



interchange

2024 UCDA DESIGN CONFERENCE
INDIANAPOLIS



JW Marriott
Indianapolis, Indiana

September 26–29

**“WHERE DO NEW
IDEAS COME FROM?
THE ANSWER IS
SIMPLE: DIFFERENCES.
CREATIVITY COMES
FROM UNLIKELY
JUXTAPOSITIONS.”**

NICHOLAS NEGROPONTE

In the spirit of recognizing the value of engaging with professional associates and friends, the theme of our conference this year is Interchange—referring to the action of freely communicating and exchanging ideas and information between two or more people.

Indianapolis, Indiana, plays host to the 54th UCDA Design Conference. Known as the Crossroads of America, this centrally located, mid-size city is a great place for members from all over the country to converge and engage in professional development programming, networking, and the exchanging of ideas and best practices.

WE'RE GLAD YOU'RE HERE.

interchange

2024 UCDA DESIGN CONFERENCE



*UCDA: connecting, inspiring, and supporting
a creative community in education*

CODE OF CONDUCT

UCDA DESIGN CONFERENCE

INCLUSIVENESS

UCDA strives to be an inclusive organization, as we value the multitude of different voices, opinions, experiences, and identities of our members and members of the greater design community.

We respect, honor, and welcome participation and involvement of all members, inclusive of all aspects of individual and group identity and experience. Our commitment is woven into our decisions, programs, and actions.

CODE OF CONDUCT

All UCDA attendees, speakers, sponsors, and volunteers at any of our programs are required to agree with the following code of conduct. Organizers will enforce this code throughout the events. We expect cooperation from all participants to help ensure a safe environment for everybody.

ANTI-HARASSMENT POLICY

Harassment consists of unwanted, unwelcome, or uninvited behavior that demeans, threatens, or offends another, and includes offensive verbal or written comments related to gender, age, sexual orientation,

disability, physical appearance, body size, race, religion, or other identity; deliberate intimidation, stalking, following, harassing photography or recording; sustained disruption of talks or other events; inappropriate or unwanted physical contact; or unwelcome sexual attention.

Any attendee, speaker, sponsor, or volunteer asked to stop any harassing behavior is expected to comply immediately. If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the program with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of UCDA staff or board immediately.

We expect participants to follow these rules at program venues and program-related social events.



We want to see
what INspires
you!

Mediagraph makes it easy
for conference attendees to
upload and share photos.
Visit [mediagraph.io/ucda/
quick-upload/2024](https://mediagraph.io/ucda/quick-upload/2024) or scan
the QR code below to get
started.



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EXHIBITORS



Sponsors, exhibitors, and partners as of September 18

SPEAKERS

MAINSTAGE, SESSIONS, & WORKSHOP

Speaker biographies and session descriptions can be viewed on the conference website, ucdadesignconference.com.

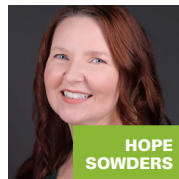
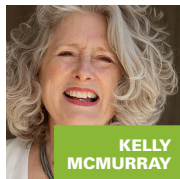
MAINSTAGE



BREAKOUT SESSIONS



BREAKOUT SESSIONS





**"MY ARGUMENT IS
THAT ALL GRAPHIC
DESIGNERS HOLD
HIGH LEVELS OF
RESPONSIBILITY IN
SOCIETY. WE TAKE
INVISIBLE IDEAS AND
MAKE THEM TANGIBLE.
THAT'S OUR JOB."**

DEBBIE MILLMAN

**GET
SOCIAL**

#ucdainterchange



ucda.fb

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ucdcreative.

slack.com

Members only

JOIN IN ONLINE YOUR DIGITAL COMPANION

WEBSITE

Visit the **UCDA Design Conference attendee website** for additional information.

Schedule: The full and most up-to-date program at your fingertips.

Attendees: View a list of other attendees.

Sponsors: Learn more about and connect with our event sponsors.

Evaluations: Easy-to-use online evaluations for each session and overall event.

Floor Plans: Digital maps to help you navigate the conference spaces.

Area Guide: Everything you need to know about the area.

The conference digital companion website is available at **ucdadesignconference.com** or by scanning the QR code below.



Slack

Connect with attendees on the **UCDA Conference Slack workspace**.

Have real-time conversations, make dinner plans, or share inspiration with your fellow attendees. Plus, receive up-to-the minute announcements and reminders from UCDA. Be sure to enable push notifications so you don't miss a thing!

ucdaconference.slack.com



UCDA FOUNDATION

KRIDER PRIZE FOR CREATIVITY



DANIEL ARZOLA

(He/They) is a Venezuelan artist and LGBTQ+ activist, renowned for his “Artivism,” using art to address human rights, diversity, and equality. His project “No Soy Tu Chiste” gained global recognition and went viral during 2013-14 for challenging stereotypes against the LGBTQ+ community. Madonna noticed and featured Arzola’s work in her Art for Freedom project in

2013. Arzola’s art is exhibited worldwide, and he has a permanent display at the Carlos Jáuregui station on the Buenos Aires Subway, the first LGBTQ+ subway station in Latin America. Beyond art, Arzola actively promotes his theory of “Artivism” through conferences and workshops at universities in Venezuela, Mexico, the United States, and Canada. His colorful and bold style has made him a prominent figure in LGBTQ+ film festivals globally since 2015, designing posters for festivals in The Netherlands,



Join Daniel Arzola on the UCDA Mainstage on Thursday from 5-6 p.m.

Daniel will be signing complimentary posters of his work (right) at 8 p.m. in the White River Pre-Function space. Posters printed by Mingo Press on Mohawk paper.

mingo




UCDA Foundation

Chile, Uruguay, Albania, Kosovo, and the Faroe Islands. In 2017, Arzola was awarded a Trailblazer Honors Award from Logo TV and VH1. Currently residing in Minneapolis, he serves as a senior graphic designer for the University of Minnesota.

danielarzola.com

 [@Arzola_D](https://www.instagram.com/Arzola_D)

 [@Arzola_D](https://www.twitter.com/Arzola_D)

 No Soy Tu Chiste

HOTEL FLOOR PLAN

JW MARRIOTT, FIRST FLOOR



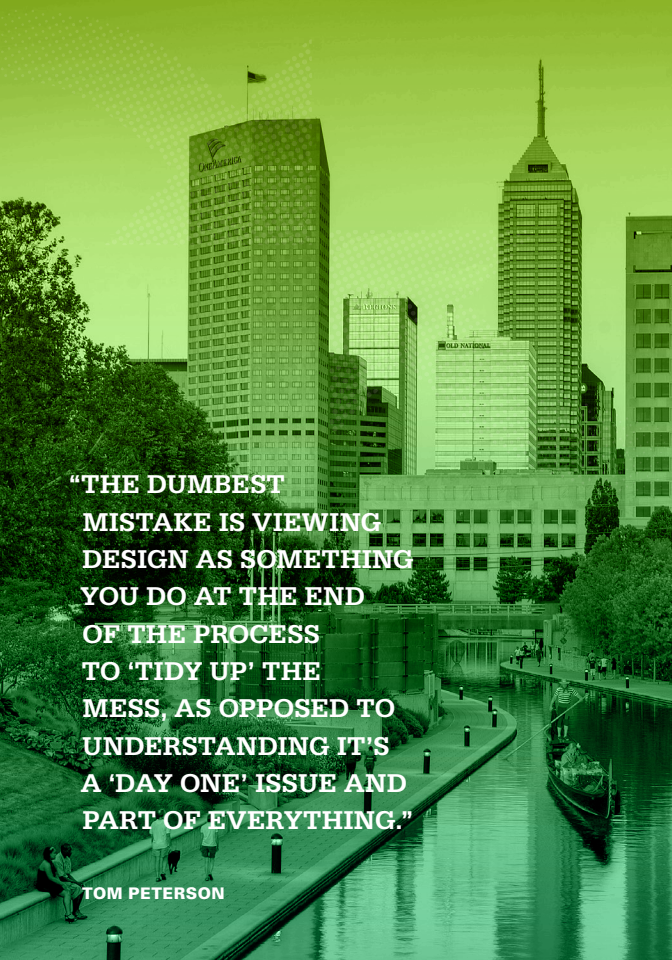
HOTEL SERVICES

STARBUCKS
Located on the second level of the hotel.

OP
Classic American favorites with a selection of Neapolitan-style pizza and pastas, wine bar.

FITNESS CENTER
State-of-the-art fitness center open 24/7. Located on the second level of the hotel.

SKYWALK
Connected via a climate-controlled skywalk to the Indiana Convention Center and Lucas Oil Stadium.



"THE DUMBEST
MISTAKE IS VIEWING
DESIGN AS SOMETHING
YOU DO AT THE END
OF THE PROCESS
TO 'TIDY UP' THE
MESS, AS OPPOSED TO
UNDERSTANDING IT'S
A 'DAY ONE' ISSUE AND
PART OF EVERYTHING."

TOM PETERSON

SCHEDULE AT A GLANCE

Thursday, September 26

10 a.m.-6 p.m.

On-Site Registration

White River Pre-Function

11 a.m.-1 p.m.

OPTIONAL ACTIVITY

Eiteljorg Museum Outing (\$)

Meet to walk to the nearby Eiteljorg Museum of American Indians and Western Art.

Show your conference badge or room key for a \$5 discount on your ticket.

White River Pre-Function

3-4 p.m.

Volunteer Meeting

For those who have registered to volunteer.

White River C-D

4-5 p.m.

Opening Mixer & Networking Reception

White River Pre-Function

5-6:30 p.m.

MAINSTAGE PRESENTATION

Welcome and Opening Remarks

1. Activism

Daniel Arzola, 2024 Krider Prize for Creativity Recipient

Presented by the UCDA Foundation

White River E

6:30-7:30 p.m.

Dinner

White River E

7-8 p.m.

MAINSTAGE PRESENTATION

2. UCDA Design Awards Presentation

Liz Chrisman, Design Awards Chair

Gina Gray, Design Awards Co-Chair

White River E

SCHEDULE AT A GLANCE

- 8-10 p.m. **Dessert & Coffee Reception**
White River Pre-Function
- 8-10 p.m. **UCDA Design Awards Show**
Presented by Foleon opens
UCDA Foundation Silent Auction opens
White River F

Friday, September 27

- 7-8 a.m. **City Walk or InstaMeet**
Groups will form in the lobby at 6:55 a.m.
JW Marriott Lobby
- 7-8 a.m. **Coffee Talk**
Meet other early birds for coffee, breakfast pastries, and conversation.
White River Pre-Function
- 8 a.m.-6 p.m. **Registration**
White River Pre-Function
- 8 a.m.-5:30 p.m. **UCDA Design Awards Show**
Presented by Foleon
UCDA Foundation Silent Auction
White River F
- 8-9 a.m. **Breakfast on Your Own**

- 9-10 a.m. **MAINSTAGE PRESENTATION**
3. Thriving Through Interchange
Jen Lara, Anne Arundel Community College
White River E
- 10:30-11:30 a.m. **CONCURRENT BREAKOUT SESSIONS**
4. Creating Opportunities:
Inspire Your Brand
Martyne Dubuc, HEC Montréal
White River A-B
- 5. The Art of Direction**
Kelly McMurray, 2communiqué
& Jodie Hein, Rapp Art
White River C-D
- Noon-1 p.m. **Lunch & UCDA Business Meeting**
White River E
- 1-2 p.m. **MAINSTAGE PRESENTATION**
6. Presence Changes Perception
Wendy Puffer, Marion Design Co.
White River E
- 2:30-3:30 p.m. **CONCURRENT BREAKOUT SESSIONS**
7. Foundational Coaching Skills
Jen Lara, Anne Arundel Community College
White River A-B
- 8. Paper 101: Navigating Paper in a Post-COVID World**
Hope Sowders, Neenah Paper
White River C-D

SCHEDULE AT A GLANCE

3:45-4:45 p.m.

9. 20x20 Presentations

Join your fellow attendees for fast-paced presentations on a variety of topics.

White River A-B

5 p.m.

OPTIONAL ACTIVITY

Publications Swap Shop

Sponsored by Slate Group

Drop your swap shop materials off at the registration desk to receive your Priority Pass.

White River 103-104

6 p.m.

Dinner on Your Own

6:30-8:30 p.m.

UCDA Leadership Reception

By invitation only.

7:30-10 p.m.

OPTIONAL ACTIVITY

Game Night

Light snacks and soft drinks provided.

White River 103-104

Saturday, September 28

7:30-11 a.m.

Expo

White River E

8-10 a.m.

Breakfast

White River Pre-Function

8:30-9 a.m.

SPONSOR POD 1

If I Designed a Print Publication: Smart Enhancements to Consider in Print Design

Shannon Rucker, Progress Printing

White River A-B

9-9:30 a.m.

SPONSOR POD 2

Creating Award-Winning Content Through the Student Life Cycle

Caesar Chevalier & Joanna Mantilla, Foleon

White River C-D

9:30-10 a.m.

DESIGN POD 1

Speed Painting

Hannah Feters & Christina Lopez,

Fort Lewis College

Room 103-104

SPONSOR POD 3

Imagination Unleashed: Transforming Visions into Powerful Marketing Realities

Trey Laverty, Slate Group

White River A-B

10:30-11 a.m.

DESIGN POD 2

Speed Painting

Hannah Feters & Christina Lopez,

Fort Lewis College

Room 103-104

11 a.m.

Raffle Drawing

You must be present to win.

White River E

SCHEDULE AT A GLANCE

11:15 a.m.-12:15 p.m. CONCURRENT BREAKOUT SESSIONS
10. Done is Better Than Perfect: Lessons Learned on the Creative's Path
Daniel Swartz, Hoosier Type Co.
White River A-B

11:15 a.m.-12:15 p.m. **11. Navigating the Jungle of AI: Unleashing Creative Potential at Universities**
Katie Kelly & Deon Foster,
Michigan State University
White River C-D

12:15-2 p.m. **Lunch on Your Own / Time to Explore**

2-3 p.m. CONCURRENT BREAKOUT SESSIONS
12. Photoshoot Success!
Matthew Lester, Matthew Lester Photography
& Jonathan Ziegler, Penn State University
White River A-B

13. Building a Self-Service DAM
Peter Krogh, Mediagraph
White River C-D

3-3:30 p.m. **Snack Break**
Fuel up with coffee, tea, and a variety of sweet & salty snacks.
White River Pre-Function

3:30-5 p.m. KEYNOTE PRESENTATION
14. Creative Boot Camp
Stefan Mumaw, First Person
White River E

5:30 p.m. **UCDA Design Awards Show Presented by Foleon closes UCDA Foundation Silent Auction closes**
Pick up and pay for your items at the registration desk beginning at 5:45 p.m.
White River F

6 p.m. **Dinner on Your Own**
Explore a local restaurant with new friends!

Sunday, September 29

8-11 a.m. **Registration**
White River Pre-Function

8-9 a.m. **Continental Breakfast**
White River Pre-Function

8:30-9:30 a.m. MAINSTAGE PRESENTATION
15. Building a Next Generation Brand
Elias Martinez and Kelly King-Green,
Texas State University
White River E

9:45-10:45 a.m. MAINSTAGE PRESENTATION
16. (work)Shoppe of Curiosities
Stefan Mumaw, First Person
White River E

10:45-11 a.m. **Conference Wrap-Up and Closing Remarks**
White River E

11 a.m. **Conference Ends**

LEADERSHIP AND VOLUNTEERS

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Michigan State University
2024 Conference Chair

SHERRI MATSUMOTO

California Lutheran University
2024 Conference Co-Chair

LIZ CHRISMAN

International Mountain Bicycling
Association (IMBA)
2024 Design Awards Chair

GINA GRAY

University of Dayton
2024 Design Awards Co-Chair

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and supporting a creative
community in education*