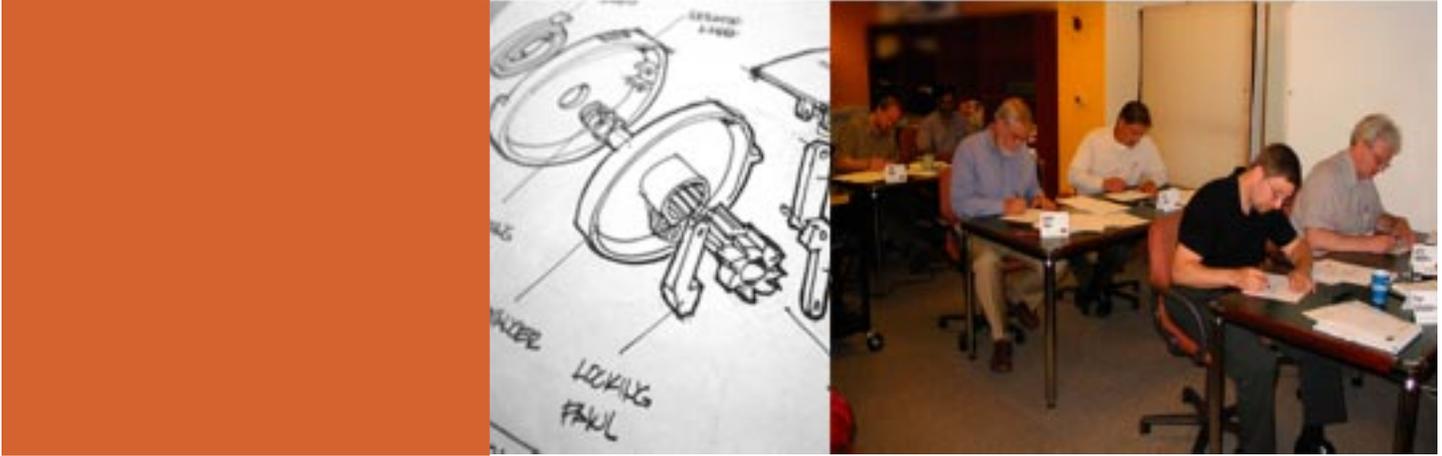




Technical Sketching Workshop

FOR THE ENGINEERING AND DESIGN PROFESSIONAL



“On several recent business trips to overseas vendors, I used the techniques that I learned from Jeff Kennedy’s technical sketching workshop to communicate ideas where a spoken language barrier existed. Through simple sketches the ideas flowed back and forth, and we were able to define and solve problems rapidly and effectively.”

Roland - Acco Brands

“Jeff’s class has given me the technique and confidence to effectively communicate my technical sketching. Students in my training class appreciated the balance of quick sketch visuals along with traditional dialogue to enhance the learning experience.”

Greg - GBC Corp.

Everyone possesses the ability to sketch. This workshop will unlock that ability.

With the increased reliance on computers for everyday tasks, hand sketching skills have become nearly obsolete. Yet, often the best way to capture and develop ideas in a fast-moving environment is in sketch form.

This unique workshop has been developed specifically to teach engineering and design professionals sketching techniques that will help them visualize, develop and make their ideas actionable.

Become Visually Articulate

The ever accelerating demand to get new products to market has increased the design professional’s reliance on computer technology. Powerful tools like 2D CAD and 3D engineering software help refine and complete designs at a level of detail appropriate for manufacturability. At the conceptual stage, however, when ideas are fluid and evolve rapidly, hand sketching is a powerful addition to a design professional’s toolkit.

Sketch with Accuracy and Confidence

Imagine shaping your next design discussion or brainstorming session by drawing rapid and accurate perspectives, and then modifying those perspectives as new ideas emerge. Free-hand sketching encourages exploration and flexibility, allowing instant communication with engineers and design professionals around the world, regardless of their language. And, sketching is the “right tool” for the early stages of a creative process: once a design coalesces, accurate sketches are the perfect input for design software.

“ Jeff Kennedy’s excellent workshop was very effective at teaching the fundamentals of sketching. It provided me with a good understanding of how to sketch objects in one-point and three-point perspective and taught me how to easily convey on paper concepts that I have in my mind. I saw a noticeable difference in my sketch abilities at the conclusion of the session and now feel comfortable when I need to sketch in front of people. The class has paid for itself many times over, and I would highly recommend it to other engineers. ”

Mike - ACCO Brands



Here’s What the Workshop Includes

- Two, seven-hour, value-packed days designed to provide the fundamental concepts of sketching, and build the skills necessary to visually communicate ideas. Included are fun, practical and customized exercises that allow workshop attendees to apply what they have learned. Participants will also receive a detailed daily agenda and, at the close of the workshop, a signed Certificate of Completion.
- A custom-designed workbook that explains every idea in detail—an invaluable resource for refreshing your skills after the workshop has ended.
- A monthly e-newsletter to provide new ideas and reinforcement of your skills.

Workshop Pricing

The investment for this workshop is only \$2200 for up to 15 participants. This workshop is conducted at your site. Travel expenses are additional depending on location and will be quoted at the time of booking.

A \$800 deposit is required to secure the workshop dates.

If you have a smaller department, we can work out a pricing schedule that will fit your budget.

About Jeff

Jeff Kennedy is the founder and principal of Jeff Kennedy Studio, an industrial design consulting firm with a twenty-year history of successful product design and invention in a variety of industries worldwide. Jeff holds numerous patents and design award for his work, including an ID Magazine Award, Nick Jr. Best Toys Award, and Dr. Toy’s Best Toy Award.

Jeff earned a BS in Engineering Graphics with a Minor in Technical Illustration from Western Michigan University in Kalamazoo. He works in pen and ink, watercolor and digital media. Many of his watercolors are held in private collections. His illustrations have been published in “Engineering Drafting” and the “Orvis Pocket Guide to Great Lakes Steelhead and Salmon.”

Jeff lives in Algonquin, Illinois, with his wife and two sons. You can check his work and get updates on his workshops at www.jeffkennedystudio.com.

To visit the 365 days of drawings blog, go to www.drawingflies365.blogspot.com.



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