



# DESIGN CAMP

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A COPYWRITER'S PERSPECTIVE ON THE 2017 WEEKEND AIGA EVENT

What the hell is Design Camp?

Turns out it's something *anyone*  
who wants to be inspired by  
creative work can attend...

Especially if you like embracing your inner kid.



**WHY?**



Because you get to **play!**

And have a good time with...

- Trivia
- Bonfires
- Karaoke
- Workshops where you draw, make or explore
- Alcohol!
- And, new friends

Since camp is all about inspiration,  
motivation and play. Really anyone is  
welcome... including people like me...

Yes, even copywriters!



So what did  
a copywriter take  
from it?



Well, let me show  
you.





I learned how to...

1. Stay focused & take  
informative notes that are  
actually a joy to review



# WORKSHOP I

## #SKETCHNOTING FOR EVERYDAY LIFE

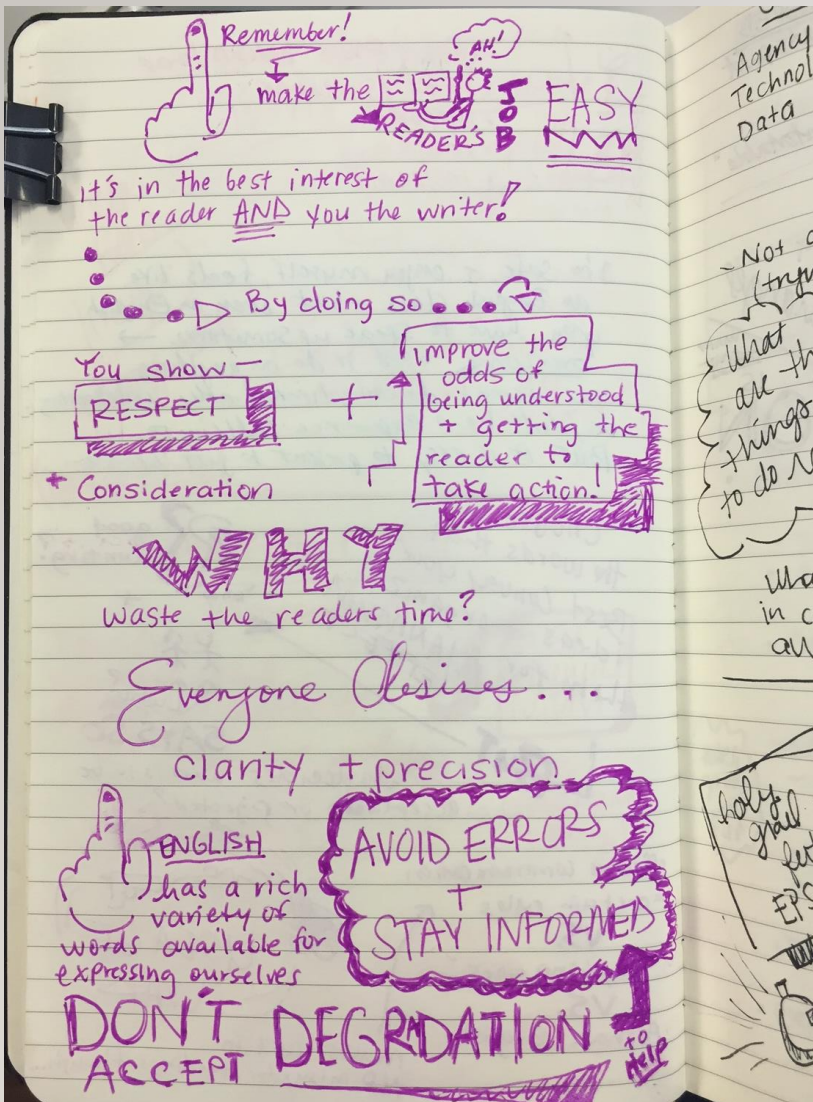


BY: LISA TROUTMAN



Simplify your personal & professional lives by talking less & showing more

← Work in progress  
Icon discovery ↓



A much better example ↑

I also learned how to...

## 2. Challenge the presenter

# WORKSHOP 2

## COPYRIGHTS: REGISTRATION, OWNERSHIP & PROTECTION

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PUBLIC DOMAIN, FAIR USE,  
INFRINGEMENT, ETC...

BY: COURTNEY THOMPSON



In-depth look at  
copyright laws &  
issues in the  
world of design  
and social media.

# BUT I WAS REMINDED...

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- You can be too rooted in your expertise to remove yourself and make sure your audience understands you or cares
- You can speak way too fast. It's better to speak slower and let the idea or suggestion really sink in and resonate with the audience.
- Examples speak WAY louder than words on a screen or reciting your law books.
- Make sure YOU are having fun with the presentation, so your audience stays engaged and you enjoy it more.

I also learned how to...

3. Just jump in & do!

# WORKSHOP 3

## 10 LETTERPRESS ESSENTIALS

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GET YOUR HANDS DIRTY



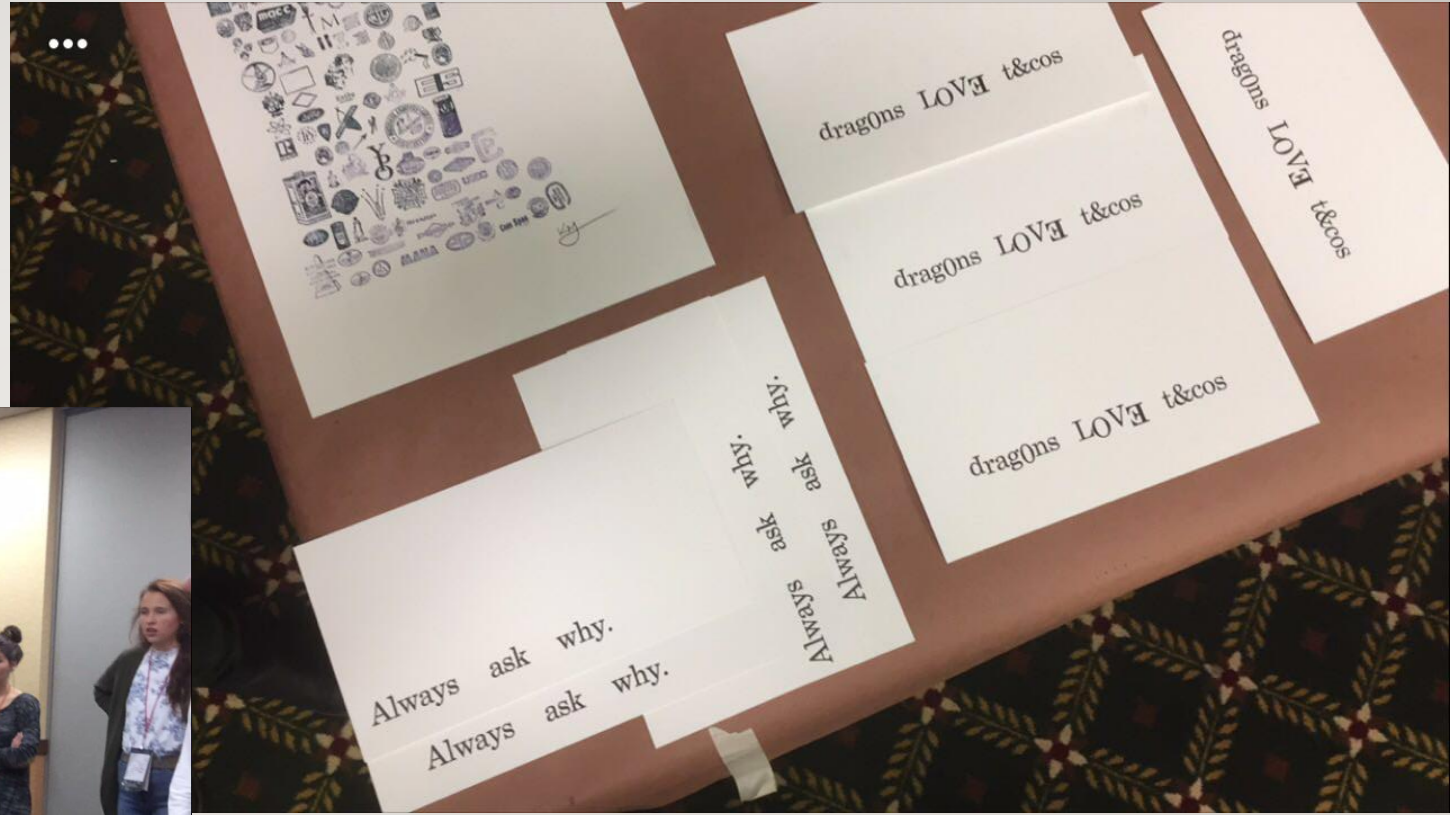
BY: JASON YOH & AUSTIN NASH




Make letterpress posters and coasters with a hands-on workshop.



Handcrafted prints →  
Letterpress direction ↓



*Imprinted with my very own muscles* ↑ 



Also, I was inspired by speakers...

# Tad Carpenter

Designer, Illustrator, author and educator





# TAD CARPENTER

## GOLDEN NUGGETS

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- Really long hashtags in the beginning of a presentation is not only humorous but an easy way to get people to tag you on social media
- Concept is king – the design (or nitty gritty work) is secondary
- Make your presentations fun and attention grabbing by adding interactive moving photos/video/big & simple words on slides



# TAD CARPENTER

## GOLDEN NUGGETS

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- YOUR experiences shape who you are\*  
– own that. \*We're all storytellers
- Always have a hero(s) to look up to
- Keep a Pinterest inspiration page
- To really thrive, you must continue to take risks
- Find enjoyment – when you're happy you're going to do great work



# TAD CARPENTER

## GOLDEN NUGGETS

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- Check out Gordon Mackenzie's *Orbiting the Giant Hairball*
- Always take time to “play” / explore/ try new things (Sunday Suns)
- Find others who are just starting to fall in love with what already drives you to re-spark your own love for it



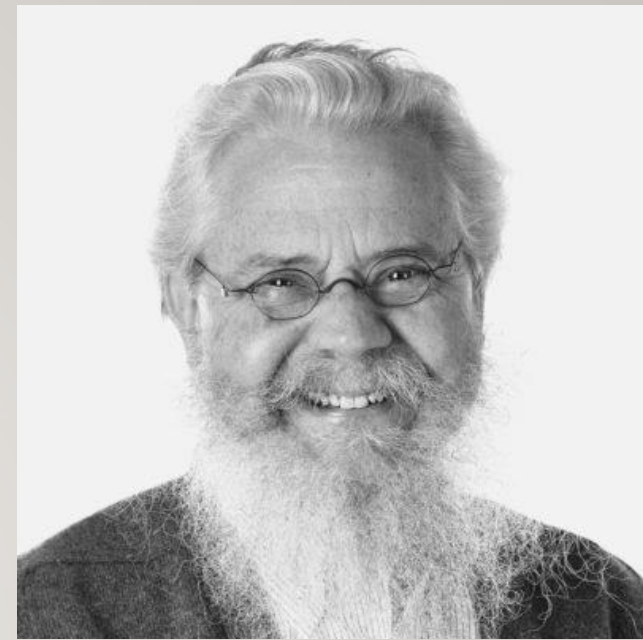
A **hairball** is an entangled pattern of behavior. It's bureaucracy, which doesn't allow much space for original thinking and creativity. It's the corporate tendency to rely on past policies, decisions, and processes as a formula for future success.

Gordon MacKenzie  
Orbiting the Giant Hairball

And, *most* inspired by...

# Steve Frykholm

1<sup>st</sup> internal graphic designer at Herman Miller & AIGA Fellow & Medalist



# Frykholm Excels in Making Eye-Catching Posters

By Bernice Mancowicz  
 Innovative posters of Stephen Frykholm  
 of area residents

artistic hit. From that point he designed one ea-  
 year, featuring a chicken, stars, sky and clou-  
 watermelon, baked ham, strawberry shortcak  
 chocolate cake, cherry pie, and a sandwich.  
 chocolate are color lithographs.



"Everyone here cares about the kind of job they do."  
*Paul Drivings, fabric center*



All Herman Miller Test Lab standards meet or exceed industry standards.



Selected Frank O. Gehry and Associates as architect for Sacramento facility because of his ability to integrate art into architectural designs and his ability to provide beneficial surprises.



"Herman Miller puts a lot of demands on employees, and the employees rise to the occasion."  
*May Mosak, training manager, Modesto*



55 Eames® rockers, 112 Eames® rockers, and 54 savings bonds were given to infants born to participative owners.



# STEVE FRYKHOLM

## GOLDEN NUGGETS

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- The odds are always in your favor with in anything you do.
- Never be afraid to ask for help
- Being less bad is not being good
- Guardian angels can save a good idea
- Put your work in a drawer 'cuz it always comes back

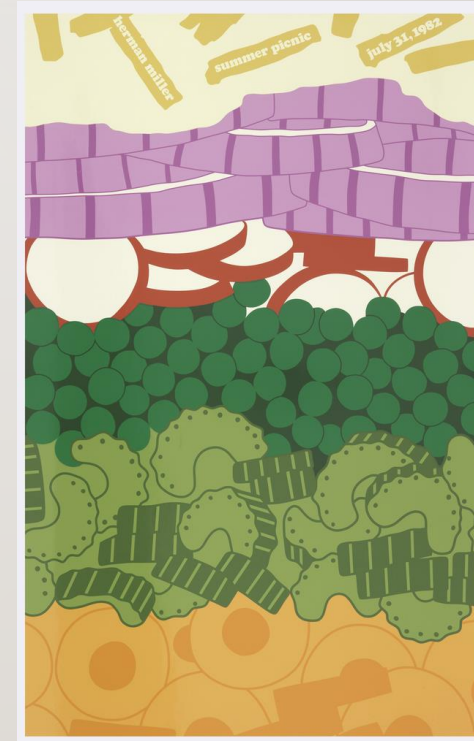


# STEVE FRYKHOLM

## GOLDEN NUGGETS

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- Tell your client why you like your work
- Beware of the sea of sameness
- An expectation can be better than a design brief
- Vacations are great



# STEVE FRYKHOLM

## GOLDEN NUGGETS

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- Be resilient to rejection
- Listen better
- Add distance to your work to better adjust to criticism (24 hour rule)
- Do things simply because you enjoy doing them
- Don't whine – offer solutions

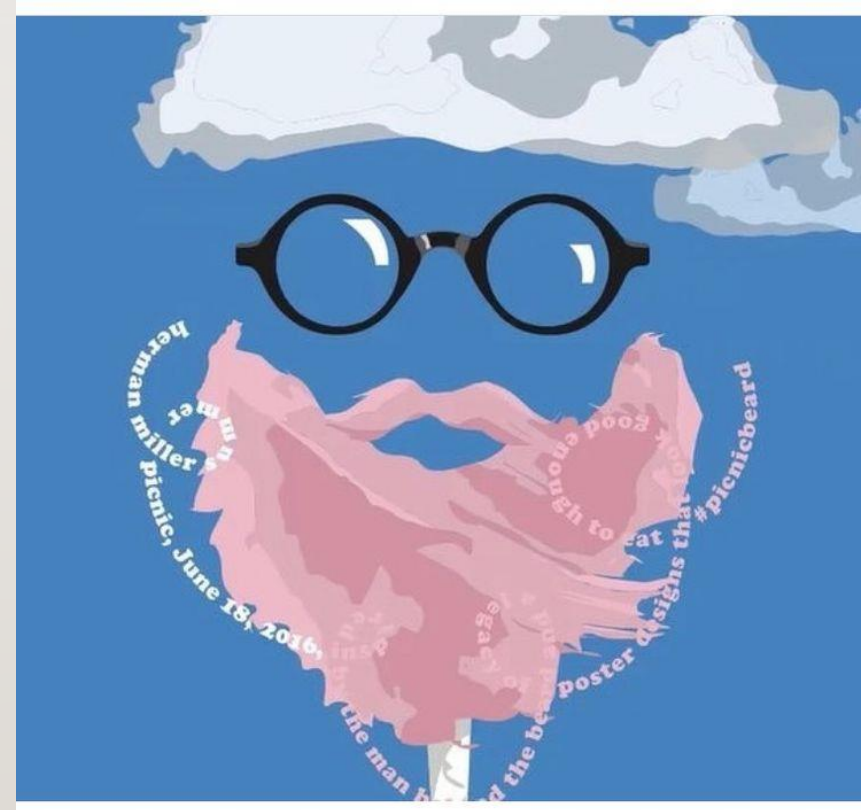


# STEVE FRYKHOLM

## GOLDEN NUGGETS

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- Always ask why
- Measure your work – document process
- Have a serious hobby
- Tell your story but give them a reason to listen, a life hack or something they can apply to their own life



AND LASTLY,

# A NEW UNDERSTANDING OF...

- Effective communication via design & play.
- Those around me, including a few of my coworkers and a large community of designers.

