



# Anna Blacka

## Graphics & Communication

[in linkedin.com/in/anna-blacka/](https://www.linkedin.com/in/anna-blacka/)

Anna has worked in Scientific Illustration, Graphics and Communication at the Water Research Laboratory since 2008. She has a Bachelor of Design (Visual Communication) and is a specialist in scientific communication across visual, web, and social media platforms.

Anna holds a specific skill set in the production of scientific illustrations including infographics, diagrams and technical figures that are used in academic publications, consulting investigations, industry communication, outreach and community engagement. She is an expert in communicating scientific concepts through visual illustrations, enabling understanding of complex technical ideas in an engaging and accessible way to both technical and non-technical audiences.

At WRL Anna's illustrations focus on environmental, coastal and oceanographic geosciences and engineering. Her work has been published widely, including books, journals, reports, conference proceedings and online. Her illustrations and graphics are used to support coursework across numerous subjects within UNSW's Civil and Environmental Engineering programs and for WRL's professional training courses.

Anna also produces all written communications across WRL's websites and social media channels; disseminating WRL's applied research to a global audience. As a qualified Graphic Designer, she maintains WRL's marketing and promotional material, designs WRL's logos, brochures and posters, coordinating with suppliers and the broader UNSW external engagement team. Prior to working at WRL Anna gained extensive experience in a range of fields including advertising, editing and publications, with specialist skills in digital image manipulation, photo retouching and restoration.

## Qualifications

Bachelor of Design (Visual Communication), University of Western Sydney, 2003

## Professional history

- 2008-Current: Graphics & Communication - UNSW WRL
- 2021-2025: Social Media Manager - UNSW School of Civil & Environmental Engineering
- 2007-2008: Graphic Designer & Visual Communication - Freelance
- 2004-2007: Graphic Designer & Photo Editor - Paramount Studios

## Expertise

- Scientific illustration
- Technical drafting
- 3D scientific graphics and diagrams
- Website design
- Social media and online content management
- Community consultation
- Print layout and template design
- Brand development and promotional material
- Digital image manipulation
- Photo editing, retouching and restoration

## Software expertise

- Adobe Illustrator (expert)
- Adobe Photoshop (expert)
- Adobe InDesign (expert)
- Adobe Acrobat Pro (expert)
- Adobe Experience Manager (expert)
- WordPress (advanced)
- Drupal (advanced)
- MailChimp (advanced)
- LinkedIn (expert)
- Facebook (advanced)
- YouTube (advanced)
- Microsoft Word (advanced)
- Microsoft PowerPoint (advanced)
- Microsoft Excel (basic)
- AutoCAD (basic)

## Selected specialist expertise

### Community consultation: *Bega Valley Shire Council estuary management plan and coastal hazards*

- Dedicated website, adhering to Council's branding guidelines.
- Online community survey, frequent media releases, news updates and social media posts. Posters and flyers for community consultation events (right).

### Brand development: *CoastSnap*

- Extremely successful global citizen science community beach monitoring project.
- Designed logo, signage, marketing, and graphics. Packaged for worldwide distribution.

**Next Steps**

- Now:** Open entrance when required, as per the entrance management policy.
- Now:** Install flood level marker on steel bridge to inform lake levels.
- Now:** All future development proposals on the living land around Back Lake should be above 3 m AHD (in the absence of a contemporary flood study).
- 10-100 yrs:** Progressive raising / relocation of low lying assets to above 2.5 m AHD.

**In Brief**

- 1) Back Lake entrance will be opened when water level reaches 1.4 m AHD<sup>(\*)</sup>.
- 2) Back Lake entrance may be opened between 1.2 and 1.4 m AHD if there is significant rainfall predicted within the opening in the next 24 hours.
- 3) Relevant authorities will be notified before opening the entrance.
- 4) A pilot channel will be excavated to initiate entrance breakout.
- 5) The trigger level for entrance opening will be increased progressively in the future in response to returning the lake to a more robust opening regime and to incorporate sea level rise.

(\*) AHD = Australian Height Datum. Zero AHD is approx. mean sea level.

**Managing the Back Lake Entrance**  
An entrance management policy for long term sustainability

**Get In Touch**  
www.begavalley.nsw.gov.au  
**Find Us On Facebook**  
f/begavalleyshirecouncil

bega valley shire council



**CoastSnap**  
community beach monitoring

Help us record our changing coastline

**How to get involved:**

- 1 Place your phone on its side in the cradle
- 2 Take a photo (no zoom)
- 3 Share by using the free CoastSnap App: [coastsnap.com](http://coastsnap.com), select "UPDATE SPOT" Or post to social media using the site hashtag

**#CoastSnapBroulee**  
Photo time: 16/9/2019 9:50am  
Scan the QR code to see the latest snaps

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### Scientific illustration

