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LA Times  
Auditorium

7:00 p.m.–  
9:00 p.m.



# BLURRED BOUNDARIES

## Interactive? Product? Ad?

Interactive Design and the digital agency SCHEMATIC invite a host of industry professionals to explore how the shrinking space between brand communication and product design is changing the way we design.

### PANELISTS:

#### Holger Hampf

Director of Product Design,  
DesignworksUSA/BMW.

#### Jason Brush

Executive VP of User Experience,  
Schematic.

#### Brian Boyl

Director, Interactive Design, Art  
Center.

#### Russ Meyers

Chief Strategy Officer, Landor  
Associates.

### MODERATOR:

#### Eric Breitbard

Senior VP and Group Director for  
Interface, Schematic.

### In today's digital landscape...

...the sharply-drawn lines between brand communication, advertising, and product design are disintegrating. Is that mobile app a product that provides useful information? Or is it the latest flavor of commercial?

Is the distinction between product design, interactive design, and advertising still even valid?

**Product Designers** are expected to deliver a strong brand message while providing consumer value.

**Ad Creatives** must provide an audience with more than just a clever campaign.

**Interactive Designers** must navigate the space between both of these worlds to provide a rich and engaging experience.

How must design agencies adapt to solve these challenges?