

Typography in the Moving Image I

15 & 16 April 2010

RTL CREATION in Cologne

Typographic design is a key discipline in connection with the creation and implementation of design, promotion and brand communication measures for the audiovisual media film & television. Moving image media offer very different opportunities to implement fonts than, for instance, print products do: they range from a neutral appropriate use of type to an opulent, or even monumental, typographic design. Typography can impressively take shape in the flow of high-frequency images. This gives us sufficient reason to look into the history and current state of things as well as into the perspectives of this significant creative discipline with a focus on the audiovisual media.

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about this topic. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 20**.

Speaker

Ralf Lobeck, Creative Director Bruce Dunlop Associates, Munich

Born in 1965 in Gladbeck. Studied Visual Communications and Graphic Design from 1986 to 1991 at the University of Applied Sciences in Düsseldorf and at the University of California in Los Angeles (Bachelor). TV designer at WDR in Cologne and Düsseldorf. Employed at RTL from 1991 to 2009, initially as TV designer, later head of department. Most recently senior art director at RTL CREATION. Since June 2009, creative director at Bruce Dunlop Associates in Munich. Special teaching post in the field of typography at University of Applied Sciences in Düsseldorf and at Bergische Universität in Wuppertal. Regular workshops at the Filmakademie Baden-Württemberg in Ludwigsburg and at the ifs internationale filmschule köln. Lectures at the Typo Berlin, at the Forum Typographie, at Eyes & Ears of Europe and at numerous national and international colleges. Various national and international awards.

Registration deadline: 9 April 2010

Any questions? Just give us a call: **+49 (221) 60 60 57 10**

Thursday, 15 April 2010

- 11.30 **Welcome**
Björn Klimek, Creative Director Promotion/
Advertising RTL CREATION, Cologne
- Programme & Presentation**
Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Rewind:**
**The beginning of typography in the context
of film & TV**
- 13.00 Lunch break
- 14.30 **Saul Bass:**
Reduced to the max...
- 15.30 Break
- 16.00 **Pop Art, Psychedelic & Beat-Type**
- 17.00 Break
- 17.30 **Between 2D & 3D Type:**
Corporate Design for TV I
- 18.30 Discussion & Summary
- 19.00 End of day one

Friday, 16 April 2010

- 09.00 Get together
- 09.30 **Between 2D- & 3D-Type:**
Corporate Design for TV II
- 10.30 Break
- 10.45 **Tease me trendy!**
Typography in film lead-ins
- 12.30 **Lunch break**
- 13.30 **Listen up!**
Typography in music videos
- 15.00 Summary & Evaluation
- 15.30 End of the event

How to register

For your binding registration, please send your registration form by 9 April 2010 to:

Eyes & Ears of Europe

Vereinigung für
Design, Promotion und Marketing
der audiovisuellen Medien e.V.

Eyes & Ears Academy

Director
Wout Nierhoff
Project Management
Ina Braun
Training Management
Isabel Krischer
Project Assistance
Dorothea Billig
Konrad Lohrmann
Marketing Services
Anna Schiffer

Geschäftsstelle

Tel.: +49 (221) 60 60 57 10
Fax: +49 (221) 60 60 57 11
eMail: academy@eeofe.org
Internet: www.eeofe.org

Fees

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice by means of bank transfer.

Accommodation and catering costs are not included in the participation fees.

Eyes & Ears of Europe e.V.

Sparkasse KölnBonn
Bank code 370 501 98
Account no. 101 308 2688

Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to make changes to the programme.**

Getting there

By public transport

Coming from Cologne central station, take the underground line No. 16 (in direction to Bonn/Bad Godesberg) or No. 18 (in direction to Klettenberg/Bonn) and get off at 'Neumarkt.' Then follow the signs to tram line No. 1 in the direction of Junkersdorf/Weiden. Take tram line No. 1 and get off at 'Mohnweg'. RTL is located right across from tram stop on the right-hand side.

By car

Take the motorway A1. Leave the A1 at the exit 'Weiden / Lövenich' and turn into 'Aachener Strasse' in the direction of 'Zentrum.' You will find RTL after approx. 500 meters on your left-hand side. Please drive into the underground car park.

Venue

RTL
BZ3, 2. Etage, Raum 1.218
Aachener Str. 1040
D-50858 Cologne