

MASTERCLASS SERIES

Wednesday 17th February, 2010 PricewaterhouseCoopers, Sydney

PRESENTED BY: OLIVER REICHENSTEIN
CEO, information Architects (Tokyo)

News and The Spectrum of User Experience

The X|Media|Lab Masterclass series gives you unparalleled access to some of the world's leading digital media professionals who share with you their insights and knowledge over a structured three-hour elite course.



DESCRIPTION

In order to design a business you need to understand the full spectrum of how it's experienced: Managers, journalists, editors, marketers, advertisers, tech, readers, market communication -- each party has it's perspective, each party has it's own "user experience". And each party is important.

Digital news design doesn't start with the information architecture or the typographic grid of a site. It starts with the question: How will we make money? And it comes to a full circle when you can answer the question: What do we do to make sure that our readers need us?

MASTERCLASS OUTLINE

1. **WHAT IS AN INTERFACE?**
Basics of User Experience
2. **BUSINESS - Value**
From business idea to business plan
3. **TECHNOLOGY - Speed**
From prototype to launch
4. **DESIGN - Simplicity**
From sketch to style guide

MASTERCLASS SERIES

Wednesday 17th February, 2010 PricewaterhouseCoopers, Sydney

OLIVER REICHENSTEIN

Oliver Reichenstein is the CEO of information Architects – nominated by *Corriere Della Sera* as “one of the best-known design agencies in the world”.

Building a series of news sites such as tagesanzeiger.ch, zeit.de and krone.at over the last four years, iA is a one of the designer voices for what is currently discussed as “the future of news”. iA runs offices in Zurich and Tokyo. Their designs currently generate 3.4 billion page views per year, and these sites are growing.

Oliver founded iA in Tokyo in 2005 and has since become an international figure in the design community and known for his various articles on web typography, user experience design and the Web Trend Map.

Prior to moving to Tokyo in 2003, Oliver was the senior interactive brand consultant for Interbrand Zintzmeyer & Lux in Zurich. He studied computer programming as a kid in the early 80ies and studied Philosophy in Basel and Paris.

www.informationarchitects.jp

DATE Wednesday 17th February, 2010

VENUE PricewaterhouseCoopers,
201 Sussex Street,
Sydney NSW 2000

TIME 9.00am – 12pm

For further information please contact:

Megan Elliott, Director,
X|Media|Lab megan@xmedialab.com
www.xmedialab.com

\$200 + GST

INDUSTRY MEMBERS:

(AIMIA, IAB Australia, Media
Federation of Australia members)

Only 15 places available

\$200 + GST

Media 2010 Delegates
mUmBRELLA Subscribers

\$270 + GST

Full Registration