



Society for
Calligraphy

SOUTHERN CALIFORNIA PRESENTS

A Lettering Journey

WITH DIANE VON ARX

LECTURE / SLIDE SHOW

Free and open to the public

Saturday, April 21, 2012

9:00 – 10:30 AM

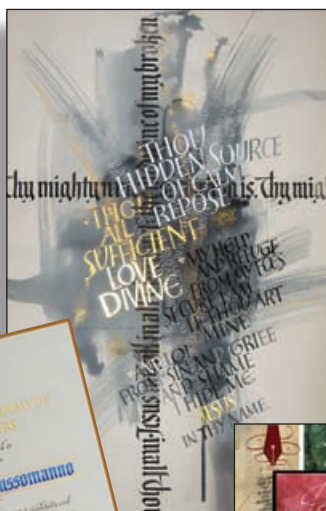
Lecture begins promptly at 9:00 AM

NOTE Change of Location:

Frostig Center in Pasadena



Over the past 30+ years, Diane has worked on a variety of interesting and unique projects. She has worked on some very challenging surfaces, from basketballs and walls to glass and a cast, to vellum on *The Saint John's Bible*. She will share some trials of, and solutions for, these projects as you view some of the 'easier' commissions she has taken on. She will also have some of her 'original' prints available.



The Design Process: LAYOUT

A TWO DAY WORKSHOP with

Diane von Arx

Saturday, April 21, 2012

11:00 AM to 5:30 PM

Sunday, April 22, 2012

9:00 AM to 4:00 PM

\$120

New Location: Frostig Center

971 North Altadena Drive

Pasadena, CA 91107-1980

This class is designed for those individuals who have had a number of years experience producing their own layouts, and have a comfortable command of several hands. We will spend the majority of our classroom time learning the PROCESS by which we arrive at a successful design relative to our specific chosen text and our intent. We will experiment with many different approaches and new methods of stretching our tools, imagination and materials "beyond the comfortable" for each respective participant. Participants should bring several texts (of varying lengths) with which they are familiar. The instructor will discuss with each artist, their individual objectives in creating their piece and suggest shortcuts in the creative process so that we are not tired of the piece before it reaches its final stage. We will complete finished originals as time allows.

Level: Intermediate / Advanced

Diane is a letter-maker and designer. She utilizes her expertise in Quark, Photoshop and Illustrator to produce one-of-a-kind, composite fine art prints. She has more than thirty years experience in graphic design and teaching calligraphy. Her work is published in two editions of the Speedball Textbook and she has self-published three workbooks for beginning calligraphers. She is part of the artistic team invited to create "Special Treatment" Illuminations for The Saint John's Bible project. Corporate clients include: Target Corporation, General Mills, Inc., University of Minnesota, Westlaw, Medtronics, John Roberts Printers, International Academy of Trial Lawyers, University of Saint John's, University of St. Thomas, and Ameriprise Financial.

Diane received a degree from Jefferson School of Commercial Art and worked with Hauck and Associates, a package design studio in Minneapolis, where she created the original lettering for such notable General Mills' cereal packages as Trix®, Count Chocula® & FrankenBerry®, Nature Valley Granola®.

She is married to retired photographer, Greg Anderson, they live in Minneapolis and enjoy the peace of their lake home in northern Minnesota as often as possible. When Diane is not working with letters she enjoys digging in the dirt, hitting golf balls and being Aunti Di to lots of little people.

www.dianevonarx.com

Workshops are limited to 18-20 participants. Enrollment is limited to current paid Society for Calligraphy members only. Your membership must be current at time of sign-up as well as when class is held. No reservation will be held until your dues are current. If your membership lapses, you become ineligible and your space will be filled from the waiting list. Sign-ups are accepted in advance on a first come, first served basis. No refunds unless your place can be filled from a wait list. If you must cancel, please allow sufficient time for your place to be filled. For prompt receipt of supply list and confirmation, your check should arrive no later than two weeks before the workshop.

Please send this tear-off with: 1. your check payable to SfC and 2. if you do not have email, you must include a stamped, self-addressed business size envelope to: **Kristi Darwick, 2455 Oakleaf Canyon Dr., Walnut, CA 91789-3435**. *If you are willing to house the teacher, please mark the box below and you will be contacted. Responsibilities include airport pick-up (arrival and departure) and meals. In return, you are entitled to a FREE workshop.

Questions? E-mail Kristi at workshops@societyforcalligraphy.org or call 909-237-6242, or her cell 909-274-8297. NO audio or video recording of any program, meeting, workshop or other SfC function permitted without prior consent of both guest artist and a representative of the Board of Governors. *** You must ask permission of the artist/instructor to photograph any copyrighted materials, including demos.

www.societyforcalligraphy.org

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Society for Calligraphy Workshop

Diane von Arx

Sat./Sun. April 21-22, 2012

\$120.00

- *I volunteer to house the teacher
- I am a paid, current member of the SfC
- I am **not** a paid current member of the SfC
(Please enclose a separate \$42 Membership check payable to SfC. Download the membership form at www.societyforcalligraphy.org and include with your check.)
- Please send my supply list by U.S. Mail - I have enclosed a #10 SASE

Name _____ e-mail _____

Address _____

City/State/Zip _____

Day Phone _____ Evening Phone _____