



2017 Wood Pencil Winner | Digital Design | Digital Installations | Dentsu Inc.

## THE COURSE

# Creating Emotion in Digital Experiences

ALEX LAMPE

Artificial Intelligence might just take over the world. Right now, you can talk to your car, your boiler and even remotely peek into your fridge to see what you need to buy for dinner.

The Internet of Things is, and continues to connect everything we own to the Internet. But how can we leverage the accelerating world of technology to create experiences that really connect with people? And how on earth do you articulate them?



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training



Alex Lampe  
—  
Digital Designer  
/ Developer and  
Director  
Wiedemann Lampe





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## Creating Emotion in Digital Experiences

This is a short, sharp half-day workshop that will get you thinking through your heart, mind and eyes. You will explore how to create relevant digital innovation that put humans first – you know, those sensitive souls made up of fear, joy, sadness, disgust and anger in various measures.

Next you'll get to turn those ideas into something that is tangible, beautiful and feasible. Then it's playtime, where you'll put the experience into the hands of people, so you can test your idea and learn from it.

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### LEARNING OUTCOMES

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

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- Know how to embrace the role of emotion in digital experiences
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- Create experiences that span two or more connected devices
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- Clarify your ideas into simple viable products
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- Understand how to pair human need with functionality
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- Work with design systems that work across multiple devices
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- Prototype complex interactive ideas

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### SUITABLE FOR

- Creative people who are interested in how to connect with people through technology
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- Any marketing or business professional who is interested in the Internet of Things, but doesn't know where to start
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- Account people and planners
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- Marketers

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### YOUR FACILITATOR

Alex Lampe a digital designer / developer and the director of Wiedemann Lampe, an Interdisciplinary Brand Design Consultancy. Alex set up Wiedemann Lampe with Benji Wiedemann in 2007, with a view to create completely integrated brands, stories and experiences. Alex has worked with world leading brands and projects and has won awards including DBA Inclusive Design Challenge, Design Week Awards, D&AD and New York Art Directors Club to name a few. Recent projects include a digitally integrated experience for the Wildlife Photographer of the Year exhibition and design of the 3D printing exhibition at the Science Museum, which won a D&AD nomination. Prior to setting up Wiedemann Lampe, Alex worked at renowned brand agency, Lewis Moberly. Alex graduated from the Surrey Institute in 2000 with a 1st class in graphic design and is a D&AD Yellow Pencil winner.

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### CONTACT

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