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.

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?

MODERATOR:
Eric Breitbard Senior VP and Group Director for Interface, Schematic.