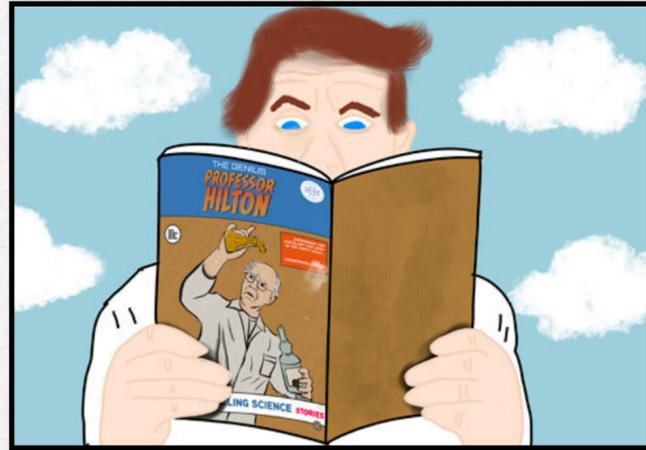
Original Advertisement

## Meet the Maker...

This is Hilton, the mastermind behind HHH... also known as an experimenter, an inventor, a creator... a self professed 'mad professor'. Hilton won't admit it, but he's a bit of an overachiever with an interesting backstory.

From his career in civil engineering that led him to work with remote communities in South Africa, to working on EPC gas processing projects in the

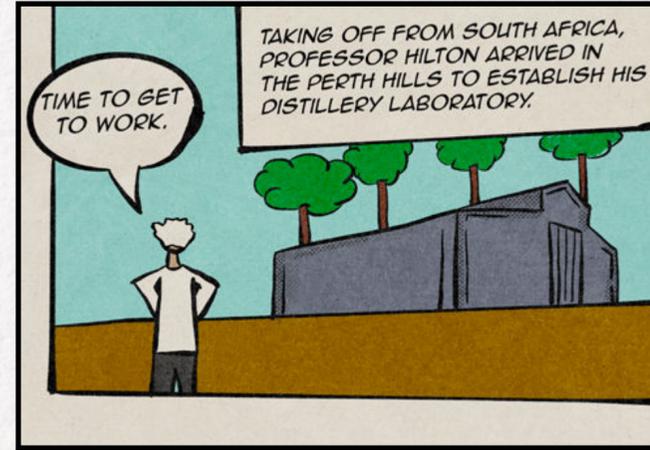
Insight from website



Scene: A video of a man flipping open the pages of The Genius Professor Hilton comic outdoors.

SFX: Paper page flips & ambient park noises.

V.O: "Step into the mind of The Genius Professor Hilton"

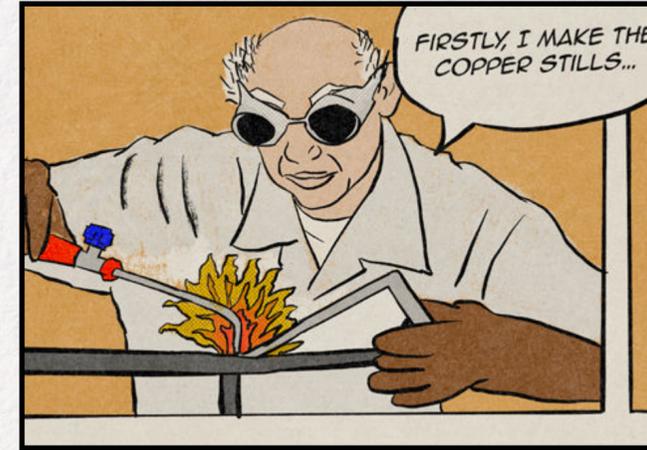


VFX: Trees and clouds swaying in motion.

SFX: Rustling leaves and nature sounds

V.O: "Taking off from South Africa, Professor Hilton arrived in the Perth Hills to establish his distillery laboratory"

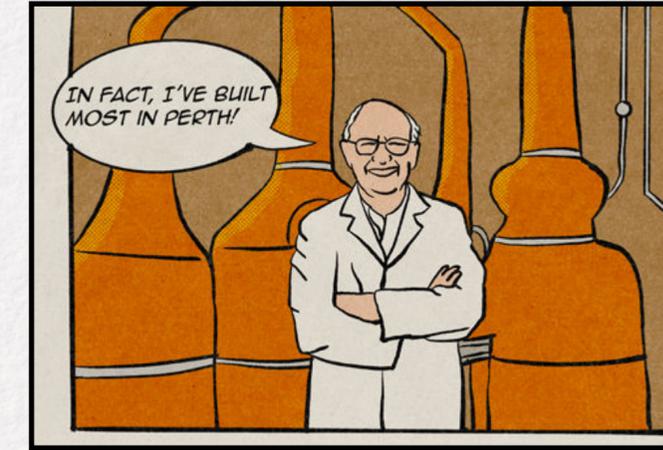
Professor Hilton: "Time to get to work"



VFX: Sparks in motion

SFX: Sparks sounds

V.O: "Firstly, I make the copper stills..."



Professor Hilton: "...In fact I've built most in Perth "



VFX: Botanicals leaves swaying in motion

SFX: Plants plucked

V.O: "Then we forage botanicals from our backyard."



VFX: Liquid from beaker falls in motion into the glass.

SFX: Water drops

Professor Hilton: "Then we experiment..."



VFX: Liquid from the machinery pours into the bottles.

SFX: Liquid pouring sounds

V.O: "Finally we bottle it."



Professor Hilton: "Come experience our distillery in the hills"

V.O: "Make a booking with Triple H Spirits in the Bickley Valley by visiting our website at [www.hhhsprits.com.au](http://www.hhhsprits.com.au)"

YouTube



Woah, don't skip HHH Spirits on your next road trip!

2 SEC

Perth Hills Travel Blog

Perth Travels 12.3k Subscribers

Like Comment Share Save

YouTube



Here's our backyard botanicals - I pick them all

SKIP

Perth Hills Travel Blog

Perth Travels 12.3k Subscribers

Like Comment Share Save

YouTube



Here's our copper stills - I've made them all

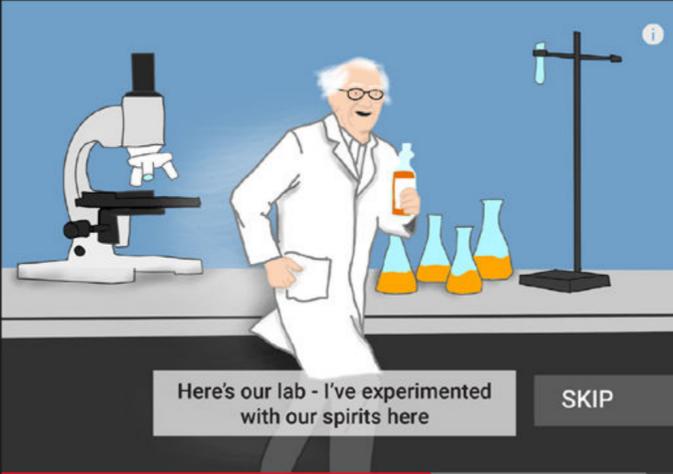
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Here's our lab - I've experimented with our spirits here

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I'm Professor Hilton. Click the link and make a booking at our distillery

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www.hhhspirits.com.au

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# 'STUDIO JAMAICA' FOOD TRUCK

## BRANDING | PACKAGING | SOCIAL MEDIA | MERCHANDISE

Stewdio Jamaica is Jamaican food truck serving a rotating range of authentic Jamaican stews, curries and soups from its food truck at university campuses.

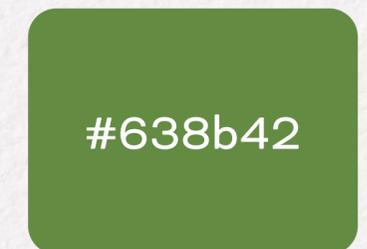
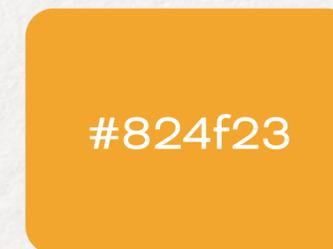
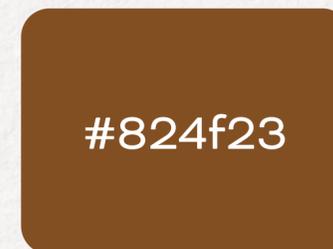
It's more than just a food truck - it's a community and cultural hub catered for creatives, adventurers and entrepreneurs who are seeking more than flavourful cuisine.

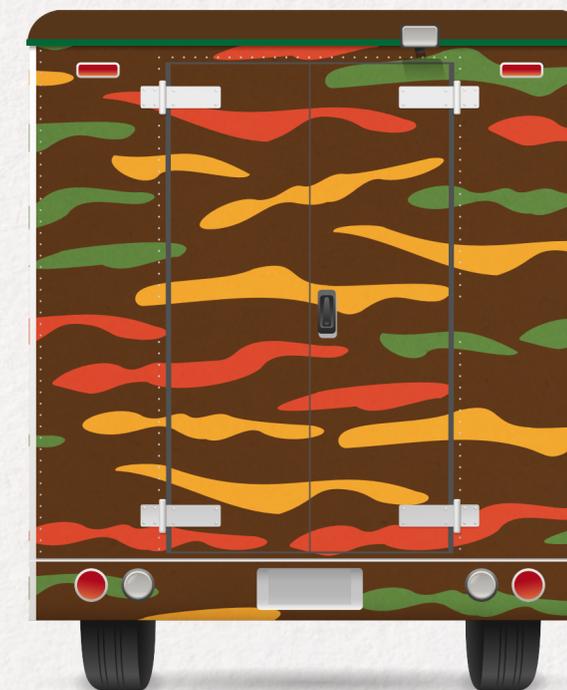
**CLIENT** Jamaican Food Truck

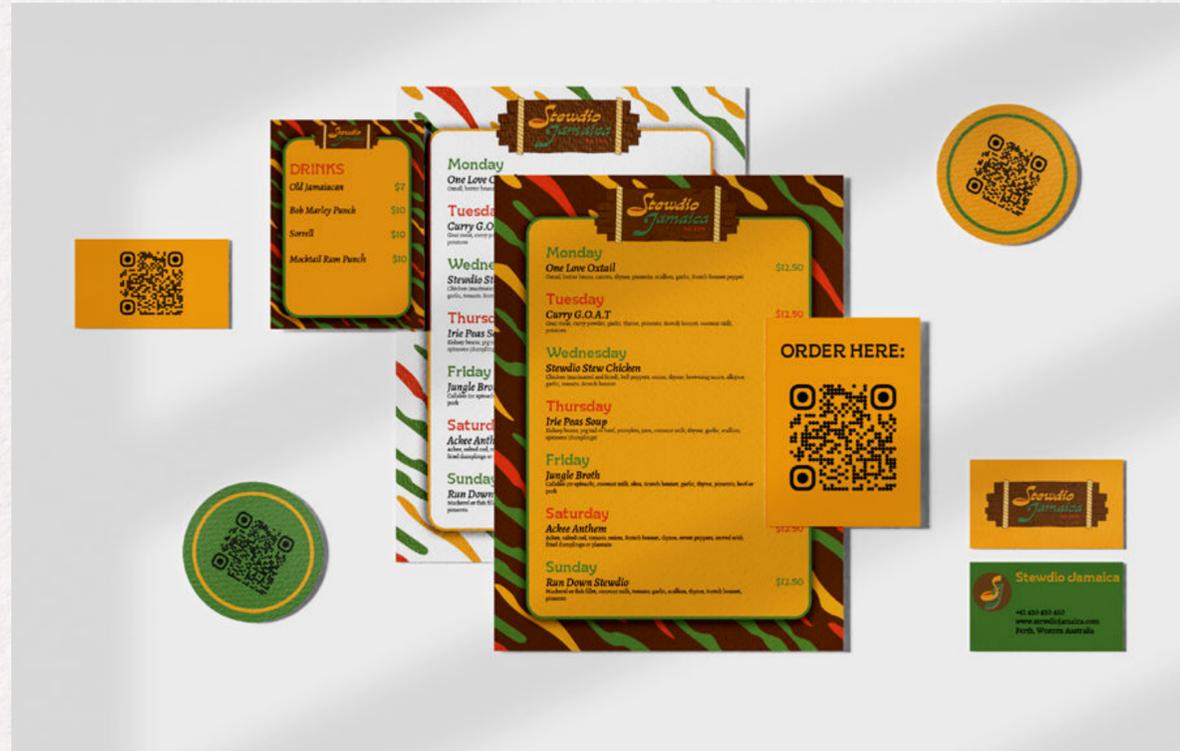
**LOCATION** Creative Quarter in Curtin University

**AUDIANCE**

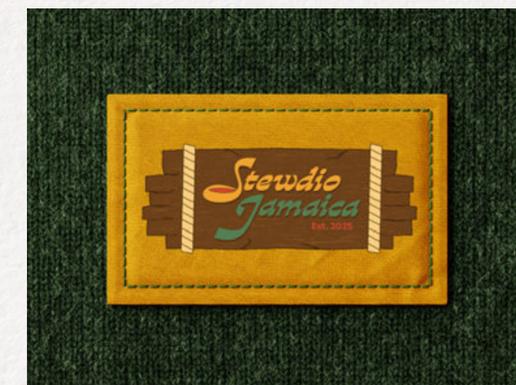
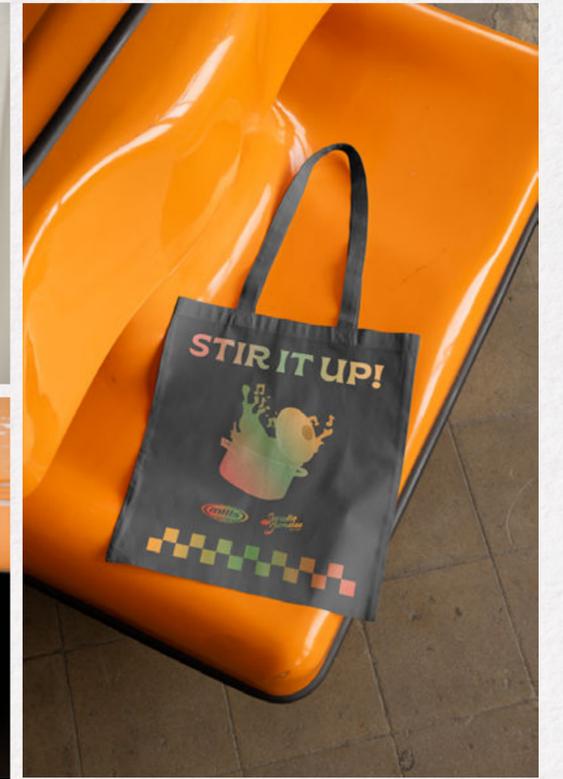
- Creative Students
- Adventurous Students
- Entrepreneurs







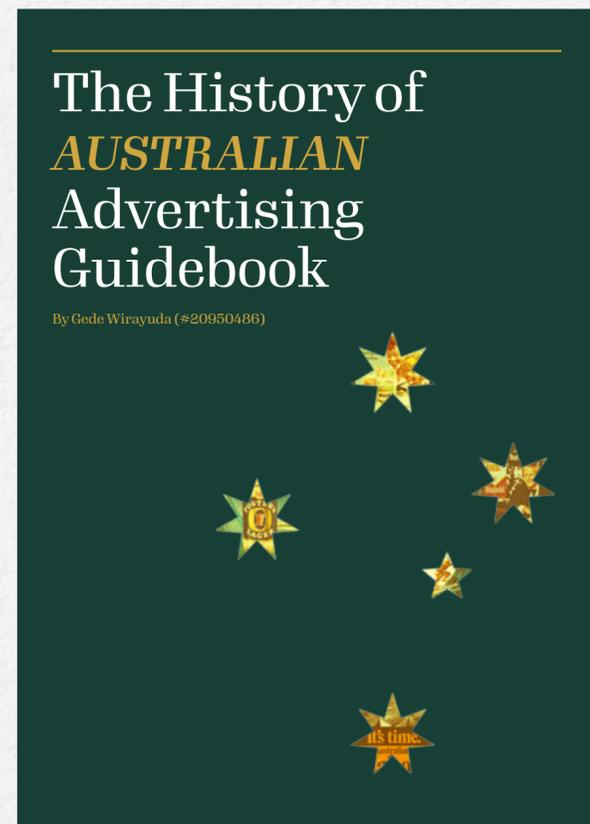




# HISTORY OF AUSTRALIAN ADVERTISING

## ADVERTISING | RESEARCH & ANALYSIS | PUBLICATION

This guidebook explores the evolution of Australian advertising through research, visual analysis, and publication design. It investigates how a wide variety of historical factors, such as globalisation and technological change, has influenced the industry nationally. The project showcases research, strategy, and design to create work that is both informative and culturally relevant across Australia.



### 4 Global Gallery Gig Exhibitions & Globalisation

Young's (2009) introduces the term globalisation being the "... process geared towards the integration of all global communities into a supposedly free-and-open world economy" and the uses the Great Exhibition in 1851 as an example of how the exhibition impacted globalisation.

Although, Huppatz (2005) questions how global design history can be a subject to be revised through global perspectives. Using The Great Exhibition as an example, Anglocentric perspectives highlight it being a historical

**New York World Fair**  
At the 1939 New York World Fair where the theme was "The World of Tomorrow", the Australian pavilion positioned itself to promote an independent image of the nation by employing Australian designers and name.

Independence was reinforced by having a multi-level space displaying Australian flora, fauna and



Figure 4.1. Robert E. Coates, Photographs of Australian Pavilion at New York World's Fair, 1939. Photographic Series. Castle Hill, NSW: Powerhouse Collection. CC BY-NC-ND 4.0.

industry through sculptures, photography and murals was result of the collaboration of Australian architects, Stephenson & Turner, and graphic designer, Douglas Annad (Powerhouse Collection n.d - a). Furthermore, Stephen (2006) highlights the Australian Commissioner-General repeatedly wrote to the Fair's authority to distinctively name it 'Australian Pavilion' rather than being subsumed under the British Pavilion.



Figure 4.2 Gert Sellheim, Australia, 1957. Colour Lithograph Poster, W 636 mm x H 1004mm, Castle Hill, NSW: Powerhouse Collection. CC BY-NC-ND 4.0.

### Tourism

Gert Sellheim's (1957) use of signs and symbols in the poster for the Australian National Travel Association, as seen in Figure 3.2, was effectively designed to attract Australian and international tourists.

In the post-war period until 1970s, the appeal of Aboriginal art imagery has been used to craft

### 5 Australia's Own Car Design Methods & Manufacturing

Bednarek and Parkes (2020) refer to the term Fordism, popularised by Henry Ford and the Ford Motor Company, as the production and consumption on a mass scale which began during the Second Industrial Revolution.

Broadly, the term can be dissected into four main pillars. The "industrial paradigm" involved a mass production through a moving assembly line run by semi-skilled workers and

the "national accumulation regime" referred to macroeconomic growth through mass production (Bednarek and Parkes 2020). "Mode of regulation" and "form of social life" meant that social and economic regulation in the field of separation of ownership and control (Bednarek and Parkes 2020).

Through an analysis of design objects, the impact of design methods and manufacturing in Australia are revealed.

### Fordism in Australia

Fordism in the United States and Australia can be seen comparatively, as seen in Figures 5.1 and 5.2, but Australia differs because Australia had their own Fordist model.

In the antipodean Fordist model within the post-war period, the metal trades sector was the leading

sector that established an improvement in wages and conditions for other industries through the Metal Trades Award (Heino 2019). The pillars of this distinctive form of Australian Fordism model included full-time employment policies, protective tariffs and industrial awards (Heino 2019).

### U.S.A



Figure 5.1. Ford Motor Company, Attaching Gas Tank to Chassis, Ford Motor Company Highland Park Plant, 1914. Photographic Print. Michigan: The Henry Ford. Reproduced from: 'The Henry Ford'. Copyright 2025 by The Henry Ford.

### Australia



Figure 5.2. State Government Photographer, Holden Motor Body Works at Woodville, 1928. Glass Negatives. South Australia: History Trust of South Australia. Public Domain.



"...it made no secret of this goal: ... 'General Motors-Holden Ltd. has a definite objective - to completely identify its organisation as an Australian entity.'"

- Fahy (2019)



Figure 5.3. GM Holden Ltd, Billboard advertising poster for the FJ Holden Sedan 'The Beautiful Holden, Australia's Own Car', 1953. Paper/Ink. H 8725mm x W 5850mm x D 1mm. Reproduced from: National Museum of Australia.

### Holden Manufacturing

Holden is regarded as a national icon because of its successful public relations and advertising campaigns despite merging to form General Motors Holden (GMH). General Motors first acquired the automobile body manufacturer Holden in 1931 and was the first manufacturer to mass-produce cars in Australia during a period of rising nationalism and protectionism (Fahy 2019). A successful response GMH made was to embrace its national identity and position the brand as a national 'institution' (Fahy 2019).

The billboard poster, as seen in Figure 5.3, advertising an FJ Model car, is an example that executes this positioning in its headline, "The beautiful HOLDEN... Australia's Own Car", because suggests it's the embodiment of national pride. Furthermore, Holden further reinforces its national identity by embedding gold and green shapes to resemble the golden wattle which is the national flower of Australia.

View Full Publication

# PROMPT & SCENARIO STORYBOARD

ART DIRECTION | IMAGE GRADING | PHOTOGRAPHY

**SCENARIO** “A person lays dying, and motions their head over to a box. Their companion drops their hand, walks over and looks into the box to see the mysterious object. As they turn back, they realise that the other person is already gone.”

**PROMPT** Cruel



# SKATE PHOTOGRAPHS

## PHOTOGRAPHY | ACTION

Inspired by Spike Jonze's skate photography, the single exposure photographs were achieved by slowing the shutter speed and firing external flashes when the shutter was open. The Fremantle train in the background only came every 15 minutes.



Credit: Spike Jonze



# 'COST OF LIVING' PHOTOGRAPHIC SERIES

## PHOTOGRAPHY | PORTRAITURE | STILL LIFE

A portrait and still life series to document the cost of living and housing crisis affecting young people in Australia. The portrait is my portrays my friend, Nicholas, in a real-life scenario tirelessly searching for leases in Perth's tough rental market.



The still life photograph, composed of a fake luxury bag surrounded with budget household, is a representation of how essential items in today's high cost of living is seen as luxury items.



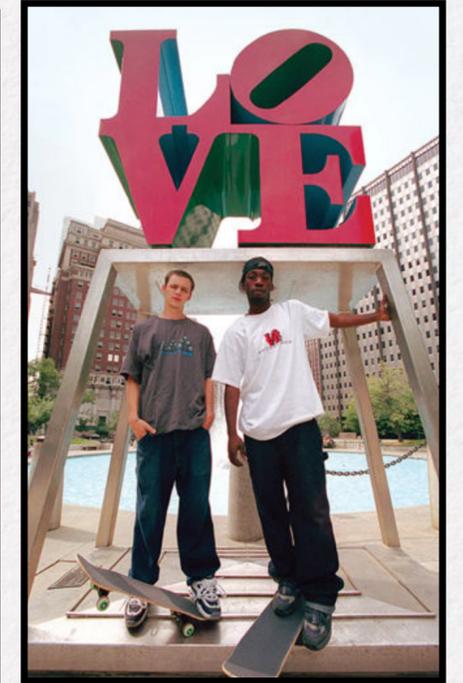
# SHOES ICONOGRAPHY

## PHOTOGRAPHY | PRODUCT

The following product photography were inspired by Aldo Chacon's 2022 personal project, "Nike's World", where shoes were used to tell stories using objects and materials. The purple Nike TN's on velvet box represented nobility, magic and jewelled treasure. The DC Shoes placed amongst CRT, VHS tapes and Love Park represented signs represented the 1990's 'Golden Era' of skateboarding.



Credit: Aldo Chacon



Credit: Mike Blabac

