

# SPECIALIZED TRAINING

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POLAND

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# SPECIALIZED MATCHMAKING

**Date:** 24.02.2022

**Location:** Online event

## Project relevance:

COCO4CCI aims to connect CCI and AVM to collaborate with each other. In line with the expectations of the previously organised specialised trainings a match making event was organised online around the main guest as inspiration and a great example of the successful cooperation.

## Participants:

// Number of participants: 18

// Participant structure:

6 AVM

12 CCI

Among CCI's there were also Art Academy representatives, free lancers etc.

## Event

### DESCRIPTION

The idea of the event was to gather AVM's and CCI's representative around a famous, well known person that would be an inspiration for cooperation, creation leading to a success.

Therefore, following the research for needs and expectations we have invited a well know polish designer of magazines and newspapers Mr Jacek Utko.

**Jacek Utko**

<https://utko.com/>

Designer of newspapers, magazines and websites.

He was the first Pole to speak at the TED conference in the USA, with the lecture 'Can Design Save Newspapers'. He has done projects for the largest press publishers in the world. He was a speaker at conferences in 41 countries and won 5 World's Best Designed Newspaper awards and 4 European Newspaper of The Year awards. In Poland, he made mock-ups of, among others Puls Biznesu, Gazeta Wyborcza, Wysokie Obcasy etc.



The following issues were raised during the meeting:

How to build and maintain trust in successful cooperation?

How to be successful abroad? What are the differences in working with clients on 6 continents?

How to become a speaker at conferences like TED, Adobe Max, Icoagrada, Typo Berlin?

Designing publications, the most common mistakes when designing a mock-up

Typography, what fonts are suitable for professional publications, fashion vs. timelessness

How to win prizes in the world's most prestigious graphics competitions?

### **LESSONS LEARNT**

The level of advancement of the group was high. Most of the participants were all professionally involved in designing a publication or related field (branding, advertising). Some of the audience were students, but also in the field of publication design.

Based on the real life examples participants could enjoy the meeting and its valuable aspects of the successful cooperation between designers, clients and customers. They were given useful insight how to maintain successful cooperation and build their own portfolio.

### **FEEDBACK**

Participants provided a very positive feedback regarding the meeting. The event was prepared in a very concise and practical way. It was possible to ask question and get concrete answers, tips. Organising a meeting with inspirational person is always much more interesting and valuable in terms of the possibility to talk to the person you admire personally in your professional career. Participants would very much welcome such series of events organised in the near future, with going into details of some of the already indicated aspects of the international magazine/newspaper design.

### **SCREENSHOTS**

