

Workshop No. 01

Design Psychology and How It Affects

Your Audience

Design directly influences your audience's decisions and actions. This session will cover 8 design psychology principles that can be applied to your web design to help you create a user-centered site that effectively communicates to your audience and achieves your intended outcomes.

Sarah Bieber

Senior Web Designer

www.clickrain.com

Workshop No. 02

Letters Pressed into Paper

21st century letterpress printing can include a wide range of techniques and materials that create infinite possibilities for design creativity. In this hands-on workshop, we will build and print a full alphabet using LEGO tiles while also learning letterpress basics with vintage type and presses. Learn about ways you can incorporate letterpress into your design practice and leave with your own collaborative print!

Jason Yoh and Niki Sauer-Yoh

Proprietors, Yoh Letterpress

www.jasonyoh.com

Workshop No. 03

Being User-Centered: Journeys, Stories, Maps, & More

Glossy personas alone can't make you user-centered. Come learn a new framework for understanding users and actively centering them in your design conversations. We'll bust apart popular tools for describing users and their journeys into reusable patterns and components.

Scott Kubie

Lead Content Strategist, Brain Traffic

www.kubie.co

Workshop No. 04

The Art of Storytelling

Storytelling is the best way to connect and create moments for anyone. We all have it in us to turn anything into a story, but it is a lost art. Read these two statements and see which one painted a better moment for you: 1) My favorite memory is me sitting in my grandma's kitchen, while she sings and bakes my favorite cookies. 2) My favorite childhood memory is me sitting on my grandma's cracked brown wooden chair in the kitchen, while she sings in her yellow floral dress baking my favorite chocolate chip cookies. I bet you its number 2. In this workshop we'll discuss effective ways of talking about your projects, ideas and even an object to challenge yourself. We'll unravel three

easy steps to storytelling and why it creates a more adventurous conversation.

Bert Lee

Speaker and Designer

www.bertlee.myportfolio.com/

Workshop No. 05

Do Your Thing: The Transformative Power of Personal Projects

Want to enhance your creativity and level up in your professional life? Two words: personal projects. Learn how making time for self-initiated work and creative play can expand your horizons, keep you on your toes, and transform your creative practice at any career stage.

Abby Haddican

Designer, Abby Haddican Studio

www.abbyhaddican.com

Workshop No. 06

Scroll-stopping Packaging

Packaging acts as a brand's core communicator and often is the first touchpoint. Today's omni-channel market environments demand an even more innovative approach to package design, especially when it comes to the online consumer experience. Attendees will explore considerations for designing physical packaging for both online and on-shelf success. A hands-on activity will offer real-world experience for crossing the digital divide.

Stefan Hartung, Co-Founder, Kick

Co-Presenters: Emily Bartz, Claudia Dubé

and Briana Vanderlinde

www.kickmpls.com

Workshop No. 07

How to Speak Unicorn: Translating Design for the Digital Age

In order to be effective, a designer needs to do more than simply provide visual solutions to predefined problems. Digital design sits at a crossroads between multiple disciplines – both within an organization (project managers, developers, technologists, stakeholders, copywriters) and outside the organization (audiences, clients, investors, users). We must embrace our role as Translators of Ideas in order to advocate for the value of design in an increasingly technical world. Conversely, we as designers can also gain insight from the constant iteration and incremental improvements of programming methodologies. Michelle will share the lessons she's learned as a designer, translator, and communicator along her journey from design to frontend development. But this isn't just a storytelling session – you will walk away with practical insights into using your design thinking skills to create effective solutions for the digital

space, bridge gaps between disciplines, avoid the struggle of miscommunication, and develop empathy and understanding for your colleagues and your audience alike.

Michelle Schulp

Independent Digital Designer / Developer, Mark-time Media

www.marktimemedia.com

Workshop No. 08

Design Can Change the World

We are living through a moral crisis today, where people are simultaneously more connected by social media and reporting they feel more lonely and isolated than ever. Authentic community demands proximity and engaging one another about our deepest aspirations, concerns, yearning, hope, pain, joy, and promise. At Pollen, we believe human connection is the pulse that sustains our ability to push for solving some of the biggest challenges facing our communities. Design Director Melanie G. S. Walby will be presenting on how we do this through art and storytelling.

Melanie Walby

Design Director of Pollen Midwest

www.pollenmidwest.org

Workshop No. 09

Designing Experiences that Do More and Mean More

The goal of this workshop is to practice designing experiences that matter. We'll explore new tools and theories - plus practice ways to apply these to relevant design problems.

Sarah Herberg and Alex Register

Sarah Herberg - Strategist

Alex Register - Designer

www.dribbble.com/AlexRegister

Workshop No. 10

Cards & Craft with Neenah

Details matter – right down to the greeting card you choose to communicate your message. An eye-catching envelope, the right paper, and the perfect sentiment prove that it's the little things that count. Discover the latest texture trends and greeting card designs, then get crafty and create your own custom cards to tell that special someone you care. Because color and texture paired with outstanding design make for a meaningful message they won't soon forget. Attendees will also receive a special preview of our new hemp product!

Dallas Franklin, Creative Director

Kim Shannon, National Sales Manager

neenahpaper.com