

The Creativity Conference at Marywood University • Saturday, April 14, 2012



REGISTRATION: The Creativity Conference at Marywood University • Saturday, April 14, 2012
 Latour Conference Room, Nazareth Hall • Registration: 9:30 a.m. Program begins 10 a.m.

INDICATE METHOD OF PAYMENT:

- CHECK (payable to Marywood University) Amount \$ _____
- CHARGE TO: Master Card Visa Discover

Author # _____ Exp. Date _____ Signature _____

• BILL AGENCY Authorization letter must be attached. Agency registrations will not be processed without letter of authorization. I understand and agree that if, for any reason, my employer refuses payment, if I take leave of my present place of employment, or if I withdraw from the course after the 100 percent cancellation period, I will be responsible for the immediate and full payment of registration fees due. Any cancellation one week or more prior to a program will receive a 100 percent refund. No credit for billed or paid registrations will be given after the one-week deadline.

CONTINUING EDUCATION CONTACTS:

JILL SCHROTH, DIRECTOR 570•340•6061 JCSCHROTH@MARYWOOD.EDU
 LINDA WRAZIEN, SECRETARY 570•340•6060 LAWRAZIEN@MARYWOOD.EDU

Name _____
 Address _____
 Employer _____
 Employer Address _____
 Home Phone _____
 Business Phone _____
 E-Mail _____

Registration Number: #11282

- Program Fee Information:**
- \$100 professionals if registered by April 6, 2012
 - \$75 for AAF NEPA members if registered
 - \$10 Students with ID
 - \$125 if registered after April 6, 2012

REGISTRATION FEE INCLUDES:

Full day conference, all related continuing education credits, and lunch.
 Total Amount Due: \$ _____

Marywood University
 Continuing Professional Education
 2300 Adams Avenue
 Scranton, Pennsylvania 18509



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 Saturday, April 14, 2012

Register by April 6!

mu-art.org/stretch



Non-Profit Organization
 U.S. Postage PAID
 Scranton, PA
 Permit No. 474

THE CREATIVITY CONFERENCE Stretch

The Creativity Conference at Marywood University

Saturday, April 14, 2012 • 9:30 a.m.—4 p.m.

Latour Conference Room, Nazareth Hall

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Chip Kidd

Chip Kidd is a graphic designer and writer in New York City. His book jacket designs for Alfred A. Knopf (where he has worked since 1986) have helped spawn a revolution in the art of American bookpackaging.

He is a recipient of the National Design Award for Communications, the industry's highest honor.

Kidd's monograph, *CHIP KIDD: BOOK ONE* was published in October of 2006 by Rizzoli International, with an introduction by John Updike and featuring over 800 works, spanning two decades, from 1986 through 2006.

The *Cheese Monkeys*, Kidd's first novel, was published by Scribner in Fall of 2001 and was a national bestseller, as well as a New York Times Notable Book of the Year. His second novel, *The Learners*, was published in February of 2008 to tremendous acclaim.



Anita Kunz

Canadian by birth, Anita Kunz has lived in London, New York and Toronto, contributing to magazines and working for design firms, book publishers and advertising agencies in Germany, Japan, Sweden, Norway, Canada, South Africa, Holland, Portugal, France and England.

She has produced cover art for many magazines including *Rolling Stone*, *The New Yorker*, *Sports Illustrated*, *Time Magazine*, *Newsweek Magazine*, *The Atlantic Monthly* and *The New York Times Magazine*. She has also illustrated more than fifty book jacket covers.



She has been honored with many prestigious awards and medals and her critically acclaimed paintings and sculptures have appeared in galleries world wide,



Craig Yoe

Craig Yoe has been a Creative Director for Disney, Nickelodeon, MTV Networks and the Muppets (where he worked closely with Jim Henson as VP/GM). Yoe has won a Gold Medal from the Society of Illustrators, an Addy, The Mobius and The Eisner Award.



Yoe has six patents in his name for toy inventions. Yoe's clients have included Microsoft to Mad magazine, ABC Networks to Zamoni. Yoe has authored and designed 50 books many of them on comic book history, a deep passion of his.

The beautiful and award-winning Yoe Books (yoebooks.com) is his main focus now which he creates with his wife the talented Clizia Gussoni.

Schedule of Events

9:30 am	Registration
10–11:30 am	Craig Yoe
11:30–12:30 pm	Lunch. Tour of Shields and Architecture buildings
12:30–2 pm	Anita Kunz
2–3:30 pm	Chip Kidd
3:30–4 pm	Book signing

Who Should Attend?

- Graphic Designers
- Artists, Illustrators
- Educators
- Students
- Advertising Professionals
- Fans of comics, books and art

Continuing Education Credits

Art Educators – This program is approved for five (5) ACT 48 professional development hours for educators.

Marywood University, in accordance with applicable provisions of federal law, does not discriminate on grounds of race, color, national origin, sex, age, or disability in the administration of any of its educational programs or activities, including admission, or with respect to employment. Inquiries should be directed to Dr. Patricia Dunleavy, Assistant Vice President for Human Resources, Coordinator for Act 504 and Title IX, Marywood University, Scranton, PA 18509-1598. Phone: (570) 348-6220 or e-mail: dunleavy@marywood.edu.

Learning Objectives:

- By attending this course, participants will:
- Learn about contemporary design and illustration
 - Develop an understanding of design challenges on a national and international level
 - Foster an appreciation for the work of art and design leaders
 - Acquire knowledge to inspire their own work or the work of their students

How to Register *(registration form on back)*

- Register in person with cash or a check. Continuing Professional Education is located at the Swartz Center on University Avenue.
- Register by mail with a check or credit card. Mail to: Continuing Professional Education, Marywood University, 2300 Adams Avenue, Scranton, PA 18509
- Register by phone with Visa, Master Card, or Discover. 570-340-6060
- Register by fax. If your agency is paying for the registration, please include an authorization letter to bill the agency. Fax: 570-961-4798