

# Desktop: top:

# 226

**More than meets the eye**  
Screens you can't do without

**Digital TACTICIans**  
Don't change that channel!

**AGIdeas**  
International design week



# Crème de la crème

*What makes great designers tick?*

Desktop  
Issue #226  
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\$8.00  
NZ\$9.50



## redbubble

### Redbubble

A new website has been launched that is describing itself tentatively as "Australia's creative answer to MySpace". Redbubble was founded by local graphic designer Paul Vanzella with two friends, and combines social networking with e-commerce so artists, designers, photographers and other creative people can connect online, raise their profiles and sell their creative works online. Redbubble is free to join and allows its members to customise their profile, share their thoughts in an online journal as well as having the opportunity to exhibit their portfolio and sell their work. Redbubble will also use print-on-demand technology to enable its members to produce high quality products such as books, t-shirts and framed prints. For more information go to [www.redbubble.com.au](http://www.redbubble.com.au)

### Get noticed

[www.art-search.com](http://www.art-search.com) has just been announced as the number one most visited site in the arts and entertainment category by Hitwise, a company that independently measures the amount of 'hits' a website receives. Art-search offers a range of packages and services to its members and for one small annual fee you can utilise its promotion and presentation benefits including multiple links, listing over multiple categories and being featured on a multitude of Australian art websites. You can also gain access to the art exhibition guide, art forum Australia, *Art Interview* magazine and art education resources. For more information go to [www.art-search.com](http://www.art-search.com)

### DIY Depot

FileMaker has announced the release of a new website filled with practical information for small business. The DIY Depot aims to help businesses to be more productive, as well as suggesting ways businesses can maximise the value of their data, make more informed decisions and streamline their processes through easy to understand guides. FileMaker promises that no prior database knowledge or programming experience is required to apply the techniques demonstrated. For more information go to [www.filemaker.com](http://www.filemaker.com)

### NDC Mixed Business

A new program has been launched by the National Design Centre (NDC Mixed Business) to assist designers in developing ideas and new products for local and international markets. Designers are invited to book a private 45-minute session at the centre to present prototypes or completed products. During the session you will hear about the type of assistance the NDC can offer through its strong links with both marketing and manufacturing sectors as well as distributors and outlets. All sessions will take place at the National Design Centre in Federation Square, Melbourne and registrations for the sessions can be made via email. For more information go to [www.nationaldesigncentre.com](http://www.nationaldesigncentre.com)

### Cielab

A comprehensive database of tips for printers, designers and digital photographers has been launched by Cielab and is already proving to be a popular online help centre. It has now added a host of free reference material and small 'online lessons'. Cielab's founder, Michael Rooney, advises that adding the learning environment has been a strong component of the independent colour management offerings. Cielab also offers customised on-site training for staff, with their own equipment, and has the option of working within most given budgets. It has also recently become an Apple Mac dealer. For more information go to [www.cielab.com.au](http://www.cielab.com.au)



### GeekIT

The Melbourne-based web development company, GeekIT has announced the launch of GeekIT Solutions, a total web solution company specifically engineered towards creative/design agencies and professionals. GeekIT Solutions aims to provide content management systems, support and services for the creative industry, especially those who wish to offer their clients website solutions, but who may not have the development expertise in-house. GeekIT Solutions is the result of 18 months of research into the digital media industries with a focus on the challenges that designers, web developers and clients face in delivering high-performance websites. For more information go to [www.geekitgroup.com.au](http://www.geekitgroup.com.au)

# (niche):

## 2 X Web developers

Dynamic Back and Front End Developers Required

- Ruby, .NET, PHP
- XHTML, CSS
- WC3, AJAX
- 2 X FULL TIME POSITIONS
- IMMEDIATE START



### Two opportunities exist for people with back-end skills and front-end flair.

Niche Media, an established but rapidly growing publishing company requires a dynamic web presence across several of its publications, starting from the ground up. If you can visualise the future and make it happen – on time and on budget – we want you!

We are seeking two developers, who between them will encompass a leading front and back-end team. Initially the focus will be on back-end development with a spotlight on getting our house in order.

Both are new key roles within Niche Media and you will be responsible for developing our web presence via several sites coupled with extensive back-end management

systems, content development and management knowledge, and e-business capability. You will also be responsible for advising on the technical and market aspects of our online strategic planning for the next two years. The successful applicants will be customer focused, highly motivated, extremely pro-active, and highly organised.

To apply you must email your CV to [web@niche.com.au](mailto:web@niche.com.au). Only applications addressing the following will be considered:

- In no more than three paragraphs your experience that makes you suitable for this role;
- List the URLs of any websites for which you have been either the sole or principal developer and outline your responsibilities for the site development.