

**SATURDAY, SEPT. 23, IN CHICAGO**

**A LOW-COST, ONE-DAY VISUAL JOURNALISM WORKSHOP, FOR CHARITY!**

# Designing For a Difference



PRESENTED BY RON REASON, HOSTED BY COLUMBIA COLLEGE-CHICAGO

*Cost? Just \$95! With 100% of proceeds directly benefitting the Leukemia & Lymphoma Society*

**SOUNDS COOL, TELL ME MORE!** This one-day workshop will sharpen your ability to produce smarter news publications that actually make a difference in the lives of today's readers, and to think more critically and helpfully about your own work and that of your newsroom. It's not just tips, tricks and trends for today - come boost your brain for the long-haul! Intended for newspaper and news magazine editors, designers, managers, reporters, artists and photographers.

**PART 1, MORNING:** Presentations take you inside the minds of leading design editors and inside the newsrooms where practical innovation is happening. Tentative topics include:

**Front page promotions:** *Tell* (stories), *compel* (readers) and *sell* (papers)!

**Time-starved readers** are not brain-starved readers

Forget what you learned in college about **good headlines**

So, you think you **know your readers**?

Beyond the inverted pyramid: New **story forms** you can use today

What **targeted business publications** can teach mainstream papers

**Simple graphics**, even on a shoestring budget

**Converging print with web:** empowering the copy editor and designer

[Plus: Audience choice: Email us about your top training needs!]

**PART II, AFTERNOON:** A more detailed and thoughtful critique than you'll get anywhere else! This is an intensive review of participants' work in a group setting, with comment, debate and deconstruction/reconstruction by faculty as well as attendees. We'll critique your designs as well as your language, and your thinking skills. (Ideal for managers or supervisors!) All confirmed attendees will be required to send PDFs of up to four page designs, via email one week prior to the program, for evaluation by faculty in advance and inclusion in the critique.

*Are you redesigning your paper, a section or just a page?* Inquire about sending your prototypes in advance for a special group review during this session!

**TO REGISTER (OR ASK A QUESTION):** Simple! Email Ron Reason at <ron@ronreason.com> with "Chicago Design Workshop" in the subject line and tell a bit about yourself and why you want to attend. Space is limited, with preference given to inquiries made by Aug. 22. You'll receive detailed instructions on how to send your \$95 payment directly to the Leukemia & Lymphoma Society, directions to Columbia College, details on PDFs needed for the critique, and more. This low cost is 100% tax-deductible; all services of presenters and hosts are donated. [Don't have a training budget? Check with your company's charitable giving director to see if they can help!] Questions? Email <ron@ronreason.com>

## **SPEAKERS INCLUDE:**

Ron Reason, *Poynter Institute* Visiting Faculty and Design & Editing Consultant (*Crain's Chicago Business, Advertising Age, Harvard Crimson, Dallas Morning News, Emirates Evening Post of Dubai* and more)

Jennifer George-Palilonis, Journalism Graphics Sequence Coordinator, *Ball State University*, and author of "*A Practical Guide to Graphics Reporting*" (see [amazon.com](http://amazon.com))

Eric White, Design Director, *Chicago Sun-Times*

Chris Courtney, Design Director, *Red Eye*

Betsy Edgerton, *Columbia College, Department of Journalism*, magazine track chair; former editor, *Crain Communications*

Can't attend but interested in a **detailed, low-cost critique** of your paper? See [www.ronreason.com](http://www.ronreason.com) for a limited-time offer!