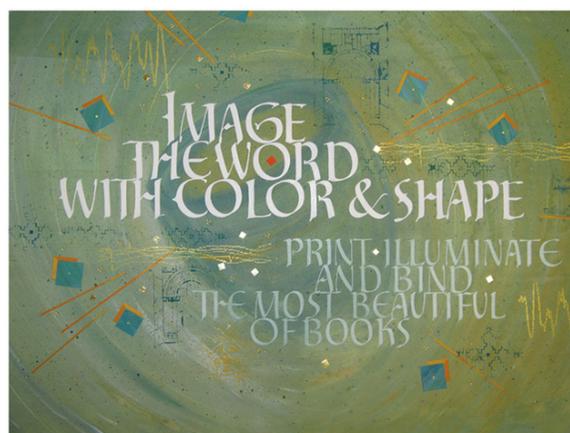


Layout & Design: Approach, Attack, Conquer!

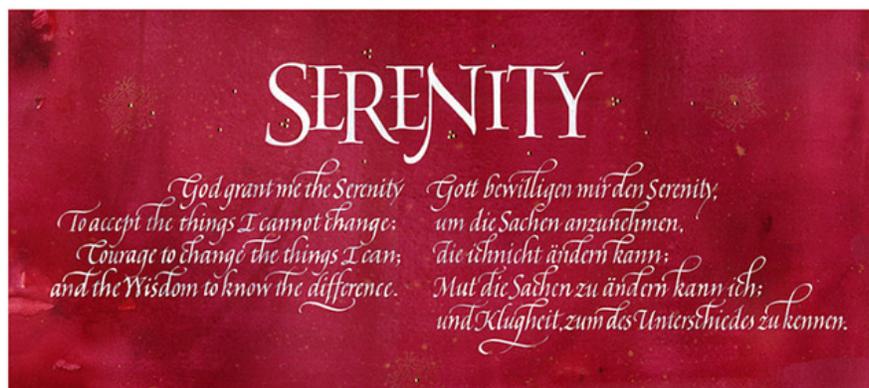
Presented by internationally renowned letter-maker and designer, Colleague Diane von Arx

**Saturday and Sunday, April 22 and 23, 2017, 9:30 a.m. - 4:30 p.m.
Edina Art Center, 4701 W. 64th St., Edina, MN 55435**

This class is designed for those intermediate and advanced calligraphers who have had a number of years experience producing their own layouts and have a comfortable command of several hands. Diane will lead the class through valuable exercises working with lettering and elements that she will provide. The



majority of classroom time will be spent learning the PROCESS of arriving at a successful design relative to the specific chosen text and artist's intent. The class 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. Diane will discuss with each artist their individual objectives in creating her or his piece and teach shortcuts in the creative process to avoid *(more below)*

tiring of the piece before it reaches its final stage. Do not expect to complete a project – this is about the process.

Supply List:

Regular calligraphic supplies

Layout paper (Diane uses Borden & Riley #37)

Pens and ink

Gouache

2 or 3 pieces of your favorite “good” paper (i.e. Arches 90# hot press)

One sheet black or dark paper (11” x 17” minimum size)

Ruling pen, if you have one

Slant or lap board

Colored pencils

Chisel edge marker (color and black)

T-square

Pencil

Eraser

2 fine point brushes (more if you already have them)

Mixing brushes

Palette

Rags

Water containers

Etc.

For everyone’s comfort, please arrive to class FRAGRANCE FREE.



About Diane

In her studio, Diane von Arx is a letter-maker and designer, producing expressive lettering, developing corporate marks and creating unique resolutions & documents of recognition. She has taught in Minnesota for over 40 years and for the past 35 years she has taught workshops throughout the U.S. and Canada. She also conducted workshops in Japan and Australia. Her work is published in

the 22nd and 23rd Editions of the Speedball Textbook. Diane has work in public and private collections around the world.

She received an Associate Degree from Jefferson School of Commercial Art and worked for eight years 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®. Diane has over 45 years experience working in the creative field as a graphic designer. Clients include: Target, General Mills, University of Minnesota, Medtronic, John Roberts Printers, International Academy of Trial Lawyers, University of Saint John's, University of St. Thomas, St. Mary's University in San Antonio and Ameriprise Financial.

She is part of the artistic team for *The Saint John's Bible* and recently completed the donor volume for the Bible, *The Book of Honor*. She was the Artistic Director, Scribe and Illuminator for that 8th and companion Volume.

Diane is passionate about teaching and the craft of making letters in new and innovative ways using contemporary materials and techniques while respecting traditional letter forms. Interacting and engaging with viewers of the calligraphic process has convinced her that calligraphy is indeed a 'performance art'.

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. She is a Minnesota farm girl and when she doesn't have a pen or brush in hand, you may find her at the business end of a shovel, spade or a golf club.

For examples of her work see www.dianevonarx.com