

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 :: Scott Citron :: Adobe InDesign CS3 : Basic Training

| <i>Dates and Times</i>                       | <i>Location</i> | <i>Tuition</i>                         | <i>Registration</i>  |
|--|-----------------|--|--|
| Friday 19 October 2007<br>9:005 pm – 4:30 pm | TDC Offices     | TDC Members \$275<br>Non-Members \$350 | Registration is required.<br>Space is limited. Limit 20 attendees maximum. |

### Class Summary

Learn the secrets of the powerful layout and typography tool, Adobe InDesign CS3.

Are you ready to switch to InDesign but confused about where to start? If so, then this class is for you. Taught by noted designer and InDesign expert Scott Citron, this is one-day class will introduce you to InDesign's key features and strengths. Beginning with its modern interface, Scott will lead you through working with objects, setting up pages, flowing text, setting type, understanding style sheets, creating special inks and swatches, exporting to pdf, preflighting, and printing.

This is an intensive class with lots of information so please come prepared to take notes. The TDC does not provide computers, so students are encouraged to

bring their own laptops to follow along. The class will be taught using the current version of InDesign CS3. If you don't own InDesign CS3, please download and install the 30-day demo from Adobe.com. Bring your own laptop with InDesign already installed.

### Topics to be covered:

- Leveraging Adobe Bridge
- Creating documents
- Using master pages
- Integrating Photoshop & Illustrator files
- Constructing style sheets
- Working with colors
- Setting perfect type
- Understanding OpenType
- Exporting press-ready PDFs
- Converting QuarkXPress documents to InDesign

### Instructor Bio

Scott Citron is an award-winning graphic designer and principal of Scott Citron Design. Scott is also an Adobe Certified Training Provider and an Adobe Certified Expert in InDesign CS.

Scott is a founding member and current chapter representative of the New York InDesign Users' Group. In addition, Scott has taught InDesign at Parsons School of Design, New School University, NYU's School of Graduate and Professional Studies, and Fashion Institute of Technology.

*If you must cancel for any reason, please notify us via e-mail at director@tdc.org by Monday 15 October 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 **Adobe InDesign CS3 : Basic Training**

TITLE / POSITION \_\_\_\_\_

TOTAL PARTICIPANTS \_\_\_\_\_ (NAMES OF PARTICIPANTS OVER) \_\_\_\_\_

COMPANY / SCHOOL \_\_\_\_\_

TDC MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

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NON-MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

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## TDC Educational Series :: Ilene Strizver :: Gourmet Typography

### Dates and Times

Friday 26 October 2007  
9:00 am - 4:30 pm  
(lunch included)

### Location

TDC Offices

### Tuition

TDC Members \$275  
Non-Members \$350

### Registration

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

### Class Summary

Take control of your type instead of letting it control you! The TDC is presenting Gourmet Typography Training for designers and type enthusiasts of all skill levels. Learn how to "see" like you've never seen before.

This session focuses on learning and applying typographic skills and aesthetics rarely taught in schools or fully understood by professionals. Topics being discussed:

- The ten worst typographic typos
- Mastering typographic details
- Kerning demystified
- What makes a good typeface?

### Instructor Bio

Ilene Strizver, founder of The Type Studio <<http://www.thetypestudio.com>>, is a typographic consultant, designer, writer and educator specializing in all aspects of visual communication, from the aesthetic to the technical. Ilene formerly was the Director of Typeface Development for International Typeface Corporation (ITC) where she developed more than 300 notable text and display typefaces. Her recent book, *Type Rules! The Designers Guide to Professional Typography*, has received numerous accolades from the type and design community.

*If you must cancel for any reason, please notify us via e-mail at [director@tdc.org](mailto:director@tdc.org) by Monday 22 October 2007. Your registration fee will be refunded less a \$10 processing fee. No refunds will be made after this date.*

### REGISTRATION FORM

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REGISTRANT'S NAME F: \_\_\_\_\_ MI: \_\_\_\_\_ L: \_\_\_\_\_

EDUCATIONAL SERIES CLASS **Gourmet Typography**

TITLE / POSITION \_\_\_\_\_

TOTAL PARTICIPANTS \_\_\_\_\_ (NAMES OF PARTICIPANTS OVER) \_\_\_\_\_

COMPANY / SCHOOL \_\_\_\_\_

TDC MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

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

### Dates and Times

Friday 30 November 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](http://www.alexanderwwhite.com)

*If you must cancel for any reason, please notify us via e-mail at [director@tdc.org](mailto:director@tdc.org) by Monday 26 November 2007. Your registration fee will be refunded less a \$10 processing fee. No refunds will be made after this date.*

### REGISTRATION FORM

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REGISTRANT'S NAME F: \_\_\_\_\_ MI: \_\_\_\_\_ L: \_\_\_\_\_

EDUCATIONAL SERIES CLASS **Advertising Design and Typography**

TITLE / POSITION \_\_\_\_\_

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COMPANY / SCHOOL \_\_\_\_\_

TDC MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

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## TDC Educational Series :: Scott Citron :: Adobe InDesign CS3 : Intermediate

### Dates and Times

Friday 7 December 2007  
 9:005 pm – 4:30 pm

### Location

TDC Offices

### Tuition

TDC Members \$275  
 Non-Members \$350

### Registration

Registration is required.  
 Space is limited. Limit 20 attendees maximum.

### Class Summary

Are you an InDesign user who's looking to get more out of InDesign? When you use InDesign, do you know there's an easier way, but you don't know how find it? Are you working harder than you need to because you haven't learned how to take advantage of the power of InDesign?

If this sounds like you, then this class is for you. Designed for working professionals who want to work faster and smarter, Intermediate InDesign CS3 with Scott Citron will take you to the next level of this powerful application. In this class you'll learn how to create complex nested paragraph and object styles. You'll learn how to use master pages and layers properly to streamline page layout. Creating long documents? If so, this class will introduce you to the Book feature, which makes formatting and managing long documents a breeze. We'll also cover special

features like Text Variables, Data Merge, and GREP searching, and show you how easy these tools are to integrate into your current workflow.

Of course, no InDesign class would be complete without learning a few great Photoshop and Illustrator tricks to add to your design repertoire. Here you'll also learn the best methods for integrating Photoshop and AI files into your InDesign layouts.

Again, this is an intensive class with lots of information so please come prepared to take notes. The TDC does not provide computers, so students are encouraged to bring their own laptops to follow along. The class will be taught using the current version of InDesign CS3. If you don't own InDesign CS3, please download and install the 30-day demo from Adobe.com.

As this is a hands-on training, please bring your own laptop with InDesign already

installed. You can download a free 30-day tryout of Adobe InDesign CS at: <http://www.adobe.com/products/tryadobe/main.jsp#product=31>.

The tryout will expire 30 days after it is installed. You can also attend without a laptop and still get a lot out of the demos.

### Instructor Bio

Scott Citron is an award-winning graphic designer and principal of Scott Citron Design. Scott is also an Adobe Certified Training Provider and an Adobe Certified Expert in InDesign CS.

Scott is a founding member and current chapter representative of the New York InDesign Users' Group. In addition, Scott has taught InDesign at Parsons School of Design, New School University, NYU's School of Graduate and Professional Studies, and Fashion Institute of Technology.

*If you must cancel for any reason, please notify us via e-mail at [director@tdc.org](mailto:director@tdc.org) by Monday 3 December 2007. Your registration fee will be refunded less a \$10 processing fee. No refunds will be made after this date.*

### REGISTRATION FORM

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EDUCATIONAL SERIES CLASS **Adobe InDesign CS3 : Intermediate**

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