

Information Design Conference 2009

Day One – 2 April 2009

TIME	SESSION DESCRIPTION	
9.00	Registration/coffee	
9.30	Paul Stiff	Information design before designers
10.05	Rob Waller	Pattern languages for information design
10.40	Robert Harland	The graphic design pendulum – <i>the swing between information and affectation</i>
11.15	Coffee break & networking	
THEME: WAYFINDING/WAYSHOWING		
11.45	Jonathan Rez	From wayfinding to thingfinding
12.20	Colette Jeffrey	Inclusive design is clever design
13.00	Buffet lunch	
THEME: ISOTYPE		
14.00	Eric Kindel	Isotype in Africa
14.20	Sue Walker	Let's see inside – <i>the Isotype Institute's approach to child-centred book design</i>
14.20	Emma Minns	'Catch up with and overtake' – <i>pictorial statistics and the representation of Soviet success</i>
15.00	Panel Discussion	(Andrew Boag in the chair)
15.30	Tea & networking	
THEME: CASE STUDIES		
16.00	Mark Barratt & Clive Holtham	Wayfinding in multiple dimensions: a web case study
16.30	Sunita Yeomans	From Chaos to Order: the redesign of the Argos catalogue
17.00	Reception and poster session	
	Carol Briam	An organisational framework that goes beyond words
	David Farbey	Structured Authoring rides again – <i>what is DITA and why is it important?</i>
	Maria de Lourdes Fuentes & Maria Gonzalez de Cossío	Conventional flow charts are questioned – <i>a proposal to aid management success</i>
	Maria Olinda Lopes	Information design in medicine inserts in Braille – <i>a case study in Brazil</i>
	Yong Kwok & Jerry Reinstein	Applying general principles of a performance-based approach to nonprescription medicines labelling in Mexico
19.00	Conference dinner at The Trafalgar Tavern	

Day Two – 3 April 2009

TIME	SESSION DESCRIPTION	
9.00	Registration/coffee	
9.30	Conrad Taylor & Kemi Adeboye	Styles in text formatting software – <i>why don't people make use of them?</i>
10.05	David Farbey	Everybody's (not) doing it – <i>is it really OK to keep ignoring document users?</i>
10.40	Michèle Wong Kung Fong	A shift in the delivery of online learning material, informed by learning theories
11.15	Coffee break & networking – viewing of poster displays	
11.45	Yateendra Joshi	Tactics for effective explanatory prose
12.20	Max Gadney	Showing and Telling – patterns in media information graphics
12.55	Borries Schwesinger	Between paper forms and e-government – <i>the interfaces of public services in Europe</i>
13.15	Buffet lunch	
14.15	Jane Teather & David Dickinson	Development of the Yellow Card information package
14.45	Carla Spinillo & Stephania Padovani	How to improve information communication in medicine inserts? <i>Contributions from a user/patient-centred design approach to research in Brazil</i>
15.15	Tea	
16.15	Panel session	Information Design, Interaction and interface design: separate traditions working on essentially the same problem? What can these communities learn from each other?
17.00	Close of conference	
17.15	Information Design Association AGM	