Profile (INDIGO)
Anthony Frederick Ward (Tony Ward Melbourne/Sarawak)

To be born Australian in 1943 with immigrant Anglo Scots protestant, Irish catholic and Roma antecedents - at the peak of the Pacific War - brought its problems for this child of Empire during the sunset days of the insecure British colonial outpost in the Kulin Nation known as Melbourne. Problems that in their inevitable overcoming shaped his philosophy of design practice (and life) as an expression of autonomy through authorship - and in time the advocacy of this for others who sought it - through education. A half century of survival in a world expanding beyond the fence lines of an Australian suburban consciousness – he has embraced the opportunities that this changing world brought - and design as a practice offers . From advertising to education. From craft to the digitisation of communication. From modernism to indigenous knowledge. AFW lectures in Communication (Graphic)Design at Swinburne University of Technology - Melbourne and Sarawak.

Most recent published CV

A graduate of Swinburne Design in 1963 AFW's design practice pathway from then to today, exemplifies that for which Swinburne Design graduates have been valued in Australia and overseas for half a century - a highly diversified communication design practice, locally and internationally, integrated with a parallel engagement in an innovative design education practice.
1964 Designer - ABC Television 1965 Designer - World Record Club 1967 Art Director - Paton Advertising Services 1968 Practice - Tony Ward Illustration & Design 1969 Lecturer Prahran College of Advanced Education 1973 Backpacker/Visual Artist Indonesia>Thailand>Nepal>India>Kashmir>Afghanistan>Iran>United Kingdom 1976 Illustrator'Designer All Australian Graffiti 1983 Associate Creative Director Ogilvy &Mather (Thailand) + Creative Director Artistree (Thailand) 1990 Designer/Illustrator/Visual Artist/Writer /Design Educator Victoria College > Swinburne Design Prahran,
From 1968 AFW has pursued his design practice through education on the Prahran Campus for both TAFE and Higher Education outcomes .
As an educator he has a commitment to the practice and responsibilities of design authorship and idea in design thinking, for designed communication, parallel with goal setting in the shaping , publishing and dissemination of socially relevant communication and the innovative utilisation of communication media technologies . In addition to commercial and exhibited works his practice has been awarded, published and acknowledged.
 Awards New York Art Directors Club 1977, Australian Book Publishers Association 1981, Melbourne Art Directors Club 1984, Media&Marketting Asian Advertising Awards 1986, Illustrators' Association of Australia (1992) , Australian Graphic Design Association . Books The Kevin Pappas Tearout Postcard Book (Penguin1977) The Bonzo Dog Book (Doggetts 1996); Plastered: The Poster Art of Australian Popular Music (MUP 2007) , Another World Record (New Chum Press 2009) Exhibitions The Kangaroo In The Decorative Arts/ NGV Melbourne 1979 : Ward on Wood /Lancashire Blenheim Design 2000 : Flag Unfurled/Post Master Gallery: 2005 The Swinburne Centenary Celebration Pen To Pixel Exhibition/Catalogue Chapel Off Chapel Prahran 2008
The Tapestry LEADERSHIP - a design commission undertaken in 1999 and woven at the Victorian Tapestry Workshop hangs in The Swinburne University of Technology Chancellery.
2008 - his son Alexander Sumen Ward graduated Bachelor of Design First Class Honours from Faculty of Design Swinburne University of Technology works now with (David)Pidgeon Design , Melbourne
2009 - Outcomes from an adaptation of an accredited Honours Communication Design unit HDCOM422 Type & Publication will be published /installed on site at the Prahran Campus.
2010 -During long service leave in Europe and Southern Asia will undertake primary research into the memorialisation of grief and empathetic communication practices .
2010 - AFW looks forward to teaching collaboratively within the School of Business and Design at Swinburne University of Technology Kuching, Sarawak and reporting upon return on the cross-cultural enculturation of design practice.
2010 - A collaborative project with Simon Lloyd MA integrating a Core Design unit HDC003 Design Studio with a publication and workshops is planned upon his return to coincide with the Melbourne Design Week .
2010 – Juanita Sumen Ward lives and works in Amsterdam
AFW presently lives and practices in Melbbourne where he was born, with Kalaya Sumen , Alexander and Juanita Sumen Ward who were born in Thailand. - a lame left ankle Claudus and Mad(balll)eline a cat . He takes up a contract lecturing position at Swinburne University of Technology Sarawak Malaysia next year.

Online prescence :

CV : http://anthonyfward.files.wordpress.com/2009/12/twcvwipaugustx_sssc.pdf

Blog :AFW66 SOLVITAS PERAMBULUM http://anthonyfward.wordpress.com/

Flickr : AFW66 http://www.flickr.com/photos/afw66

Facebook : Anthony Frederick Ward

From the Swinburne University of Technology Melbourne website

Tony lectures in communication design, visual language and design practice. He received a Diploma in Advertising Design from Swinburne Technical College in 1963. He has extensive experience as a freelance illustrator/designer, art/creative director and design educator in Australia and overseas. This includes seven years as a senior writer and creative director for Ogilvy & Mather (Thailand). He continues to work as a highly acclaimed consulting image-maker in conventional and digital media.