

T: 1-212-633-8943
 F: 1-212-633-8944
 E: director@tdc.org
 W: http://www.tdc.org



TDC :: Type Directors Club
 127 West 25th Street 8th Floor
 New York, NY 10001
 USA

TDC Educational Series :: Alex W. White :: Advertising Design and Typography

Dates and Times

Friday 4 May 2007
 9:00-4:30

Location

TDC Offices

Tuition

TDC Members \$275
 Non-Members \$350

Registration

Registration is required.
 Space is limited. Limit 30 attendees maximum.

Class Summary

Advertising is from the Latin "advertere" ("to turn toward," therefore "to bring to someone's attention"). So why is so much advertising skippable?

Getting a target's attention begins with a great idea. But the presentation of the idea can either propel or disguise the value of the idea. What is the context of your ad and what will make targets respond to it?

One measure of an advertising art director's success is getting ideas to stick on the critique wall. How can you give your ideas and designs more stickiness?

This day-long seminar, organized to provide immediately useful ideas, will have two parts: a morning session presenting provocative aspects of designing for visibil-

ity and giving typography brand-building character; and an afternoon workshop session in which you will apply the morning's ideas by developing the design and typography of an ad of your choosing. Please bring a laptop and a study from which to start your process.

There will be a drawing for a signed copy of Alex's just-released 224-page full-color hardcover book, *Advertising Design and Typography* (2007, Allworth Press, 8 1/2" x 11", \$49.95). Additional copies will be available.

Instructor Bio

Alex W. White is the author of five books including *Advertising Design and Typography*, *Thinking in Type*, and *The Elements of Graphic Design*, as well as numerous articles on typography and visual communication. His consultancy works with ad agencies and their clients to improve the visual power of their messages. White is the President of the Type Directors Club and is an award-winning designer. He has spoken professionally and taught for twenty-five years, currently at Parsons and City College of New York.

www.alexanderwwhite.com

If you must cancel for any reason, please notify us via e-mail at director@tdc.org by Monday 30 April 2007. Your registration fee will be refunded less a \$10 processing fee. No refunds will be made after this date.

REGISTRATION FORM

Complete this form and send with payment (check or credit card) to the TDC office, or register online at: <http://www.tdcsecure.org/classes/>

REGISTRANT'S NAME F: _____ MI: _____ L: _____

EDUCATIONAL SERIES CLASS **Advertising Design and Typography**

TITLE / POSITION _____

TOTAL PARTICIPANTS _____ (NAMES OF PARTICIPANTS OVER) _____

COMPANY / SCHOOL _____

TDC MEMBER PARTICIPANTS _____ TUITIONS @ _____ SUBTOTAL _____

ADDRESS 1 _____

NON-MEMBER PARTICIPANTS _____ TUITIONS @ _____ SUBTOTAL _____

ADDRESS 2 _____

TUITION TOTAL \$ _____

CITY _____

CHECK ENCLOSED _____

STATE _____

SELECT CARD TYPE MC VISA AM EX DISCOVER

ZIP / POST CODE _____

CREDIT CARD # |_|_|_|_|-|_|_|_|_|-|_|_|_|_|-|_|_|_|_|

TELEPHONE _____

EXP. DATE M |_|_| Y |_|_|_| SECURITY CODE |_|_|_|_|

FAX _____

NAME ON CARD F: _____ MI: _____ L: _____

EMAIL _____

SIGNATURE _____