

# Print and Digital Design

## Workshop for news design professionals

12 - 14 July 2016, Chennai, India

### Session time & Programme

#### Print Design: 12 & 13 July

12 July: 10.00 - 17.30 hrs.

13 July: 09.30 - 13.00 hrs.

- News presentation – an overview
- Base element of design – Characteristics of strong typography
- Photography: crop and scale matters
- Illustration: pop art, serious topics
- Infographics: How to display data correctly
- Space: the power of nothing at all
- Building a great team

#### Digital Design: 13 & 14 July

13 July: 14.00 - 17.30 hrs.

14 July: 09.30 - 17.00 hrs.

- Design guidelines – Unlocking apple's HIG and Google's Material design guidelines.
- The power of frameworks
- Web-to-Print infographics – Tools to flip your newsroom
- Programming – Coding and technical terms
- Newsroom – Remote operations, what works, what didn't
- Mobile, Tablets, Desktops and what's next
- How to future proof your organization for changes.

### Target Group

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

More information & online registration at:  
[www.wan-ifra.org/academy](http://www.wan-ifra.org/academy)

### Introduction

It's all about design. Either in print or any digital platform, the editor/designer looks for a design that can add value to the content and a personality to the publication. It is not only big news from around the world, that need to be treated special but can also be a regional big event, or a sport page that celebrates the championship as well as pages for the culture section presenting an unique event or festival.

The print design workshop would focus on the visual part of bringing big news to your audience and designing pages for special occasions. Participants will learn how to create a compelling, engaging reading experience when working with daily news and to create a solid foundation for your publication by understanding the characteristics of strong typography.

The digital design workshop will help the designers and editors to understand the opportunities available for presenting news and features in tablets, online and mobile and how to make the most of it. The ergonomic demands of design, how it's form and size create unique design considerations will be analysed in digital design workshop.

**Note:** The same workshop can also be offered as in-house training programme



## Workshop Chairman



**Chris Courtney** is an international consultant and works daily with professional designers around the globe to solve problems and reach their intended audiences.

Currently, he is the Lead Mentor for Design at Bloc.io, an education company based in San Francisco, California. He also works extensively as a consultant on print and digital projects. Prior to his current endeavors, he spent 15 years with the Tribune Company working with fellow journalists across the company to build mobile apps, print publications and responsive websites for the Chicago Tribune, Los Angeles Times, RedEye, Hoy, and others.

## Venue

### The Rain Tree, St. Mary's Road

120, St. Mary's Road, Alwarpet

Chennai 600 018

Tel: +91.44.2430 4050

## Fee

Workshop	WAN-IFRA Members	Non-Members
Print and Digital Design, 12 - 14 July	INR 35,000 / EUR 515	INR 40,000 / EUR 590
Print Design, 12 - 13 July	INR 25,000 / EUR 370	INR 30,000 / EUR 440
Digital Design, 13 - 14 July	INR 25,000 / EUR 370	INR 30,000 / EUR 440

Please add 15% 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 1st July for confirmation.*

## Contact

### WAN-IFRA South Asia Pvt. Ltd.

54 K.B.Dasan Road, SIET Admn. Building

Chennai 600 018, India

Tel. +91.44.4211 0640 . Fax +91.44.2435 9744

Email: vijayalakshmi.murali@wan-ifra.org

Contact person: Vijayalakshmi

## REGISTRATION FORM

## Print and Digital Design

12 - 14 July 2016, Chennai, India

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 WAN-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.