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

TDC Educational Series :: Kit Hinrichs :: Art as Type/Type as Art

<i>Dates and Times</i>	<i>Location</i>	<i>Tuition</i>	<i>Registration</i>
Friday-Saturday 25-26 April 2008 3:00-7:00 / 9:00-5:00	TDC Offices	TDC Members \$495 Non-Members \$595	Registration is required; space is limited to 20 people.

Class Summary

Personal typographic influences on the forty-year career of Pentagram Partner, Kit Hinrichs, and how to utilize the emotional power of type in your design.

Class Schedule

Introduction 3:00-5:00 Friday
 Cocktail
 Reception 5:00-7:00 Friday

Class Meeting 9:00-5:00 Saturday
(Continental breakfast and lunch included.)

Instructor Bio

Kit Hinrichs studied at the Art Center College of Design in Pasadena, California and worked in several New York design offices before forming independent businesses. In 1976 Hinrichs & Associates moved to San Francisco and formed a national partnership called Jonson Pedersen Hinrichs and Shakerly. In 1986 the San Francisco office merged with Pentagram.

Kit's accumulated design experience incorporates a wide range of projects. At Pentagram he leads a graphic design team with expertise in corporate communications and promotion, packaging, editorial and exhibition design.

He has been an instructor at the School of Visual Arts in New York and at the Academy of Art in San Francisco. He has been a lecturer at the Stanford

Design Conference and numerous other design associations and universities across the country.

Kit's work has been honored and published widely, and several of his pieces can be found in the permanent collections of the Museum of Modern Art (MoMA) in New York. He is the co-author of four books: *Vegetables, Stars & Stripes, Long May She Wave, and Typewise*. He is an executive board member of both the American Institute of Graphic Arts (AIGA) and the Director Art Center and, a member of the Alliance Graphique Internationale (AGI).

In 2004 he was awarded the profession's highest honor, the AIGA Medal, in recognition of his distinguished achievements and contributions to the field.

If you must cancel for any reason, please notify us via e-mail at director@tdc.org by Friday 18 April 2008. 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 <u>Kit Hinrichs: Art as Type/Type as Art</u>
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 _____
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