NEWS DESIGN ASIA 2015

28 - 30 JULY

KUALA LUMPUR, MALAYSIA

In a multi-screen world where news media must compete for every second of attention of their readers and users, the way we produce and package news on different platforms is gaining a crucial importance in newsrooms across the globe.

The success of Flipboard, News Republic or Yahoo! News Digests apps has demonstrated that a clear focus on user-experience can give smart media companies a decisive competitive edge. But are online pure players our unique source of inspiration for news design?

Legacy media companies face the necessity to adapt their journalism to the changing reader behaviours without compromising the rigor and quality of their news content. Editors and designers have to move between long form and short form narration, figure out the best way to use type and colour palette and learn to give a growing importance to vector illustrations, graphics, photographs and maps. These challenges imply the redefinition of roles, workflows and processes in the newsroom.

WAN IFRA   SND

PROGRAMME OVERVIEW
**28-29 July 2015, 09:00 - 17:00, Connexion@Nexus**

Sara Quinn, *VP, Society of News Design / Director, Poynter Institute*
- SND Best of News Design — An exciting look at print and digital winners from the 2015 Society for News Design competition.
- Eyetracking Your Audience — What makes photography and visual journalism worth publishing in an age when images are shared in an instant, around the world? Learn how audiences view, judge and appreciate content from professional to social media sources.

Matt Martel, *Executive Editor, Photo and Presentation, Fairfax Media, Australia*
- How to successfully transition a print staff into a digital team.
- How to get a newsroom to focus on brand-enhancing long and medium-term projects in a time when it seems everyone is working as hard as they can to feed the needs of the web.
- How to arm reporters with tools to produce their own multimedia.
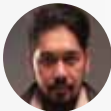
Rio Waas, *Artistic Department Head Asst., Media Indonesia, Indonesia*
- Print & Digital Editorial Design Implementation.
- How to manage design process for print and digital version of a magazine

Luis Champitaz, *Information Graphics Director, Al Bayan, UAE*
- Visualizing graphics for books" an experience in UAE.
- Outstanding Infographics: presentation of the projects that allowed Al Bayan to sweep all the Magazine Infographics Awards at the latest Asian Media Awards

Peter Ong, *CEO, Checkout Australia Pty Ltd, Australia*
- "The art of seduction" or how to seduce your readers through design and other journalistic tools at your disposal.

Simon Scarr, *Deputy Head of Graphics, Thomson Reuters*
- Data vizualisation / interactive graphics at Thomson Reuters. How to convert complex data in rich, lively graphics.

Adolfo Arranz, *Creative Director, MediaCorp, Singapore*
- The importance sketches to elaborate award-winning illustrated infographics. Detailed process of creation. Difference of workflows and productions from SCMP to Mediacorp.

POST-CONFERENCE WORKSHOP
30 July 2015, 09:30 - 17:00, Capri by Faser

In this workshop, participants will have the opportunity to work on the design of specific products or to get their own work analysed by the workshop leaders. the workshop will also give participants the opportunity to implement some of the ideas developed during the conference under the guidance of the trainers.

The workshop will give the participants key insights on:
- Typography
- Visual storytelling
- Use of colour
- Newspaper and story structuring
- Daily workflow of the design desk

Workshop leader:
Sara Quinn, *VP, Society for News Design (SND)/ Director, Poynter Institute*

Check for programme and speakers updates at,
www.wan-ifra.org/events/news-design-asia-2015

OFFICIAL VENUE

Connexion@Nexus
No 7, Jalan Kerinchi,
Bangsar South City,
59200 Kuala Lumpur

OFFICIAL HOTEL

Capri by Fraser
No. 5 Jalan Kerinchi,
Bangsar South City,
59200 Kuala Lumpur

News Design Asia delegates get to enjoy a special rate from RM 320 + for a studio deluxe (breakfast included).

Visit our website for more information on rates and the booking form.
www.wan-ifra.org/events/news-design-asia-2015

WHO SHOULD ATTEND

This event is meant for Design or Art Directors, Editors in Chief, Designers, Graphic Artists, Digital Designers & Web Designers, Editors, Section Heads & Section Editors, Sub-Editors and all media professionals committed to improve news design and data visualization so as to enhance the reach and quality of their news offering in print and on digital platforms.

REGISTRATION FEES

Conference Fees

WAN-IFRA member:	SGD 1260
Non-members:	SGD 1620

Workshop Fees

Bought with conference ticket

WAN-IFRA member:	SGD 360
Non-members:	SGD 540

For workshop only

WAN-IFRA member:	SGD 540
Non-members:	SGD 720

FOR MORE DETAILS

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