

Alternative Design & Story Forms ~ Visualizing complex topics for a multimedia readership

19 – 20 April 2016
Kuala Lumpur

Course Outline

- Alternative Story-Forms: Explanation and definition
- A new way to approach a multimedia readership
- Visual Storytelling: Examples and ideas
- The most efficient way towards a new storytelling
- Topics and their realization around the globe
- Internal structures: How to realize the story forms in your paper
- Your pages analyzed for new storytelling possibilities
- Hands-on-training: Your own topics, your local topics changed into a new storytelling



Introduction

Our readers have changed. Not long ago, an editorial coverage with a headline, text and picture was sufficient and attractive enough to draw the readers into a story. In the age of multimedia storytelling on all digital platforms this is no longer adequate for print. It is important to choose different paths in the realization and visualization, to reach for a changed audience.

Alternative story forms and visual storytelling are proven methods that bring along a variety of entry points into each topic. Complex issues are nicely structured, ambitious topics explained for your audience. Studies have found, non-narratives attract more attention from readers than stories told in traditional form. Readers learn and retain more information from these stories. For example, data-driven stories, previews and announcements do not work good in a classic narrative story.

The workshop covers typical alternative story forms and ways of visual storytelling. It shows international examples and describes the impact of those forms. It also emphasizes how those storytelling techniques can be translated to a local paper and how they can be realized on the basis of your existing staff.

Who Should Attend

Art Directors | Infographics Specialists | Designers | Visual & Design Editors | Lay-out Artists | News Editors | Strategic Editors

Trainer



Hans Peter Janisch has been working as a newspaper designer and consultant for the last twenty 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 and served as SND International Director for more than ten years.

His current redesigns are mainly based on a variety of alternative and visual storytelling, that are award winning and attract new readers.

Schedule

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

Register Online

www.wan-ifra.org/alternative_design

For More Information

Jen Teo | Senior Manager, Training

Tel: +65 6562 8445 | Email: jen.teo@wan-ifra.org

Venue

Capri by Fraser, Kuala Lumpur Malaysia

No. 5 Jalan Kerinchi, Bangsar South City
59200 Kuala Lumpur, Malaysia

Standard Fee

Member: SGD 1000 | approx. RM3000

Non Member: SGD 1300 | approx. RM3900

Fee inclusive of:

Training materials, coffee breaks & luncheons

*Claimable Fee from Malaysia HRDF

Malaysia HRDF allowable cost for claims
(per person/per training):

- ❖ Course fee: RM 2600 (RM1300 x 2days)
- ❖ Daily allowance: RM 300 (RM150 x 2days)
- ❖ Total estimated claimable amount: RM 2900

*Important Note:

Please check with HRDF for the exact claimable amount applicable to your organization.

Hotel Accommodation

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

Attention: Ms Jessie Ooi, Sales Manager

Tel: +603 238 60812

Reservations hotline: +603 2386 0800

Email: jessie.ooi@capribyfraser.com

Website: capribyfraser.com

Important Note:

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

Cancellation and Replacement:

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training