

Picture Perfect - Infographics for Audience Engagement

23 - 24 October 2013, Kuala Lumpur

Programme

Day 1: 09:30 – 17:00 hrs.

Day 2: 09:30 – 17:00 hrs.

Sessions

- Simplifying data and analysis
- Review of changing styles in print graphics
- Types of informational web graphics
- Tools and software used in publishing firms
- Structure of a graphics department
- Organization of work flow
- Steps in the conception and creation of an infographics artwork
- Preparing a story board and selecting a style suitable for the story
- Techniques to add drama to communication
- Software demonstration
- Practical work

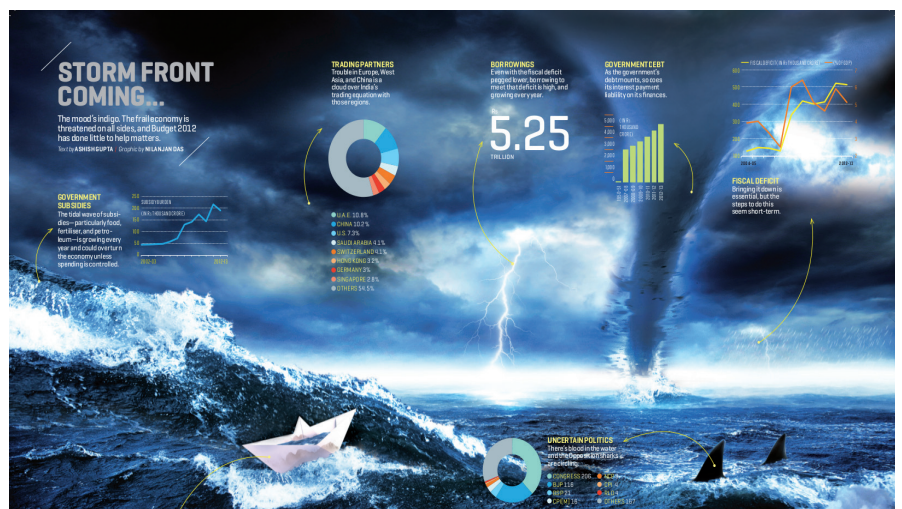
Target group

- Editors/ Associate Editors
- Graphics Editors
- Design Editors
- Art Directors
- Infographics Specialist
- Senior Graphic Designers
- Newspaper & Magazine Designers

Introduction

With the ever-changing pace especially the digital age, information, news and graphic imagery is redefining the DNA of our news publications. And feeding that insatiable appetite for news-on-demand to our readers and audience is daunting. Newspapers have evolved to over the last 50 years to include more photographs, bigger and bolder headlines, more colour pages and more graphics. Today's readers are less attracted to long, detailed stories and have become very comfortable with images.

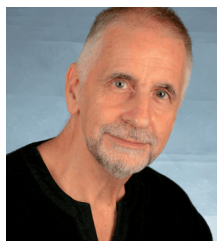
This workshop takes a look at how the informational graphics industry has changed over the decades — from the tools to the styles we use to illustrate our graphics. Be it print or interactive, participants will experience it all and leave this workshop recharged and inspired to take on the challenges that lie ahead in the industry.



More information & online registration at:

www.wan-ifra.org/node/82563

Trainer



Allein Moore was born in England and studied graphic design and photography at provincial colleges and the famous London College of Printing & Design.

A love of typography (he was a member of the Printing Historical Society) led him to his first job as a typographer. Allein went on to have a successful career in London and Geneva as an art director and then copywriter, with a brief spell teaching BA in design in Essex.

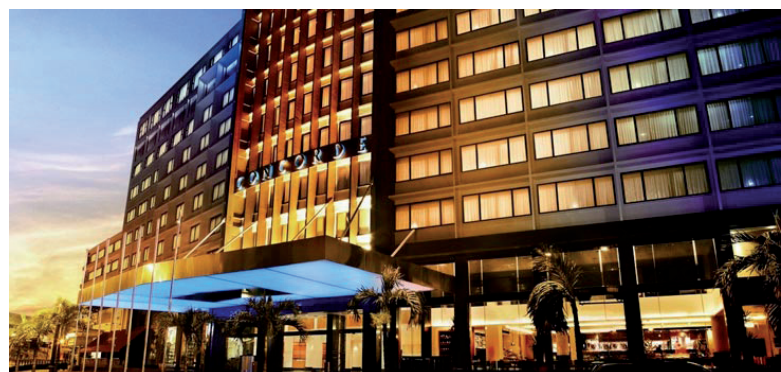
During his successful career in Asia, he won over 40 local and international creative awards as a designer, art director and copywriter.

Allein was a founding member of the Creative Circle of Singapore and was the Chairman from 1981-1984. He also founded and became the first President of the Designers Association of Singapore, a position he held for four years. Allein is a Fellow of the Royal Society of Arts and past member of the Chartered Society of Designers (UK).

Venue

Concorde Hotel Kuala Lumpur

2 Jalan Sultan Ismail
50250 Kuala Lumpur



For More Information

Mr. Sivakumaran Veerasamy

Training Manager
Tel: +65 6562 8445
E-mail: sivakumaran.veerasamy@wan-ifra.org

Fee

2 days: Member: SGD 1,000
Non-Member: SGD 1,300

Fee inclusive: Training materials, coffee breaks and luncheons.

Fees

Two Days : Member SGD 1,000
 Non Member SGD 1,300

Payment details: (Please select a method of payment)

By cheque. Please make cheque payable to WAN-IFRA Asia Pacific Pte. Ltd. and mail to address above

Please debit my credit card
 1 Visa 2 Mastercard

Card No.
valid until CVV No. (Last 3 digits printed on the signature strip of reserved)

Card Holder Name in block capitals

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By Bank Transfer

(Mandatory: Please indicate invoice number with payment)
A/C Name: WAN-IFRA Asia Pacific Pte. Ltd.
SGD A/C No.: 0-313518-019
Swift Code: CITISGSG
Bank: Citibank Singapore Ltd
Capital Square Branch, 23 Church St. #02-01, Singapore 049481

Total amount payable in SGD

Participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

The contract governing participation in events comes into effect exclusively subject to WAN-IFRA General Conference Conditions, an excerpt of which is produced in the following

Signature ,Stamp

REGISTRATION FORM

Infographics Workshop

23 - 24 October 2013, Kuala Lumpur

Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park
#04-110 German Center · Singapore 609916
Phone +65.6562 8445 · E-mail: sivakumaran.veerasamy@wan-ifra.org

First name/s

Surname

Company

Position

House no./street

City/postal code

Country

E-Mail

Phone

Fax

First name/s (2nd participant)

Surname

Company

Position

E-Mail

WAN-IFRA Member Yes No

Important Note:

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via email upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interests of the training without notice.

Cancellation & Replacement

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.