

Alternative design & story forms

Visualising complex topics for a multimedia readership

11 - 12 February 2016, Hyderabad, India

Session time

Day 1: 10:00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

Programme

- Alternative Story-Forms: Explanation and definition
- A new way to approach a multimedia readership
- Visual Storytelling: Examples and ideas
- The most efficient way towards a new storytelling
- Topics and their realization around the globe
- Internal structures: How to realize the story forms in your paper
- Your pages analyzed for new story-telling possibilities
- Hands-on-training: Your own topics, your local topics changed into a new storytelling

Target Group

- Publishers
- Editors
- Designers
- Visual, Photo and Design Editors
- Copy Editors
- Lay-out artists and Sub-Editors
- News Editors and Strategic Editors

Introduction

Our readers have changed. Not long ago, an editorial coverage with a headline, text and picture was sufficient and attractive enough to draw the readers into a story. In the age of multi-media storytelling on all digital platforms this is no longer adequate for print. It is important to chose different paths in the realization and visualization nowadays to reach for a changed audience.

Alternative story forms and visual storytelling are proven methods that bring along a variety of entry points into each topic. Complex issues are nicely structured, ambitious topics explained for your audience. Studies have found, non-narratives attract more attention from readers than stories told in traditional form. Readers learn and retain more information from these stories. For example, data-driven stories, previews and announcements do not work good in a classic narrative story.

The workshop covers typical alternative story forms and ways of visual storytelling. It shows international examples and describes the impact of those forms. It also emphasizes how those storytelling techniques can be translated to a local paper and how they can be realized on the basis of your existing staff.

Note: The same workshop can also be offered in-house



Workshop Chairman



Hans Peter Janisch has been working as a newspaper designer and consultant for the last twenty years. In this time he redesigned numerous papers in various countries. He was one of the founders of the German branch of the Society for News Design and served as SND International Director for more than ten years.

His current redesigns are mainly based on a variety of alternative and visual storytelling, that are award-winning and attract new readers.

Venue

Fortune Park Vallabha
 Plot No.515 & 516
 Road No. 12, Banjara Hills
 Hyderabad 500034, India
 Tel: +91.40.3988 4444

Fee

WAN-IFRA members: INR 25,000 / EUR 375
 Non-members: INR 30,000 / EUR 450

Please add 14.5% taxes to the above fee
 Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Important: *The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 22nd January for confirmation.*

Contact

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 54 K.B.Dasan Road, SIET Admn. Building
 Chennai 600 018, India
 Tel. +91.44.4211 0640 . Fax +91.44.2435 9744
 Email: selvaprabu.s@wan-ifra.org
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REGISTRATION FORM

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Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

First name/s _____
 Surname _____
 Company _____
 Position _____
 Address _____
 City/postal code _____
 Country _____
 E-Mail _____
 Phone _____
 Fax _____
 Signature _____

First name/s (2nd participant) _____
 Surname _____
 Company _____
 Position _____
Payment details:
 Please send me an invoice
 Name in block capitals _____
 Please address the invoice to _____

Excerpt from the General Terms and Conditions for IFRA Public Training Events

2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.3 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.