

dircksey

Founded in 2015, Dircksey is Edith Cowan University's editorially independent student magazine.

Dircksey prints 4 editions per year, 1500 copies per edition, which are distributed around all three ECU campuses: Joondalup, Mount Lawley and Bunbury, and at select student savvy locations in Perth and online.

Need to reach the key 17-25 yr old market?
Dircksey is the perfect platform.

Edition #1 Distributed February 7th 2018

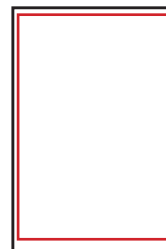
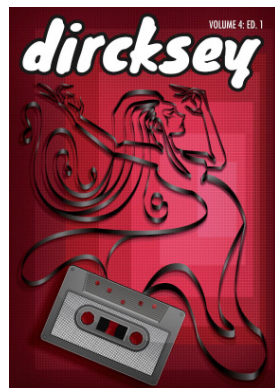
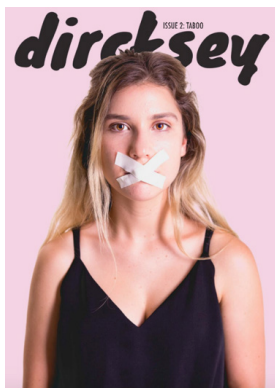
Edition #2 Distributed May 4th 2018

Edition #3 Distributed July 13th 2018

Edition #4 Distributed October 12th 2018

Artwork due 14 days before distribution date.

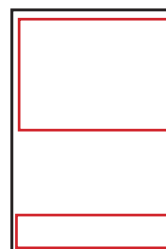
*Publication dates may vary.



Full Page (H 297mm W 210mm)

Cost \$565

Full Colour



Half Page (H 148mm W 210mm)

Cost \$320

Full Colour

Strip (H 80mm W 210mm)

Cost \$95

Full Colour

Premium Print Positions

Outside Back Cover: \$680

Inside Front Cover: \$650

Inside Back Cover: \$610

Discounts are available for spends over \$1000 or across multiple bookings.

Submission Guidelines

- Page placement is on a first come basis.
- All artwork must be supplied in PDF format with CMYK colouring and images resampled to a minimum 300dpi resolution.
- A 3mm bleed must be included in the artwork
- All artwork must be sent to l.reed@ecuguild.org.au
- Email file size is limited to no more than 4MB or must be submitted via Dropbox
- Signed copies of the terms and conditions must be returned with the booking form.

Guild Student Diary

Our A5 diaries are included as part of our 5,000 Guild packs and are distributed for free to students who use them throughout the year.

All ad bookings are full colour and will feature in our customised section (non calendar). All ad bookings must be confirmed by August 29 and artwork will be due Sept 30.

Full Page (H 210mm W 148mm): \$410 inc GST
Half Page (H 94.5mm W 148mm): \$220 inc GST



About ECU

ECU has more than 27,000 undergraduate and postgraduate students. We also annually welcome over 4,000 international students, originating from more than 100 countries.

According to research presented by Eye Corp more than 60% of Australian students are currently working while studying, earning an average of \$22,000 per annum. A significant proportion of students' income is allocated to discretionary spending.

The 18-25 year old demographic are also twice as likely as any other to try new products and services. As the second largest university in WA and the largest facility in both the Joondalup metropolitan area and the inner suburbs, ECU represents an excellent opportunity to reach a large number of sophisticated and open-minded students.

27,500 Students
4,370 International Students
350 Courses
3 Campuses



Artist Feature

Shona Wong

Bachelor Degree: Creative Industries | Major: Graphic Design

What's your first memory involving art/creating art?

The clearest memory I have is when I was around 5-7 years old and I used to draw tick-a-box dress up games. I would draw a head and then a selection of clothes. After, my friends would tick the boxes and the head would become a character with all the clothes and features that my friends selected.

What was the most valuable part of your learning experience at ECU?

I'm glad to have been introduced to so many different ways of thinking. It has expanded my perspective on life. Because of university, I'm encouraged to think critically but still stay ambiguous. Understanding that thinking doesn't have to be black and white but rather can be many shades of grey.



@somechuppy

Project Descriptions

Patterns: I first started these patterns when I was doodling. I soon realised that I did these patterns without thinking. The goal became that I allowed it to be anything it wanted it to be. So, each pattern is different and unpredictable. It's an interesting study of my subconscious and mood, which is why I think it's interesting and unique.

Christmas Comic: I decided to put this comic in because I feel it reflects my current humour and style. The comic personifies the Christmas tree, demonstrating how it feels when it's put away but set up again just for Christmas.

How have you developed through your studies?

Looking back, I was naive and insecure. I went straight into university from Highschool. As I went through university I allowed myself to be open to new perspectives in thinking, which expanded my knowledge. I met many people who became my support network and encouraged me to challenge myself. What uni gave me was confidence, support and growth. The experience is invaluable.

Share a bit about your process in creating art from start to finish.

For each work, the process is different depending on what the goal is. For example, the patterns were supposed to be unplanned and to allow my imagination to run wild, so I wouldn't think much while drawing. For art such as the organ characters or the Christmas comic, I try to approach it from the object's perspective. I tend to personify things and think what they would be like if they were characters.

Do you have a favoured style? And why do you think it's important to be a multifaceted artist?

I think I enjoy hand drawing from scratch, perhaps because it feels original; it is my own from start to finish. Being a multifaceted artist has many perks, you get a huge advantage in the industry. It's also cheaper to do things yourself and you'll never know when you'll need certain skills. I think it's good to be open to and try many styles, you never know if there is something out there that is actually more suitable for you unless you try it. So, my mentality is, why not try everything?

Following graduation, what's next for you?

I'd like to take the time to improve my skills and knowledge as well as meet new people, build my network. A job would be ideal but it's not a top priority. I'd like to continue building my portfolio and eventually open a store (pop-up or online) selling my own merchandise and collectibles featuring my wacky characters and creations.

Organ Characters: I started this project as an independent study project for university. The project was looked at how I can brand and market collectibles to an audience. Of course, it was harder than I imagined because I was not only making the collectibles but also doing the business and marketing side of it. I thought about how would organs think and whether there could be an entire organ world. I expanded upon the world this year in a merchandising and collectibles project. So far, I've made stickers, badges and trading cards, which have become family friendly and educational for children as well as a fun and enjoyable novelty.

Your Ad Here

210mm x 297mm

\$565 inc GST

Email: l.reed@ecuguild.org.au

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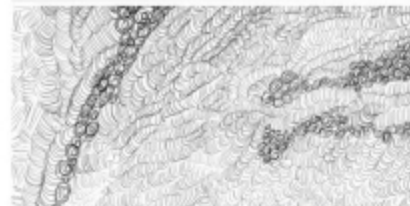
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PATTERNS COLLECTION

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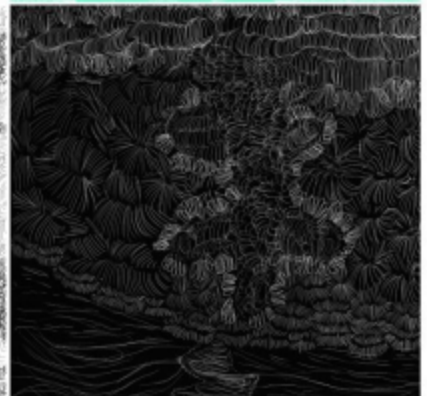
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