

HOW DESIGN LIVE



JUNE 21-25 • 2012 BOSTON

Thursday, June 21st, 2012

8:00 am - 8:50 am

1. Networking Breakfast - IHMC

Dyana Valentine

8:00 am - 8:50 am

1. Welcome and Introduction - CFC

Ilise Benun, Founder, Marketing Mentor

9:00 am - 10:15 am

2. Opening Keynote: Becoming a Chief Cultural Officer - IHMC

Grant McCracken, Research Affiliate, MIT

9:00 am - 10:15 am

2. Options for Growth - CFC

Luke Mysse

10:45 am - 12:00 pm

3. Hungry. Will Work For Groceries. - IHMC

Tim Cox, Director of Creative Strategy, Publix Super Markets

10:45 am - 12:00 pm

3. Positioning Yourself As If You Were Outside Looking In - CFC

David C. Baker, Principal, ReCourses, Inc.

12:00 pm - 1:00 pm

Lunch On Your Own - CFC

12:00 pm - 2:00 pm

Lunch On Your Own - IHMC

1:00 pm - 2:00 pm

Workflow and Project Management Tools: A Primer - IHMC

Jackie Schaffer, Vice President & General Manager, Cella Consulting

1:00 pm - 2:00 pm

5. Live Audit with Ilise Benun - CFC

Ilise Benun, Founder, Marketing Mentor

2:00 pm - 3:15 pm

6. How to Land Better Clients and More Profitable Work with a Proven Screening Process - CFC

4. Planning for the First Year of Freelance - CFC

Shane Pearlman, CEO, Modern Tribe, Inc.

7. Building Your Prospect List: Quality vs. Quantity - CFC

Allen Murabayashi, CEO, PhotoShelter, Inc.

Ilise Benun, Founder, Marketing Mentor
Ed Gandia, Founding Partner, International Freelancers Academy

2:00 pm - 3:15 pm

4. Establishing and Leveraging Your Value - IHMC

David C. Baker, Principal, ReCourses, Inc.

3:45 pm - 5:00 pm

8. Skillful Communication with Clients - CFC

Marcia Hoeck, Owner, Hoeck Associates

9. Is Your Website Generating Business? - CFC

Mark O'Brien, Founder, Newfangled

3:45 pm - 5:00 pm

5. Bridging the Great Divide - IHMC

riCardo crespo, SVP, Global Creative Chief, FCP, Twentieth Century Fox

5:00 pm - 6:30 pm

Happy Hour: 5-Minute Presentations from Attendees - CFC

5:00 pm - 6:30 pm

Happy Hour - IHMC

Friday, June 22nd, 2012

8:00 am - 8:50 am

Breakfast Roundtables - IHMC

8:00 am - 12:00 pm

Studio Tour AM - Extra Fee Required

8:00 am - 8:50 am

Morning Roundtables - CFC

8:30 am - 6:30 pm

Stock Photography Expo

9:00 am - 10:30 am

6. This Old InHOWse - IHMC

Emily Cohen, Principal and Lead Consultant, Cohen Miller Consulting
Jennifer Miller, Principal and Lead Consultant, Cohen Miller Consulting

9:00 am - 10:15 am

10. The Nuts and Bolts of Pricing and Negotiating - CFC

Sarah Durham, Principal, Big Duck

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: Anatomy of a Logo: Creating Effective Design Under a Looming Deadline - Extra Fee Required

Von Glitschka, Illustrative Designer, Glitschka Studios

Workshop: From Passion to Profit - Extra Fee Required

Peleg Top

Workshop: Effective Brainstorming For Designers - Extra Fee Required

David Sherwin, Principal Designer, frog

10:45 am - 12:00 pm

7. In-House Interpersonal: Giving and Receiving Feedback on Creative Work - IHMC

Mark McGuinness, Creative Business Coach, Lateral Action

10:45 am - 12:00 pm

11. Top Ten Tools to Save You Time (Radically Streamline Your Business in the Cloud) - CFC

Patrick McNeil, Owner, Design Meltdown

12. Making More Money (And Other Tax Problems) - CFC

Martin Kamenski, President & Founder, Rockstar CPA

12:00 pm - 1:00 pm

Lunch On Your Own - CFC

12:00 pm - 2:00 pm

Lunch on Your Own OR Lunch with an InHOWse Speaker for an additional fee - IHMC

- 12:15 pm - 1:45 pm **Networking Lunch - Extra Fee Required**
Steve Gordon, RDQLUS Creative
- 1:00 pm - 5:00 pm **Studio Tour PM - Extra Fee Required**
- 1:00 pm - 2:00 pm **13. PANEL: Perspectives on Money and Pricing - CFC**
Jonathan Cleveland, Principal, Cleveland Design
Sarah Durham, Principal, Big Duck
Cameron Foote, Principal, Creative Business
Shane Pearlman, CEO, Modern Tribe, Inc.
- 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 - 3:15 pm **8. Speaker Panel Moderated by Andy Epstein - IHMC**
Andy Epstein, The BOSS Group
- 2:00 pm - 3:15 pm **14. How to Create and Execute Your Marketing Plan - CFC**
Ed Gandia, Founding Partner, International Freelancers Academy
- 2:00 pm - 3:15 pm **15. Pitch Perfect - CFC**
Dyana Valentine
- 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: Escape the Tri-Fold Funk**
Trish Witkowski, Chief Folding Fanatic, foldfactory.com
- Workshop: Making Strategy a Valuable Part of Your Process**
Rochelle Seltzer, Principal, Rochelle Seltzer :: Design Strategy
- 3:15 pm - 4:15 pm **2. The Dieline Package Design Awards 2012 - DPDC**
- 3:45 pm - 5:00 pm **9. In-House Inspiration: How to Generate Ideas in Greater Quantity & Quality - IHMC**
Stefan Mumaw, Creative Director, Purveyor of All That Rocks, Callahan Creek
- 3:45 pm - 5:00 pm **16. Your Post-CFC Action Plan - CFC**
Ilise Benun, Founder, Marketing Mentor
- 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
- 8:00 pm - 10:00 pm **Opening Reception Sponsored by Mohawk Fine Papers, Exhibit Hall Opening - HDC, IHMC, CFC, DPDC**

Saturday, June 23rd, 2012

- 7:30 am - 8:30 am **iPad Publishing for Designers ... and Everyone Else! presented by Quark**
Dan Logan, Quark

Chris Nuernberger, Quark

8:00 am - 8:50 am

Continental Breakfast in the Exhibit Hall - DPDC

8:00 am - 9:00 am

Continental Breakfast / Exhibit Hall + Expo Open - HDC, DPDC

8:00 am - 9:00 am

Continental Breakfast in the Exhibit Hall - HDC

9:00 am - 9:45 am

4. Rethinking Design Thinking - DPDC

Rob Wallace, Managing Partner, Wallace Church, Inc.

9:00 am - 10:15 am

2. Under the Covers With Chip Kidd - HDC

Chip Kidd

3. A Tribute to Hillman Curtis - HDC

Debbie Millman, President, Design, Sterling Brands

Color Management For Designers

John Scott Thorburn, Senior Color Analyst , Canon USA

9:00 am - 10:30 am

10. Top Down Development: Soft Skills Equals Hard Results—Corporate Etiquette and Communication Skills - IHMC

Andy Epstein, The BOSS Group

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

10:45 am - 12:00 pm

4. Current Trends in Web Design - HDC

Patrick McNeil, Owner, Design Meltdown

5. Becoming a Design Leader - HDC

David Sherwin, Principal Designer, frog

6. Process as a Competitive Advantage - HDC

Alina Wheeler

7. 30 in 60 - HDC

Jim Krause, Jim Krause Design
Dyana Valentine

8. The INs and OUTs of Working In-House - HDC

Johanna Björk

The New Normal for Books and Design, Presented By Blurb

Donna Boyer, Chief Product Officer, Blurb

10:45 am - 12:15 pm

11. Top Down Development: Coaching High-Level Creative Performance From Your Team - IHMC

Mark McGuinness, Creative Business Coach, Lateral Action

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 Kurtt, The Fresh Market

12:00 pm - 2:00 pm

Lunch On Your Own / Exhibit Hall + Expo Open - HDC, DPDC

12:15 pm - 1:45 pm

Design Websites Without Writing Code With Adobe Muse Presented By Adobe Systems

Rufus Deuchler, Senior Worldwide Design Evangelist, Adobe Systems

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

2:00 pm - 3:15 pm

9. Web Typography NOW: The Future of Typography - HDC

Jason Cranford Teague, Managing Director of User Experience, Forum One Communications

10. Balancing Your Freelance Workload - HDC

Willo O'Brien, WilloToons

11. Be the Best in Your Own Backyard - HDC

Jake Lefebure, CEO / Co-Founder, DesignArmy
Pum Lefebure, Creative

12. What is 'Good' Design? - HDC

Christopher Simmons, Principal, MINE

13. Drawing Conclusions: How Drawing Improves Design - HDC

Von Glitschka, Illustrative Designer, Glitschka Studios

Designing with space, time, and type using Cinema4D, Presented by Maxon

Colin Evoy Sebestyen, Principal, Movecraft

Director / Co-Founder,
DesignArmy

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

3:45 pm - 5:00 pm

14. Getting Unstuck: Finding the FLOW in Workflow - HDC

Kelly Goto, Principal,
gotomedia

15. The Alternative Design Career - HDC

Bryony Gomez-Palacio,
Principal,
UnderConsideration
Armin Vit, Principal,
UnderConsideration

16. Chasing the Monster Idea - HDC

Stefan Mumaw, Creative
Director, Purveyor of All
That Rocks, Callahan
Creek

17. Typographic Lessons from the Young Guns - HDC

Allan Haley, Director of
Words and Letters,
Monotype Imaging

18. Going it Alone - HDC

Glenn John Arnowitz,
Director of Global
Creative Services

Selling Time the Best Way Possible, Presented By Streamtime

Phillip Sunderland,
Creative Director,
Streamtime

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

5:00 pm - 6:30 pm

Exhibit Hall Open, Happy Hour Sponsored by NewPage, Cash Bars - HDC, DPDC

6:30 pm - 7:30 pm

The Standard 5: Special Effects, Presented By Sappi Fine Paper North America

Kit Hinrichs, Founder, Studio Hinrichs
Gerald Richards, Chief Executive Officer, 826 National

The Art and Science of Designing an Abundant Life

Peleg Top

Sunday, June 24th, 2012

7:30 am - 8:30 am

Discover Adobe Creative Cloud and See What's New in Creative Suite 6 Presented by Adobe Systems

Rufus Deuchler, Senior Worldwide Design Evangelist, Adobe Systems

8:00 am - 9:00 am

Continental Breakfast in the Exhibit Hall - HDC, DPDC

9:00 am - 9:45 am

11. Breaking Down Walls: Co-Creation with Consumers - DPDC

DeeDee Gordon, Sterling Brands

9:00 am - 10:15 am

19. Overcoming Idea Killers to Create Killer Ideas - HDC

Tom Fishburne, Founder and CEO, Marketoonist

20. Brand Thinking and Other Noble Pursuits - HDC

Debbie Millman, President, Design, Sterling
Brands

Typographic Hat Trick - Three Designers, Three Perspectives, Presented By Monotype

Dan Rhatigan, UK Type Director, Monotype
Imaging, Inc.
Steve Matteson, Creative Type Director,
Monotype Imaging, Inc.
Jim Wasco, Senior Type Designer, Monotype
Imaging, Inc.

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

Dan Formosa, Smart Design

10:45 am - 12:00 pm	21. Designing With HTML5 and CSS 3 - HDC Todd Zaki Warfel, Co-Founder, Nimble Apps	22. Business Etiquette: The New Rules in a Digital Age - HDC Donna Farrugia, Executive Director, The Creative Group	23. Managing Client Expectations - HDC Terry Lee Stone	24. How to Make Killer Logos and Identities in the 21st Century - HDC Armin Vit, Principal, UnderConsideration	25. Creative Storytelling for Designers and Unicorns - HDC Christopher Chapman, Global Creativity and Innovation Director, The Walt Disney Company	Tablet Design in 30 minutes or Less with Mag+ Amie Barder, Creative Support Specialist, mag+
11:30 am - 12:00 pm	14. The Ins and Outs of Print Production - DPDC Brennan Higgins, Account Director, CBX					
12:00 pm - 2:00 pm	Lunch On Your Own / Exhibit Hall + Expo Open OR Lunch with a HOW Speaker for an additional fee - HDC					
12:00 pm - 2:00 pm	Lunch On Your Own / Expo Open OR Lunch with a Dieline Speaker for an additional fee - DPDC					
12:15 pm - 1:45 pm	Learn to Create a Digital Publication for the iPad Without Writing Code! Presented By Adobe Systems					
2:00 pm - 3:15 pm	26. Cranking the Creative Trebuchet - HDC Kody Chamberlain	27. How to Work With Multiple Brands In-House - HDC Nicolle Mueller, Global Producer, Lands' End	28. Red Flag City: Learning to Say No to Bad Clients - HDC Jason Adam, Principal / Designer, Hexanine Tim Lapetino, Hexanine	29. Will Work for Work - HDC Mikey Burton, Creative Person, Mikey Burton Design & Illustration	30. Making Stuff Happen: How Writing a Book Kept Two Designers Sane After the Demise of Their Studio - HDC Chris Elkerton, Creative Director, Zygoht Partners Dave Gouveia, Founder, 3 Dogz Creative Inc.	Can Great Design Be Templated? Presented By Emma Chris Korbey, Creative Director, Emma
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					
3:45 pm - 5:00 pm	31. We Believe in Magic - HDC Claudia Bennett, Collective Assembly	32. Branding Made Personal - HDC Kim Higdon, Founder / CEO, English Moon	33. Tall Tales from a Large Man - HDC Aaron James Draplin, Sole Proprietor, Draplin Design Co.	34. The Visual Brief - HDC Joseph Duffy IV, Design Director, Duffy & Partners	35. How to Survive Your Soul Crushing Day Job - HDC Melissa Morris Ivone	Decorative Effects for Your Brand, Presented By Color-Logic Inc. Richard Ainge, Creative Director, Color-Logic Inc.
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	Future Trends: The Unity of Color, Presented by HP Graphic Arts Leatrice Eiseman, Executive Director, Pantone Color Institute
11:15 am - 12:30 pm	38. Closing Keynote: Release Your Brilliance - HDC, DPDC Simon T. Bailey, Chief Billionaire, Brilliance Institute, Inc.		