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TDC :: Type Directors Club  
127 West 25th Street 8th Floor  
New York, NY 10001  
USA

## TDC Non-Latin Week-Ends :: Gerry Leonidas :: Greek

### Dates and Times and Location

Fri-Sun 5-7 October 2007  
Friday field trip & reception  
TDC Offices

### Tuition (before 1 Sept 2007)

TDC Members \$495  
Non-Members \$595

### Tuition (after 1 Sept 2007)

TDC Members \$595  
Non-Members \$695

### Registration

Registration is required.  
Space is limited. Limit 20  
attendees maximum.

### Greek Week-End

The users of the Greek script are numerous in inverse proportion to the size of the native population itself: departments of Classics and Modern Greek Studies in most universities, publishers of biblical texts, a sizeable Diaspora throughout the world, and a substantial body of users within the apparatus of the European Union. Given that the spoken language spans three millennia of unbroken use and development, it is no surprise that the script and its typographic cousin are closely intertwined with history, and have a major political dimension.

The workshop is structured to provide a substantial amount of information in a short time, and maximise the opportunity for feedback on individual designs.

We will start with an introduction to the context for Greek typeface development, accompanied by hands-on examination of original objects (from incunabula leaves to contemporary

editions). We will be discussing approaches to the Greek typographic script through detailed commentary on well-known typefaces by native and international designers, and comment on a range of significant recent projects by major vendors. The support of different morphologies of the language, and specific issues in adapting western typographic conventions to Greek typography will be addressed, as well as the different approaches in developing original typefaces as opposed to script extensions for an existing typeface family.

Feedback will be based on quick responses to specific output, both in plenary and one-to-one modes. Templates for beginning and developing work will be provided, as will a range of documents for validation, the development of typeforms, fitting a typeface, and developing macro-typographic qualities. Participants will be welcomed to bring sketches or output of digital files, and will be expected to work on Greek typefaces during the weekend.

### About the Instructor

Gerry Leonidas studied Business Administration and Journalism. He worked in book and magazine publishing in Greece before finding his way to the University of Reading for postgraduate studies in typography. He never got round to leaving, and now teaches typographic design at a range of levels. He spends most of his time on the MA Typeface Design programme, and is a frequent advisor and consultant on Greek typography and typeface design. Gerry is frequently invited to speak and teach, and is active in organising conferences and related events. He is a Board member of ATypI with particular interest in education and community-related initiatives.

*If you must cancel for any reason, please notify us via e-mail at [director@tdc.org](mailto:director@tdc.org) by Friday 28 September 2007. Your registration fee will be refunded less a \$10 processing fee. No refunds will be made after this date.*

### REGISTRATION FORM

Complete this form and send with payment (check or credit card) to the TDC office, or register online at: <http://www.tdcsecure.org/classes/>

REGISTRANT'S NAME F: \_\_\_\_\_ MI: \_\_\_\_\_ L: \_\_\_\_\_

EDUCATIONAL SERIES CLASS *TDC Greek Week-End*

TITLE / POSITION \_\_\_\_\_

TOTAL PARTICIPANTS \_\_\_\_\_ (NAMES OF PARTICIPANTS OVER) \_\_\_\_\_

COMPANY / SCHOOL \_\_\_\_\_

TDC MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

ADDRESS 1 \_\_\_\_\_

NON-MEMBER PARTICIPANTS \_\_\_\_\_ TUITIONS @ \_\_\_\_\_ SUBTOTAL \_\_\_\_\_

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TUITION TOTAL \$ \_\_\_\_\_

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