



Eyes&EarsEurope

**Best of Type in Motion  
10 & 11 September 2015  
ProSiebenSat.1 TV Deutschland in Unterföhring**

Writing, images and sound – the composition of these three elements determines whether motion design works or not. During the two-day Eyes & Ears Academy at ProSiebenSat.1 TV Deutschland in Unterföhring, intros, music videos, TV design, promotion spots, advertising spots and festival intros are presented and discussed. The examples are groundbreaking, impressive and stand out from the crowd. The prerequisite is the typographic and conceptual quality in the interaction between text, image and sound. At the end of the event, participants take home the best – as a personal knowledge base, as inspiration and as a possible starting point for their own work in the future.

The event is aimed primarily at people working in media and communications companies, (post) production firms, design studios, consultancies, as well as marketing, advertising and dialogue agencies who want to find out more about this topic. Those generally interested, students and trainees are also welcome. The number of participants is limited to a **maximum of 20**.

**Registration deadline: 4 September 2015**

**Speaker**

**Prof. Ralf Lobeck, Creative Director, GF, Lobeck | Motion Concept, Cologne  
Professor for Visual Communication, AMD Akademie Mode & Design, Düsseldorf**

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 in Düsseldorf. Various teaching assignments and lectureships at universities in Germany, Austria and Switzerland.

## Thursday, 10 September 2015

- 11.30 **Welcome**  
Richard Schweiger, Senior Vice President  
Creative Solutions ProSiebenSat.1 TV  
Deutschland, Unterföhring  
Corinna Kamphausen, CEO, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **The very beginning – What was done  
right from the start**
- 13.00 Lunch break
- 14.00 **SAUL BASS –  
What the master can tell us today**
- 15.00 Break
- 15.30 **Title Sequences – The Best I  
The pioneer discipline**
- 16.30 Break
- 17.00 **Title Sequences – The Best II  
The pioneer discipline**
- 18.00 Summary
- 18.30 End of Day 1

## Friday, 11 September 2015

- 09.00 **Get together**
- 09.15 **Music Videos – The Best  
The artistic experimental field**
- 10.45 Break
- 11.00 **Corporate Design for TV channels –  
The Best  
Brand presentation for the national  
market**
- 12.15 Break
- 12.30 **TV Promotion – The Best  
Visionary advertising for the  
programme**
- 13.30 Lunch break
- 14.30 **Commercials – The Best  
Humour and innovation in advertising**
- 15.30 **Festival Main Titles – The new leading  
medium**
- 16.30 Summary & evaluation
- 17.00 End of the event

### How to register

For your binding registration, please send your registration form by 4 September 2015 via eMail to [academy@eeofe.org](mailto: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.