

CONFERENCE

17-18 September, Jakarta, Indonesia

**News Design
Asia 2013**



WAN-IFRA Asia Pacific Pte Ltd
25 International Business Park
#04-110, German Centre
Singapore 609916

www.wan-ifra.org/news-design-asia-2013

News Design Asia 2013

A good design brings a decisive added value to editorial content as long as it takes in account the specificity of reader's news consumption habits on a given media platform. Newspaper designers, infographics artists and editors face the challenge to produce creative designs and to adapt them to today's four main news platforms - print, web, mobile and tablet.

WAN-IFRA and Society for News Design (SND) join hands in this conference to show participants the "best practices" in creativity, originality, and efficiency in producing news for all platforms.

Along the conference, the participants' works will be analysed and design solutions for the different sections will be discussed by the guest newspaper design experts.

After the conference, participants will have the opportunity to join a hands-on workshop where they will work on the ideas developed during the conference and create design prototypes with the help of the trainers.

DAY 1, 17 SEPTEMBER

Opening Keynote address

On the importance of good journalism in a visual society and how words and graphics play together.

Peter Ong, Newspaper Consultant, Checkout, Australia

Session 1. Newspaper Design for your newspaper and for the world

This session covers the latest developments in the constantly changing world of newspaper design. It talks about the latest trends for your regional and national publications but also about how to avoid obstacles in realizing those great visual ideas.

SND World's Best Designed Newspapers 2013

Stephen Komives, Executive Director, SND, USA

Integrating visual journalism in the news production workflow

Editors from major Indonesian newspapers discuss the importance of design, lay out, pictures and graphics in their daily news production.

Panel session moderated by Hans Peter Janisch.

How to avoid fundamental mistakes in your everyday work

Practical tips and tricks for keeping your newspaper's design both consistent and lively day after day.

Adonis Durado, Design Director, Muscat Press & Publishing House, Oman

The important role of news design in a rapidly changing China

Bill Gaspard, Art Director, China Today, China

How infographics change the visual appearance of our papers and our websites

Luis Chumpitaz, Information Graphics Director, Al Bayan, United Arab Emirates

Focus on your work (Part 1)

Analysis of the participants pages with the help of international professionals

DAY 2, 18 SEPTEMBER

Session 2. Redesign and relaunch – big projects made easy

This part of the program is dedicated to the practical aspects of the relaunch of your page, section or complete newspaper. Step-by-step solutions that convince the readers.

Redesigns that readers like – the magic tricks behind successful relaunches

Hans Peter Janisch, Design Consultant, Germany

One design for all generations?

Young and old readers have different ways to consume news. How to cater to both these audiences with one single print product?

Anup Gupta, Group Creative Director, HT Media, India

Focus on your work (Part 2)

Analysis of the participants pages with the help of international professionals

Session 3 - Digital Media design - extend your branding!

This sessions covers the importance of a media design that extends the "newspaper feeling" to all other channels. We will see how major players master this task.

SND World's Best Digital Designs 2013

Stephen Komives, Executive Director, SND, USA

Maintaining visual branding across media channels

Speaker to be confirmed

Great graphics and best practices for elections coverage

Luis Chumpitaz, Information Graphics Director, Al Bayan

Tablet Design. Dos and Don'ts

Peter Ong, Newspaper Consultant, Checkout, Australia

DAY 3, 19 SEPTEMBER

Doing it Better - Hands-On Workshop

(09:30 - 17:00)

In this workshop, participants will have the opportunity to work on the design of specific products under the guidance of the trainers, implementing some of the ideas developed during the conference's work analysis sessions.

The workshop will give the participants key insights on:

- Typography
- Visual storytelling
- Use of colour
- Newspaper and story structuring

The workshop also aims to correct practical problems in the daily workflow of the design desk. This can also be like a small relaunch or a rework of a section or section title

Note: Participants should bring their laptop for hands-on exercises and copies of their newspaper's previous week editions.

Trainers:

Hans Peter Janisch, Design Consultant, Germany

Stephen Komives, Executive Director, Society for News Design, USA

About Our Speakers



Hans Peter Janisch has been working as a newspaper designer and consultant for the last 20 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 (SND) and served as SND International Director for more than 10 years.



Stephen Komives is an executive director of the SND, a role he assumed in 2009 after spending 20 years as an editor and visual director at several newspapers, most recently at the Orlando Sentinel.



Peter Ong is a newspaper consultant in Sydney, Australia. He has been a journalist for more than 30 years and has redesigned newspapers and magazines in 12 countries from Samoa in the Pacific to Saudi Arabia. He was, until recently, the long-serving regional director for the SND.



Anup Gupta is the group creative director of HT Media. He has designed and redesigned several magazines, newspapers, books and websites. He is also part of the core team that drives the newsroom integration at Hindustan Times and the digitization of the group's archives, both content and images.



Bill Gaspard is the design director at China Daily, published in 51 countries / regions worldwide. Bill is a past president of SND and its Foundation. He organized two of their annual workshops. In 2005, he was honored with SND's Lifetime Achievement Award. As a consultant, he has worked on the redesign of more than 25 newspapers.

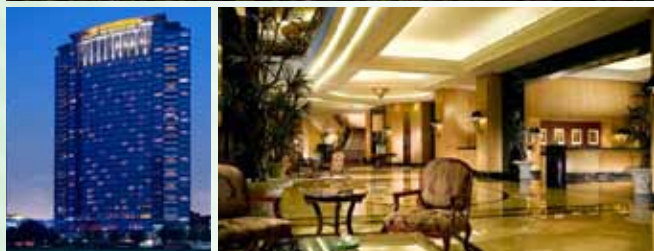


Adonis Durado is the design director of Muscat Press and Publishing House, publisher of two major dailies in Oman. His work has won more than 100 international accolades from the SND, Malofiej Infographic Awards, and WAN-IFRA Asian Media Awards.



Luis Chumpitaz is the information graphics director of Al Bayan, UAE. Over the past 15 years, he has worked for Spanish, English, Arabic, Indian and Chinese media companies. His work has received several international awards from the SND, the WAN-IFRA and Malofiej, considered the Pulitzer Prize of the infographics industry.

Check for programme and speakers updates at www.wan-ifra.org/news-design-asia-2013



EVENT VENUE & HOTEL

JW Marriott Hotel Jakarta

Jalan DR Ide Anak Agung Gde Agung Kav E.1.2 No 1&2
Kawasan Mega Kuningan
12950, Jakarta, Indonesia

The News Design Asia will take place in JW Marriott, Jakarta that sets in the Golden Business Triangle of Mega Kuningan near multinational corporations, embassies and shopping.

All interested participants, kindly register at the following website:

www.wan-ifra.org/news-design-asia-2013

CONFERENCE FEES

News Design Asia

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

WORKSHOP FEES

Workshop with conference

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

Workshop only

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

WHO SHOULD ATTEND?

This event is specially conceived for art directors, newspaper designers and graphic artists. It is as well highly relevant for editors in chief, senior editors and editors who will learn how visual elements can improve the impact and quality of journalism.

CONFERENCE SCHEDULE

Day 1, 17 September 2013

09:00 - 10:00 Participants registration
10:00 - 17:00 Conference sessions

Day 2, 18 September 2013

09:30 - 17:00 Conference sessions

Day 3, 19 September 2013

09:30 - 17:00 Workshop

FOR MORE INFORMATION

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ABOUT WAN-IFRA



WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore and India, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.

ABOUT SND



The Society for News Design (SND) is an international organization for news media professionals and visual communicators – specifically those who create print/web/mobile publications and products. Our members art direct, design, edit, report, illustrate, make photos and video, visualize data – and write code. Founded in 1979, it is a US-registered non-profit organization with around 1,500 members worldwide. The mission of the Society for News Design is to enhance communication around the world through excellence in visual journalism.