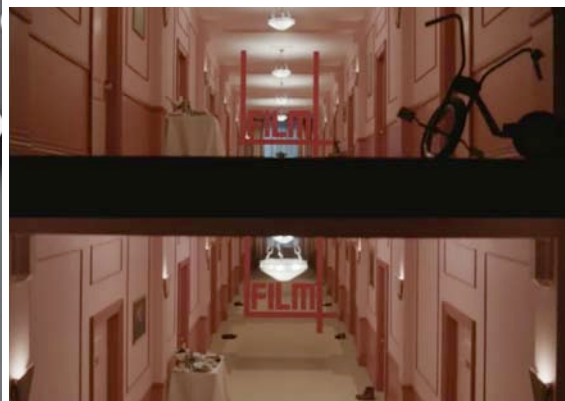


# LONDON DESIGN CREATIVE LAB

Mon 24th July – Fri 28th July 2017



## THE LONDON DESIGN CREATIVE LAB

The London Design Creative Lab is an immersive week of design-focused workshops led by award winning creative talent. Workshop attendees will also be able to attend free of charge, a series of late afternoon sessions.

The Design Creative Lab is your chance to hone your existing talents as well as learn a broad range of core skills that underpin design creativity. You can attend all five days, or just one should you only want to concentrate on a specific area of expertise.

## SUITABLE FOR

Anyone in the creative industry looking to develop a particular skill or to get inspired through learning and doing.

## PRICING

Workshop + Late session £316+VAT members, £395+VAT non-members. Late session only - free to members, £16+VAT non-members.

## PROGRAMME

**Monday 24th July** 9.30am – 4.00pm Workshop: Thinking Strategically About Design, Gill Thomas  
4.30pm – 6.00pm Late session with Kath Tudball, Design Director, The Partners

**Tuesday 25th July** 9.30am – 4.00pm Workshop: Presenting Creative Work, Tom Evans  
4.30pm – 6.00pm Late session with Bruce Duckworth, D&AD President, Co-founder, Turner Duckworth

**Wednesday 26th July** 9.30am – 3.00pm Workshop: Design Work(&Play) Shop, Jim Sutherland  
3.30pm – 6.00pm Late session with Craig Oldham, Founder and creative director, Office of Craig, and Jim Sutherland, Founder, Studio Sutherland

**Thursday 27th July** 9.30am – 4.00pm Workshop: Branding. In Five and a Half Steps, Michael Johnson  
4.30pm – 6.00pm Late session with 2017 design Pencil Winners

**Friday 28th July** 9.30am – 4.00pm Workshop: Design Bravery, Dave King  
4.30pm – 6.00pm Late session with Stuart Radford, UK Creative Director, The Partners, followed by beers and cocktails

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## LATE AFTERNOON SPEAKER BIOGRAPHIES

### **Craig Oldham, Founder and Creative Director, Office of Craig**

Craig's work has been celebrated internationally on television, in press and books, exhibitions and festivals, and been described as "absolutely magnificent" by The Guardian; "passionate and impressive" by Deyan Sudjic, director of the Design Museum; "Superb" by Jeremy Deller; and "Terrific" by Ken Loach.

He moonlights on committees, global awards juries, educational panels, as well as consults for arts festivals and was a former D&AD Trustee.

In just over 10 years, Craig has won almost every industry award going and been named as one of the most influential designers working in the UK today.



### **Katherina Tudball, Design Director, The Partners**

Kath is a multi-award winning designer with 15 years experience. After graduating from Central Saint Martins, she worked at Johnson Banks for over a decade.

With a passion for great ideas that deliver a positive social impact, Kath has worked on numerous projects in the arts, culture, education and non-profit sectors. She has a keen interest in design education, as a regular visiting lecturer and speaker at CSM as well as external examiner for the Graphic Design and Illustration degree course at the Cass School, London Metropolitan University. Kath has appeared as a speaker at various events and is a regular design awards judge. She was elected as a D&AD Design Trustee in 2016 and now leads a design team at The Partners.



### **Jim Sutherland, Founder and Creative Director, Studio Sutherland**

Jim has worked in design for 26 years, founding Hat-trick design 13 years ago. Hat-trick became the number one awarded UK agency in 2012. He left in 2014 and set up Studio Sutherland. He's worked for clients including Royal Mail, British Heart Foundation, Natural History Museum, Kew Gardens and Williams Martini Racing.

He's lectured at many UK universities, the Design Indaba in South Africa, London Design Festival. He's a visiting Professor in Design at Norwich University of the Arts. He's had over 75 pieces of work in D&AD, including a yellow and graphite pencil in 2014 for the storybook 'Hide & Eek!' and served on their executive board for 3 years.



### **Stuart Radford, UK Creative Director, The Partners**

Stuart started his career at Fitch, Radley Yeldar and HGV working with Diageo, Barclays, Royal Mail and Unilever. In 1999 he co-founded Radford Wallis where he gained a reputation for highly creative work for clients including Land Securities, The Design Council, Aviva, Ted Baker, Royal Mail and D&AD. Stuart's work has been widely recognised by DBA Effectiveness, Design Week, The Drum, Benchmark, New York Art Directors, Cannes Lions and the D&AD. He's judged the student and professional D&AD Awards several times and has been involved with educational programmes for D&AD at Ravensbourne College and the Design Symposium North. Stuart joined The Partners in 2011 and leads their London design team.



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## CONTACT

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## THE COURSE

# Thinking Strategically About Design

GILL THOMAS

Design is and always has been strategic – either consciously or unconsciously, either effectively or not. The work we do for clients is commissioned for a reason; it has a job to do and hurdles to overcome. The creative world and that of our client's is becoming more competitive. There are real and tangible benefits in designers developing and presenting their work in a more rounded and strategic way. Resulting work can be more creative, more efficient, more buyable and more effective.



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Gill Thomas  
—  
Independent  
Brand Strategist





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## THINKING STRATEGICALLY ABOUT DESIGN

'Thinking strategically' is not necessarily taught at colleges and can be something that designers feel is for 'the strategist' and not part of their role. There is often a misunderstanding of what it involves and a level of discomfort or reluctance to embrace it.

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This one-day session is designed to give you an introduction to thinking more strategically about your design work. It explores what's involved in thinking strategically and the benefits of doing so and how to use it to your advantage. You will explore 'the four corners' of thinking strategically and consider a range of tips and techniques, which you can apply directly to your current work.

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### LEARNING OUTCOMES

**By the end of this workshop you will:**

— Understand what's involved in thinking strategically about your design work

— Know how to use strategic thinking to make your work more creative, efficient, understandable and buyable

— Get a toolbox of tips and techniques to apply directly to your current work

— Learn how to move beyond decoration and subjective judgement to a more purposeful and rational position

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### SUITABLE FOR

'Graphic' designers not product designers or advertising creatives

— Graphic designers or junior project managers wanting to think more strategically in how they create and present their work

— Those looking to move beyond the label of graphic 'decorators'

— Those working in agencies without access to strategists or those just starting work with a strategist and wanting to work more effectively with them

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### YOUR FACILITATOR

Gill Thomas is an independent brand strategist. She began her career as a graphic designer at the internationally renowned agency Pentagram with a focus and passion on the craft of design. She then spent 18 years at award winning creative agency The Partners, starting as a mid-weight designer rising to a board position of Creative Partner. Gill went independent 10 years ago and made the shift from designer to strategy. Uniquely, she is in the position of 'speaking both languages', working directly with clients and with a number of (small and medium sized) agencies wanting to add a strategic dimension to their work.

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## THE COURSE

# Presenting Creative Work

TOM EVANS

It's a fact that 99 per cent of the creative work produced in an agency never sees the light of day. Much falls at the first hurdle, when the creative people present their idea internally. Other work never makes it through the levels of approval that exist in every agency. Finally, the clients get the chance to kill it off. And, more often than not, they do. Presenting creative work either internally or to the client can be a challenge for even the most experienced creative.

In this course, former TBWA ECD, Tom Evans shows you not only how to present your work and ideas but to do so persuasively.



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Tom Evans

—  
Creative Director  
BleepBleeps





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## PRESENTING CREATIVE WORK

This session is designed to help you increase the odds of your ideas making it to the outside world. It will teach you how to structure an effective creative pitch presentation and present your ideas with more confidence. You'll learn how to pitch your idea or execution so that it's easier for a client to buy it than turn it down as well as learning how to read the mood in the meeting room, and adjust your presentation accordingly. And, perhaps most important of all, how to answer questions that are critical and handle objections in a tactful way. It's an ideal day for those looking for creative pitch development. By the day's end you will emerge as a more confident and more competent presenter.

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## LEARNING OUTCOMES

By the end of this workshop you will:

— Better structure your presentation

— Handle questions and objections effectively

— Present your ideas more confidently

— Secure buy-in for your idea or execution

— Recognise and adapt your own presentational style

— Read the room and adjust your presentation accordingly

— Apply a range of confidence building techniques

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## SUITABLE FOR

Junior to middle weight creative people who are called upon to present work internally and externally

— Creative people who have just been promoted into a senior position such as creative director and wish to brush up their presentation skills

— Account handlers and planners who find themselves involved in creative presentations

— Any person from any agency discipline, or from any type of company, who wishes to present more confidently and with greater success

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## YOUR FACILITATOR

Tom Evans has been a Creative Director on both the agency and the client side. His CV includes stints at Jack Wills, Being, TBWA, SapientNitro and AMX Digital. He also co-founded the award winning digital agency, Mook. But it's Tom's new business, BleepBleeps, which takes up his time now. In addition, Tom is a regular speaker at creative industry events and often serves on awards juries.

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## WHAT THEY SAY

'It was insightful, inspiring and productive. A bit of an eye opener really.'

**Jason Thomson**  
Creative Head, Red Bee Media

— 'Really useful, confidence building, learned a lot in a short space of time. Will stick with me for the rest of my career.'

**Hannah Morgans**  
Engagement Consultant, Benefex

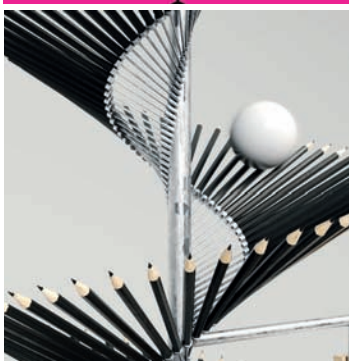
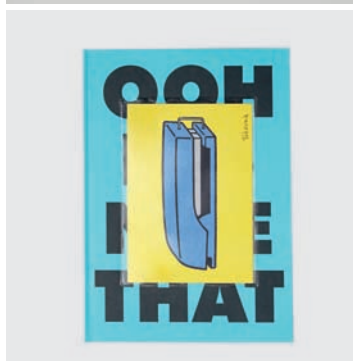
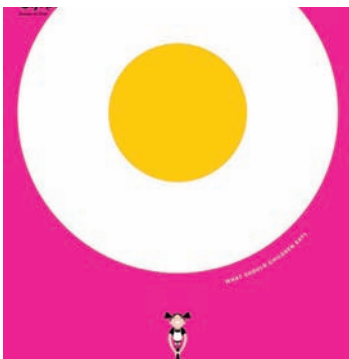
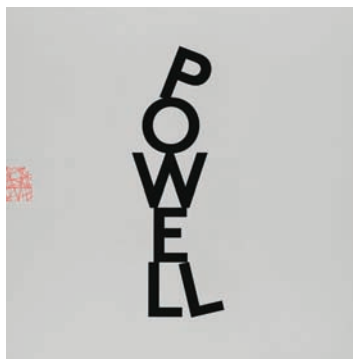
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## THE COURSE

# Design Work(&Play)shop

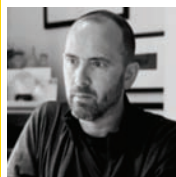
JIM SUTHERLAND

A lot of design work out there is dull and uninspiring. We should be creating work that engages, inspires and interests people, but how can we do this in an industry where efficiency and speed of idea generation needs to be measured against client needs, consumer behaviours and the bottom line? In this course, Jim Sutherland will show you how to generate ideas using a totally different medium – Play.

Creative work can (and should) be joyous. Solutions are there to be unearthed. By learning through doing in this very much hands-on and immersive workshop, you'll get to exercise your brain under the guidance of one of the top designers in the industry.



training



Jim Sutherland  
—  
Founder  
Studio Sutherland





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## DESIGN WORK(&PLAY)SHOP

During this very practical and interactive course, Jim will take you through a series of exercises and activities about ideas generation. Each of these will be based around a previous live project example, which will be shown before, during or after the exercises.

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Be sure to leave your laptop at home as you won't need it. Just be prepared to cut things out, write things down, draw and stick things together. Don't expect an easy session though – there'll be lots of discussion and interrogation of your ideas, looking at what could make them better. You get to learn through practicing, presenting, discussion and critiquing.

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At the beginning of the workshop you'll get your very own Work(&Play)book, full of exercises and tasks that you'll go through during the day. By the time you leave, it'll showcase all of your creative designs.

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### LEARNING OUTCOMES

**By the end of this workshop you will:**

—

...Be tired and hopefully inspired!

The activities will explore the different disciplines within the design industry looking at branding, typography and copy driven exercises to broaden your insight

—

Look at the design process in a new and different way to create unexpected outcomes, satisfy your curiosity and change your perspective on what design can be

—

Force yourself to think through doing rather than sitting in front of the computer

—

Experience collaboration with other designers as well as working as an individual on a project

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### SUITABLE FOR

Designers and creatives within the design and advertising sector looking for inspiration and new ways to approach design ideation

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### YOUR FACILITATOR

Jim Sutherland has worked in design for 26 years – he worked at The Partners and HGV before founding Hat-trick design 13 years ago. Hat-trick became the number one awarded UK agency in 2012. He left in 2014 and set up Studio Sutherland. He has worked for clients including Royal Mail, British Heart Foundation, Natural History Museum, Norwich University of the Arts, Land Securities, Prostate Cancer UK, Kew Gardens, Scottish Opera and Williams Martini Racing. He has lectured at many UK universities, the Design Indaba in South Africa, and the London Design Festival. He is a visiting Professor in Design at Norwich University of the Arts. He has had over 75 pieces of work in D&AD, including a Yellow and Graphite Pencil in 2014 for the storybook 'Hide & Eek!' and served on their executive board for three years.

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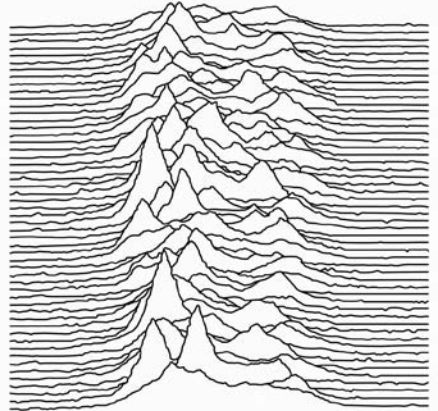
Dear  
Sir/Madam,  
Why do Sir  
and Madam  
always come  
in that order?



Yours,  
Laura

Laura Bates (St John's College 2004), founder of [everydaysexism.com](http://everydaysexism.com)  
[cam.ac.uk/YoursCambridge](http://cam.ac.uk/YoursCambridge)

Dear World,  
We designed that  
t-shirt you love.



Yours, Jocelyn and Antony

Jocelyn Bell Burnell (Murray Edwards College/New Hall 1965) and  
Antony Hewish (Churchill College 1942) discover first radio pulsar in 1967  
(discovered later by Joy Division) [cam.ac.uk/YoursCambridge](http://cam.ac.uk/YoursCambridge)

## THE COURSE

# Branding. In Five and a Half Steps

MICHAEL JOHNSON

This session is designed to demystify branding and give those who attend a much clearer understanding of what it means, and what it does. Drawing and building on his bestselling book of the same name, Michael Johnson shows how to firstly define, then design brands that make a difference.



training



Michael Johnson  
—  
Creative Director  
and Founder of  
johnson banks





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## Branding. In Five and a Half Steps

Taking inspiration from Johnson Banks' portfolio of blue chip, cultural and charity clients, and applying what he's learned in 25 years at the coalface, Johnson gets under 'the bonnet of branding'. In an intense day of workshops, discussion, thinking, writing and design, key insights will be revealed that you'll be able to apply in your own work.

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### LEARNING OUTCOMES

**By the end of this workshop you will have:**

- Learned new ways to analyse a market, how to 'map' it and look for gaps and opportunities
- Tested out Johnson's own brand model to clearly define a brand's verbal and strategic basis
- Taken at least one example through, from research to narrative, to naming, then design
- Seen and heard examples throughout the day backing up each of the stages of the process, including in-depth examples of Johnson's own projects and case-studies from across the world
- Gained unique insights into both the strategic and design sides of the process, when and how they interact and how each side can learn from the other

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### SUITABLE FOR

- Anyone who wants a better understanding of the full spectrum of the branding process
- Marketing and communications directors and managers
- Designers
- Anybody who is employed in the communications industry
- *Ideally participants will already have some experience/knowledge of branding*

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### YOUR FACILITATOR

Michael Johnson is Creative Director and Founder of Johnson Banks, the award winning branding consultancy. He is a frequent speaker on branding and a decade ago served as our president at D&AD. Johnson Banks' clients include the Science Museum, charities such as Shelter and Unicef, blue-chips such as Virgin Atlantic and the internet pioneer Mozilla. Michael's projects make a creative impact, as demonstrated by his seven Yellow and one Black Pencil, from fourteen nominations, at D&AD. And they also make a measurable impact too – his work for the University of Cambridge raised £310 million in just one year. As you might expect, Michael is passionate about the subject of branding – if you want to know how it works, what it can do, and use it to your advantage, then this is the session for you.

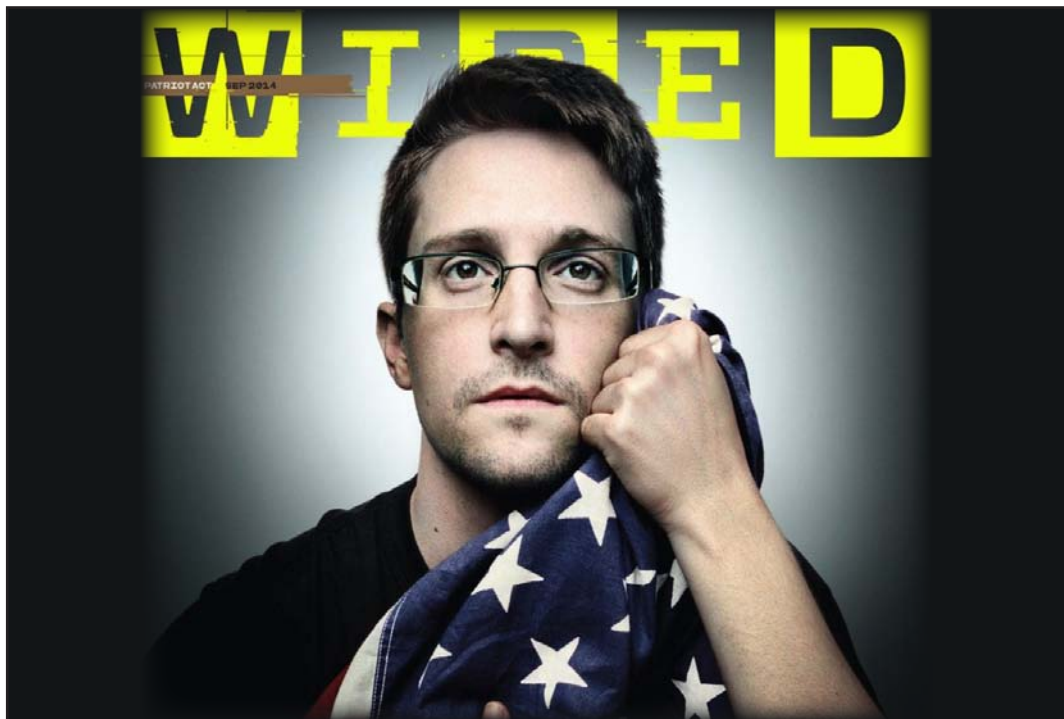
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## THE COURSE

## Design Bravery

DAVE KING

Bravery and creativity go hand in hand. The most powerful design work and the most reputable designers are relentlessly brave. To create effective work with genuine stand-out impact, you have to be brave enough to do something other people aren't. Being brave does not mean being fearless though. Fear is a natural and inevitable part of life – the good news is bravery is a choice and a skill that can be learnt.

Practicing bravery will help you forge better working relationships, create memorable, impactful work, and see that work through to completion – no matter what obstacles get thrown in your way.



training



Dave King

—  
Design Director  
StudioLR



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## DESIGN BRAVERY

The whole day will be interactive, with a mixture of group and solo projects and short exercises punctuated by Dave's mini-lectures. These mini-lectures will draw on Dave's industry experiences (good and bad), insights gathered from the bravest creative minds across the globe, and case studies of the bravest design work around.

You'll leave Dave's hands-on session with a series of practical techniques that you can put to use in your own work and in the way you work with your colleagues and clients.

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## LEARNING OUTCOMES

### By the end of this workshop you will:

—  
Have the confidence to step out of your comfort zone and challenge your limitations – tackling fear, perfectionism, procrastination and the gaps in your skills.

—  
Be inspired to challenge convention and relish the potential in every brief – big or small.

—  
Learn to be courageously creative – to be more open with your ideas, to stop self-editing, and to give new ideas a chance

—  
Learn to show vulnerability and put genuine emotion into your ideas and your presentations, leading to more memorable and impactful work.

Have the tools to talk intelligently about the risks and rewards associated with outstanding creative work.

—  
Learn to lose your ego, to take feedback, to listen, to empathise, and to work more collaboratively to create remarkable work and improve your studio's culture.

—  
Gain the confidence and resilience needed to fight for great work and overcome seemingly immovable obstacles.

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## YOUR FACILITATOR

Dave King is Design Director at StudioLR. Working with clients like Prudential, SSE, Balfour Beatty, John Lewis, and the National Trust, his ethos is to design for real people and to try to make a difference to their lives... thinking about who's going to experience the work rather than who's creating it or who's paying for it. Dave lectures at Napier University, judged at the 2016 D&AD Awards, and has given talks at New Designers and D&AD. He was awarded the Marketing Society Scotland's Rising Creative Star Award 2016. Crucially, his D&AD-winning work for Seamab School very nearly never made it... if it wasn't for a bit of bravery and positive thinking.

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## SUITABLE FOR

This session is aimed at designers and creatives in the first seven years of their career.

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It's particularly useful for anyone starting to find their comfort zone in the industry and looking to take a step out of it.

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If you want to create brave, powerful design that will be remembered, this is for you.

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