EVENTS

Beyond Pricing: Licensing, Equity, Venture Capital and More

Thursday, January 15, 2015 / Los Angeles

In the ever-changing graphic design field, we are now working in new ways that often come with alternative compensation schemes. From licensing work to receiving equity and profit in client ventures, the landscape is changing and we want to share more.

DETAILS

Thursday, January 15, 2015
6:30 PM - 9:00 PM

WeWork Hollywood
7083 Hollywood Boulevard
Los Angeles, CA 90028

Come hear designers share their stories from these interesting new frontiers. How does it all work? What are the advantages and pitfalls? How do you do the math on these ideas? Is it something for you to consider? Join us and find out more.

Agenda
6:30pm-7:00pm Networking
7:00pm-8:30pm Panel Discussion
8:30pm-9:00pm Q&A

Early Bird Tickets *(Ends Jan. 13)*
$10 Supporter Members+
$15 Contributor Members
$45 Non-members

Regular Tickets
$15 Supporter Members+
$20 Contributor Members
$55 Non-members

Parking
On-site parking structure is available at $17. It is recommended to park at the CVS parking structure for $8 located one block east of WeWork at N. Sycamore Ave. & Hollywood Blvd. Limited metered street parking is also available.

About the Moderator

Terry Lee Stone terryleestone.com
Writer, design management consultant and creative strategist, Terry Lee Stone currently teaches the business of design at Arts Center College of Design and at Lynda.com. Stone is the author of several books, including Managing The Design Process series, and also writes for HOW, Communication Arts, and Felt & Wire.

Panelists

Debra Valencia debravalencia.com
Debra Valencia, a surface pattern artist, graphic/product designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California style uniquely her own. Her colorful, chic products are currently licensed with over 30 manufacturers in gift, stationary, textiles, home décor, fashion accessories, bath/body, and cosmetics. Debra teaches seminars, college sources and one-on-one coaching on the art licensing business.

Greg and Sloane Mann
Greg and Sloane Mann are Founding partners of The Fibonacci Design Group, a full-service firm integrating strategic, interactive brand-building and visual design to produce impactful, award-winning campaigns in both the high-tech and entertainment industries. Their firm's design work on Cisco Systems' Diversity campaign recently garnered a Magnum Opus Award. Greg Mann is a graduate and past member of the faculty at Art Center College of Design. Sloane Mann is a graduate Summa Cum Laude from UCLA. Together for the past 16 years, they have served on the board of directors for Public Works, Inc., a non-profit committed to the education of high-risk young adults, and to the betterment of curricula.

Chris Becker chrisbecker.com
An imaginative and creative interaction designer/UX designer/design researcher and educator, Chris Becker has the ability to design across media platforms for solutions within Experience Design, Interaction, Branding, Web Design, Advertising, Systems Design, and Print. Versed in LEAN Development, Scrum, design thinking, prototyping, design research, and user testing for taking ideas from the drawing board to the real world. Chris received his BFA from Colorado State University and his MFA in Media Design from Art Center College of Design.

Venue Sponsor

wework

WeWork, the platform for creators. We provide the space, community, and services you need. Create your life's work.

Twitter Hashtags & Handles:
#BusinessMatters
#AIGALosAngeles
@think2design
@cbecker
@WeWorkLA
@AIGALosAngeles

Event artwork courtesy of Clever Creative