



Business, Information Technologies & Creative Arts Division Office

Applicant	1. Applicant/convener (title and full name)
	Thomas Phinney
	2. Address for correspondence
	5114 SE 62nd Ave, Portland OR 97206-4614
	3. Email address
	tphinney@cal.berkeley.edu / info@craftingtype.com
	4. Telephone number
	206-399-9287
	5. Organization/institution
	Crafting Type (an anarcho-syndicalist collective, with finances under the auspices of the TeX Users Group, a non-profit)
	6. Full names and titles of other co-conveners:
Conference	Dave Crossland, Eben Sorkin
	7. Co-convener email addresses
	info@craftingtype.com
	1. Conference date and title proposed
	Sep 19-21, Crafting Type
	2. Alternate date(s)
	n/a
	3. Summary of conference theme
	introductory type design workshop (no experience required beyond an interest and familiarity with fonts and typography) See craftingtype.com for details.
	4. Proposed Keynote speaker and any additional Keynote speaker(s) listed by name, including current title and thematic contribution to conference
	Thomas Phinney, guru of fonts & typography, Extensis others TBD depending on registration, likely one or two of Eben Sorkin, Vern Adams and possibly Octavio Pardo (each of the three has an MA in Typeface Design from the University of Reading)
	5. Proposed conference program, listed by day, including breakout sessions and content
	Each day will run approximately 9:30–5:30, with a two hour lunch break that includes having at least one teach onsite over lunch for those who want to work though some or all of the lunch time.

	<p>Day 1</p> <ul style="list-style-type: none">•Welcome•Set up internet access and printers (building access?)•Personal introduction for each instructor•Workshop Intro (Eben's voice of type or Ocatvio's introduction to type lecture or...)• Letter sketching on paper• Software setup (FontForge, FontLab Studio, etc.) <p><i>Lunch</i></p> <ul style="list-style-type: none">• Presentation of briefing, proposed starting letters <i>adeoin</i> (the presentation must explain why we suggest this letters)• Talk one by one with students asking them what do they want to do and suggest them inspiration sources to look at• Presentation: Drawing basics in font editor. Demonstration.• People start drawing in font editor• Lecture: 7 optical issues (Thomas) <p>Day2</p> <ul style="list-style-type: none">• Keep drawing• spot saved for invited instructors in case they want to give presentations themselves or we have some personal interests we want to share at that point. <p><i>Lunch</i></p> <ul style="list-style-type: none">• Lecture: Spacing & Kerning• Group critique encouraging the group to look and talk about other people's work <p>Day 3</p> <ul style="list-style-type: none">• Lecture: Intro to Caps, suggest this caps if people wants to try HIEOA (Thomas)• Lecture: Character sets by Thomas <p><i>Lunch (Lecture TBD)</i></p> <ul style="list-style-type: none">• Lecture: Family planning• Lecture: Libre fonts lecture• Final print, group critique
	<p>6. Will conference include social events? If so, please list in detail including date and capacity</p>
	<p>No.</p>

Venue	1. Rationale for hosting conference at Seattle Central Community College – please list any particular (scholarly) of your program and/or its location in the conference
	This complements SCCC's typography classes in the Graphic Design and Web Design curricula. It is a bit more in depth and specialized than what you would cover in such a class. so it is great content for a separate non-required workshop.
	2. Institutional support: please indicate institutional support needs for the Conference, including Conference facilities, funding, parking, security, administrative needs, IT techs, etc.
	Parking for students would be helpful. Internet access is required. Very low-volume printing is required.
	3. Will food service be required? If so, please list catering needs. If Conference organizers plans to bring in food and/or beverages, please list all food and drink items that will be brought in for the Conference
	No food service will be required. We will not be bringing in food and drink in any organized way, although the possibility exists of an impromptu bagel or doughnut offering. Students will be welcome to bring in snacks or beverages. I see there is plenty of great coffee nearby!
Budget	1. Income: please indicate proposed conference fees, including student/faculty discount, early/late booking fees (if applicable), etc.
	Facility use: 4 free tickets for faculty & students (or equivalent in discounts on more tickets) \$650 professional \$550 members (of AIGA, ATypI, SoTA, TUG) \$300 students
	2. Funding applications: please list any applications to other bodies for financial support of the conference, received (indicate) or planned; and indicate the purpose for which any grant will be used
	We are discussing potential corporate sponsorship from FontLab Ltd., who make the most widely used font editing software. Although in no way required, this money would go towards the general revenues of the workshop, allowing an improved student/teacher ratio and decreasing the minimum number of students required to hold the workshop.
Publicity	1. Sites and venues for publicizing the Conference; please indicate Web sites, publications, conferences, mail lists where the Conference will be publicized
	The workshop will be publicized via many routes, including the Crafting Type website, Typophile.com, Twitter, Facebook, Google+, the ATypI email list, the Seattle Type Tuesday gathering/list, and private email.

Outcomes	1. Outcomes: please indicate proposed outcomes of the Conference, including publications and/or further events, if applicable
	The goal is to give students a solid start at type design, to the point where they could effectively continue study and practice on their own, as well as determine if they wish to pursue further formal training.
Other	1. Please give details here of any other information you would like to have considered in support of your application
	Crafting Type has held successful previous successful workshops in Chicago, Boston, New York, Portland, Singapore, Kiev, Lviv, and Edmonton. The degree of positive feedback has been overwhelming, and the close of a workshop is usually met with spontaneous applause from the students. Typical turnout is 24-36, although there have been larger and smaller events.
Signature	Applicant's signature and date:
	Co-applicant's signature and date: