

Typography in the Moving Image

1 & 2 October 2009

BDA in London

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 (Degree). 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: 25 September 2009

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

Thursday, 1 October 2009

- 11.30 **Welcome**
Bruce Dunlop, Group Creative Director Bruce Dunlop & Associates, London
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, 2 October 2009

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

How to register

For your binding registration, please send your registration form by 25 September 2009 to:

Eyes & Ears of Europe

Association for the
Design, Promotion and Marketing
of Audiovisual Media e.V.

Eyes & Ears Academy

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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

From Heathrow airport take the Heathrow Express to Paddington Station. Take Bakerloo-Line (brown) to Oxford Circus.

Venue

Bruce Dunlop & Associates
8 Marshall Street, Soho
London W1F 7EJ
United Kingdom