Sample Workshops*

Writing an effective brief  
How to communicate the essence of a book and its audience quickly and effectively.

Design as a dialogue  
How to give and receive meaningful feedback, and how to take it forward.

Industry trends – thinking inside the box  
How to stand out and keep your covers refreshed while keeping sight of your target audience.

Communicating concepts  
How to safeguard your concepts without being present.

How long:  
1 hour - 1 day

How many:  
1-200 participants

Recent Feedback

“I was really excited to hear about the creative process behind cover design from such an accomplished designer and I wasn’t disappointed! The session was informative and helpful. It would be really lovely if similar sessions could be organised because not only would people find them useful, but I think it would boost morale as well.”

“Incredibly helpful and insightful! It gave me another way of thinking about my design approach.”

“I found it really useful to gain an insight into the cover design process as I think it’s easy for us to be slightly detached from the whole thing. To learn more about the thought processes involved was enlightening.”

“I thought it was great - lots of useful ideas which I’ll refer back to when drafting briefs as well as feeding back.”

“I found it really interesting and useful – especially the bit about feedback, which I always find particularly difficult!”

Liron Gilenberg  
ironicitalics@gmail.com  
+44 (0) 7435 440 041  
www.ironicitalics.com

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All workshops will be tailored to the publishers’ specific needs, and can be combined.