



**Visual Conception – More Fun with the Big Black Pen  
11 & 12 September 2014  
AXN in Munich**

Whether it is a sketch, scribble, drawing, storyboard or presentation – those who work with images and text should not only think visually, but also make their thoughts and ideas clear and comprehensive to others.

Visual conception is a helpful tool to turn a thought into universally understandable sign systems. It can help – especially in media work processes – to create a foundation for exchanging ideas and reflecting concepts with little effort. In the end, it is all about following the signs to the right project.

This event teaches the basics of visual conception: black on white, short and simple and always with a big black pen. The participants learn how to visually present their ideas. They will also recognise, explore and value their own potential in personal expression in the professional context. The participants can use this tool in their everyday working practises in the media – and will hopefully never complain again: "But I can't draw!"

In the context of this Eyes & Ears Academy, the following topics will be discussed:

- Basics of graphic representation
- Basics of visual design
- Semiotics
- Image analysis
- Process-oriented work

This event organised by Eyes & Ears of Europe and AXN 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 of 12 people. The seminar language will be German.**

**Registration deadline: 5 September 2014**

**Speaker:**

**Rainer Marchlowitz** is Artist, Illustrator, Advertiser and heads the area Creative Networks at SWR in Mainz.

## Thursday, 11 September 2014

- 11.00 **Welcome**  
Lühr-Martin Lemkau, Head of Brand & Product Development Sony Pictures Television Deutschland GmbH Networks, Munich  
Corinna Kamphausen, CEO Eyes & Ears of Europe, Cologne
- 11.15 **Introduction of the participants**
- 11.30 **Picture - Signs - Symbols: Semiotic considerations**
- 13.00 Lunch break
- 14.00 **Relaxing I: Process-oriented work**
- 15.00 Break
- 15.30 **From the eye of the hand to the mind: image and symbol**
- 16.15 Break
- 16.45 **Relaxing II: Process-oriented work**
- 17.30 Break
- 18.00 **Less is more: Taking a stance I Let's see: The determination exercise at the end**
- 18.45 End of day 1

## Friday, 12 September 2014

- 09.00 **Get together**
- 09.30 **Less is more: Taking a stance II**
- 10.30 **Less is more: Taking a stance II Break**
- 11.00 **Relaxing III: Characters + Images**
- 12.30 Lunch break
- 13.30 **Relaxing IV: Characters + Images & Stories**
- 15.00 Break
- 15.30 **Relaxing V: Story, pen & Storyboard Relaxed, presented confidently**
- 17.00 Summary & Evaluation
- 17.30 End of the event

### How to register

For your binding registration, please send your registration form by 5 September 2014 via eMail to [academy@eeofe.org](mailto:academy@eeofe.org) or Fax to +49 221 60605711.

### Contact

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### Fees

- € 350,- Eyes & Ears members
- € 75,- Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- € 990,- non-members
- € 150,- non-members / pupils, students, trainees

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.