



The Power of Visual Communication

May 19 – 20, 2011

University of Minnesota – Minneapolis campus

*Special invitation for SPJ members*

The University of Minnesota School of Journalism and Mass Communication and the College of Design are partnering with AIGA, the professional association for design, to host the second annual **See Change: The Power of Visual Communication** conference on Thursday, May 19, and Friday, May 20, 2011 on the University of Minnesota-Twin Cities campus.

The conference is intended for curious creatives to refresh their talents with innovative ideas and imagery. This exchange is important as visualists struggle to reinvent themselves for the next best thing. New technology and media outlets continually create new challenges and opportunities that affect how we work and see. The See Change conference is one way to bring visual people together to navigate the ever-morphing communication landscape.

The See Change starts on Thursday with an opening reception and keynote by innovative independent book publisher Charles Melcher of Melcher Media. Friday will be a full day of presentations featuring both national and local luminaries, who will share current insights on innovative projects, working philosophies, and survival techniques in this fast-paced business and creative climate.

The confirmed speaker roster includes motion graphics designer Karin Fong from Imaginary Forces; photographer Doug Menuetz; newly appointed New York Times.com digital design director Ian Adelman; typography and identity design guru Margo Chase of Chase Design Group; Matthew Atkatz of Crispin Porter + Bogusky; local photographer Paul Nelson; and graphic designers Jeff Johnson of Spunk Design Machine and Jon Forss of Non-Format.

As a member of SPJ registration is only \$99 (non-members' registration is \$149.) The registration deadline is May 15. To learn more about the conference visit [www.seechangeconference.org](http://www.seechangeconference.org). Registration is at: <http://seechange2011associate.eventbrite.com/>

*We hope to see you at See Change 2011!*