

2 - 4 June 2014, Mumbai

News Design Conference & Workshop

The second WAN-IFRA – SND News Design
Conference in South Asia

- Newspaper design & redesign
- Typography, photography & information graphics
- Online & tablet design
- Workshops
 - Newspaper design
 - Tablet design

www.wan-ifra.org/ndi



News Design

It's all about designing. Either in print or any digital platform, the editor looks for a design that can add value to the content and a personality to the publication. The challenge is not to over-design and let the content be the content.

With the changing reader behaviour and new editorial products, the editors and designers have to move between long form and short form narration, vector illustrations and graphics, photographs and maps, and, figure out the best way to use the type and colour palette.

This news design conference will help the participants pick up concepts to develop design styles unique for their publication. Designers and editors from India and abroad who have guided major design initiatives will speak on the latest developments in the field of news design and storytelling for print and digital.

The conference will be preceded by two parallel learning workshops on

- Newspaper design and
- Tablet design

Publications

Official publications:



Supporting publications:



Conference Programme

Day One: 3 June 2014

Time: 09.30 hr - 17.00 hr

Keynote: Changing reader habits, storytelling techniques and a design to encapsulate them

New concepts in news design

A round-up on SND's "World's Best-Designed" newspapers

Advertising and newspaper design in India - the challenges and opportunities

Front page – a powerful statement

Regional design sensibilities and global design standards – how to have the best of both worlds?

One title, multi-state editions. What should be the design philosophy?

The power of pictures to elevate the design

About WAN-IFRA

WAN-IFRA is the global organisation of the world's newspapers and news publishers. 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. The mission of the Society for News Design is to enhance communication around the world through excellence in visual journalism.

Speakers



Conference Chairman

Stephen Komives,
Executive Director,
SND, USA



Anup Gupta,
Group Creative
Director,
HT Media Ltd.,
India



Manoj Bhramar,
National Design
Editor,
The Economic
Times, India



Satya Rajpurohit,
Co-founder,
Indian Type Foundry,
India

Day Two: 4 June 2014

Time: 09.30 hr - 17.00 hr

Producing business news graphics

Data, Coding & Infographics – The Holy Trinity of modern newsroom

Web fonts and the latest trends in typography and its delivery

Role of fonts in the future of communications

Eye-track study on tablet reading

From print to tablet – do it yourself

Feature content for mobile devices

New ways of storytelling demands new skills

Die Zeit has won SND's "World's Best-Designed" award six times – more than any other newspaper in the world. A look into their classic design style.

Pre-Conference Workshops

Monday, 2 June 2014

Time: 10.00 hr - 17.30 hr

Workshop 1: Newspaper Design

*Workshop Leader: Lucie Lacava,
Founder, Lacava Design Inc., Canada*

This workshop will introduce the participants to the best practices in visual journalism so as to broaden their understanding of design and improve the quality of their daily work. Plus, they will learn how to get the most out of the tools at their disposal such as the grid, typography and the colour palette, while respecting tradition. The topics include Design principles behind great pages, Typography and legibility, Modules and grids, Decoding the style guide, Integrating social media and Basics of photo editing.

Note: Participants must bring their laptop for hands-on exercises and copies of their newspaper of the previous week.

Workshop 2: Tablet Design

*Workshop Leader: Sarah Sampsel,
Director - Digital Strategy, The Washington Post, USA*

This 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. The workshop will also look into tablet user mindset, expectations and experiences. The participants will be able to understand the ergonomic demands of tablet design, how it's form and size create unique design considerations in content layout, information hierarchy, visual design components and skeuomorphism.

Note: Participants are encouraged to bring their tablets and copies of their newspaper of the previous week.



Haika Hinze,
Art Director,
Die Zeit,
Germany



D Krishnan,
Former Picture Editor
& Consultant,
The Hindu,
India



Lucie Lacava,
Founder,
Lacava Design Inc.,
Canada



Sara Quinn,
Head - EyeTrack,
Poynter,
USA



Sarah Sampsel,
Director - Digital
Strategy,
The Washington
Post, USA



G V Sreekumar,
Associate Professor,
IDC, IIT - Mumbai,
India



Guru Vaidya,
Senior Solutions
Consultant, Adobe,
India



Vinod Verma,
Editor - Digital &
Convergence,
Amar Ujala,
India

General Information

Session Time and Venue

2 June 2014: Workshops

10.00 hr - 17.30 hr

3 - 4 June 2014: News Design Conference

09.30 hr - 17.00 hr on both days

Hotel Courtyard Marriott Mumbai Airport

CTS 215, Opposite Sangam BIG Cinemas, Andheri Kurla Road, Andheri East, Mumbai 400059, India

Tel: +91.22.6136 9999

Rooms are reserved in the venue hotel for delegates at a special price of INR 6300 + Taxes until 19 May 2014 (Single occupancy with breakfast). Write to esha.hankare@marriott.com with subject line **WAN-IFRA Conference** to reserve your room.

Contact

V Antony, Senior Manager - Events and Services

WAN-IFRA South Asia Pvt. Ltd.

Tel: +91.44.4211 0640 . Fax: +91.44.2435 9744

v.antony@wan-ifra.org

Registration Fee

	WAN-IFRA Members	Non-Members
Conference	INR 18000 / EUR 240	INR 22000 / EUR 300
Any Workshop	INR 15000 / EUR 200	INR 18000 / EUR 240
1 workshop + Conference	INR 30000 / EUR 400	INR 36000 / EUR 480

Note: Please add 12.36% taxes to the above fee. Overseas participants pay in EUR. Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Offers and Discounts

Early bird: For registrations received before 5th May 2014, 10% discount on the fee for the conference.

Special offer: One complimentary registration for every 4 paid registrations from the same company. If you register 4 participants, the 5th participant attends the conference free of charge.

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Registration Form

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

Full name _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Please register me for

News Design Conference, 3 - 4 June

Workshop - Newspaper Design, 2nd June

Workshop - Tablet Design, 2nd June

Payment details:

Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd** for

INR / EUR _____ enclosed.

Name in block capitals _____

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.