

# Print & tablet design workshop

11 - 13 May 2015, New Delhi

## Session time

Day 1: 10:00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

Day 3: 09:30 – 17:00 hrs.

## Print Design (11 - 12 May)

- Unpacking good design
- What research shows about reading habits and how newspapers can capitalise on it
- Readers matter: What they want, what they hate, what they like to see
- How to use the grid to maximise space
- How typography can affect your newspaper
- The visual story
- Best of the best from around the world
- The power of ideas

## Tablet Design (13th May)

- Primer on the Mobile Generation and what they love or hate
- News at the speed of sound
- Tab design: what works, what doesn't
- Multi-platform story telling
- How to get your first prototype going
- Fontography: What works best for the different mobile devices
- Various software to help you take the leap

## Target group

Art Directors, News Designers, Magazine Designers, Infographic Artists, Page Layout Artists, Editors, Graphic Editors, Design Editors, News Editors

## 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. The Tablet design workshop will help the designers and editors to understand the opportunities available for presenting news and features in tablets and how to make the most of it.

In the practical part of print design workshop, newspaper's special section and pages will be analyzed and new design solutions will be discussed. The ergonomic demands of design, how it's form and size create unique design considerations will be analysed in tablet design workshop. The participants will be able to understand multi-platform storytelling and how fontography plays a crucial part in tablet design.

**Note:** The program is also offered as a in-house workshop.



## Workshop Trainer



**Peter Ong** is an international news and publishing consultant who operates out of Sydney, Australia. Over the past 18 years, he has consulted for and/or worked with clients in more than 15 countries. He has redesigned and revamped some of the world's leading newspapers and financial dailies. Prior to working as a consultant, Peter worked for several newspapers in Australia and Singapore. Peter served as regional director in charge of the Asia-Pacific region of the Society for News Design. Peter has been invited to speak at many international news and media conferences and workshops. Peter has also been asked to judge many international competitions for newspapers and other publications.

## Venue

India Habitat Centre,  
Lodhi Road, Lodi Estate,  
Lodi Colony,  
New Delhi 110003  
Ph: 011 2468 2002

## Fee

### WAN-IFRA members

Print & tablet design (11- 13 May) INR 35,000 / EUR 515  
Print design (11-12 May) INR 25,000 / EUR 370  
Tablet design (13 May) INR 15,000 / EUR 220

### Non members

Print & tablet design (11- 13 May) INR 40,000 / EUR 590  
Print design (11-12 May) INR 30,000 / EUR 440  
Tablet design (13 May) INR 18,000 / EUR 265

Please add 12.36% 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 30<sup>th</sup> April for confirmation.

## Contact

**S.Selva Prabu**, Asst Manager - Training  
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: selvaprabu.s@wan-ifra.org

## REGISTRATION FORM

### Print & tablet design workshop

11 - 13 May 2015, New Delhi, 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 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.

2.2 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.