

## ● Better Client Work

Levelling up your designer's skills in illustration, digital illustration, lettering and more means that the end work produced by your firm will improve, and more opportunities will present themselves. Have a visual identity design project? Now you have someone in-house who can either hand-letter a logotype or build an entire custom typeface for the client!

## ● Networking Opportunity

We anticipate having a full room of creative people from various subsets of the design industry. This means that sending your designer to Crafting Type will present a variety of networking opportunities for your business - and we all know the best clients start with a relationship.

## ● A Happy Designer!

Give your designer opportunities to grow their skill set, be active in their community, and produce better work, and chances are good they'll be more satisfied. Trust us- a designer wrote this! If that's not scientific evidence, we don't know what is.

WHY TO SEND YOUR EMPLOYEES TO

CRAFTING  
**type**

A FIVE-DAY TYPE DESIGN WORKSHOP

## ● Skill Improvement

The skills learned in the workshop are wide-ranging and aren't solely applicable to type design. Your designer will improve their:

- › pencil/paper illustration skills
- › digital illustration skills
- › understanding of type design,
- › and more.

## ● Professional Development

Professional development opportunities like Crafting Type allow your designer to stay on top of the ever-progressing design world, as well as meet and share knowledge with some of their peers. Putting employees through professional development is a sign of a caring employer!

## ● Tax Deductible

Crafting Type is an industry-specific workshop that will benefit your company - that means the expense is tax-deductible!

*Crafting Type is a concentrated 5-day workshop in Edmonton, AB, that teaches attendees how to create a typeface. The entire font production process is covered: sketching techniques, digital drawing tools, OpenType features, and more. Get tickets today at [craftingtype.com](http://craftingtype.com)!*