

SNDLONDON

 2017

3 November – NEWS UK



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“THE FUTURE OF MEDIA IS VISUAL”

“Our business is changing at the speed of light. We don’t just want to keep pace; we want to set the pace”

said New York Times chief executive officer **Mark Thompson**.

The Society for News Design (SND) believes in this statement and we invite all creatives to a special face-to-face networking and idea-sharing event – SND London 2017.

SND, for the first time in London, is bringing together the visual journalism community – creative directors, art directors, editors, reporters, illustrators, photographers, video makers, data visualisers and web designers – for a dialogue on innovation and the future of visual journalism.

JOIN THE TOP CREATIVE MINDS IN THE INDUSTRY
FOR A CANDID TALK ABOUT WHAT MAKES OUR WORK
RELEVANT IN THIS TIME OF TRANSITION.



SCHEDULE

Welcome!

Danny Wilkins, Head of Technology, News UK (UK)

Ian Murray, Deputy Executive Director, Society of Editors (UK)

Sara Quinn and **Stephen Komives**, Society for News Design



Deb Withey
Design Consultant (US-UK).
Beyond brainstorming



Ian Bott
Graphic Artist, Financial Times (UK).
From old school to new media



Suzette Moyer
Design Editor, Washington Post (US).
Art Directing via AR and VR projects



Chris Campbell
Infographic Designer, Financial Times (UK).
Mapping at the FT



Sara Quinn
Immediate Past President SND (US).
Celebrating excellence - The very best of news design



Chris Meighan and Amy King,
Emerging News Products, Washington Post (US).
Designing for distributed platforms and niche audiences



Simon Scarr
Deputy Graphics Editor, Thomson Reuters.
Engage and educate



Alan Smith
Financial Times (UK).
FT Visual Vocabulary



Ilya Myasnikov
Educator, Tomsk State University (RUS)
Siberian New Media



09:00-10:00
Registration
(Badge distribution and tea/coffee)

11:30-11:45
Tea/Coffee Break

13:35-14:20
Lunch Break

16:00-16:15
Tea/coffee break

LIGHTNING TALKS



Tony McCabe and Anthony Brannon,
Co-Graphics Editors, The Sun (UK).
72 hours in the newsroom: Grenfell Tower



Marcelo Duhalde
Infographic Designer, South China Morning Post (Hong Kong).
Dissecting the City



Mark Oliver
CNN (UK).
British National Newspaper » US Cable news network



Juan Señor
Innovation (UK).
Why Design Matters - Ten Principles We May Have Forgotten



Marco Hernandez
Digital Infographics, South China Morning Post (Hong Kong).
Digital surprises The lessons learned in the way digital infographics are done



Matt Willey
Art Director, New York Times (US).
From Zembla to the New York Times



Alistair Kroie
BBC World Service & BBC News Visual Journalism (UK).
Best practices in visual journalism worldwide



Neville Brody
graphic designer, typographer (UK)



Sam Joiner,
Interactive News Editor, The Times (UK).
How the Times covered the 2017 UK General Election



Ramachandra Babu, Senior Illustrator, Gulf News (UAE).
Brexit - is Britain coming or going?



Mark Hayman,
Creative Director, Fabulous Magazine, The Sun (UK).
Moving over to being a content creator from an aggregator

SPEAKERS



ALAN SMITH
*Data Visualisation Editor,
Financial Times (UK)*

Alan Smith is the Financial Times' first Data Visualisation Editor. Working with an inter-disciplinary team of visual journalists, he works across the newsroom on all platforms. While Alan's background might be in cartography and Geography Information Systems, he particularly enjoys identifying opportunities not to use maps, something he has written about in his regular 'Chart Doctor' column in the Work & Careers section of the FT. Previously he created the award-winning Data Visualisation Centre at the Office for National Statistics, where he was appointed OBE in the 2011 Queen's Birthday Honours List.



ALISTAIR KROIE
*Designer, BBC World Service & BBC
News Visual Journalism (UK)*

Alistair Kroie is a designer with the BBC World Service and Visual Journalism team. The core ambition of the World Service is to expand its global reach to 500 million people by 2022, a key part of this strategy is the creation of Visual Journalism teams in seven locations around the globe. Alistair has helped guide the work of these teams by developing style guides, templates, workflows and tools for the Designers in these teams. Originally from Australia, Alistair has a background in Children's television working with Nickelodeon and CBeebies where he gained a wealth of experience with media innovations, product strategy, design, and digital content creation. Now based in London, his more recent experience has been with BBC Learning and BBC Media Action.



AMY KING
*Creative Director, The Lily
Washington Post (US)*

Amy King is the editor in chief/creative director for The Lily, and design director for Emerging News Products at The Washington Post. Amy proposed and developed the editorial and creative mission of the lily.com – a product aimed at millennial women that lives exclusively on distributed platforms. In her Emerging News Products role, she has helped to launch The Post's national product suite, Snapchat Discover channel, Apple News and a myriad of other initiatives with industry-leading distributed platforms. Amy came to The Post in 2013 as an art director for the Arts & Style section.



CHRISTOPHER MEIGHAN
*Director for Emerging News
Products, The Washington Post (US)*

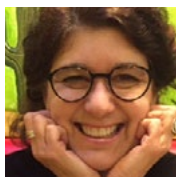
Christopher Meighan is the director for Emerging News Products at The Washington Post. He leads a 30-person team made up of editors, designers and producers. Over the past few years, the team has launched The Post's national product suite, which includes tablet and smartphone apps, a newsletter and an Apple Watch presence. The team also runs many of The Post's distributed platform initiatives, including Apple News, Snapchat Discover and thelily.com. His team operates on an editorial philosophy and design sensibility that takes advantage of the small screen for mobile-first storytelling. The team is consistently in the innovations mindset, knowing that once something is launched, it's on to figuring out what the next big thing will be.



CHRIS CAMPBELL
*Visual journalist -
Financial Times (UK)*

Chris is a Visual Journalist at the Financial Times creating data-led graphics for web and print. Prior to working at the Financial Times, Chris produced data visualisations for the war crimes trials at the International Criminal Court in The Hague.





DEBORAH WITHEY
Design Consultant, US-UK

Deborah Withey, former creative director of The Virginian-Pilot, among other titles, received a Lifetime Achievement award for her work as designer, mentor, and innovator from SND in 2012 which gave her the opportunity (and permission, she figured!) to step away from working exclusively as a visual journalist to developing her own creativity and self-expression as exhibiting artist and art for wellbeing practitioner. But her love of collaboration brought her back to the USA and newspapers last year when asked to create a visual concept from scratch for the North State Journal, a start-up paper for the state of North Carolina. In less than 12 months of publishing the paper was chosen as a 'World's Best-Designed Finalist', (Deb's 6th) and photo team of the year. 'Design thinking' as well as 'design doing' has inspired her to enroll in the new Emerging Media Design + Development graduate program at Ball State where she plans to meld all her past disciplines into something new, yet to be determined!



IAN BOTT
*Graphic Artist,
Financial Times (UK)*

A graphic artist at the Financial Times since 2002, Ian has seen, and been a part of, the FT's evolution from a print-centred product to a true multi-platform, digital news organisation. An illustrator by training, he has worked in newspapers since 1991 with experience in the graphics departments at the Times and Sunday Times in London in the early 90s and The LA Times and other Californian papers in the latter half of the decade. Aside from news graphics, Ian, a qualified pilot, has combined his passion for aviation and technology with his work by producing regular illustrations and information graphics for a wide range of aviation and motoring publications and, as his long-suffering family will attest, spends much of his spare time examining obscure bits of machinery in dusty corners of airfields and museums worldwide



ILYA MYASNIKOV
*Educator, Tomsk State
University (RUSSIA)*

News designer working in Tomsk, Russia since 1994, starting with letterpress typography. Designer, infographer, editor and reporter. Multiple SND Russia winner (mostly in Gorodskaya Gazeta newspaper). Active media consultant and producer. Educator in Tomsk State University, one of the oldest school in Russia, teaching news writing, visual journalism, editorial design and management. Acting dean of the journalism faculty in TSU High School of Journalism, producing the number of SND-winning projects in digital publishing reporting.



JUAN SENOR
*Partner at Innovation Media Consulting
Group based in London. Juan is also a
Visiting Fellow at Oxford University.*

As a Partner at Innovation he has directed projects all over the world helping news operations to re-invent their products and stay relevant with shifting audiences. He has worked and advised hundreds of media companies in every continent. His projects with Innovation have won numerous accolades, in particular Best Newspaper Concept and Design in the World and/or in Europe continuously from 2004 to 2011.

Mr. Senor is a highly-sought commentator on the media industry, quoted frequently in leading publications such as The Economist and The Financial Times. He serves on the Advisory Board of several media companies around the world. He also publishes annually as co-editor of the books Innovations in Newspapers and Innovations in Magazines written on behalf of WAN-IFRA and the FIPP respectively. He is a former journalist and presenter for PBS's NewsHour, Wall Street Journal TV and CNBC Europe and served as London correspondent of International Herald Tribune Television. His work has been nominated for an EMMY and his television programme, Media Report, was voted by viewers as Europe's Best Business Programme. He continues to work as a live events and television host and presenter globally. A Spanish national, he was born and raised in Barcelona and educated in Europe and New York. He is conversant in six languages.



MARCELO DUHALDE
*Infographic Designer, South China
Morning Post (Hong Kong)*

Marcelo is an infographic designer who started his career in 1996 in Chile, working for infographic departments of the main local newspapers until August 2010. From November 2010 to July 2015 he worked for the design team of Times of Oman and Al Shabiba newspapers in the Sultanate of Oman as infographic designer and researcher. Since August 2016 he works at the South China Morning Post in Hong Kong. Throughout his career he has won more than 60 awards in various events such as SND Best of News Design, Malofiej and Wan-Ifra. His work has been published in books, magazines, and infographic/data visualization websites in Europe, Asia and the Americas. He is passionate about his work, enjoys sharing his professional experience and thrives on learning from the people he meets along the way

South China Morning Post

南華早報





MARCO HERNANDEZ
Digital Infographics, South China Morning Post (Hong Kong)

Marco is based in Hong Kong working as Infographic Designer at the South China Morning Post, former Senior Infographic Designer at La Nacion (Costa Rica) and lecturer of Information Design to the Science and Arts University of Costa Rica. His work has been recognized with awards in Asia by Wan-Ifra, in USA by the Society for News Design, in UK by the GEN, in Spain by the SND-E and the BID, among others.

South China Morning Post
南華早報



MARK HAYMAN
Creative Director, Fabulous Magazine, The Sun (UK)

Currently creative director and cover photographer for Fabulous magazine. Designed and launched Fabulous ten years ago and have won and been nominated for multiple BSME art director of the year awards along the way. Previously designed and art directed the Daily Express and Independent newspapers.



MARK OLIVER
Associate Interactive Director, CNN - London (UK)

Mark heads up the London news design team at CNN. Marks mission is to invigorate and visually direct the newsroom, and to build a strong visual journalism team in the London office. Before joining CNN Mark was Head of Graphics for The Telegraph, overseeing both print and digital projects. Mark joined The Telegraph from The Independent of Sunday. Before moving to the UK, Mark worked in Sydney, Australia, and in Kyoto, Japan, an amazing experience which fueled his appetite for design and international exposure.



MATT WILLEY
The New York Times Magazine, Art Director (US - UK)

Matt is the art director of The New York Times Magazine. He is a co-founder of both Port Magazine (2011) and Avaunt Magazine (2015). In 2014 he was named 'Designer of the Year' by Creative Review, and was elected as a member of the Alliance Graphique Internationale (AGI) in 2015. Matt lives in Brooklyn with his wife and two children.

**The
 New York
 Times**



NEVILLE BRODY
Creative director, designer, typographer and brand strategist at Brody Associates (UK)

Brody is acknowledged as a seminal designer specialising in digital design, typography and identity. His insight and passion for pushing creative boundaries informs the work of Brody Associates, the collaborative creative agency he founded.

His main focus is on exploring the edges of visual languages, and seeking an experimental approach to design and communication.

His work over three decades ranges from album sleeves and identities for cultural institutions to corporate work for global businesses.

Brody is also Dean of the School of Communication at London's Royal College of Art. He is a Royal Designer for Industry, and past president of Design & Art Direction, which promotes creative excellence. He lectures globally on design and education.



RAMACHANDRA BABU
Senior Illustrator, Gulf News - Dubai (UAE)

Ramachandra Babu is a Senior Illustrator at Gulf News Dubai, United Arab Emirates since 2004 to date. Prior to that, he was an Editorial Illustrator at the Daily Al Bayan an Arabic Daily and creative director of Your Health magazine. He is blessed with full of talents - a designer, illustrator, infographic artist and a painter. He has been recognized for his creative designs with multiple awards from SND, Malofiej, Wan Ifra and World Press Cartoon. He was born in India and moved to Dubai in 1996 and started his career as a painter. Over the years, Ramachandra Babu has painted portraits and created murals of the Dubai Royal Family and leading business houses in the United Arab Emirates. With his vast experience in the creative and design industry, he is surely one of the best speakers that we have for this conference to share his many creative ways in design that will definitely inspire us.



SAM JOINER
Interactive News Editor, Times and the Sunday Times (UK)

Sam Joiner is the Interactive News Editor of the Times and the Sunday Times. Part of the cross-title digital team, Sam works with journalists and section editors across all Times and Sunday Times desks to bring stories to life digitally.

From quick turnaround content for daily news articles, such as charts and timelines, to large scale, long-running major events like the Olympics or US election, his team focus on adding value to stories and ensuring readers get the most from their digital subscriptions.

Sam is a graduate from the University of Bristol, where he read history. He has previously worked for the Guardian and Microsoft.



SARA QUINN
Immediate Past President, Society for News Design and Media Consulting, (US)

A design and journalism consultant and researcher, Sara Quinn holds the R.M. Seaton Endowed Chair at Kansas State University. She is an affiliate faculty member for The Poynter Institute where she taught full time for more than a decade. She is the immediate past president for the Society for News Design and director of large-scale eyetracking research for Poynter on newspaper, tablet and online reading habits which has been presented in newsrooms and at universities around the world. Her most recent study is Eyetracking Photojournalism, for the National Press Photographers Association.



SIMON SCARR
Thomson Reuters, Deputy Head of Graphics (Singapore - UK)

Simon Scarr is Deputy Head of Graphics for Thomson Reuters, the world's largest multimedia news provider. Simon is responsible for directing information graphics and data visualization products, managing teams in Singapore and London, working on a range of graphics from breaking news to investigative reports. The Reuters Graphics team have been recognised with a number of awards by SND's Best of Digital Design competition, SND-E's Malofiej infographics awards, and others.

He has held previous roles with Reuters, The Herald, Scotland, and the South China Morning Post in Hong Kong, where, as Graphics Director, he played a key role in transforming the use of data visualization and graphics. Originally from the north east of England, Simon is currently based in Singapore and has spent the last 10 years living in Asia.



SØREN NYELAND
Design Editor, Politiken (Denmark)

Søren Nyeland has been Design Editor of the Danish daily Politiken since 1997. He holds a Masters of Design and has led a design development team that resulted in several awards. Among them are: SND's World's Best-Designed Newspaper in 2007, 2012, 2013 and 2015. And notably, the European Newspaper of the Year in 2010 and 2016. Nyeland has served as a jury member at SND, SND/S, SND-Russia and ENA. Nyeland has been an influential speaker at conferences in Boston, Buenos Aires, Helsinki, Istanbul, Moscow, Madrid, Stockholm and Vienna.





SUZETTE MOYER
Design editor, *The Washington Post* (US)

Suzette has been a design editor at The Washington Post since 2015, working in both print and digital spaces. Prior to that, she was a design editor at the Tampa Bay Times and creative director at Bay magazine. She was also the director of design and graphics at the Hartford Courant from 1999-2006.



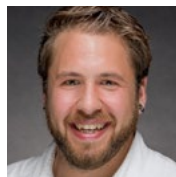
TONY BRANNON
Co-Graphics Editor, *The Sun* (UK)

In 1999, shortly after studying newspaper design and infographics in Newcastle, Tony joined The Sun graphics desk. He freelanced around a number of titles before moving up the ranks to deputy editor in 2002. Tony left the company in 2005 and spent a number of years as a freelance designer and was also Graphics Editor for Channel 4's Dispatches app. He returned as co-editor of The Sun Graphics desk in 2016.



TONY McCABE
Co-Graphics Editor, *The Sun* (UK)

Tony has been in London working on news graphics for 18 years - starting at The Daily Mail before joining The Sun as a junior graphic designer in 2004. He worked his way up to Co-Graphics Editor in 2016, having worked on print, animated and interactive projects.



DANIEL CONNERTH
Founder, *Trendspurt* Germany

Daniel Connerth is founding member of the Trendspurt team, bringing digital transformation to journalism by solving the problems non-coders face when it comes to rich storytelling. Daniel is a web professional and worldwide evangelist for web animation tools (Adobe Animate CC and Tumult Hype), author, trainer and frequent speaker on international conferences such as Adobe MAX and FITC. His passion is enabling storytelling in the digital age.



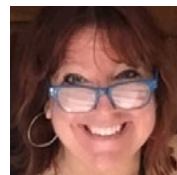
DANNY WILKINS
Head of Technology News UK (UK)

Danny Wilkins is Head of Technology for Newsrooms at News UK. Danny has worked across The Times, Sunday Times and Sun for the last decade, helping to provide Editorial with the best creative tools and keeping an eye on innovation for the future, including experiments with new mediums such as AR and VR.



IAN MURRAY
Deputy Executive Director, *Society of Editors* (UK)

Ian was appointed to the position of Deputy Executive Director of the Society of Editors in April 2017 and is overseeing the Society's work while Bob Satchwell recovers from illness. He is the former Editor of the Southern Daily Echo and the Editor in Chief of Newsquest's Hampshire titles. He stepped down from the role in 2017 after 20 years in the position. Alongside editing the Daily Echo, he was also in charge of the weekly free News Extra Series in the Southampton region, the New Forest Post, and Hampshire Society magazine series. He was the president of the Society of Editors for 2013-2014 and has been a member of the Society since its formation in 1999. Ian formerly sat on the Editors' Code Committee which oversees the industry's Code of Practice



SARA QUINN
Immediate Past President, *Society for News Design and Media Consulting*, (US)



Stephen Komives
Executive Director, *Society of News Design* (US)

Stephen has served the Society in various capacities since 2002: he's judged the annual print competition, served as president of the Malofiej infographics competition jury, co-chaired SND's diversity committee and directed and taught the design quick courses. He also helped organize two annual SND workshops - 2006 in Orlando and 2002 in Savannah, Ga. He spent 20 years in newsrooms - most recently as design editor of the Orlando Sentinel, where he worked for five years. He holds master's degrees from the Columbia University Graduate School of Journalism and from Johns Hopkins University. His first day as SND executive director was Nov. 16, 2009.



TOPICS

10:10 - 10:30

THE VISUAL LANGUAGE OF POLITIKEN

Politiken seeks to point out the difference between the visual language and journalistic campaigns. What does this mean for the newsroom interaction, not to mention design consistency, as seen from a design manager's perspective?

To visualize one of his points Søren Nyeland will present a campaign – 'What's up Europe?' – that was launched in the summer of 2016 in the wake of the dramatic Brexit days that shook Europe. Among other initiatives, Politiken asked 28 newspaper cartoonists from the 28 EU countries to capture the future of Europe with their artistic strokes. This fine selection of cartoons were published all over Europe and got an incredible attention from readers, politicians and European institutions.

SØREN NYELAND, Design Editor - Politiken (Denmark)

10:30 - 10:50

BEYOND BRAINSTORMING

By enforcing "design thinking", it drives innovation and growth in to your business and your life. A guide to unleashing the rich culture of storytelling across all platforms and disciplines more effectively.

DEBORAH WITHEY, Design Consultant, (US-UK)

10:50 - 11:10

72 HOURS IN THE NEWSROOM

The impact of visual journalism
TONY BRANNON, Co-Graphics Editors - The Sun (UK) / **TONY McCabe**, Co-Graphics Editor - The Sun (UK)

11:10 - 11:30

FROM OLD SCHOOL TO NEW MEDIA

How the Financial Times guided a print news artist into the world of multiple web platforms, d3, responsive graphics and more.

IAN BOTT, Graphic Artist, Financial Times, (UK)

11:45 - 12:15

ART DIRECTING VIA AR AND VR PROJECTS

Augmented reality and virtual reality are part of storytelling in today's media. As an art director, how do you fit in? How can you use your skills as a designer to be part of this team showcasing 2D and 3D effects?

SUZETTE MOYER, Design editor - The Washington Post (US)

12:15 - 12:35

DISSECTING THE CITY

Infographics can grow in any kind of environment, that is, everywhere a curious and dedicated researcher could find something that deserves to be explained visually; when the scenario is a big city, the options grow massively, and it is usual to have the unsettling feeling that everything qualifies for an infographic project. So far it seems to be a relative easy task. But the main challenge at this point, and the duty of every infographic designer, is to deliver to the audience visual stories that really matter to them, things from their own city that they did not know or had not seen in a certain way. To achieve a renewed but critical point of view, it is necessary to understand the city, the place of the inhabitant (to be able to tell smart stories), and it will be

mandatory to use the appropriate visual tools (so that stories can reach more eyes).

MARCELO DUHALDE, Infographic Designer - South China Morning Post (Hong Kong)

12:35 - 12:55

DIGITAL GEO-MAPPING

CHRIS CAMPBELL, Infographic Designer, Financial Times (UK).

12:55 - 13:15

BRITISH NATIONAL NEWS-PAPER » US CABLE NEWS NETWORK

After making a recent transition from The Telegraph to CNN, Mark will look at some of the key differences between the two different news environments and how that changes the way they approach design and visual journalism. Walking through some recent work, highlighting a fresh design approach in the newsroom at CNN.

MARK OLIVER, Associate Interactive Director - CNN (UK)

13:15 - 13:35

THE VERY BEST OF NEWS DESIGN

This session offers an exciting look at print and digital winning designs from the Society for News Design (SND) competition. It will showcase creative examples from magazines and general circulation newspapers - daily or non-daily, broadsheet or tabloid, traditional or alternative - from all over the world, from the US and UK to Germany, the Philippines, Dubai and Hong Kong...

SARA QUINN, Media Consulting, (US)

13:35 - 14:20 LUNCH BREAK

WHY DESIGN MATTERS - TEN PRINCIPLES WE MAY HAVE FORGOTTEN

An extra bonus presentation during your lunch! Juan Senior will present a Decalogue for good design for print and digital.

JUAN SENOR is a Partner at Innovation Media Consulting Group based in London

14:20 - 14:50

DESIGNING FOR DISTRIBUTED PLATFORMS AND NICHE AUDIENCES

Emerging News Products for millennial - Chris Meighan and Amy King will lead the Emerging News Products team - a group created to function like a start-up within The Washington Post's newsroom. They have released The Post's nationally focused app, The Post's channel on Snapchat Discover, and most recently The Lily. com, a niche off-platform publication that reaches millennial women that has its own distinct design aesthetic. They also work closely with leading distributed platforms such as Apple News and Facebook. Just three years ago, they were both print designers. They will address the importance of classic editorial design in the digital space, and they will share lessons learned from working with partners and offer insight into what makes their teams capable of quick, innovative product releases.

CHRISTOPHER MEIGHAN, Director for Emerging News Products - The Washington Post (US) / **AMY KING**, Editor in chief/creative director, The Lily - Washington Post (US)

14:50 - 15:10

THE RELEVANCE OF DOING THINGS WRONG AND GIVE TIME FOR LABS

My work is focused on digital production but sometimes there is a print complement, the projects can target solely for digital and sometimes expand to print, but there are also time for labs, experiments that usually provide for experiences to be applied in future projects.

MARCO HERNANDEZ, Digital Infographics - South China Morning Post (Hong Kong)

15:10 - 15:30

ENGAGE AND EDUCATE

From rocket trajectories to crowds of refugees, it's all about engaging and informing the reader. See how the Reuters graphics team combine data, photography, video, text and illustration to deliver interactive graphic explainers on some of the year's most important stories

SIMON SCARR, Deputy Head of Graphics - Reuters (Singapore)

15:30 - 16:00

FROM ZEMBLA TO THE NEW YORK TIMES

During his career Matt has gone from small start-up projects like Zembla, Elephant, MAP and Plastique to working as the Art Director at The New York Times Magazine. Along the way he has launched two of his own magazines; Port and Avant. Matt shares insights on the transition from working in small teams with limited budgets to big teams with huge audiences.

MATT WILLEY, Art Director of The New York Times Magazine, (US-UK)

16:15 - 16:35

BEST PRACTICES IN VISUAL JOURNALISM WORLDWIDE

ALISTAIR KROIE, BBC World Service & BBC News Visual Journalism (UK).

16:35 - 16:55

FT VISUAL VOCABULARY

ALAN SMITH, Financial Times (UK).



16:55 - 17:25

Neville Brody, graphic designer, typographer (UK)

17:25 - 17:45

SIBERIAN NEW MEDIA: HOW STUDENTS PROJECT CAN EXPLAIN LIFE OF UNKNOWN WORLD

How can students learn the basics of the new media? How to make the results interesting for people from different countries? And do we have any compelling reason to go to Siberia as a visual journalist? International student team from Tomsk Higher School of Journalism presents its multiple-winning projects about Siberian wastelands, created in journeys and classroom (without funding).

ILYA MYASNIKOV, Educator - Tomsk State University (RUSSIA)

LIGHTNING TALKS



17:45

LIGHTNING TALKS

FROM PROTOTYPING TO LIVE RESULTS

How the Times covered the 2017 General Election

SAM JOINER, *Interactive News Editor - The Times (UK)*

CREATOR TO AGGREGATOR

Moving over to being a content creator from an aggregator

MARK HAYMAN, *Creative Director, Fabulous Magazine, The Sun (UK)*

BREXIT - IS BRITAIN COMING OR GOING?

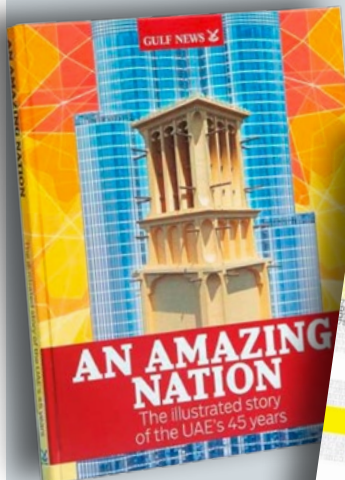
A timeline of Brexit as seen from the other side of the world through illustrations published in the Middle East. Expectations and ramifications will be discussed.

RAMACHANDRA BABU, *Senior Illustrator - Gulf News, Dubai (UAE)*

A Lightning Talk is an informal ~5 minute presentation where anyone can speak about anything they want.

show up and find out for yourself!

There is never a shortage of topics or speakers for Lightning Talks. Sign up now to make sure you have a spot. And see you in London!



**FREE
DESIGN
BOOKS**



Don't forget to bring your business or visit card (plenty), design books drawings during the event.



SND **NYC** MARCH 22–24, 2018.

JOIN US IN NEW YORK CITY FOR SND'S 40TH ANNIVERSARY WORKSHOP

Mark your calendars! SND's 40th anniversary workshop, creative conference and awards gala will be in New York City on March 22–24, 2018. We couldn't be more excited to return to NYC — indisputably the world capital of media and news, which sits at the crossroads of technology, design and innovation. It will be The Society's first Workshop in New York since 1982, when it was hosted by the legendary Lou Silverstein soon after SND's founding in 1979.

If you're interested in suggest sessions and speakers, volunteering and sponsorship, contact Workshop chair **Tyson Evans**.

tyson.evans+snd@gmail.com

<https://nyc.snd.org/>

NETWORKING

JOIN IN THE WELCOME AND POST-CONFERENCE NETWORKING PARTY

Take your networking to the next level before and after the event, where you can continue to build connections after the conference ends. Mingle with individuals from the design community over some drinks and good food!

BEFORE

2 NOVEMBER 2017



WELCOME!!

The Market Porter is a traditional public house and restaurant, bursting with character. Our authentic and rustic pub décor will charm any visitor or wizard. Yes, The Market Porter was transformed into the 'Third Hand Book Emporium' in the film 'Harry Potter and the Prisoner of Azkaban', and was situated next to 'The Leaky Cauldron'! How charming is that!

THE MARKET PORTER

9 Stoney Street
London Bridge
SE1 9AA

Telephone: 020 7407 2495

AFTER

3 NOVEMBER 2017



GRAND FINALE - EVENING AT THE MUDLARK

Famous for scavengers who made a living in the Thames mud You will find The Mudlark in London Bridge within a short stroll of London Bridge, Southwark Cathedral and South Bank - however you won't find another like it.

The Mudlark gets its name from the 18th Century practice of scavenging the muddy Thames riverside for coal, bits of old iron, and any other loot that may have fallen from passing ships. Mudlarks were usually children and almost always destitute. For years our historic pub has been a favourite with the market traders of Borough Market, the oldest fruit and vegetable market in London.

THE MUDLARK

Montague Close, London, Greater London, SE1 9DA Tel: 020 7403 7364

Thank you!

A huge thanks to our partners, sponsors and Speakers!

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Commercial

The Foundry

Based in New York and London, Commercial Type is a joint venture between Paul Barnes and Christian Schwartz, who have collaborated since 2004 on various typeface projects, most notably the award winning Guardian Egyptian. The company publishes retail fonts developed by Barnes and Schwartz, their staff, and outside collaborators, and also represents the two and their team when they work together on type design projects.

Following the redesign of The Guardian, the team headed by Mark Porter, including Barnes and Schwartz, was awarded the coveted Black Pencil by the D&AD. The team was also nominated for the Design Museum's "Designer of the Year" prize. In September 2006, Barnes and Schwartz were named two of the 40 most influential designers under 40 in Wallpaper*.

GULF NEWS



The pathway to millions of readers across the UAE, GCC and wider Middle East

GN Media is the publisher of Gulf News, the biggest selling English newspaper in the UAE. It is also home to the most visited news website in the UAE, GulfNews.com.

GN Media is also the home of the UAE's most popular radio stations, a contract publishing division, and a magazine arm that publishes, among other titles, Friday, the most widely circulated magazine in the country according to BPA.

GN Media is also the owner of GNCars.com, GNClassifieds.com, GNCareers.com and GNProperty.com, the leading classified sites in the UAE.

GN Media owns the largest, and most sophisticated printing presses in the region.

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News UK is the proud owner of a stable of news and media brands that span the most popular to the most respected, cover the highbrow to the lowdown, provide the first flash and the last word.

Our award-winning stable of titles provide world-class news, sport, analysis and opinion to an audience that crosses race, age and class. News UK also owns pioneering ad tech company Unruly, social media tech company Storyful, and leading UK and Irish radio company Wireless Group.

News UK is part of News Corp – a global media business focused on creating and distributing content that educates, entertains, informs and inspires our customers. Anywhere in the world. Online, offline, at work and at play.



Maps4News is a MapCreator service. We are a tight team of map fanatics located in Eindhoven, The Netherlands. We create, design and develop the Maps4News service with passion and a close attention to detail. We are proud of our longstanding relationships with journalists, news organizations and press agencies all over the world.

<https://maps4news.com/us/>



Reuters, the news and media division of Thomson Reuters, is the world's largest international multimedia news provider reaching more than one billion people every day. Reuters provides trusted business, financial, national, and international news to professionals via Thomson Reuters desktops, the world's media organizations, and directly to consumers at Reuters.com and via Reuters TV.

<http://www.reuters.com/>



Graphic News is a specialist news agency based in London with over 30 years experience in the media industry. Graphic News is independent, with a total commitment to the production of infographics of the highest quality.

The core business, the Graphic News Service, is produced for media publishers and covers world news and sport in a succinct visual format. Graphic News caters for large and small publications, both digital and print, in over 75 countries. The graphics are available in six languages - English, Arabic, Dutch, German, Portuguese and Spanish. Less than 7% of the business is in the UK.

<http://www.graphicnews.com>

South China Morning Post

南華早報

South China Morning Post Publishers Limited, headquartered in Hong Kong, is a leading newspaper and magazine publisher in Asia. In April 2016, the media assets and associated businesses of the company were acquired by Alibaba Group, the largest online and mobile commerce company in the world in terms of gross merchandise volume.

South China Morning Post Publishers Limited's flagship publication, the South China Morning Post, is Hong Kong's internationally recognised English language newspaper and has the city's most affluent and influential readership. First published in 1903, the newspaper has developed an enviable reputation for authoritative, influential and independent reporting on Hong Kong, China and the rest of Asia. Available in print, mobile, tablets and online through scmp.com and e-reader editions, the South China Morning Post reaches a global audience with daily breaking news, analysis and opinion, multimedia articles and interactive forums. The South China Morning Post received 200 awards in 2015-16 for excellence in editorial, marketing and technical capabilities. Other titles in the company include the Sunday Morning Post, STYLE, Destination Macau, and The PEAK. ELLE Accessories; and operates Cosmopolitan.com.hk, Cosmogirl.com.hk, Harpersbazaar.com.hk, ELLE.com.hk and EsquireHK.com in Hong Kong.

<http://www.scmp.com/frontpage/international>

Society of Editors

www.societyofeditors.org

The Society of Editors has nearly 400 members. They are as different as the publications, programmes and websites they create and the communities and audiences they serve. But they share the values that matter:

- The universal right to freedom of expression
- The importance of the vitality of the news media in a democratic society
- The promotion of press and broadcasting freedom and the public's right to know
- The commitment to high editorial standards

These values give the society the integrity and authority to influence debate on press and broadcasting freedom, ethics and the culture and business of news media.

Its members are editors, managing editors, editorial directors, training editors, editors-in-chief and deputy editors in national, regional and local newspapers, magazines, radio, television and digital media, media lawyers and academics in journalism education.

<https://www.societyofeditors.org/>



TSU is the oldest university in the Russian Asia, in Siberia, that was founded in 1878 in Tomsk, Russia. It was the First Siberian Imperial University.

<http://en.tsu.ru/>

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Let's take Storytelling to the next level

Rich publishing lab brings digital transformation to journalism. From New York Times to Handelsblatt (leading german economical paper) and local newspapers - but also tabloid or corporate publishing - all are facing the same problem: editors and journalists are not capable of digital storytelling with tools and workflows currently available. We have discovered this throughout years of close cooperation with global publishing houses as service provider, consultants and trainers.

As rich publishing lab, we are problem solvers and build authoring tools, which tackle exactly these issues and enable any journalist to create compelling, interactive multimedia content for all screen sizes and devices.

<http://trendspurt.com/>

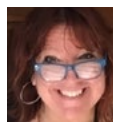
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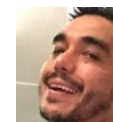
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The Society for News Design (SND) is an international organization for news media professionals and visual communicators – specifically those who create print/web/mobile publications and products. Our members art direct, design, edit, report, illustrate, make photos and video, visualize data – and write code.

Founded in 1979, it is a U.S.-registered non-profit organization with around 1,500 members worldwide. Among other activities, we host an annual Best of News Design competition open to newspapers and magazines from around the world, and a yearly conference (rotating through various cities) that brings in visual journalists from all over the world.

www.snd.org

Our mission

Adopted September 2005 – The mission of the Society for News Design is to enhance communication around the world through excellence in visual journalism. To that end, the Society will:

- Promote the highest ethical standards in all of our crafts
- Champion visual journalism as an integral discipline
- Educate journalists on a continuing basis
- Celebrate excellence in all aspects of journalism
- Encourage innovation throughout our industry
- Provide a forum for critical review and discussion of issues
- Value our unique and diverse international and multicultural character