



Communication By Design

Making Your Promo Materials Stand Out

Tuesday, April 20, 2010

9:30 a.m. to 12:30 p.m.

The Alliance for Arts and Culture

100- 938 Howe Street

The Workshop

This workshop has been designed with the artist, arts presenter or small arts organization in mind. Whether you're preparing to announce a new show, designing a brochure to sell your season, or working with a designer on graphics for your website, you'll discover solid techniques you can use right away in your own projects that will make your communication pieces stand out.

This workshop is not about computers, specific software or whether you have experience with graphic design for print or web. It's about improving your visual skills and making your communications more effective.

Facilitator:

John McLachlan, born and raised in Vancouver, was a touring singer/songwriter for 15 years followed by time spent as an executive director of the BC Touring Council and the Creative City Network of Canada.

He began studying graphic design and in 2003 started working full-time with his company, Gliss Media, specializing in print and web design as well as marketing for the arts. John also consults and is the co-ordinator of the Community Presenters Assistance program for the BC Arts Council.

Cost:

\$50 (+GST) for Alliance members, \$75 (+GST) for non-members

Registration:

Advance registration and pre-payment are required for all Alliance workshops. We accept cash, VISA, MC, or cheque. Call our office at 604.681.3535 with a credit card number or drop by our office to register and make payment in person.

Cancellation:

We reserve the right to cancel workshops if registration is too low.



ALLIANCE FOR ARTS AND CULTURE

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