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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 Boyle

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?