



**THE
SPEAKERS**

Conference Week 10

MAKING YOUR MARK

8th - 12th February

2021



Monday 8th - 11am



Jennie & Mike Potts - Studied at Preston - 2006 -2010

Jennie Potts is an award-winning, ideas-based design director with a decade of experience. Jennie currently works at London based brand packaging agency B&B Studio. B&B are specialists in branding & packaging design with a broad client list of brands from start ups such as Raw Halo, LiQ, Well & Truly to larger brands such as Waitrose & Scapa whisky and global brands such as Miller Lite, Burger King & The Glenlivet.

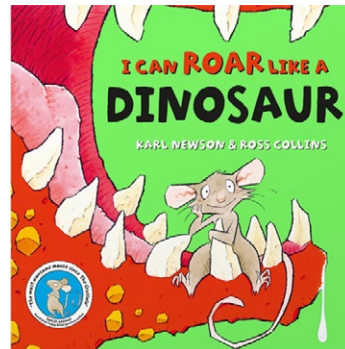
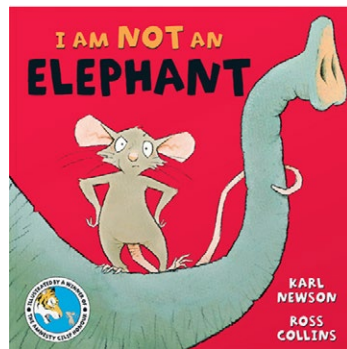
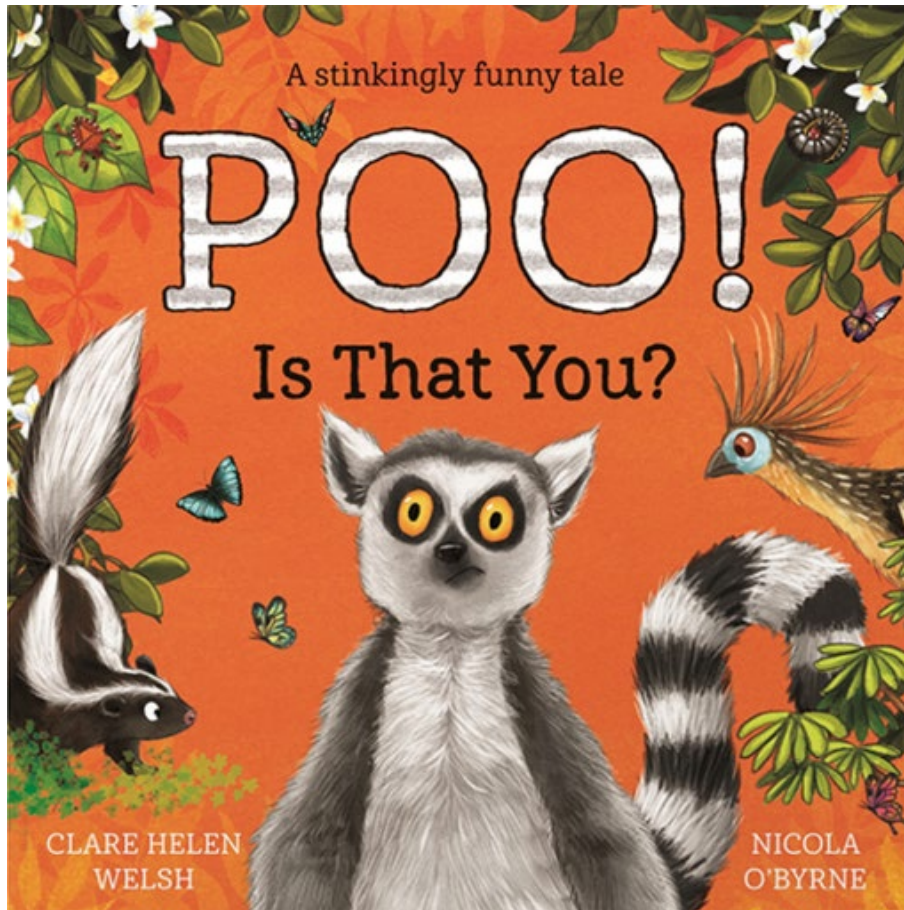
Mike Potts has worked with brands both large and small. His project experience covers design direction, art direction, artwork, production management, account handling and project management. His high-profile work includes launching the City of London's most important new skyscraper, redevelopment of Battersea Power Station and relaunching Oxford University Press' legendary Bond 11+ range. Clients he has worked with include British Land, Land Securities, Arup, Intu, L'Oreal, ITV Studios, Investec, Tiffany & Co. and McKinsey & Company amongst others.

www.bandb-studio.co.uk/

www.linkedin.com/in/jennie-potts-22974426/

www.linkedin.com/in/mike-potts-7b1b3a26/





Monday 8th - 1pm



Becky Chilcott - Macmillan Children's Books & Freelance Illustrator

Becky studied graphic design at the University of Creative Arts, Epsom. She started her career as Junior Designer at Random House Children's Books before becoming a freelance designer working for companies including Bloomsbury, Penguin Random House, Egmont, HarperCollins, Stonewall and The Ministry of Stories. Throughout her career has been trusted to work on some of the most-loved brands in the children's book world including Harry Potter and Jacqueline Wilson.

Becky also worked at the University of Central Lancashire on their MA Publishing course where she wrote and taught their Design and Production module. She relishes the opportunity to pass on her knowledge, skills and passion to the next generation of publishers and help the industry reach out beyond London. She still works closely with them as a guest lecturer and as Art Director at the publishing house affiliated with the course which involves their BA and MA Publishing students at every stage of the publishing process.

Becky also volunteers at the St Bride Library, London where she curates their annual lecture series. The Library houses the largest collection of design and typographic materials, books and ephemera in the world. The lecture series is designed to help promote awareness of the Library, as well as raise much needed funds to keep it running for future generations to enjoy.

www.beckychilcott.co.uk

www.uclanpublishing.com

www.panmacmillan.com/mcb

www.sbf.org.uk

Becky Chilcott
DESIGN



Monday 8th - 3pm



Claire Parker - Studied at Preston - 1987 - 1990

Claire is the Executive Creative Director of Design Bridge New York & Amsterdam. She has been a driving force behind the creative growth of the Amsterdam studio, seeing them develop a lasting relationship with international brands as well as acquire a wealth of international awards from Platinum Pentawards to Design Effectiveness and Best in show Creative Circle and Davey Awards.

While with Saatchi & Saatchi Asia she was an integral part of making them Agency of the Year and in 2015 Design Bridge were 'Most awarded agency' at the D&AD and 'Agency of the Year' at the Pentawards. Smart and articulate, an avid pop culturist and collector of social ephemera, she has been likened to 'a human magpie' with an enthusiasm that is infectious.

Her career has spanned numerous agencies, specialties, and countries, including Singapore, Hong Kong, Sydney, the UK, and the US, working with both global and local brands, on projects that span both size and complexity. Despite so many years away from Britain she still considers herself 'a northern lass' at heart.

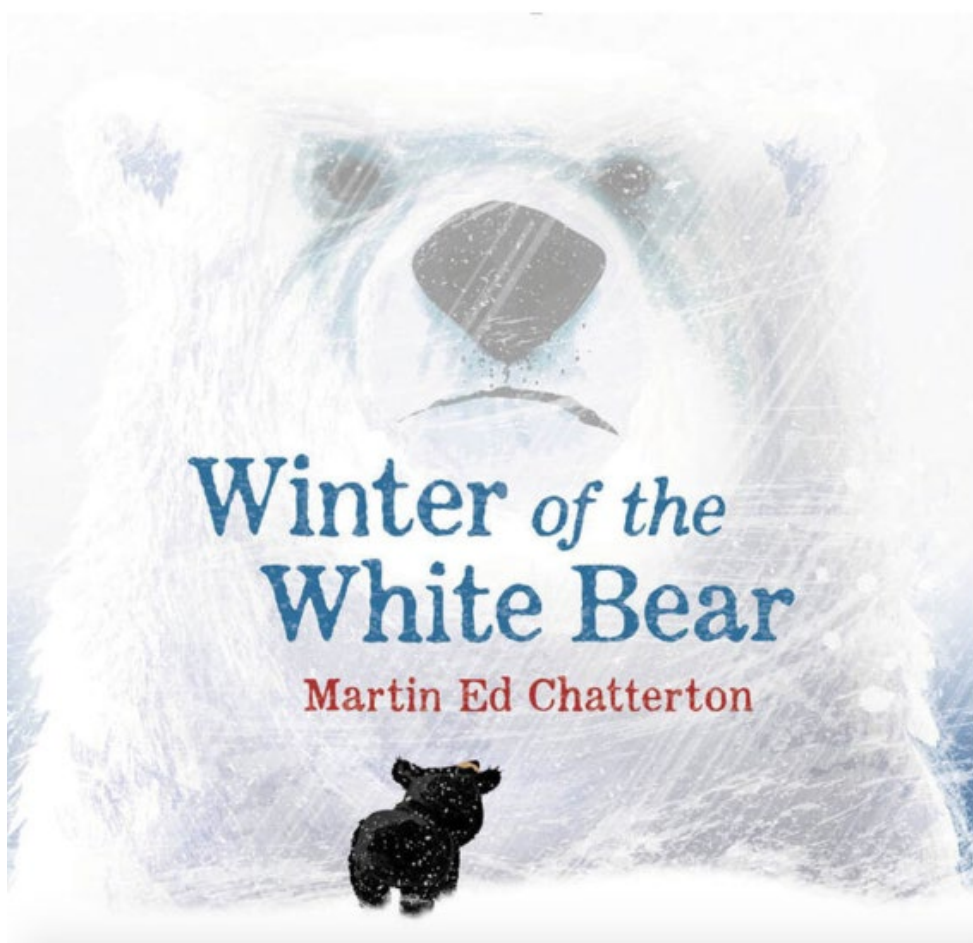
In 2017, she was appointed Design Bridge Executive Creative Director of both Amsterdam and New York Studios. In 2018, she joined the board of ADCN a Club for Creativity in the Netherlands with the mission to unleash creativity with impact on business, culture, and society.

www.designbridge.com/

www.linkedin.com/in/claire-parker-313423b/

www.thedisciplesofdesign.com/claire-parker

DesignBridge



Tuesday 9th - 9.30am



Martin Chatterton - Lecturer @ Preston - 1987- 1994

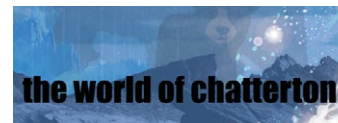
Martin has worked in the creative industries for over thirty years, as an illustrator, author, public speaker/performer and media producer in the UK, US, and Australia. As a children's writer and illustrator he has worked across the spectrum, all for major publishers.

Recent work includes co-writing six books for Penguin Random House with globally best-selling author, James Patterson. Other screenwriting work has included script consultancy for See Pictures (Sydney), and 'Dotty' a six-part UK comedic crime drama co-written with Brian Viner and sold to BKL Film (UK) with Jenny Seagrove slated as lead. The pilot for 'Dotty' is currently in development. 'The Art of Killing', a 6 x 1hr British/Australian drama co-production adapted from my novel, 'A Dark Place To Die' is in development with Escapade Media/Mam Tor Productions.

In 2017 Martin became Dr Chatterton when he was awarded a PhD for my work on the toxic effects of slavery in his home town of Liverpool. In 2019, he formed Hungry Head Productions Ltd (UK) with Richard Johnson to develop IP content for the children's media industry. In 2020 we were successful in gaining development funding from the British Film Institute's Young Audiences Content Fund for an animated special adapted from my anti-slavery picture book, 'Winter of the White Bear'.

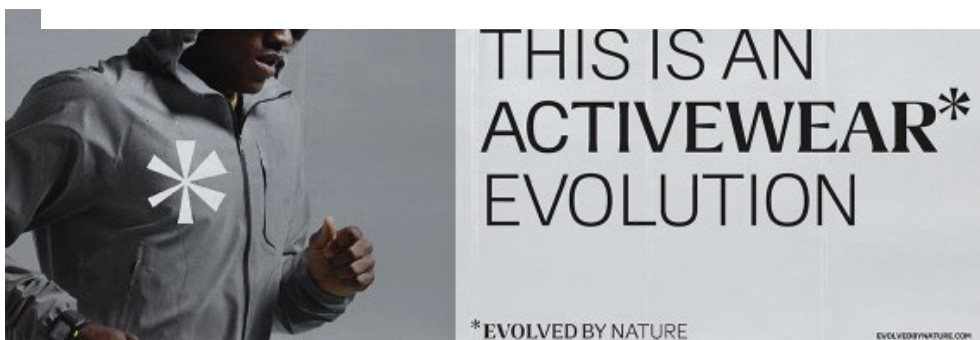
www.worldofchatterton.com/

www.linkedin.com/in/martin-ed-chatterton-a3741920/





* EVOLVED BY NATURE



Tuesday 9th - 1pm



Mike Rigby - Studied at Preston - 1998 - 2002

Mike is regarded as one of the world's leading thinkers and designers in the field of branding. He is Global Head of Design for R/GAs Business Transformation offering. He leads major innovation projects for clients including: Nike, Google, Walmart, Samsung, and a host of start-ups.

He began his 20-year career at one of Britain's most respected and awarded design agencies - The Chase Creative Consultants. Later working for Pentagram London, True North, Landor, and Interbrand Australia. Mike is the former Chairman of the Australian Graphic Design Association. He has been personally honored with 'The Bill Bernbach Award for Creative Brilliance' - DDB's highest accolade. Mike has won all of the major international design awards and has served as judge for the most prestigious programs including: The One Show, D&AD, Art Directors Club, and The Type Directors Club New York.

Beyond awards success, Mike serves on the board of directors of green chemistry company Evolved By Nature, alongside Roy Disney Junior and Dan Craft. He also teaches the masters program at the School for Visual Arts in NYC. Mike is a popular public speaker, headlining many festivals throughout the world including what is considered the world's largest and most important - Adobe Max - in which he earned the title of 'Max Master' for ranking inside the top 10 of thousands of speakers with a 98.9% audience approval rating.

www.linkedin.com/in/rigbymike/
mike-rigby.com/
www.thedisciplesofdesign.com/mike-rigby



Tuesday 9th - 1pm



Gill Calder - Illustrator

Jill Calder is an award winning illustrator and calligrapher who loves draw Your status is set to do not disturb. You'll only get notifications for urgent messages and from your priority contacts. Change settings.

ing, ideas, colour, ink, typography, stories, books, dogs and deadlines. Jill blends traditional and digital image-making methods as seamlessly as possible resulting in whimsical illustrations with broad appeal. As a result, her work is commissioned for children's picture books, huge hospital murals, financial and scientific reports, branding Scotch whisky and global advertising campaigns.

Jill studied at Edinburgh College of Art and later at Glasgow School of Art, graduating in 1992. Through her work, she has been invited to talk at various events and conferences and teach at schools and universities throughout the UK, USA and Hong Kong. Amongst other places, her work has been displayed at the V&A Museum, The National Museum of Scotland, The Royal Brompton Hospital, The Royal Scottish Academy.

Over the next two years Jill's work is on show around the world in 'Drawing Words', an exhibition of ten British children's book illustrators, curated by Lauren Child and organised by the British Council. As part of the tour, Jill was invited to Pakistan and Sri Lanka to open the exhibition and hold workshops, masterclasses and storytelling sessions in the British Council Libraries there.



BRAND TOOLKIT

ILLUSTRATION STYLE / @STUDIO_JONESY



Tuesday 9th - 3pm



Dom Dzik, Ryan Boyes & Erin Jones - Final year students

In a conference week first we have some of our current final year graphics and illustration students presenting their collaboration on this years industry set brief. Set by Steve Conchie from Brandon Manchester, the brief was to create and brand a new Rum with the intention of bringing it to market.

Dom, Ryan & Erin will be talking through how they developed the project from start to finish and how they found the collaboration process. The Conference week organisers are particularly excited about this particular talk and presentation as it marks not only a CW first but may prove to be a regular feature of conference weeks to come. Peer to peer learning has finally come to Conference Week and we should all embrace it and learn from it going forward.

www.domdzik.com/
[instagram @studio_jonesy](https://www.instagram.com/studio_jonesy)
studiojonesy.com



Wednesday - 9.30am



Mike Kirkpatrick - Studied at Preston - 2009 - 2013

After graduation Mike cut his teeth in Manchester alongside fellow Preston graduate Mark Arrowsmith, when they both worked for Ted Howell at Detail Creative. In 2015 Mike got the opportunity to move to Australia and now currently works in Sydney as Senior designer specialising in branding and strategy at the Re agency, part of the M&C Saatchi network.

Mike is an Ideas-led designer and was responsible for the design of the Words of Wisdom book, celebrating 45 years of the course and it's sandwich placement, a project he undertook in his final year of study here at Preston. A book and a piece of Mikes design skills that you all now have in your possession.

www.behance.net/resydney

www.thedisciplesofdesign.com/blog/2020/7/29/words-of-wisdom

Re| Sydney



Wednesday - 11am

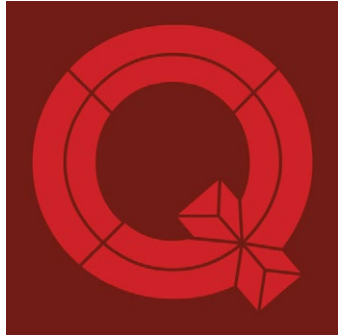


Mark Arrowsmith - Studied at Preston - 1999 -2004

Mark is a conceptual freelance graphic designer and art director currently based in Manchester. Since graduation Mark has worked in both London and Manchester and has only recently returned from travelling around the world.

Mark firmly believes in the importance of an idea. "It can communicate a message, define an identity, establish change and build brands of any size". Since graduating from UCLan almost 10 years ago, he has helped create work for the likes of Adidas, Häagen-Dazs, Diageo, Umbro, Selfridges, Oak Tyres and Red Tractor. He has also been fortunate enough to work with some of the UK's top design studios with broad responsibilities and creative freedom, building an understanding of the importance of collaboration and design exploration"

markarrowsmith.co.uk/
www.linkedin.com/in/mark-arrowsmith-6a1a9743/





Wednesday - 1 pm



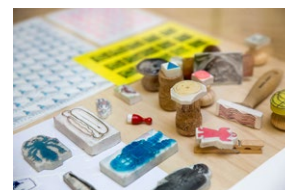
Stephen Fowler - Illustrator & Printmaker

Stephen Fowler was born in Bristol, grew up in Cornwall, before leaving to study Illustration at Harrow School of Art, and Central Saint Martins in London. After graduating he worked as a freelance editorial Illustrator for newspapers and magazines

For the past 15 years, small press publications, rubber stamping and alternative printmaking became the focus of Fowler's Authorial Illustration practice. His prints, zines and artist books have been exhibited and held in international collections such as the Tate Gallery, the Victoria & Albert Museum, Arnolfini, Minnesota Centre for Book Arts, Malmö Artists Book Biennial and White Columns New York.

Fowler works internationally, taking his rubber stamping workshop and Wildman life drawing classes to; Göra Festival Stockholm, Grafixx Antwerp, Hay Festival, KKV Grafixx Malmö, and Minnesota Centre for Book Arts. He is a senior lecturer at University of Worcester's Illustration degree course and halfway through an MA in Multi-disciplinary Printmaking at the University of the West of England. His guide to Rubber Stamping is out now, published by Lawrence King Publishing.

www.instagram.com/stephenfowler_rubberstamping/
www.jacksonsart.com/blog/2017/07/07/stephen-fowler-printmaking-with-rubber-stamps/





Wednesday - 1 pm



Rosie Arnold - Advertising, Leadership and Life! at Rosie Arnold

I started moonlighting at a tiny creative hot shop called Bartle Bogle Hegarty in 1983 while studying at Central St Martins. I stayed there a long time.

A very long time. 33 years. I have always been motivated by the opportunity to do mould-breaking creative work amongst like-minded people, and I saw no reason to move. I spent the formative years of my career working closely with Sir John Hegarty, learning the trade. I went from being art director to being on the board as ECD.

In my time I lead Axe (Lynx) for 14 years culminating in developing the Axe website and awarded mobile work, I was the ECD on all the Unilever accounts with BBH globally.

In my last few years at BBH I worked on Baileys, introduced Gordon the Boar and was behind the phenomenon that was Yeo Valley.

After the death of my husband I tried pastures new and worked for two years at AMV as a creative partner and head of art. I left to do my own thing in 2019. What is that? You wonder ...well... I am having so much fun as I can do the things I love and feel passionate about.

www.dandad.org/profiles/person/274158/rosie-arnold/





Wednesday - 2pm



David Sedgwick - Studied @ MMU - 1993- 1997

David Sedgwick is a designer and the mastermind behind Studio DBD, a design studio based in Manchester. Hard-working and with a great reputation, not just locally, but worldwide, David doesn't just work for an impressive range of clients, he also finds time for side projects, such as the successful BCN: MCR exhibition or his Forever Manchester collaboration with Stanley Chow.

A champion of other creatives in Manchester, and always one of those who happily puts people in touch with one another, David gives back just as much as he puts in - it's no wonder he's a popular chap.

www.studiobd.com/

www.creativeboom.com/features/david-sedgwick/





Wednesday - 3pm



Nathan Harper & Alice Poole - Nathan Studied at Preston 2013-2016

Nathan and Alice are currently at Pulse Creative London, which is an arm of The&Partnership and News UK's in-house creative agency. In a place that revolves around daily news situations, they have to think fast and work faster. Nathan is a Copywriter who heads up the creative work for Wireless. They are the company home talkSPORT, Virgin Radio, talkRADIO and Times Radio. Alice is an Account Director who looks after various parts of the business, mainly focusing on Wireless and The Times.

Together they have made well over 500 ads in less than two years and show no signs of slowing down.

theandpartnership.com/gb/
www.linkedin.com/in/nathan-harper-9934a8123/
www.linkedin.com/in/alicepoole/



Thursday - 10am



Harriet Richardson - Studied at Preston 2013 - 2017

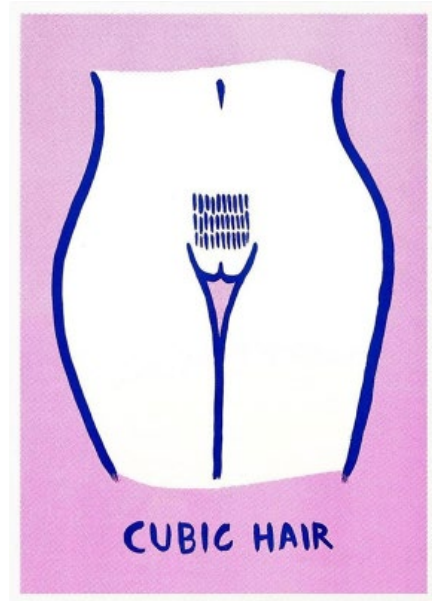
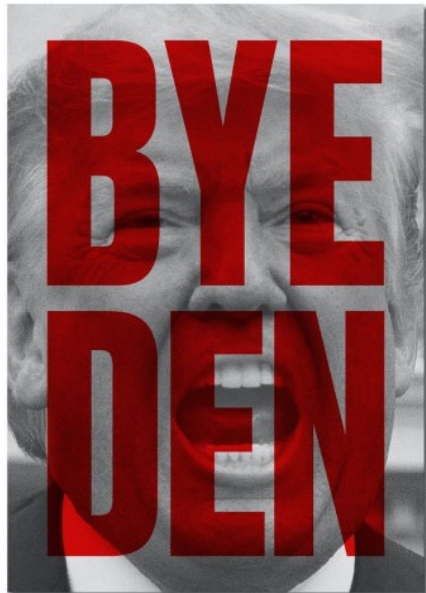
Harriet is our youngest speaker this year and she is currently blazing a trail at Pentagram's head office in London. Harriet is also our most decorated student with 4 D&AD nominations to her name and she is the only student to ever be short listed for 3 separate awards in one year! As well as working fulltime at one of the worlds premier design agencies, Harriet has an interesting instagrm side husstle project that I am sure she will be sharing with us all?

www.pentagram.com/work/disciplines

www.instagram.com/hatsrichardson/

www.thedisciplesofdesign.com/blog/2019/10/8/harriet-richardson-third-year-portfolio

www.dandad.org/profiles/person/936698/harriet-richardson/





Thursday - 1pm



Russell Cobb - Illustrator

Russell Cobb is a leading artist Illustrator based in the UK. Russell has received many industry awards including D&AD Silver and 5 Association of Illustrators Best of British Gold awards. In 2003 the Independent UK national newspaper voted him one of Britain's top ten Illustrators. Russell was awarded Best in Book in Creative Review's Illustration Annual, 2011.

Russell's work has been featured in many international publications, amongst others 3X3 magazine New York, Tecknaren Stockholm and Illusive, Contemporary Illustration Berlin. Russell has collaborated with many leading art directors in advertising, design, publishing, editorial and interactive media.

Russell's background in design and fine art enables his work to sit comfortably in both arenas. Russell's commercial and personal work has been exhibited in London, Berlin, Zurich and Paris.

Russell served as Chairman of the Association of Illustrators 2005-09 and worked closely to transform the organisation. Russell was also made an honorary member of the Society of Illustrators New York 2005.

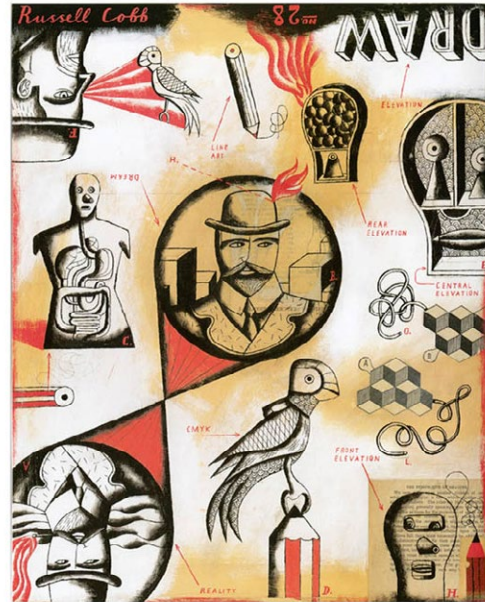
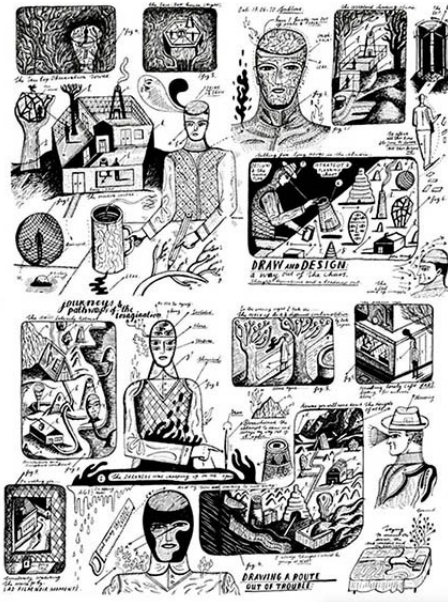
Russell has guest lectured at many leading establishments throughout the UK and Europe, amongst others Central Saint Martins School of Art London, Grafill Oslo and the Association of Dutch Designers Amsterdam.

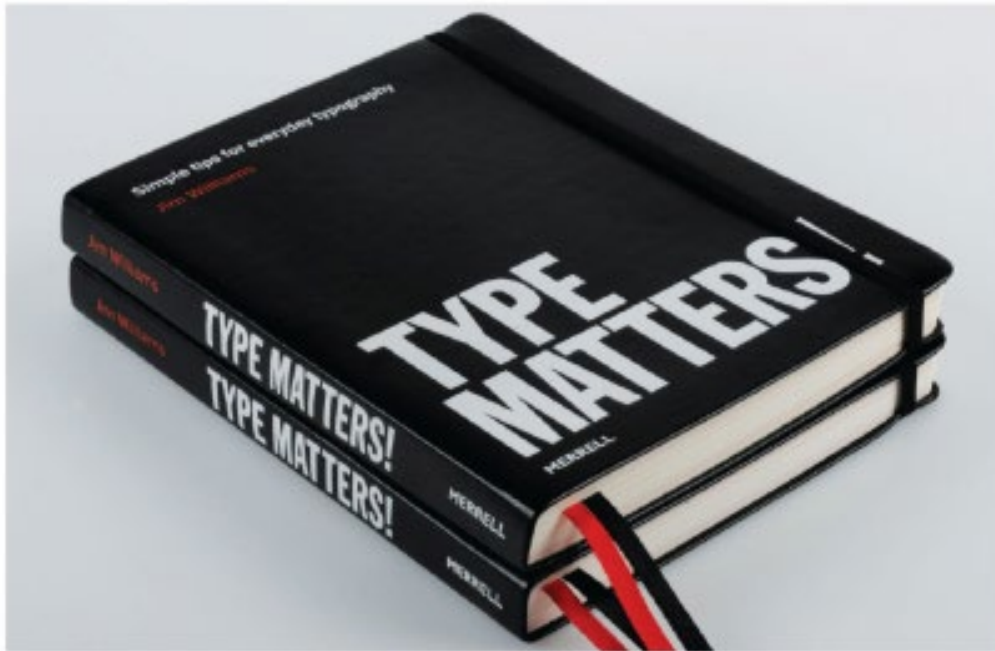
www.russellcobb.com

www.cobbphoto.com

www.instagram.com/russellcobb/

www.instagram.com/russellcobb_art/





Thursday - 1.30pm



Jim Williams - Studied at Preston 1978 -1982

Jim began his career in London working as an advertising typographer, most notably with the highly regarded Collett Dickenson Pearce, returning to general graphics after four years. He then moved to Manchester as a founding member of The Chase.

Jim's work has been recognised in a number of award schemes but what he's really proud of is the 20 years he worked with the prestigious London advertising awards, The Creative Circle, designing their annuals and the 26 years he has been lecturing at Staffordshire University. In April 2012 his book Type Matters! was published by Merrell Publishers and has been translated into German and Dutch editions.

typespec.co.uk/type-matters-book/

www.thedisciplesofdesign.com/jim-williams

www.linkedin.com/in/jim-williams-87aa1315/

Thursday - 1.30pm



Dan Forster
STUDIO

Dan Forster - Studied at Sheffield 1995 -1997

Dan is an award-winning lettering artist and designer with over 23 years' experience. Dan works with design agencies and direct clients from around the world on all manner of lettering and type-based projects—ranging from custom logotypes, brand marks, packaging projects, book covers to anything that requires beautifully crafted bespoke lettering.

Dan is also the son of Northern type legend Tony Foster who's work was recently featured in an exhibition at Bolton's city Museum. You can check out his work on the link below.

www.danforster.com

www.manchestersfinest.com/arts-and-culture/tony-forster-man-letters/



Friday - 10am



Andrew Griffin - Northumbria University 1991 -1993

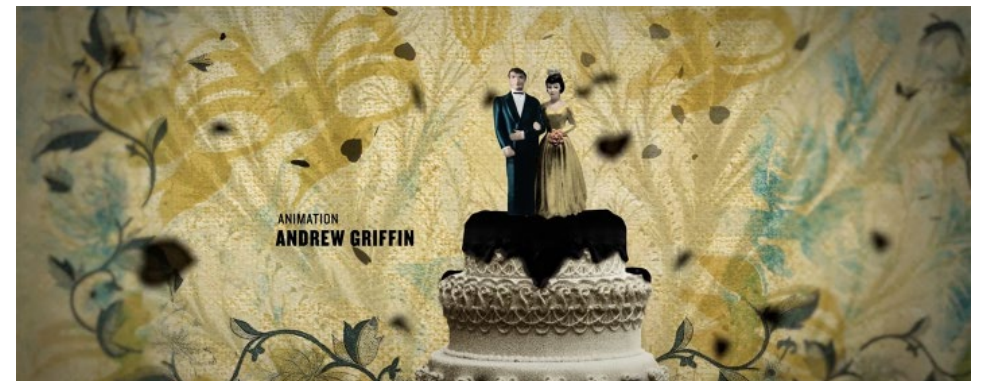
Griff is a multi-talented creative who is an experienced Director with a demonstrated history of award winning work in the broadcast media industry. Skilled in Motion Graphics, Live Action Direction, Animation Direction, Illustration, and Writing. His work speaks for itself so check it out on the links below.

mrgriff.uk/

mrgriff.uk/things

vimeo.com/griffolio

www.instagram.com/mistergriff/?hl=en





Friday - 10am



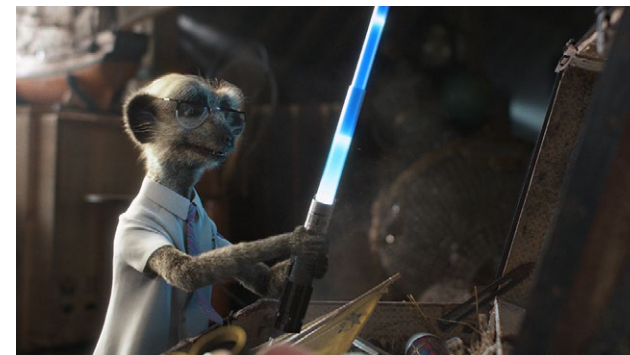
Malina Giurgea & Teodora Nicolae - Studied at Preston - 2011-2014

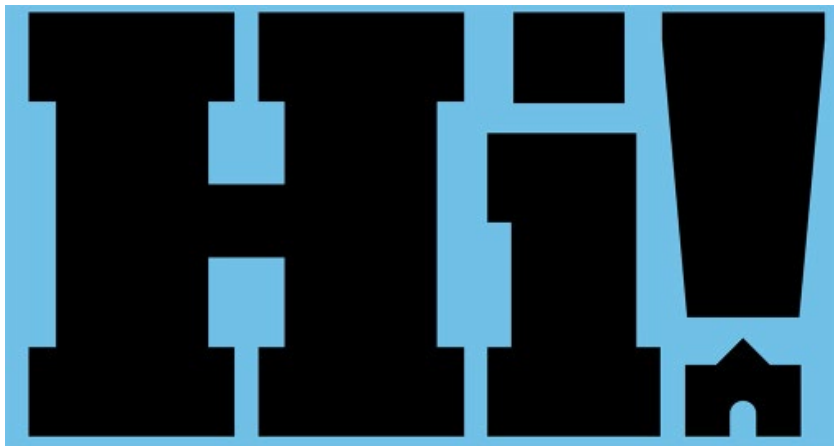
Malina & Teodora are currently working at VCCP and we have been here 5 years. VCCP is in top 5 creative agencies in London, doing integrated work for clients like comparethemarket, easyjet, O2, Cadburys, Paddy Power. We are currently doing a lot of work on comparethemarket, having worked across Meerkat Meals, Meerkat Movies, and more recently, Meerkat Music where we helped organise the Little Mix gig last summer. We also worked on Britvic, specifically on J2O and Aqua Libra, Paddy Power, EasyJet.

After graduating, we have been part of the D&AD Academy, a two week bootcamp which is an amazing opportunity to learn and meet amazing people across the industry. We have then gone on to placements in places such as Grey, M&C Saatchi, BMB and iris Worldwide before settling at VCCP.

We also kept a relationship with D&AD and I (Teodora) was a judge for the New Blood Awards White Pencil category in 2018.

www.vccp.com/





Friday - 1.30pm



Gary Holt - Studied at Preston 1986 -1990

Gary Holt is one of our most experienced speakers and founder member and Executive Strategic & Creative Director at SomeOne London. SomeOne are a multiple awarding winning branding practice that specialises in launching and relaunching reputations. Unlike large traditional design groups, working with SomeOne means clients meet and work with creatives. After all, that's why we get hired – to be creative. Ideas excite us, they shape reputations, create value and signal change. That's why we concentrate on big ideas first, then go about making them beautifully.

SomeOne clients include – O2, Coke, Cancer Research, London 2012 Olympics, Telefónica, Dyson, Eurostar, New Look, Intel, Sky, The Royal Opera House, Aviva, Heineken, HSBC, Kew Gardens, Reuters and a whole host of new and exciting clients that can't be mentioned...

SomeOneInLondon.com

www.linkedin.com/in/gary-holt-55469bb8/

www.thedisciplesofdesign.com/gary-holt





Friday - 1.30pm



Keith Noble - Studied at Preston - 1986 -1990

Keith is a Director at Forepoint Ltd, a creative and ideas agency, helping businesses to make communicate more effectively, taking brands beyond 'business as usual'. Forepoint bring together the power of ideas, sparking smart responses and adding creative thinking to brand, digital and motion communications that engage audiences and create lasting impact.

From branding and positioning through to employee engagement, Firepoint's experience is wide-ranging, and their expertise deep-rooted. Blending our collective knowledge and skills, we'll work together to create communications that talk to the people that matter to you in ways that have meaning and value. Together we'll create lasting impact, start conversations, drive change - And you'll have the full range of our brand, digital and motion expertise at hand to deliver them.

forepoint.co.uk/

www.linkedin.com/in/keith-noble-0a0992a4/



SMALL
ACTIONS
BIG
OUTCOMES

Friday - 1.30pm



JP Sykes - Studied at Preston 1996 - 2000

After graduating JP joined Lambie-Nairn where he gained some big branding experience, working on identities for The BBC, O2 Mobile and the Sci-Fi Channel, he joined SAS (Stock Austin Sice) becoming Creative Director and working on client accounts such as BT, Ernst & Young, Diageo and Sainsbury's.

Career highlights include Design Week Benchmark award, D&AD silver pencils for Sci-Fi Channel and BBC Three, Art Directors Club USA, Promax Gold and Silver for Sci-Fi Channel, BDA platinum for BBC Two, Promax Gold for BBC 4, and surviving a 90's rave revival weekend in Butlin's (Bognor) on an SAS Wipeout©. JP is currently Design Director at Frank, Bright & Abel.

frankbrightabel.com/

www.thedisciplesofdesign.com/john-paul-sykes

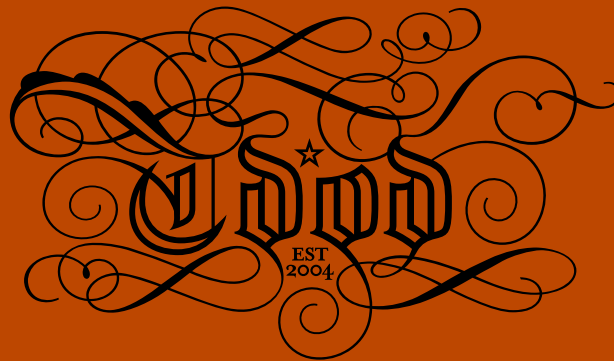


FRANK
Bright
& ABEL



CONFERENCE WEEK 10

WAS BROUGHT TO YOU BY



committed to the dissemination & diffusion of knowledge