

16–17 September

infodesign ed 2002

IIID
IDA
DEED
IDN

programme update

as per 2 August 2002

An international conference organized by
International Institute for Information Design (IIID)
Information Design Association (IDA)
Design Education Association (DEED)
Information Design Network (IDN)

Organizing committee:
Sandra Harrison *Coventry University, UK*
Clive Richards *Coventry University, UK*
Peter Simlinger *IIID, Austria*
David Sless *CRIA, Australia*
Sue Walker *The University of Reading, UK*

Monday 16 September

10:00

IIID forum led by Peter Simlinger
*Professional challenges and post-graduate
information design education*

12:30

Lunch
(participants will find their own refreshments on
campus)

The **infodesign ed 2002** conference begins:

14:00 – 18:00

Universities and colleges will provide poster displays
about their information design provision, and engage
in discussion with each other and representatives
from industry. The aim is to compare the concepts
and courses offered with the requirements of the
trade and industry they serve.

There will be an opportunity to look at examples of
early information design from collections within the
University.

18:00

Reception and drinks with light refreshments

18:30

The significance of Isotype An illustrated talk by
Michael Twyman

Tuesday 17 September

09:30

Welcome

Keynote address: Paul Stiff, Reader in Typography &
Graphic Communication at The University of Reading
Title to be announced

Keynote address: Peter Simlinger, IIID Director, Vienna
and Ludwig Haskins, information designer, London
*Global concerns and how artificial intelligence will affect
information design*

Papers will include:

Gill Chapman and Noel Williams, Sheffield Hallam
University, UK
Information design in the third dimension

Carel Kuitenbrouwer, School of Journalism, Utrecht,
The Netherlands
Editorial design: form and content (provisional title)

Frank Cronk and Jill Dacey, University of Idaho, USA
*Breaking barriers: a model for educating a university
community*

Liv Nielsen, Oslo University College, Norway
Design dialogues

Andreas Schneider, Institute for Advanced Media Arts
and Science, Gifu, Japan
The design of design education

Judith Moldenhauer, Wayne State University, USA
*Storytelling and the personalization of information:
a way to teach user-based information design*

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Contact us

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Accommodation

We have reserved a small number of rooms in a university hall of residence for the night of 16 September.

These will cost £37.50 (£44.07 incl. VAT) for bed and breakfast, to be paid nearer the time of the conference.

Please indicate on the booking form if you would like one of these rooms to be reserved for you.

We can provide a list of hotels and guest houses for delegates who would prefer to make their own arrangements for overnight accommodation.

Conference fees

The conference fee is £125.00

(for IIID, IDA, DEED, IDN members: £85.00
and for students: £15.00)

This includes tea and coffee on 16 September and tea, coffee and lunch on 17 September.

Getting to Reading

From the airports:

- If you are coming from **Heathrow**, take the Rail Air coach to Reading Railway Station.
- If you are coming from **Gatwick**, take the train to Reading Railway Station.
- If you are coming from **Stansted**, take the express train to London Liverpool Street, then the London Underground to Paddington station, and then the train to Reading Railway Station.
- If you are coming from **Luton**, take the train to Farringdon, then the underground to Paddington, and then the train to Reading.

From London:

The best connection from London to Reading is by train. Trains leave from London Waterloo to Earley (which is a station local to the part of the University campus). Journey time 1.20 hrs plus a 15-minute walk to the department. You can also travel from London Paddington to Reading Railway station.

At Reading Railway Station take a taxi to the University (this is much easier than trying to find the correct bus). The taxi will cost around £6.00.

If you are **staying on campus** you need to ask for **Windsor Hall in Upper Redlands Road**.

- If you are **arriving on Sunday** and the door is open then the porter will issue your key and direct you to your room. If there is nobody there, or the door is locked, please use the yellow telephone to the left-hand-side of the outside of the door to call security who will then contact the duty manager who will come and help you.
- If you are **arriving on Monday** the door will be open and there will be someone there to help you.
- From Windsor Hall it is a short walk across our beautiful campus to the Typography Department. We will provide a map, and it will be signposted.

If you want to **go straight to the Typography Department**, ask for the **Earley Gate entrance of the University**, and for Typography, which will be signposted.

If you are arriving on **Tuesday** you need to ask for the **Earley Gate entrance of the University**, and for the new Agriculture Building.

Venue

Click on www.prospectus.rdg.ac.uk to obtain general information on Reading.

Website www.chem.rdg.ac.uk/images/m3.gif provides you with a street map of Reading and at www.cem.ac.uk/map.htm you can find a detailed map of the campus of University of Reading. Building No. 36 is the Department of Typography & Graphic Communication.

If you get lost or need help, call 0118 9318081 and ask for Charlene McGroarty or Sue Walker.

