

HOW DESIGN LIVE



JUNE 21-25 • 2012 BOSTON

Friday, June 22nd, 2012

8:00 am - 12:00 pm

Studio Tour AM - Extra Fee Required

8:30 am - 6:30 pm

Stock Photography Expo

9:00 am - 12:00 pm

Workshop: Make A World: Solving Design Challenges Through Games - Extra Fee Required
Sunni Brown, Owner / Creative Director, sunnibrown.com

Workshop: From Passion to Profit - Extra Fee Required
Peleg Top

Workshop: Anatomy of a Logo: Creating Effective Design Under a Looming Deadline - Extra Fee Required
Von Glitschka, Illustrative Designer, Glitschka Studios

Workshop: Effective Brainstorming For Designers - Extra Fee Required
David Sherwin, Principal Designer, frog

1:00 pm - 5:00 pm

Studio Tour PM - Extra Fee Required

2:00 pm - 3:00 pm

1. Design Matters Live: Debbie Millman Interviews Brian Collins - DPDC
Debbie Millman, President, Design, Sterling Brands
Brian Collins, COLLINS

2:00 pm - 5:00 pm

Workshop: Change the Way You Think About Type
Dr. Shelley Gruendler, Founding Director, Type Camp International, Inc.

Workshop: Brand Development
David Holston, Director of Online Communication, Georgia Institute of Technology

Workshop: Making Strategy a Valuable Part of Your Process
Rochelle Seltzer, Principal, Rochelle Seltzer :: Design Strategy

Workshop: Escape the Tri-Fold Funk
Trish Witkowski, Chief Folding Fanatic, foldfactory.com

3:15 pm - 4:15 pm	2. The Dieline Package Design Awards 2012 - DPDC
4:30 pm - 4:50 pm	3. Best of Show: The Dieline Package Design Awards - DPDC
4:30 pm - 6:30 pm	Networking Kickoff Sponsored by The Creative Group - HDC, IHMC, CFC, DPDC
6:30 pm - 8:00 pm	1. Opening Keynote: Coltrane, Concord, Cool Kids and Other Creative Choices - HDC, IHMC, CFC, DPDC Sam Harrison, Words-Ideas-Action

Saturday, June 23rd, 2012

8:00 am - 8:50 am	Continental Breakfast in the Exhibit Hall - DPDC
9:00 am - 9:45 am	4. Rethinking Design Thinking - DPDC Rob Wallace, Managing Partner, Wallace Church, Inc.
9:55 am - 10:25 am	5. At What Price Does Good Design Become Great? - DPDC Jackie DeLise, Vice President, New Business Development, HMS Design
10:35 am - 11:20 am	6. A Weird and Wonderful Odditorium of the Curious, Risky and Creative World of Pearlfisher - DPDC Jonathan Ford, Creative Partner, Pearlfisher
11:30 am - 12:00 pm	7. Private Brand Package Design: The In-House Perspective - DPDC Alex Blake, Project Manager - Graphic Designer, The Fresh Market Andy Kurtts, The Fresh Market
12:00 pm - 2:00 pm	Lunch On Your Own / Expo Open - DPDC
2:00 pm - 2:45 pm	8. Design Death Match - It's Your Design Versus Your Life - DPDC Steve Cullen, Design and Creative Director, Creature
3:00 pm - 3:45 pm	9. The Future of Do-It-Yourself: Just Add Water - DPDC Kristin Heist, Senior Design Strategist, Continuum Heather Reavey, Principal Strategist, Continuum
4:00 pm - 4:45 pm	10. Getting Over Your Douche-Bag(gage): Lessons From Summer's Eve and Other Brands That Have Shed Their Baggage - DPDC Angela Bryant, Director U.S. Marketing - Femenine Care, Fleet Laboratories, Inc. John Nunziato, Creative Director, Little Big Brands

Sunday, June 24th, 2012

8:00 am - 8:50 am	Continental Breakfast in the Exhibit Hall - DPDC
9:00 am - 9:45 am	11. Breaking Down Walls: Co-Creation with Consumers - DPDC DeeDee Gordon, Sterling Brands
9:55 am - 10:25 am	12. Small Budget, Big Impact - DPDC Yael Miller, Principal, Miller Creative, LLC
10:35 am - 11:20 am	13. Brands: It's Not You, It's Us. - DPDC

11:30 am - 12:00 pm	Dan Formosa, Smart Design 14. The Ins and Outs of Print Production - DPDC
12:00 pm - 2:00 pm	Brennan Higgins, Account Director, CBX Lunch On Your Own / Expo Open OR Lunch with a Dieline Speaker for an additional fee - DPDC
2:00 pm - 2:45 pm	15. Hatchlings: The Power of Developing Your Own Brands - DPDC Katie Jain, Co-Founder and Creative Director, Hatch Design Joel Templin, Co-Founder, Creative Director, Hatch Design
3:00 pm - 3:45 pm	16. What Women Want to See, Feel and Understand about Brand Packaging - DPDC Terri Goldstein, Principal and Founder, The Goldstein Group
4:00 pm - 4:45 pm	17. Designing the Future - DPDC Lee Maschmeyer, Partner and Creative Director, COLLINS
4:30 pm - 7:30 pm	Design School Expo - HDC, DPDC
6:00 pm - 7:30 pm	Portfolio Review Sponsored by The Creative Group - HDC, DPDC
9:00 pm - 12:00 am	Closing Reception Sponsored by Neenah Paper - HDC, DPDC

Monday, June 25th, 2012

8:30 am - 9:30 am	Continental Breakfast / Breakfast Roundtables - HDC, DPDC	
9:45 am - 11:00 am	36. Matters of Wonder - HDC, DPDC Justin Ahrens, Creative Director, Rule29 Creative	37. How Print Design Is the Future of Interaction - HDC, DPDC Mike Kruzeniski, Creative Director, Microsoft
11:15 am - 12:30 pm	38. Closing Keynote: Release Your Brilliance - HDC, DPDC Simon T. Bailey, Chief Billionaire, Brilliance Institute, Inc.	