

WT
Werkplaats Typografie
ArtEZ University of the Arts
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INTRODUCTION

The Werkplaats Typografie (WT), part of the ArtEZ University of the Arts, is a two-year graphic design masters programme founded in 1998 by Karel Martens and Wigger Bierma. The WT is centred on self-initiated projects and assignments with meetings, lectures, excursions, seminars, and readings geared towards self-accountable and independently motivated work and research.

Werkplaats Typografie is directed by graphic designer Armand Mevis and educator Anniek Brattinga. Additional regular teaching staff includes Danny van den Dungen (Experimental Jetset), Batia Suter and Paul Elliman. Robert Milne assists in the general coordination of the WT.

Starting in October 2023, Werkplaats Typografie will offer a New York-based pilot programme for first-year students. WTNY will be run by graphic designers Geoff Han and Francesca Grassi. Regular teaching staff includes faculty visiting from WT Arnhem/ Zaandam and additional guest tutors.

Guests are regularly invited for studio visits, to review work, give presentations or supervise a workshop. The WT is frequently asked to contribute to national and international events, manifestations or site specific projects. Part of the WT programme is reserved for collaborating with external clients.

The Werkplaats Typografie programme stimulates and practices critical reflection on the basis of a broad cultural perspective. Participants engage in research in and through arts, involving content and form, text and image, theory and practice, in relation to one's intended professional design and art practice.

Alongside individually driven research and collective projects, participants can work on commissioned assignments for external clients. Assignments can be instigated by the Werkplaats Typografie, external clients, or by the participants themselves. The various outcomes of these can be found, and bought, in the WT Shop (shop.werkplaatstypografie.org).

THE WT CURRICULUM

The WT curriculum is designed to develop critical awareness, understanding and approach in relation to (cultural) information and its distribution. Two essential elements form the fundament of the curriculum: *questioning* – ideas, notions and topics via reflection and research – plus *answering* – in developed and formalised studies through substantiated outcomes.

The curriculum's architecture is formed by three central course components: Structures; Encounters; Presentations, Publishing and Distribution. The content of these elements is defined and specified by the individual participant.

Within the curriculum, theory and practice go hand in hand, their interdependency is reciprocal and relevant in all components. Together the various curriculum elements stimulate the exploration and exchange of different types of sources and information through conceptualisation, production, publishing, presentation, communication and dissemination, or a combination of these.

ADMISSIONS

The following criteria are relevant for admission:

- A bachelor's degree in the arts. Or equivalent experience (in which case additional conditions apply).
- A high standard of quality in completed work in terms of content and design.
- The ability to act and work independently.
- The capacity for further growth.

Interested students are welcome to visit WT for an informal introduction. To plan a visit, please write to mail@werkplaatstypografie.org.

APPLICATIONS

PORTFOLIO

- A PDF portfolio (max. 60 MB) with a maximum of twenty projects in total: books, websites, invitations, posters, identities, sketches, writing, etc.
- Approximately five images per project, with a short description of 50 words maximum.
- Your portfolio should give us a good impression of your work, the qualities in it and the ideas behind the work.

LETTER OF MOTIVATION

- Describe briefly your plans and expectations for your time at WT and tell us how you would describe yourself as a designer.
- Specify if you are applying to WT in the Netherlands, or WT New York.

CURRICULUM VITAE

- Current/past work experience, presentations, etc.
- Please specify your nationality and past education for our administration.

You can apply to the WT by sending your application to mail@werkplaatstypografie.org. Please deliver your files using an external server such as WeTransfer, Dropbox, etc. To be considered for the upcoming semester, the **deadline** for submission is **1 March, 2023**.

All applications will be reviewed in March, subsequently those selected will be invited for an online interview with the WT admission committee. The interviews are scheduled in April. During the interview tutors will consider the applicant's previous work and specifically discuss plans, intentions and expectations concerning the applicant's studies at the WT. The program will start mid-September 2023.

IMPORTANT NOTICE. Before submitting your application by email, you need to register at Studielink: <http://artez.studielink.nl>. Please use the same email address for your registration at Studielink as well as for your correspondence with the WT.

For more information please also check:

<https://www.artez.nl/en/courses/master/werkplaats-typografie> or contact the ArtEZ Student Affairs at studentaffairs@artez.nl.

TUITION FEES 2023–2024

For the academic year 2023–2024 the institutional tuition fee is as follows:

EU/EEA students: 2,314 euro

WT Non-EU students: 11,200 euro

These tuition fees do not cover additional expenses such as excursions, travel and accommodation costs, museum entrance fees, readers, books, materials, projects and presentations, see **STUDENT CONTRIBUTION** (below).

In addition to the tuition fee listed, Non-EU/EEA students must transfer a financial guarantee of 11,495 euro to the ArtEZ bank account once they have been admitted to the Masters Werkplaats Typografie in the Netherlands. This sum is required by the Dutch immigration services as proof that students can support themselves financially in the Netherlands for the coming academic year. This financial guarantee comprises 957.87 euro per month living expenses, insurance (approx. 472 euro p.m. for health, liability and travel insurance), and fees for the visa and residence permit (approx. 210 euro). Once admitted as an ArtEZ student and a visa is issued, the financial guarantee is returned to the student.

Tuition fees are administered by ArtEZ and payments may be made in instalments throughout the year. Please also check the ArtEZ Tuition Fee Calculator: <https://www.artez.nl/en/study-at-artez/financial-matters/calculation-of-tuition-fees>.

STUDENT CONTRIBUTION

Apart from the mentioned legal tuition fees, participants in the programme must contribute 1,800 euro per academic year for additional expenses. This amount partly covers usage of WT facilities, materials, projects, and (international) excursions.

This contribution needs to be paid in two instalments, which are due November 2023 and March 2024. Depending on individual trajectories participants need to expect more additional expenses.

ARTEZ SCHOLARSHIPS

Each year ArtEZ awards a limited number of scholarships to new students from countries other than those of the European Economic Area. The scholarship for 2023–2024 is ± 5,000 euro.

These scholarships are available to students who are unable to pay the current tuition fees of 11,200 euro per year. However, only students who fulfil particular artistic conditions are eligible. This means that a student may apply for a scholarship if they not only have rare or exceptional artistic talent, but also rely on the subsidy to be able to study at ArtEZ.

If you want to apply for the ArtEZ Scholarship, the application deadline is 1 May 2023. For further scholarship related information please refer to:

<https://www.artez.nl/en/study-at-artez/financial-matters/artez-scholarship>

See also, The Holland Scholarship, which is available to Non-EU/EEA Students: <https://www.artez.nl/en/study-at-artez/scholarships/holland-scholarship>

FACILITIES

The Werkplaats Typografie has two venues for their students. In Arnhem it is housed in its own building, a former radio diffusion station built in 1937. Each participant chooses their own desk in one of the various spaces. The WT has its own library and there is a kitchen where communal lunches are prepared. Everyone has a key to the building and can use the facilities at any time.

Since 2020, the WT has a second studio in Zaandam, in a former bullet factory built in 1956. It is currently in use as the cultural centre Het HEM (<https://hethem.nl/>). Zaandam is just outside of Amsterdam and takes roughly 20–30 minutes biking from Amsterdam West.

Each WT participant is expected to bring their own computer. Participants have access to buy affordable software via ArtEZ (including a subscription for Adobe Creative Cloud, etc.). Each WT studio offers participants their own desk, and access to Wi-Fi, a laser printer, a scanner, external monitor, keyboard and mouse, a projector, sound recorder and a professional digital camera. In Arnhem, available equipment also includes an A2 and an A3 Risograph.

When taking part in the programme participants can also make use of the well-equipped general workshops at ArtEZ University of the Arts in Arnhem. These include photography, screen printing and audio visual workshops, as well as central workspaces for wood, metal and plastics.

The WT in Arnhem has a limited collection of books and magazines including typographic manuals, scholarly books, art catalogues and contemporary art and literature. There is also an open archive and a digital archive in Arnhem including all the work made by participants.

Students are free to use the ArtEZ media library, containing an extensive collection of publications in the field of art and design, architecture, music and theatre. Beside books, there are also sheet music, videos, slides and sound recordings. Viewing and listening devices are provided and the material can be studied and lent out.

WTNY is available for US citizens and participants who have a visa to reside in the United States.

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The following criteria are relevant for admission:

- A bachelor's degree in the arts. Or equivalent experience (in which case additional conditions apply).
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All applications will be reviewed in April, subsequently those selected will be invited for an online interview with the WT admission committee. The interviews are scheduled in May. During the interview tutors will consider the applicant's previous work and specifically discuss plans, intentions and expectations concerning the applicant's studies at the WT. The program will start on 2 October 2023.

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Tuition fees are administered by ArtEZ and payments may be made in instalments throughout the year.

Please also check the Tuition Fee Calculator: <https://www.artez.nl/en/study-at-artez/financial-matters/calculation-of-tuition-fees>

STUDENT CONTRIBUTION

Apart from the legal tuition fees specified, participants in the NY programme must contribute 12,000 USD per academic year for additional expenses. This amount partly covers usage of WT facilities, materials, projects, and (international) excursions.

This contribution needs to be paid in two instalments, which are due November 2023 and March 2024.

Depending on individual trajectories participants need to expect more additional expenses.

FACILITIES

Werkplaats Typografie's new New York-based pilot programme, starting in October 2023, is located in a former garage in the industrial neighbourhood of Sunset Park, in southwest Brooklyn. The neighbourhood was an early enclave for Finnish immigrants in the early 1900s, who established the first cooperative housing complexes in the US. Sunset Park currently consists of a predominantly Hispanic and Chinese community, including Sunset Park's Chinatown.

Each WT participant is expected to bring their own computer. Participants have access to buy affordable software via ArtEZ (including a subscription for Adobe Creative Cloud, etc.). Each WT studio offers participants their own desk, and access to Wi-Fi, external monitor, keyboard and mouse.