



## Strategic Design Workshop

fusing design and interactive media

Francesco Galli Italy  
ISS Institute/Victorian Government (Design) Fellow

### Suitable for those working in...

- Web / TV format
- Digital communication applications
- Animation
- Interaction design
- Corporate identity
- Trend research
- Games
- Movies
- Graphic communication
- Information / display systems
- Multimedia
- Curriculum developers
- Communication strategy
- User interface design
- Marketing / PR communications
- Mobile content
- Innovation planning
- Web experience
- Retail communication

Francesco graduated in Industrial Design with a thesis called "Movie Image Design, Language, Technique, Strategy" • He is Project Manager, Executive producer, Art Director and Director • Project Manager for the Consorzio Polidesign, Politecnico di Milano, for the Master Movie Design 2003-2006 • In 2005 he founded Imago Design Studio a consultancy and design network based in Milan, this new dimension of the communication project does not yet have a recognized label, but what distinguishes it is the management of innovative processes for the strategic use of images **Research** Communication design strategy culture and production of communication scenario for companies. Researcher of the INDACO Department Politecnico di Milano and Professor from 2003 in many different master and courses with lesson in Representation and Communication and Visual Communication **Design Practice** His work encompasses strategies and scenarios, representation and visualization for new solutions in communication design. New scenarios create the convergence of language, technical, and strategical skill. Fusing design and interactive media, a collaboration that combined concept design, and communication strategy to address the social, emotional, national, and international issues involved in the re-design of the communication project **Educator** Politecnico di Milano - Lecture in Master Brand Communication, Master Art & Copy, Master Strategic Design, Master E- Design, Consorzio Polidesign; Professor international course " Master Product Service System" • Executive manager of MovieDesign Lab, Indaco from 2001 INTERNATIONAL PROJECT CHINA 27-12-05 - 04-01-06 Francesco arranged a Communication Design Workshop " Movie design project", Changsha Hunan University, School of Design • visited Shanghai Tongji University and Tsinghua Chingua University, Lecture "Movie design project, from ideas to strategies, from decisions to works" at Lan Tao Culture Development, Beijing 05.01.06 • 18-12-06 07-01-07 Francesco arranged a Communication Design Workshop "Tradition and Innovation" at Changsha Hunan University, School of Design; and has visited Shanghai Tongji University and Beijing Chingua University and Lecture at CAFA School of Design.

#### Publications

Galli Francesco, Marisa Galbiati "Movie Design for Experience Project" Visual Scenarios for Illy concept store, CLUP Milano , 2007.

Galli Francesco, "Mantero Mood" movie design project for the silk concept store La Tessitura, DVD video edito dalle Edizioni Polidesign. 2005

Progettazione, direzione e realizzazione del DVD Video: Francesco Galli, Alessandro Deserti"DiLabb. Sistema

dei laboratori per la didattica del design" Edizioni Polidesign. 2003.

Gestione della progettazione e realizzazione del DVD Video : " Lo Studio Televisivo: Luogo Macchina Metafora" insieme alla Facoltà del Design del Politecnico di Milano, al Dipartimento INDACO e al Centro di Produzione televisiva della RAI Edizioni Polidesign 2004

Progettazione, direzione esecutiva realizzazione del Dvd video istituzionale per l' azienda " Gruppo Cimbali Faema " Edizioni Polidesign, Milano

Progettazione, e realizzazione DVD video "Movie design per la comunicazione aziendale:Il caso studio Mangiameli" Edizioni Polidesign .Milano 2002



# Strategic Design Workshop

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### Fellowship Sponsor

**Victorian Government**  
ISS Institute/Victorian Government  
(Design) Fellowship



### Host Sponsor

**Victoria University**  
School of School  
of Creative Industries



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Professional Development  
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## About the workshop

CORPORATE COMMUNICATION  
CROSS VISION DESIGN STRATEGY

Course participants will learn to apply the techniques of design to dynamic communication applications. Activities will include cross media interaction, audiovisual communication, and the language of the digital moving image.

The course will introduce participants to the issues and work practices surrounding the convergence of language, technical, and strategic skills in contemporary communications.

## Format

The program comprises an illustrated lecture, demonstrations, group and individual discussion and a hands-on project. Participants work in Design/Production Teams of two people.

## The Project

Participants will be supplied with a case study activity, providing an opportunity to design a multimedia communications strategy and product.

### THE METHODOLOGY

A strategic approach to creating online communications that work.

- Research into the objectives of the business, the audience, user needs and technology issues.
- Analysis of current situation.
- Agreement of site objectives.
- Development of strategy for desired state.
- Information architecture; design of information flow.
- Development of plans detailing content development (current and future), and technology.
- Recommendations, implementation specification, marketing plan, rigorous measurement.
- Criteria and a measurement plan to ensure the project's success can be measured against objectives.
- Development of plan for the project.
- Design the project.

### THE RESULTS

#### THE METHODOLOGY SEEKS TO :

- Offer an excellent user experience.
- Reflect a solid understanding of your audience/client.
- Follow best practice usability and accessibility principles.
- Use innovative techniques.
- Provide measurable performance supporting strategic goals.

## Date/Time

### September 2008

#### TWO-DAY WORKSHOP 1

- Fri 5 Sept, 9.30am to 5.00pm
- Sat 6 Sept, 9.00am to 5.00pm

#### TWO-DAY WORKSHOP 2

Repeat of Workshop 1.

- Fri 12 Sept, 9.30am to 5.00pm
- Sat 13 Sept, 9.00am to 5.00pm

## Fee

\$430 which includes tuition, materials, use of equipment, morning and afternoon refreshments on both days.

ISS Institute has sponsorship support - we are passing on these savings to all workshop participants.

**Special Early Bird rate:** \$340 for those who Register and pay prior to Tuesday 26 August 2008.

Bring lunch with you to use the time to work on your project and network with others in the workshop.

## Venue

Room 16.15  
Level 16  
300 Flinders St  
School of Creative Industries  
Victoria University

## Registration Form

I am registering for *[tick your choice please]*:

**TWO-DAY WORKSHOP 1**

Fri 5 Sept, 9.30am - 5pm • Sat 6 Sept, 9am - 5pm

OR

**TWO-DAY WORKSHOP 2**

Repeat of Workshop 1.

Fri 12 Sept, 9.30am - 5pm • Sat 13 Sept, 9am - 5pm

**Fee** *Tick appropriate box please*

\$430 **Workshop**

**\$340 Special Early Bird rate: \$340** for those who  
Register and pay prior to 26 August 2008

### Post, email or fax

ISS Institute, Suite 101, 685 Burke Road, Camberwell 3124

T 03 9882 0055 F 03 9882 9866 E [issi.ceo@pacific.net.au](mailto:issi.ceo@pacific.net.au)

### Payment Method:

Cash (Pay directly at ISS office or by arrangement)

Cheque (Make payable to 'ISS Institute')

Postal Order (Make payable to 'ISS Institute')

Credit Card (Diners and American Express are not accepted)

Mastercard  Visa

### PRINT CLEARLY PLEASE

Name on Card \_\_\_\_\_

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Cardholder Signature \_\_\_\_\_

# Strategic Design Workshop

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If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application - do not assume that because you have sent an application you are automatically enrolled in the workshop

### PRINT CLEARLY PLEASE

Where did you hear about this workshop? \_\_\_\_\_

Your purpose for doing this course? \_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Title/Position/Occupation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Phone: Work/Home \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

### Conditions of Registration

I hereby agree to abide by the regulations of the ISS Institute

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE READ

**Enrolment • Entry Requirements** In general no formal entrance requirements are necessary.

**• Conditions of Registration** Complete the registration form attached. Registration can be made by email, post or fax. Cash must be paid at the ISS office - do not mail. An email or fax of confirmation will be sent after full payment of fee. Note: A position in the workshop will not be reserved without payment being received by this office. Enrolment is on a first-come-first-served basis based on time of receipt of fees. If you have not received an email or fax of confirmation, please contact the ISS Institute office on 9882 0055 to find out the status of your application. Do not assume that because you have sent an application you are automatically enrolled in the workshop **• Refunds** Please check your enrolment carefully. We regret that a refund will only be given if the workshop does not proceed. If you withdraw from the workshop after registration is received by ISS Institute, a \$50 administration fee is payable. Refunds will not be given to those who withdraw three days or less prior to the workshop

**• Cancellation** ISS Institute reserves the right to cancel the workshop if minimum enrolment numbers are not attained. In the event of cancellation due to insufficient enrolments or other, all fees will be fully refunded. Two or more working days notice will be given should the workshop be cancelled **• Disclaimer** ISS Institute reserves the right to amend or cancel any or all sessions listed herein without notice or prejudice. ISS Institute takes reasonable steps to obtain and give information about the workshop from appropriate sources, including materials used and the safety of the environment, but accepts no responsibility for inadequate or incorrect information given to it, or in the course notes, by the workshop presenters, supplier of materials or other third party **• Privacy** ISS Institute may photograph or video record workshop participants activities for use in promotion of the work of ISS Institute. Please let ISS Institute know if you object to use of pictures of yourself in this way. April 2008