

Syracuse Student #SNDatSU Workshop



**Friday, Feb. 27
Noon-5 p.m.**

Room 141, Newhouse 3
Syracuse University

Free pizza served at noon!

12:15 p.m. EYETRACKING PHOTOJOURNALISM

In an age where images are instantaneous and easily shared around the world, what characteristics make a photograph worth publishing? This major new study gives insight into how people perceive the quality of journalistic photographs—from those taken by seasoned professionals to amateur cellphone images. With significant implications for storytellers, journalists and publishing organizations, this research combines eyetrack testing with extensive interviews asking people their thoughts on storytelling, quality, and what makes an image memorable and worth sharing. #EyetrackPhotos

Sara Quinn (@saraquinn) is a design and journalism consultant and researcher spending one year teaching at Ball State University. She is also an affiliate faculty member for The Poynter Institute. Before that, Sara spent nearly 20 years in newspaper newsrooms, including the Sarasota Herald-Tribune in Florida and her hometown paper, The Wichita Eagle in Kansas. She has a BA from Wichita State University and a master's in illustration from Syracuse University. She is vice president of the Society for News Design. The large-scale research she has directed on newspaper, tablet and online reading habits has been presented in newsrooms and at universities around the world.

1 p.m. JE SUIS UN ILLUSTRATEUR

How does an illustrator draw by the rules in a conservative Arab country? It's quite a daily challenge, and sometimes a feat, illustrating according to the norms and the culture of the Arab world. Learn about the challenges of illustrating in a land where freedom of expression is hush-hush. #OmanIllustrator
Lucille Umali (@lucilleumali) is a Filipino based in the Middle East as senior illustrator/designer for the Times of Oman (English newspaper) and Al Shabiba (Arabic newspaper). She has received SND awards in design, infographics and illustration since 2010. World Press Cartoon featured her works in 2014.

1:45 p.m. BREAK

2 p.m. UNDERSTANDING INFOGRAPHICS

What is (and isn't) an infographic and how can they be used to tell a successful visual story? #UnderstandGraphics
Jonathon Rivait (@artificialj) is an information graphic designer and illustrator from Toronto, Canada. His work has appeared in

such publications as the National Post, Taschen's The Atlas of Infographics: Understanding the World, Azure Magazine and New York Magazine.

2:45 p.m. BE BOLD

The Washington Post's current mantra is a simple one—"Be Bold"—but it takes exciting new forms in print and digitally every day. We'll talk about what we've learned from our successes and failures. We'll also examine how we've worked to turn print designers into cross-platform designers. #BeBold
Greg Manifold (@manifold) is the design director at The Washington Post where he leads a team responsible for the design of the newspaper as well as long-form digital projects. The Post was the top U.S. newspaper last year in SND's Best of News Design. Greg has been at The Post since 2005 and has also worked at The San Diego Union-Tribune and The Tribune in San Luis Obispo, Calif.

3:30 p.m. BREAK

3:45 p.m. DESIGNERS AS WRITERS

Just because you're a designer doesn't mean you don't have to write. In fact, in today's newsrooms, being able to write and edit may be more crucial than ever for career advancement. We'll look at some good examples, make fun of some bad ones, and also engage in an interpretive dance tribute to the Oxford comma that will set the senses alight. (Actually, that's not true; screw the Oxford comma.) #DesignersAsWriters
Steve Cavendish (@scavendish) is the news editor and food critic for Nashville Scene, an alternative weekly, where he writes about politics, sports, courts and barbecue in as little as 140 characters or as many as 7,000 words. He has been a page one editor, art director, graphics editor, design manager and feature writer at the Chicago Tribune, The Washington Post and San Jose Mercury News, among other places.

4:30 p.m. CAREER QUESTIONS WITH SPEAKERS

What are your burning questions about the future of visual journalism careers? #VJcareers
Moderated by **Denise M. Reagan** (@denisereagan), a longtime designer and editor who is now the director of communications at the Museum of Contemporary Art Jacksonville. She teaches at the University of Florida's College of Journalism and Communications.