

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 Non-Latin Week-Ends :: Adi Stern :: Hebrew

### Dates and Times

Friday–Sunday  
11–13 April 2008

### Location

TDC Offices

### Tuition

TDC Members \$495  
Non-Members \$595

### Registration

Space is limited to twenty participants; registration is required.

### TDC Hebrew Week-End

As part of the recent worldwide growing preoccupation with Non-Latin typography, the interest in the Hebrew script increased as well.

Although the number of actual users of this ancient script was always relatively small, the Hebrew language was continuously an important classical language, used by scholars all through western world.

Of special interest in the Hebrew typeface design is the renaissance of the Hebrew script, apparent from the beginning of the 20th century and happening ever so clearly in the last two decades.

Following the Hebrew language rebirth, after 2,000 years of Diaspora, the Hebrew script was reborn as well. The design of Hebrew typefaces today involves the exciting theoretical issues of linkage as opposed to disconnection from the heritage, of dealing with the many external influences (mostly western), and the constant revisiting of the conventions and the contexts. In many respects, it is the creation of a new typographical world.

The workshop will begin with a general introduction to the Hebrew script and an overview of the script's history. We will review the development of the Hebrew letterforms, from their inception at the 1st millennium BC, to present day, while examining original books, type specimens and newspapers, as well as digital images.

Next we will look at the features of each of the three Hebrew hands (styles) and their interrelationship: the formal square letter, used as an official book hand; the semi cursive used for rabbinical commentaries; and the cursive flowing hand used for correspondence and everyday writing.

An open discussion and an analysis of fonts will take place. We will inspect closely many Hebrew typefaces, both old and contemporary, detect the common flaws in the design of currently available fonts and point out those that can be recommended.

Participants are welcomed to bring sketches or output of digital files for feedback, and will be expected to work on Hebrew typefaces during the weekend. However, previous experience in Hebrew type design is not required.

Special sessions will be devoted to the following issues:

- Design of numerals within the context of Hebrew typefaces.
- The complex relationship between the Hebrew and Latin scripts.
- The creation of a companion Hebrew font to an existing Latin type family.

### Instructor Bio

Adi Stern is a graphic designer, type designer and a design educator.

He is a senior lecturer at the Bezalel Academy of Art and Design in Jerusalem, Israel, where he teaches Hebrew typography and Hebrew type history. He is a graduate of the MA programme in Typeface Design at Reading University, UK. Since 1994 he has run a Tel Aviv based studio, which focuses on design for the cultural domain.

Adi has won various design prizes including the excellence awards of the type directors clubs of New York and Tokyo. Adi is a chosen artist of the Israel Cultural Excellence Foundation.

*If you must cancel for any reason, please notify us via e-mail at [director@tdc.org](mailto:director@tdc.org) by Friday 4 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 **TDC Hebrew Week-End**

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

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

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

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

ADDRESS 1 \_\_\_\_\_

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

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