



~~University of~~

~~Central~~

~~Source~~

Sixth Annual Design Conference

Friday April 10th

217 Clark Street

ART CENTER

Warrensburg, MO 64093

7:10 am

Registration  
Opens



9:00 am -

12:00 pm

# PROFESSIONAL DEVELOPMENT WORKSHOPS

Additional fee required Pre  
registration required

Fee: \$75

Enhance your skills and build your  
practice by attending a professional  
development workshop with  
industry leaders. Pre-registration  
and an additional fee is required.  
Registration will open later this  
summer.

Lawrence Azerrad  
Ram Castillo  
Janet Kestin  
Rhonda Page  
Vikki Ross



9:00am - 12:00pm

S/Ppsia



# Choose From 3 Topics

## Digital Craft

hosted by:

David Schwartz



## Culture and Criticism

hosted by:

Andrea Lipps

## In-House

hosted by:

Diane Domeyer



12:00

# LUNCH DESIGN (ON YOUR OWN)

Visit our  
partners  
booths in  
the Design  
Fair and get  
introduced  
to the newest  
products on  
the market  
designed to  
help you get  
the job done.

# FAIR OPENS



12:15pm - 1:45pm

ADOBE  
mini

WORKSHOPS

Join Adobe in the Design Fair throughout the lunch breaks on Tuesday and Wednesday for 30-minute training workshops on their latest products and services.

**Adobe Stock: Ideas at your Fingertips**  
**Responsive Design**

**Mobile Apps and Creative Cloud for Designers: Everything You Need to Create Your Best Work**

12:30pm - 1:30pm  
Roundtables


**Pre-registration required**

Michael Bierut  
AIGA Medalist Liz Danzico  
Jessica Hische  
AIGA Medalist Dan Mall  
Debbie Millman  
Paula Scher

**Sit down for a  
conversation with  
design legends  
and luminaries.  
Pre-registration  
is required.**

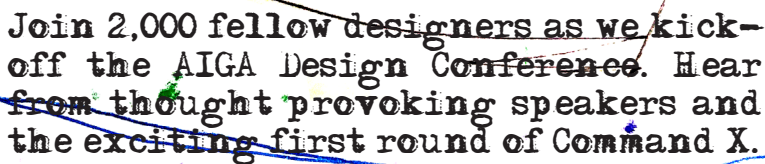
**You may only  
sign up for one  
roundtable during  
the conference.  
Registration will  
open later this  
summer.**





# 2:00PM - 6:30PM GENERAL SESSION

Join 2,000 fellow designers as we kick-off the AIGA Design Conference. Hear from thought provoking speakers and the exciting first round of Command X.



# General Session

## CALM TECHNOLOGY:

DESIGNING  
FOR  
THE  
NEXT  
GENERATION  
OF  
DEVICES

2:15pm - 2:45pm

The world is made of information competing for attention. People cannot interact with everyday life in the same way they interact with a desktop computer. Calm technology describes a state of technological maturity where a user's primary task is not computing, but being human. The idea behind calm technology is to have smarter people, not things: Devices used to take advantage of location, proximity, and haptics to help improve people's lives instead of getting in the way, designers making apps ambient, while respecting privacy and security. This talk will cover how to use principles of calm technology to design the next generation of connected devices, exploring notification styles, compressing information into other senses, and designing for the least amount of cognitive overhead.



Amber Case

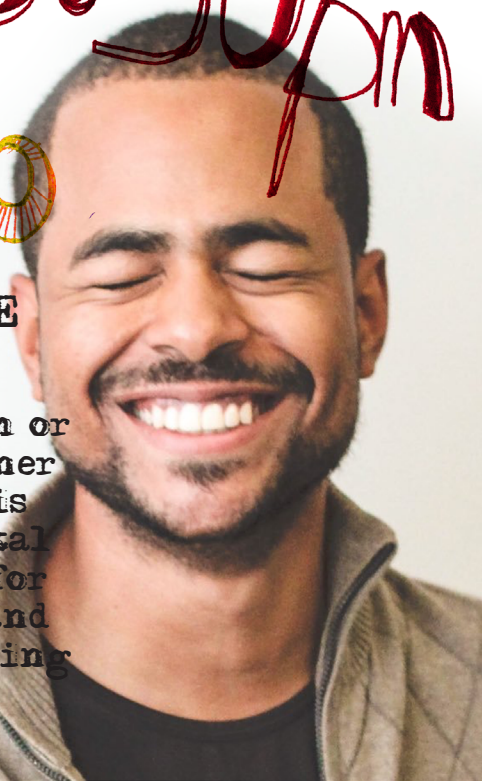


3:00pm -

Diógenes 3:30pm  
U Brito

DESIGN AS A SERVICE:  
EARNING A SEAT AT THE  
TABLE

If anyone can learn Sketch or Photoshop, what's a designer good for, anyway? In this session, learn how a digital designer stays prepared for the future, competitive, and competent in a fast-changing job market.



3:30pm - 4:15pm

NETWORKING  
and  
Refreshments

Sponsored by Adobe



4:15pm - 4:45pm

Mike Monteiro

## LET US NOW PRAISE ORDINARY PEOPLE

Companies promise to change the world, but how they intend to do that isn't always beneficial and the changes don't always serve the public good. Rather than accept the world as designed by corporations, change needs to come from not just how our society is designed, but who is designing it.





4:45 - 5:15 pm

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A

AND

X


Warrensburg

Emcee Sean Adams introduces and judges. The first design projects are presented.

Sean Adams  
Dana Arnett  
Stanley  
Hainsworth  
Bonny Siegler

SPONSORED BY LG

5:15pm 5:45pm  
Performance  
BY QUNNDAR



Named after Qunndar tones, the transmission beeps heard during early manned-spaceflight missions, this part theory, part band ensemble selects archival materials and folds them into ambient, electronic, and experimental music. Just as early astronauts inevitably improvised within heavily rehearsed mission choreographies, this performance begins with a carefully mapped out strategy that becomes surprisingly improvisational in real-time.



5:45 pm - 6:00 pm

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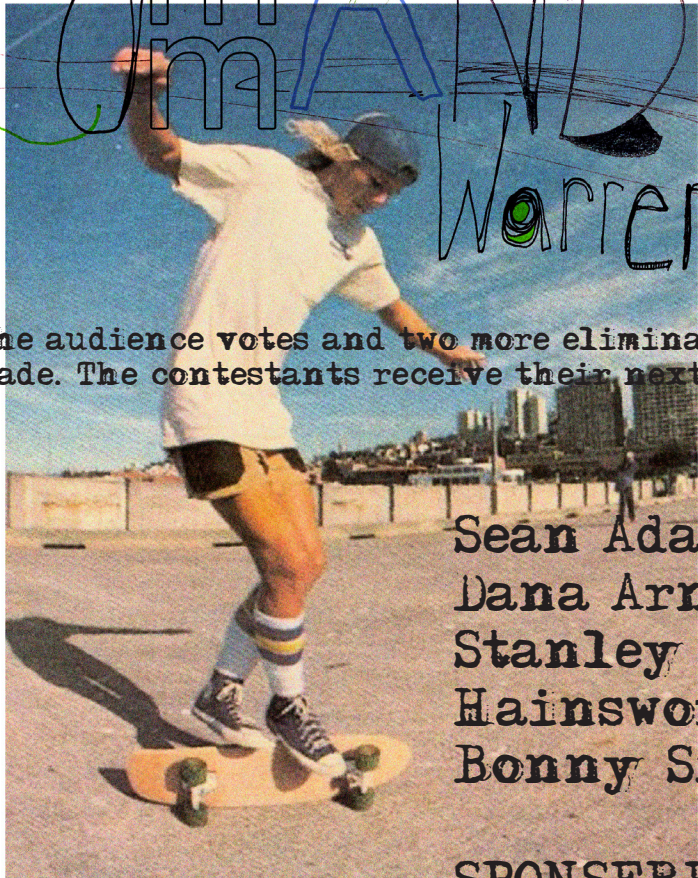
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Warrensburg

The audience votes and two more eliminations are made. The contestants receive their next assignment.

Sean Adams  
Dana Arnett  
Stanley  
Hainsworth  
Bonny Siegler

SPONSORED BY LG






# GEMMA O'BRIEN

6.00pm  
to  
6.30pm

## FROM THE COURTROOM TO THE STUDIO



For Australian lettering artist Gemma O'Brien, adaptation has shaped her career ever since she dropped out of law school in 2006 to study design. In this session, she will discuss how she continually reshapes her craft to fit new media and cultural trends, while discovering new ways to work by hand in the digital age.

6:30

HAPPY HOUR

A hand-drawn poster featuring a large, stylized 'PM' at the top. The 'P' is outlined in blue with a brown and orange vertical stroke on its left side. The 'M' is solid black with a blue outline. Below this, the words 'OPENING NIGHT' and 'RECEPTION' are written in a tall, thin, outlined font. A large, thin, hand-drawn 'S' shape curves from the bottom left towards the right, passing behind the text. In the bottom right corner, a list of names is written in a cursive, hand-drawn style.

PM  
OPENING NIGHT  
RECEPTION

Jessica Helfand  
Ram Castillo  
Tina Essmaker  
Ryan Fitzgibbon





6:45pm - 8:00pm

student and emerging designers  
portfolio review

Sponsored by 3M

9:45 - 10:00 pm

# TYPE QUIZ

Whether a true type geek or typographically challenged, those who know a little type trivia might be ready to take the 2018 AIGA Type Quiz. This years quiz promises to be more fun and more rewarding than its predecessors. There will be prizes: T-shirts, fonts, books on type, posters, and more The answers will be multiple-choice, so even those who don't know that a pica is not exactly one-sixth of an inch or that Matthew Carter is a Red Sox fan will have a one-in-four chance of getting the right answer. And, for typographic heavyweights, there will be a few varsity questions with even bigger prizes.

