

Frank Discussions: business-to-business

The only thing that matters in design is the words

Without the right thought, the right big idea and the right words, surely design becomes no more than decorative art. The interplay between all these elements is essential to success, whether the design involved is for a brand or a brochure. So how do you get the interplay right and end up with a result that communicates exactly what you want it to?

The subject raises a barrage of questions. What comes first, the words or the design? Who 'owns' the big idea? Where does the big idea come from? How do you find the right message, especially in developing a brand narrative? How can the words be as colourful as design? How can design dance to the tune of the words rather than coexist with them? How can words and design reflect the same big idea? And how, oh how do you get the often disparate specialists involved to work together in harmony to produce to the very best results?

Managing the interplay effectively produces outstanding creative results, though this is more rare than it should be. Is there a way forward?

We have a point of view. You'll have some bright thoughts. Together we'll have a frank discussion and see whether anyone has the answer.

Where and when and how

**Thursday 6 October 2016, 8.15am for a 8.30am start, 10am finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT**

*Nearest Tube is Angel and you'll find us about 0.2 miles down
City Road (towards Old Street), just past Wakely Street.*

For more information or to confirm your attendance please
'phone Michael Coleman on **020 7833 6444** or email
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Breakfast provided