

GOURMET TYPOGRAPHY TRAINING

Take control of your type
instead of letting *it* control you!

Gourmet Typography Training teaches and demonstrates the expert-level typographic skills and aesthetics that are rarely taught in schools or fully understood by professionals. Fill in the gaps in your typographic know-how and learn how to “see” type like you’ve never seen it before.

Why Gourmet Typography Training? Every creative professional, regardless of specialty, can benefit from learning to communicate more effectively with type. Whether you are a beginner or seasoned pro, Gourmet Typography Training will sharpen your eye and give you practical, usable skills that will visibly improve the beauty, clarity and effectiveness of all your typographic projects.

Subjects covered include:

- What makes a good typeface
- OpenType demystified
- Type crimes: Are you a type criminal?
- Fine-tuning type, including alignment, hyphenation, hung punctuation, etc.
- Tracking, kerning, and word spacing
- Tips for more professional typography
- Creative techniques and ideas
- Keyboard shortcuts and time-saving tips

Who will benefit?

Visual communicators of all kinds, including:

- Graphic designers
- Art directors
- Creative directors
- Creative services directors
- Web designers
- Package designers
- Production specialists
- Typographers

Every creative professional regardless of specialty can learn to
communicate *more effectively* with type!

For more information, call The Type Studio at 203.227.5929 or email us at info@thetypestudio.com.
www.thetypestudio.com

What they are saying about Ilene's Gourmet Typography Training...

"Your course was great! Since taking it, I can't help but look at every book title, magazine headline, and even company logos, trying to find out what they did wrong! And how often that's the case! It was really helpful and entertaining!"

— Robyn Hinckley, Design Supervisor

"I attended your Gourmet Typography workshop and just wanted to extend a sincere thank you for a fabulous day! It has been a long time since I have heard someone speak on a topic with such passion. It really was inspiring. Ilene, thanks for setting me back on track. You are doing great things."

— Alana Ruoso Loughlin, Art Director

"So many teachers are painfully boring, rhetorical, full of themselves, etc. One walks away feeling ripped-off and dulled out. Your class was fun, energetic and chuck-full of info! I could have studied type for days on end."

— Alicia Clarens, Graphic Artist

"I recently attended your Gourmet Typography workshop and wanted to thank you again for an amazing day. I am a recent graduate from a Graphic Design program, but type wasn't stressed at my school at all. You've given me a new eye for type; I look at type completely differently now."

— Anthony Vella-Zarb, Designer

"Your class was exceptional. I will never see letters the same again! What have you done? Hah! Thanks. I would like the designers on my team to attend your class in the future so please keep me posted regarding future workshops."

— Erin Greene, Brand & Design Manager

"Thank you for your excellent seminar. It was a pleasure from beginning to end. I feel I learned a lot from the day, even those things which I would have said I 'knew already' I didn't really have so clearly expressed in my own mind."

— Val Fullard, Typographer & Instructor

"As a working professional in the advertising industry with 10 years of creative experience, I can tell you that time is always a commodity. Therefore when looking for training to further my skill set there is always a fear that the course will be too beginner and/or a waste of time. To the contrary, your training was very educational and a lot of fun."

— Jason Quintiliano, Senior Art Director

"Many thanks, my colleagues and I really got a lot out of the session. We were blown away at how much you were able to accomplish in just one day and what an impact it had. We are definitely seeing more critically. Not only did we pick out all the type faux-pas around Boston, but I was even surprised coming back to Atlanta and reviewing our own work. I really appreciate having been able to be a part of the class, so thanks!"

— Jay Rogers, Art Director

**Call today
to schedule
Gourmet
Typography
Training
for your
organization
company, or school.
203.227.5929**

TheTypeStudio

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ILENE STRIZVER



Ilene Strizver, founder of The Type Studio, is a typographic consultant, designer, writer and educator specializing in all aspect of visual communication, from the aesthetic to the technical. Her clients include Monotype Imaging Corp., International Typeface Corporation (ITC), Adobe, Linotype, Whole Foods, Harlequin Books, Somerset Entertainment, Integrated Marketing, MeadWestvaco, and Nationwide Insurance.

Ilene formerly was the director of typeface development for International Typeface Corporation where she developed more than 300 text and display typefaces with such respected and world-renowned type designers as Sumner Stone, Erik Spiekermann, Jill Bell, Jim Parkinson, Tim Donaldson, and the late Phill Grimshaw. She "cut her typographic teeth" by working on *Upper and Lowercase (U&lc)* and other type projects with such legends as Ed Benguiat, Aaron Burns and Herb Lubalin.

Her in-depth knowledge of typography and all aspects of typeface design and development have earned her the respect of the top designers in the industry. She has lectured extensively on type and typeface production to both students and professionals. She has written for *HOW Magazine*, *STEP Inside* and *Dynamic Graphics Magazine* in addition to her monthly columns for the www.fonts.com entitled *fy(t)i - for your typographic information*, as well as *TypeTalk* for www.creativepro.com. Her recent book, *Type Rules! The designer's guide to professional typography*, 3rd edition, has received numerous accolades from the type and graphic design community. Ilene conducts her Gourmet Typography Training internationally.