



2014 Black Pencil Winner | Digital Marketing | Online Branded Film | Forsman & Bodenfors

## THE COURSE

# Prototyping Your Creative Ideas

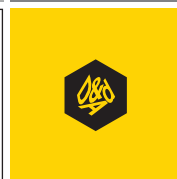
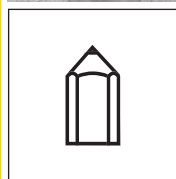
BO HELLBERG

Visualising or imagining how an idea or a concept will take shape can be tricky. One of the things that can stand between your digital idea and making it come to life is how well you can explain and share it with your team and your clients. One way to do this is through Rapid prototyping - a technique that can get to a live demo of your digital idea quickly and visually. Making your idea understandable to others is an important part of conceptual development. Through rapid prototyping, you'll make your work more considered, feasible and resilient to criticism.



Bo Hellberg

Creative Director,  
Copywriter and  
Speaker





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## PROTOTYPING YOUR CREATIVE IDEAS

In this half-day workshop, you'll review iterations of prototypes for existing applications and experiences. The course covers everything from card techniques for interface design to interactive programmes; from how to simulate experiences in VR to the tools, techniques and approaches that will allow you to prototype in the workplace.

You'll also have the opportunity to bring your own idea and make it come to life as a prototype. By the end of the session, you'll be certain that your concept works and is represented in a suitable and animated way.

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### LEARNING OUTCOMES

By the end of this workshop you will:

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Understand the key components of successful prototyping

—  
Learned what products and experiences look like in evolutionary stages

—  
Have gained a hands-on understanding of prototyping techniques

—  
Developed a prototype for your own project, product or experience

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Presented and received feedback for your prototype

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### SUITABLE FOR

Creatives, designers, developers, marketers - anyone involved in conceptual digital development

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Anyone who want to improve how to develop or present digital ideas

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### YOUR FACILITATOR

Bo Hellberg reckons his job is tougher than most other session leaders on our Creative Training programme. As he says, "digital evolves so fast, so what I teach has to, too". The result is that his D&AD workshops are never the same. Dealing with constant change is something Bo does all the time. He is known for his creative and strategic grasp of the power of digital and its fast-moving ways. And he's regularly found judging awards and speaking about digital at industry events. His experience goes way back, including spells at Lowe, BBDO, DDB, Megalo & Company, and Ogilvy. Most recently, he was Executive Creative Director at Edelman.

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### CONTACT

For more information:  
[www.dandad.org/training](http://www.dandad.org/training)

T: 020 7840 1154  
E: [training@dandad.org](mailto:training@dandad.org)

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