



HOW Design Conference

Proposal to Attend

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Sunday, May 18 through
Wednesday, May 21, 2008.
Hynes Convention Center,
Boston, MA

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For more information about
the conference including
registration information go to:
howconference.com

The HOW Design Conference is considered by many to be the most inspirational, informative conference for graphic designers. Through workshops and speakers, including David Baker, the conference offers new ideas, tips and techniques, as well as, an opportunity to network with 3,500 other designers. This proposal will highlight some of the benefits of attending and what the cost of attending will be.

Professional Development

The HOW Design Conference provides a wide range of design related learning opportunities. In a busy marketing studio it is hard to find time for continuing education, but in order to grow as designers and marketers making time is essential.

Hands-on design workshops such as *Branding is Like Dating: A Study in Package Design*, *Combining Type and Image*, and business related workshops like *Email by Design* build both creative and technical skills for design and business. The conference also provides opportunities to learn from forty-five speakers in the design industry who offer insight and suggestions for growth.

Participating in Sunday's Studio Tours will allow us to see some of the inner-workings of other design studios, how they are organized, how they set up their space and how they have handled some of the problems Stevens Design Studio might be facing.

The How Design Conference offers many sessions that fit into Stevens Design Studio's philosophy.

Sessions on package design, using typography, branding, networking, multi-channel marketing, productivity and client relations will reinforce the direction of Stevens Design Studio. The conference provides the chance to grow together as a team sharing and discussing information from different sessions and how it can impact Stevens Design Studio.

Budget

With sixty session within seven learning tracks, as well as, workshops and studio tours, the HOW Design Conference is a bargain. It offers content and experience that can't be found anywhere else. Because the conference is in Boston this year we save the cost of airfare and the extra travel time.

Pre-Conference Studio Tours: \$150 per person

Conference Individual Registration by March 28: \$955

Session MP3's: \$19/ per session, \$299/all conference sessions

Hotel: \$219 per night (single/double)

Food: \$40 per person per day

Travel and Misc: \$40 - \$80

Suggested Courses and Offerings:

* Boston Studio Tours

See how other design teams operate—and glean ideas for working smarter—when you take a Boston Studio Tour. On this four-hour tour, you'll visit: Arnold Worldwide, Catapult Thinking, Sametz Blackstone Associates, Seltzer Design, Silverscape LLC and Visual Dialogue.

The tour also takes place in the morning; an additional \$150 fee applies. Space is limited, so register early!

* Pricing & Marketing Workshop

Do you know where to find new prospects? Are you making enough money on your current projects? If you answered no—or even “I don't know”—to either of those questions, this workshop is for you. Ilise Benun and Peleg Top of Marketing Mentor will help you create a successful and profitable graphic design career, whether you're a seasoned designer or just starting out. You'll learn:

- how to create a smart marketing plan that reflects your ideal financial goals—and the steps you need to take to reach those goals
- how to keep in touch with prospects so that they think of you as soon as they need a designer
- how to talk money with clients so you can confidently figure out your hourly rate and give accurate estimates

Modern Dog Uncensored: Fearless Design

Do you feel like your clients or projects leave you no room for creativity and self-expression? Take a cue or two from Modern Dog's Robynne Raye and Michael Strassburger who'll show you how they make truly enjoyable work out of almost any project.

Explore 20 years of incredible poster design as Robynne and Michael show you how to incorporate personality into your everyday work. You'll learn how to overcome creativity blocks and add intrigue to familiar projects while attracting the right kinds of clients for the projects you love.

Decoding Design: Understanding and Using Symbols in Visual Communication

What is the magical connection that drives the most effective and creative visual communications? Find out as designer and author Maggie MacNab reveals the universal principles at work in several high-profile logos.

She'll explain how the patterns, numbers and shapes found in nature can be used to create effective, aesthetic design, and how adhering to these principles can increase a communication's lifespan and cross-cultural access.

Building a Supportive and Creative Culture

Creative cultures don't just spontaneously happen. They are consciously created and maintained. In this session, creative consultant Florence Haridan will investigate what it takes to develop a supportive, creative culture that allows for innovation, risk-taking and joy in the creative process.

You'll learn how to leverage your personal design philosophies to create the ideal process, culture and team, while remaining aware of your environment and what it might be missing. Florence will also explore the roles of curiosity, asking for help, building trust and risk-taking as crucial elements of a vibrant in-house work environment.

Designer's Guide to Research

If you're working for a publicly traded design monolith whose creative staff is assisted by historians, anthropologists, sociologists and marketers, you probably don't need to attend this session. If, on the other hand, you're one of thousands of graphic designers with a primarily design/art education and your clients are mostly MBAs with blue swoosh logos, this session is for you.

Jenn and Ken Visocky O'Grady will help you validate your aesthetic decisions to a strictly business crowd with this primer on research methods and their practical application to graphic design. The duo will offer suggestions for incorporating research-driven design into your creative development—whether you're a freelancer, in-house designer or member of a studio team—and offer real-life examples of these methods in action.

* Pre-Conference Event

Get Your Network to Work for You

You dutifully go to networking events, shake hands all around, and come home with a fat stack of business cards. But did you really get anything out of it? Tim Pedersen has some suggestions for developing a networking process that not only builds business relationships, but also creates business for you.

He'll share the proven formula for successful networking, with tips on building a relationship in five questions, using "the million-dollar question," and networking at a mixer.

Visual Design Process: A Strategic Approach

A consistent design process is a way for you to eliminate common design problems, build a stronger relationship with your clients and increase the efficiency and effectiveness of your designs. Why, then, do so many designers work without a regular process?

Dave Holston, director of design at the University of Texas at Austin, has put a good deal of time and thought into the subject. He'll share step-by-step advice for developing your own process and he'll outline the benefits, from enhanced creativity to a consistent starting point. He'll also explore the processes used by established designers and agencies and show how they could work for you.

Tips for Productivity: Making Ideas Happen in the Creative Community

How do consistently creative designers come up with new ideas day after day? The team at Behance, led by founder Scott Belsky, decided to find out.

After hundreds of interviews, they concluded that project management, productive brainstorming, and effective networking are the keys to constant creativity. Scott will explain why any creative project ultimately depends on organization, accountability and action, and offer simple methods for boosting your own creativity, whether you're on your own or part of a team.

When Good Prospects Become Bad Clients

Every design firm hopes for healthy client relationships, but they don't just appear out of thin air—you have to work at it! Design management expert Shel Perkins will discuss the skills and procedures necessary for launching and maintaining great relationships, including when and how to say no. You'll learn how to:

- evaluate and screen prospective clients
- structure each new relationship for success by establishing ground rules
- manage client expectations (push back when necessary)

Combining Type and Image

Nancy Skolos and Thomas Wedell, respectively a designer and photographer, have spent their careers dissecting the visual and communicative properties of both type and image. Their discovery? Strategically combining image with type unleashes a huge amount of creative potential.

They'll share their strategies for combining type and image to create—or reinforce—a message, and offer examples and insights from top design studios around the world. They'll even review some of the formal properties and complexities, such as layering, framing, fragmentation and optics.

Making Creativity Work

Does your creative staff need a pick-me-up? Designer and lecturer Petrula Vrontikis can help you create hands-on innovation workshops that will get your group revved up and ready to collaborate.

She'll reveal trends in the creative industry, and offer insightful workshop ideas you can put together for your team—even if you're a team of one. She'll also share the five ways we lose our inventiveness as we grow up and offer five ways to get it back.

10 Secrets of Typographic Success

Ever wonder if there's a "rulebook" for typographic success that only designers the likes of Paula Scher and DJ Stout are privy to?

There's not. But according to Monotype Imaging's Allan Haley, great typography is a lot easier to create when you know the Ten Secrets of Typographic Success. You'll learn how to surprise and delight the reader with type, when a change in typographic paradigm is appropriate, how to use type to engage an audience—and seven more type secrets. You'll walk away with a new sense of font-confidence, even if you think you're typographically challenged.

Interface Innovation

Join Kevin Farnham, Method's chief experience officer, for an in-depth look at inspirational user interfaces. He'll share the processes behind them as well as some common patterns in user interface innovation. You'll even see how Method goes about finding new opportunities for innovation in interface design.

Illustrative Design

You've just thought of the perfect design concept. The catch is that it requires illustration—you can't do it (you're way too intimidated) and you don't have the budget for an illustrator. That's a problem, right?

Not according to illustrative designer Von Glitschka. In this session, he'll teach you several systematic illustrative design methods that you can immediately integrate into your design process. You'll not only expand your skill set and overall creative potential, you'll also be far better equipped to handle that genius concept, even if it does include illustration. (BONUS: each attendee will get an "illustrated design" quick reference card to keep all this information top-of-mind long after the Conference is over.)

Branding is Like Dating: A Study in Packaging Design

Your packaging designs need to not only engage the customer and get them interested—they need to inspire enough customer loyalty to keep them coming back again and again. In a way, says Dragon Rouge chief creative officer Marcus Hewitt, it's like dating.

He'll share several case studies of Dragon Rouge's packaging designs, taking you from initial concept all the way through potential redesigns and repositioning. And to help you get a serious commitment from your audience—and your client—Marcus will outline the seven steps to better brand relationships.

Email by Design: The Art of Creating Effective Email Communications

Discover some of the latest trends in email marketing with Emma's Allison Davis and Clint Smith. They'll offer simple tips for improving your email response rates and results, and review creative samples that work—and some that don't—so you can be sure you're creating email newsletters and campaigns that look great and work even harder.

You'll learn:

- simple tips for improving the quality and results of your email communications
- easy ways other companies are creating more timely, targeted and personal customer and member emails
- how to design for different email programs and make sure your masterpieces look great no matter where they're being seen

Designing Across Media and Channels

"Multichannel" is the hottest buzzword in the world of advertising and marketing, which means you need to be nimble enough to develop content for multiple media almost simultaneously. Where do you begin?

Designer and writer Richard Romano suggests you first try to understand the changing new media landscape. He'll provide practical strategies for navigating a changing media landscape and help you develop an internal compass so you can be prepared for changes to come. You'll learn:

- how others handle their cross-media development strategies
- the place of various media channels in today's graphic design landscape
- what the proliferation of new devices for delivering content means for you as a designer