



Eyes&EarsEurope

**Type in Motion – Concepts, Innovations, Inspirations
1 & 2 September 2016
Mediengruppe RTL Deutschland in Köln**

In every size, on every platform, for every genre – the innovative handling of typography is of central importance in current motion design. Beyond print design, "type in motion" can offer emotional as well as entertaining and informational moving images. However, typographic design is often neglected and the potential of typography exploited too little.

Within the framework of this two-day event from Eyes & Ears of Europe and Mediengruppe RTL in Cologne, outstanding examples of current TV promotion and design, commercials, festival intros, cinema titles and music videos will be presented. These examples show that typography in audio-visual media can be used according to different principles. Thus, they are a trigger for developing ideas for future projects.

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about this topic. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 20. The seminar language will be German.**

Registration Deadline: 26 August 2016

Speaker

Prof. Ralf Lobeck, Professor for Visual Communication, Academic Dean 'Brand & Communication Design B.A.', AMD Akademie Mode & Design, Department Design Fresenius University, Düsseldorf

Creative Director, Lobeck | Motion Concept, Köln

Studied Visual Communications and Graphic Design at the University of Applied Sciences in Düsseldorf and at the University of California in Los Angeles (Bachelor). TV designer at WDR. Employed at RTL from 1991 to 2009, initially as TV designer, later head of department. Most recently as senior art director at RTL CREATION. 2009/10 creative director at Bruce Dunlop Associates in Munich. In 2011, founded Lobeck | motion concept, a studio for brand staging in image, sound and space. Since 2012, professorship for visual communications at the AMD Akademie Mode & Design, Department Design of Fresenius University in Düsseldorf. Since 2013 academic dean 'Brand & Communication Design B.A.' at AMD. Various teaching assignments and lectureships at universities in Germany, Austria and Switzerland. Since 2010 head of working group 'Typography' at Eyes & Ears of Europe.

Thursday, 1 September 2016

- 11.30 **Welcome**
Björn Klimek, Head of Marketing &
Creative Director RTL, RTL
Mediengruppe Deutschland, Cologne
Corinna Kamphausen, CEO Eyes & Ears
of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **TV-Promotion I –
Information & Emotion**
- 13.00 Lunch Break
- 14.00 **TV-Promotion II –
Information & Emotion**
- 15.30 Break
- 16.00 **TV Programme Design –
Between Format and Broadcaster**
- 17.00 Break
- 17.30 **Typography in Commercials –
Plain or Eye-Catching**
- 18.30 Summary
- 19.00 End of day one

Friday, 2 September 2016

- 09.00 **Get together**
- 09.30 **Music videos –
Experimental Field & Guide**
- 11.00 Break
- 11.30 **End Credits of Motion Pictures –
The Beginning of the End**
- 13.30 Lunch Break
- 14.30 **Festival Intros –
Design & Art in Conflict**
- 16.30 Summary & Evaluation
- 17.00 End of the Event

How to register

For your binding registration, please send your registration form by 26 August 2016 via eMail to academy@eeofe.org or by fax to +49 221 60605711.

Contact

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Fees

- €350 Eyes & Ears members
- €95 Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- €990 Non-members
- €190 Non-members / pupils, students, trainees

The fees must be paid within a period of one week after receiving the invoice by means of bank transfer. Accommodation and catering costs are not included in the participation fees. The event will take place if at least five registrations have been received.