
The fourth edition of the Basel School of Design's highly successful international Summer Programme, Basics in Design and Typography, will be held from June 29 until July 20, 2008 in the heart of the Medieval City of Basel.

Basics in Design and Typography

Three professionals from the 'Basel School of Design' will give a three-week workshop, in co-operation with Wolfgang Weingart.

Conducted by Anne-Christine Krämer

History of the 'Basel School of Design' and the 'Fourth Summer Programme Basel 2008'

Between 1968 and 1999, the 'Basel School of Design' had conducted an Advanced Class of Graphic Design which was attended by students from all over the world. When the school was transformed into University Level, this Advanced Class was unfortunately closed.

The educational concept on which the Advanced Class of Graphic Design was built was the firm conviction that an intensive study of basic design principles and a broad horizon in form-related design processes were necessary in order to solve complex design problems. Precisely because of this standpoint, the Advanced Class of Graphic Design was, for over thirty years and with students from more than thirty-five nations, very attractive for designers who had studied for example at a university level, in the United States, but still felt something very basic was missing in their education.

During the past few years, as in other European countries, Switzerland has transformed the art and design schools into a university level. At the same time, the 'Basel School of Design' was given the mandate of developing types of classes which would lay a basic design foundation for further study in all professional design areas. The one year basic design course, the 'Vorkurs', well-known in international design circles throughout the world, belongs to this programme.

Now more than ever, the interest on basic design-oriented studies, with its emphasis on direct manual and visual perception, is very high. With its 'Fourth Summer Programme in Basel 2008', the 'Basel School of Design' would like to reopen a dialogue with the Advanced Class of Graphic Design which has been interrupted since the closing of the class and offer professionals in all design fields the opportunity to take part in solid foundation programme in the area of basic design studies for their further education.

Workshop 1 2 3 4: Drawing/Space Design/Typography/Colour June 29, until July 20

Description

The 'Fourth Summer Programme Basel 2008' is intended for graphic designers, students, educators, and friends of the 'Basel School of Design' who wish to step out of their professional environment for a moment in order to gain a new and fresh access to the fundamentals in their field of work.

The goal of the four workshops is to give an insight into the grammar of form-oriented design processes. The intent is to awaken the power of judgement and the ability to act with more competence relating to the application of drawing, space design, typography and colour. This intensive three-week programme will be conducted by an internationally experienced team of teachers.

Events

Excursions to look at architecture and to visit museums will be conducted in the vicinity of Basel, France and Germany, as well as evening lectures, and a variety of events (see Time Schedule).

Workshop 1: Peter Olpe/Drawing and Designing June 30, until July 3

Description

The development of a drawing is a very good example of a design process. Drawing activates the eyes, the mind and the hand. Drawing means observing, perceiving, planning, realizing, evaluating, and deciding. In this four-day workshop we will experiment with different drawing techniques. During the entire Workshop 1 we will work exclusively through the direct observation of objects.

The themes of this drawing course will be line, grey values, rhythm, and Composition.

The goal of the workshop is to gain confidence in reference to the different means of drawing, to sensitize visual perception and to strengthen the ability to evaluate quality.

The practical exercises will be accompanied by visits to drawing collections in the Kunstmuseum (Museum of Fine Arts), Basel.

Workshop 2: Dorothea Flury/Designing with Colour July 4, until July 5 and July 7, until July 8

Description

The goal of this Workshop is to gain basic knowledge with regards to the differentiated perception of colour. Working manually, with simple two dimensional exercises, we will deal with the essential questions concerning colour, its appearance and our perception of it. The center of our work will be colour relationships, colour proportions and composition.

The sensuality of a slow working process, using a brush and tempera on paper, opens a deep and sensitive awareness in relationship to the research done with the phenomenon of colour.

Workshop 3: Weingart/Basics in Typography July 10, until July 11 and July 13, until July 14

Description

Research into basic typography is an indispensable prerequisite in solving the complicated problems confronting us in our everyday practical work of clearly translating messages.

Workshop 3 will attempt to investigate the relationship between experiment, contradiction and utility. Four days of work will be involve exercises, which are uncomplicated, easily understood, and will be accompanied by professionally relevant discussions. The framework of the entire week will be built on theoretical and practical examples from over 35 years of instructive and diversified activity in teaching.

Founded in May 2004, the 'Archive-Weingart' offers the opportunity to directly observe a wide variety of experimental and research-oriented design. The Archive is a type of encyclopedia which one can consult concerning the great diversity in graphic and typographic research and its application.

Workshop 4: Stephan Primus/Space and Form (3D)

July 15, until July 16 and July 18, until July 19

Description

Designing organic and technical forms. Form has not only to do with the fundamental idea of beauty, but concerns itself with invention, production, generation and transformation.

First Step: Selecting two-dimensional materials.

Generation: Designing by experimenting with the simplest of tools and means, for example just using your hands. Scoring, cutting and folding can open up a wealth of discoveries in form.

Arrangement and Classification: Examining, arranging and documenting the utilized materials according to proportion, combination, variation, progression, mutation, modification and polarity.

Addition: Choosing an element which has an attribute needed in building a sequence.

In doing so and reflecting on this, one creates an awareness in design. Structures become visible and the reactions caused by the use of the materials is researched. Creative forces are set free, development occurs and discipline is nurtured during the experimentation and technical orientation of the working period.

Biographies

Peter Olpe

*1949/Studied and graduated from the Graphic Design Department of the Basel School of Design between 1966 and 1970, which was at that time headed by Armin Hofmann.

Teacher at the Basel School of Design since 1972 and Head of the Department of the Advanced Class of Graphic Design between 1990 and 1999.

Guest Professor at the Rhode Island School of Design, Providence/RRhode Island, and also at the Universidad Anáhuac/Mexico City. Since 2000, Head of the Department of the Basic Design Programme of the Basel School of Design.

In the 1980s and 1990s, professional graphic designer, involved in, for example, poster design. Since 1978 researching the fundamentals of photography with the pinhole camera.

Diverse publications and exhibitions (Kunsthaus Langenthal, 2003) concerning the pinhole camera as well as the development and production of commercial pinhole camera sets, sold worldwide.

Passion for drawing since his Kindergarten days. Main Publication: Zeichnen und Entwerfen/ Drawing as a Design Process, Niggli Verlag/Sulgen.

Stephan Primus

*1964/First professional education, as an interior design drawing technician, in an apprenticeship between 1986-1990 at Designo AG Basel. 1990-1994 studied Interior Architecture and Industrial Design at the University of Art and Design in Zurich.

Since 1994 working as interior architect for concept and realization in diverse design studios. Since 1996, teaching 3D Design. 1998/99 architecture and design studies in Scandinavia.

Work and exhibitions in lighting design, in co-operation with the Regent Lighting Company of Basel and the Basel School of Design. Since 1998, he has operated his own studio for interior architecture and industrial design.

In 1998 he became a member of the 'Schweizer Werkbund'.

Wolfgang Weingart

*1941/Completed his typesetting apprenticeship in hand composition in 1963. He has taught typography at the Basel School of Design since 1968 and, invited by Armin Hofmann, was an instructor during the Yale Summer Program in Graphic Design Brissago from 1974 through 1996.

For over forty years Weingart has lectured and taught extensively in Europe, North and South America, Asia, Australia and New Zealand.

He is represented in the permanent collections of museums and private galleries and has received design awards from the Swiss Federal Department of Home Affairs in Bern. Internationally exhibited, Weingart's publications and posters have been reproduced in design reference journals, Massachusetts College of Art Boston, since May 2005: Honorary Doctor of Fine Arts.

He was a member of Alliance Graphique Internationale/AGI from 1978 to 1999, on the editorial board of 'Typographische Monatsblätter' from 1970 to 1988.

A self-taught designer who fosters imagination and insight, Weingart teaches his students to teach themselves. His experimental work in typography has influenced the course of design history in the last decades of the twentieth century.

Dorothea Flury

*1953/Completed her design education between 1971 and 1975 in the Graphic Design Department of the Basel School of Design, which was at that time headed by Armin Hofmann.

Practical assistant in the graphic design studio of Uli Schierle and also Schmidlin & Partner, an agency specializing in package design. Runs her own studio for graphic design.

1984 co-worker in the Design Agency Kimura Bingham in Tucson/AZ. Since 1982, teacher of colour, calligraphy, and letter-form design, as well as basic design processes. From 1993 Department Head of the Basic Design Programme. Since 2001, Director of the Basel School of Design.

Guest Teacher at the following Schools: University of Michigan/Ann Arbor; Western Michigan University/Kalamazoo; Atlanta College of Art/Atlanta; The University of Tennessee at Chattanooga; Universidad de las Américas/Puebla; Universidad Intercontinental/Mexico City; Universidad Anáhuac/Mexico City; Escuela Gestalt de Diseño/Xalapa.

**Workshop 1: Peter Olpe/Drawing and Designing
June 30, until July 3**

**Workshop 2: Dorothea Flury/Designing with Colour
July 4, until July 5 and July 7, until July 8**

Sunday, June 29			
	6:00pm Opening Ceremony at the Basel Summer School of Design		
Monday, June 30			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Peter Olpe: Basel, the medieval city
Tuesday, July 1			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Kaspar Schmid: A visit to the Novartis Campus
Wednesday, July 2			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Evening at your disposal
Thursday, July 3			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Beat Keusch: Orientation System Music Museum Basel
Friday, July 4			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Evening at your disposal
Saturday, July 5			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Evening at your disposal


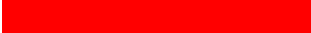



	Lunchtime
	Optional Evening Events
	Peter Olpe: Drawing
	Dorothea Flury: Designing with Colour

Changes in the programme are possible.

Workshop 2: Dorothea Flury/Designing with Colour
July 4, until July 5 and July 7, until July 8

Workshop 3: Wolfgang Weingart/Basics in Typography
July 10, until July 11 and July 13, until July 14

Sunday, July 6			
8:00am First Bus Tour: To the Heart of Switzerland Basel–Lake Thun–Beatenberg–Basel			
Monday, July 7			
8:30am–12:00	12:00–1:00pm	1:30–4:15pm	Evening at your disposal
Tuesday, July 8			
8:30am–12:00	12:00–1:00pm	1:30–4:45pm	Schaulager
Wednesday, July 9			
Day at your disposal			
Thursday, July 10			
8:30am–12:00	12:00–1:00pm	1:30–4:45pm	Ernst Hiestand: History of the department store ABM
Friday, July 11			
8:30am–12:00	12:00–1:00pm	1:30–4:45pm	Ernst Hiestand: Swiss banknotes
Saturday, July 12			
7:30am Second Bus Tour: To France (Saline Royale)			






	Full Day Event
	Lunchtime
	Optional Evening Events
	Dorothea Flury: Designing with Colour
	Wolfgang Weingart: Basics in Typography

Changes in the programme are possible.

Workshop 3: Wolfgang Weingart/Basics in Typography
July 10, until July 11 and July 13, until July 14

Workshop 4: Stephan Primus/Space and Form (3D)
July 15, until July 16 and July 18, until July 19

Sunday, July 13			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Designer's evening
Monday, July 14			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Lisa Pomeroy: Letterforms in public space
Tuesday, July 15			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Evening at your disposal
Wednesday, July 16			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Evening at your disposal
Thursday, July 17			
9:00am Vitra museum and buildings			
Friday, July 18			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	Fourth Summer Programme 2008: Feedback
Saturday, July 19			
8:30am–12:00	12:00–1:00pm	1:00–4:15pm	7:30pm Farewell Dinner
Sunday, July 20			
Day at your disposal			

	Full Day Event
	Lunchtime
	Optional Evening Events
	Wolfgang Weingart: Basics in Typography
	Stephan Primus: Space and Form (3D)

Changes in the programme are possible.

Location

Basel Summer School of Design

In the medieval center of Basel.

Former 'Museum of Applied Arts' and now the exhibition rooms of the Basel School of Design.

Spalenvorstadt 2

CH 4051 Basel/Switzerland

Links

For more Information about the city of Basel:

www.baseltourismus.ch

www.basel.ch

Airport

There are buses and taxis from the airport to the city.

Train Stations

Basel has 3 railway stations, the Swiss and the French Stations share the same location.

The German Station is on the other side of the river Rhine.

Hotel Rochat

Official accommodations will be offered to the participants of the 'Fourth Summer Programme Basel 2008' at a special rate.

The Hotel Rochat is situated in the medieval part of Basel, within four minutes walking-distance from the Summer Programme Facilities.

Hotel Rochat

Petersgraben 23

CH 4051 Basel/Switzerland

0041(0)61.261.81.40

info@hotelrochat.ch

Single Room CHF 90.–

Double Room CHF 75.–

(includes Breakfast)

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Conducted by Anne-Christine Krämer

Application Form
Deadline: April 4, 2008 (Postmarked)
Please send via Airmail

Passport-sized Photo

Last and First Name

Birthdate/Nationality:

Your Design Education (two Places).

Where are you working at the moment:

Your Home Address:

Emergency Address:

Telephone Numbers:

E-Mail:

Your Insurance Number (valid for all Countries):

Name of your Insurance Company:

Why are you interested on the 'Fourth Summer Programme Basel 2008' (by catchwords):

Date:

Signature:

1 Please send completed and signed application form

**2 Include 10 examples of your work
on either 210 mm x 297 mm or 8 1/2 " x 11": printouts**

**3 All documents must be signed and sent by registered mail to:
Basel School of Design
c/o Irene Ludwig
P. O. Box
Vogelsangstrasse 15
CH 4005 Basel/Switzerland**

**4 Deadline April 4, 2008
You will receive an e-mail by April 18, if you have been selected
to attend the programme.**

General notes and course-fees

Important

1. We will accept a maximum of 20 participants
2. If we have more successful applications, a waiting-list of 10 persons will be established.
3. If the 'Fourth Summer Programme Basel 2008' has fewer than 17 successful applicants, the 'Basel School of Design' reserves the right to cancel the 'Fourth Summer Programme Basel 2008' on April 14, 2008. Every applicant will be informed by e-mail on April 18, 2008.

If you are accepted

On April 18, 2008 you will receive an e-mail from us concerning the positive decision to your participation in the 'Fourth Summer Programme Basel 2008': Our Congratulations!

If you are not accepted

On April 18, 2008 you will receive an e-mail from us concerning the decision, that you have not been accepted to participate in the 'Fourth Summer Programme Basel 2008'. All of your documents will be filed in our Archive at the Basel School of Design.

Credits

The 'Fourth Summer Programme Basel 2008' gives no credits. A letter of participation, signed by the Director of the 'Basel School of Design' and the instructors of the Programme will be provided.

Disclaimer

The 'Basel School of Design' takes no responsibility for the student's security during the 'Fourth Summer Programme Basel 2008'. The student is totally responsible for her/his health and liability insurance.

Three Week Fee

(excluding room and board)

CHF 3'200.- (Swiss Francs)

Date of Payment

Please send the Money Order in Swiss Francs = CHF 3'200.- until May 9, 2008 to:

Account holder: Basel Basics

Bank: Credit Suisse, CH-4002 Basel

BIC/Swift Code: CRESCHZZ40A

IBAN: CH04 0406 0039 1139 4100 0

Your bank will need all the informations above to process the transfer of funds. We cannot accept cheques.

Confirmation

We will confirm the receipt of your fee by e-mail at the latest on May 19, 2008. You will receive in the same e-mail the confirmation of receipt of your payment, and all details about your coming to Basel (such as the list of materials/how to find the hotel). In addition to our general hints: <http://basics.sfgbasel.ch>

Between May 19, and June 2, 2008 you may decide not to participate in the 'Fourth Summer Programme Basel 2008' and we will refund half of your fee. After June 2, 2008 we cannot refund your money.

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Basics; Re loaded.

Color Dorothea Flury

3D Stephan Primus

Typography Wolfgang Weingart

Drawing Peter Olpe

**At the
Basel Summer School
of Design/Switzerland**

**We invite Graphic Designers, Students, Educators,
and Friends of the Basel School of Design to apply for
the 2008 Summer Programme.**

Over the past three summers, students from 19 countries have participated in our programme which combines intensive workshops with studio and museum visits, along with related design and cultural activities.

A student wrote: It was a great experience to have met all of you and to work together on the three things we are all so passionate about: Beer, Wurst and . . . Design. Another student, a Persian from Teheran said: After the Color Workshop, I saw the paintings, as an example at the 'Kunstmuseum Basel', in a new way of color perception . . .

<http://basics.sfgbasel.ch>

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