

Redesign Strategies and Techniques

**Tuesday, March 9 –
Wednesday, March 10, 2010**
9:00am – 4:30pm

This hands-on two day workshop will explore the process involved in initiating a redesign for your print product, be it a magazine, newspaper, brochure or newsletter. During this workshop we will learn how to clearly establish achievable goals and desired results within the context of a realistic timeline built upon external and internal expectations. Subjects covered will include page structure, employing a grid, the selection and use of typography, and more. In addition this workshop will address how a redesign can extend beyond visual presentation, opening up opportunities for improving content and streamlining work flow.

Topics Covered

- *Why should I undertake a redesign?*
- *Evaluating the external customer*
- *Deciding on a message*
- *Establishing objectives and desired results*
- *Vital considerations: typography, the use of art, and how to maintain momentum*
- *Working with prototypes*
- *Launching the redesign*

Who Should Attend?

Art directors, graphic designers, photographers, editors, production designers, production personnel, advertising managers, sales representatives, illustrators, graphic editors and anyone who needs to understand how to conceptualize, create, and launch a print redesign project.

Seminar Leader



Ken Miller is the senior editor-video for the Capital Times, where he oversees all video content used by *The Capital Times* and *The Wisconsin State Journal*.

Ken is also an instructor for the University of Wisconsin-Madison's Department of Professional Development and Applied Studies. He has extensive experience working as a consultant in private industry, with a list of clients that has included Marshall Erdman and Associates, the Wisconsin Newspaper Association, the Wisconsin Magazine of History and the Kettle Moraine Press Association.



Registration Form

Tues. March 9-Wed. March 10 — Redesign Strategies & Techniques

Please print or type when completing this form

Company

Street

City

State/Province

Zip/Postal Code

Phone

Fax

Email

Registrant's Name

Authorized Signature (Required)

Date

Payment via Check or Credit Card must be provided with registration

Check enclosed check #

(Make checks payable to **IGI**)

Paying by credit card

Please charge my: Visa MasterCard Discover

Card Account #

Expires

Cardholder Name

Cardholder Signature

Date

\$395 for this 2 day,
hands-on event

Sign Up Today!

Wisconsin Department of Commerce Grant is subsidizing tuition

*Please submit this completed form
or send via mail or fax to:*

Institute for Graphics and Imaging
800 Main Street, HVQ PETC
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Fax 262.695.6259
Register by phone at 262.695.6260



For special accessibility requirements, please call 262.695.6260 or email: rdahl@igi.org

The Service Providers reserve the right to cancel the courses before the start date of the scheduled workshops/seminars. The Service Providers accept no responsibility for costs incurred in relation with the courses (computer, communication, travel costs, hotel, etc.) for the participants.