

Anthony Frederick (Tony) Ward

Life's a studio.

*Images and metaphors synonyms and rhyme
Expelled from a less than perfect heart
Late expressions from one slowing man
These crocodile tears from an ancient upstart.*

AfW has been practicing the art(s) and craft(s) of story telling in many studios since 1963. In his studio home at 86 Hargraves Street newly built on old land - in 2020-2021, he consolidates a long life of making and its continuance.

A graduate of Swinburne College of Technology Art School (1963) AfW's broad practice pathway from then to today, exemplifies that for which a Swinburne graphic design graduate has been known for a century - a diversified communication design practice including exhibition and publication integrated with parallel engagement in art and design education .

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 pursued a design practice through art and design education on the Prahran Campus in TAFE and Higher Education. As an educator he had 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&Marketing 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 2009 -2010 - Initial engagement with social
media and a personal website.*

*Joined Indigo a convened Indigenous Design
group set up by Icograda. A conference was
planned for 2012 in Kuching.*

*During long service leave in Europe and
Southern Asia undertook primary research into
the memorialisation of grief and empathetic
communication practices 2011 -*

*AfW taught collaboratively within the School of
Business and Design at Swinburne University of
Technology Kuching, Sarawak and reported upon
return on the enculturation of communication
design practice.*

*Remaining in Sarawak after retiring from
Swinburne University of Technology Melbourne
AfW established an art and design studio
practice in a suburban precinct of Kuching
regularly travelling from there to Phangnga -
Southern Thailand, Europe and Australia.*

*AfW returned from Borneo in 2019 settling in
Castlemaine during Covid*

***AfW's CV continues to be updated
at <https://anthonyfward.com/about/>***

Instagram :

<https://www.instagram.com/anthony.frederick.ward/>

Facebook :

<https://www.facebook.com/AFWard66>

Youtube :

<https://www.youtube.com/channel/UC4eqlrvT5Gjp2nl63nY0oaA>

