

# Typography in the Moving Image

## 5 & 6 November 2009

### Schweizer Fernsehen in Zurich

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: 30 October 2009**

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

#### Thursday, 5 November 2009

- 11.30 **Welcome**  
Alex Hefter, Creative Director Schweizer Fernsehen, Zurich  
Patrick Arnecke, Head of Design Schweizer Fernsehen, Zurich  
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, 6 November 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 30 October 2009 to:

### Eyes & Ears of Europe

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

### Eyes & Ears Academy

Director  
Wout Nierhoff  
Project Management  
Ina Braun  
Event management  
Isabel Krischer  
Marketing Services  
Carolin Harttrampf

### Office

Phone: +49 (221) 60 60 57 10  
Fax: +49 (221) 60 60 57 11  
eMail: [academy@eeofe.org](mailto:academy@eeofe.org)  
Internet: [www.eeofe.org](http://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

From Kloten airport take the bus No. 781 in direction to 'Zürich/Bahnhof Oerlikon' and get off at 'Fernsehstudio/WTC'. Or take the suburban railway No. S2 until 'Bahnhof Oerlikon' and change onto bus No. 781 or 788 and get off at 'Fernsehstudio/WTC'.

Coming from the central station of Zurich take SBB or the suburban railway No. 11 to 'Bahnhof Oerlikon' and then change onto the bus No. 781 or 788 and continue to the stop 'Fernsehstudio/WTC'.

### By car

Take the motorway A1 until the junction 'Zürich-Seebach'. From there continue on 'Birchstraße' in the direction of Zurich. After approx. 1 km turn right into 'Glattalstraße', crossing 'Schaffhauserstraße' onto 'Schärenmoosstraße' until you reach 'Fernsehstraße'. From the motorway exit onwards also watch out for the sign with a circled "Z". Follow this sign, the event location is closed by. Later, the sign 'SF DRS/TPC Besucher' leads you to the location.

### Venue

Schweizer Fernsehen  
Fernsehstr. 1-4  
CH-8052 Zurich  
Switzerland