

## THE COURSE

# Creating Ideas for Branding and Design

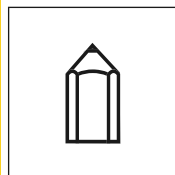
JIM SUTHERLAND

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.



Jim Sutherland  
—  
Founder  
Studio Sutherland





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## CREATING IDEAS FOR BRANDING AND DESIGN

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:**

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...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

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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

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

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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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## CONTACT

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