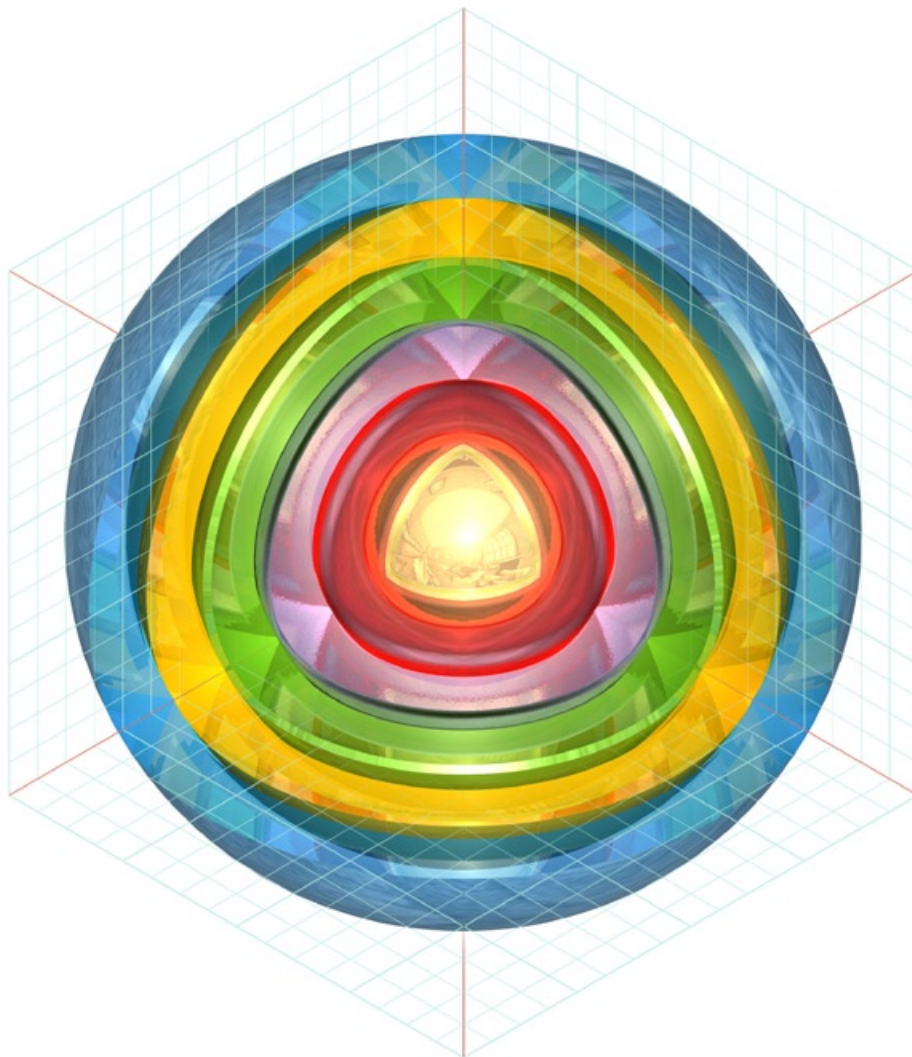


FORMZONE

OVERVIEW
THIS IS BROCHURE A

THE FORM•Z AND BONZAI3D LEARNING SYSTEM



architectstoolbox.com

888.986.8665

S.F. 415.246.4743

L.A. 323.550.1668

CHI. 888.986.8665

N.Y. 888.986.8665

There are four ways to learn: doing, reading, class, tutor.

To learn **form•Z** or **bonzai3d** (the new lite version of form•Z), you have four options: learning by doing, reading, taking a class or having someone show you. Though each approach is key, each also has limitations. You want learning by doing, but not the expensive ‘needle-in-a-haystack’ hunt to accomplish each step as you design. You want a book, but you don’t really want to be reading static words that describe dynamic operations. You want a class, but not the drinking-from-a-firehose quality of a group workshop. Finally, you want a tutor to show you directly, but not have to pay the hourly rate of someone who knows what they’re doing.

Group Workshops or One-on-One Workshops

Since 1996, I have been teaching workshops in a traditional classroom setting where you’ll get about an hour of my time spread over several seven-hour days of instruction and other people’s questions. By 1999, people were attending remotely using a new technology that allowed us to view and control each others computers called Live-Interactive.

As the learning system that’s described on the following pages evolved, I developed a new “One-on-One” version of the workshops. By giving you up to two weeks to go through seven hours of training, we’ve gotten rid of the “drinking from a firehose” quality of the Group Workshops. Best of all, the One-on-One workshops give you twice the value at half the price—on-demand, on your computer, at your location and convenience 7 days a week, 12-hours per day (8am-8pm Pacific time).

This brochure gives an overview of this hybrid “doing-reading-class-tutor” approach. Brochures B-D take you through the parts and pieces in detail. If you have any questions, call anytime and I’ll be happy to discuss your training options directly.

David Wolf
Architects Toolbox

You are viewing the Overview Brochure. Brochure B covers the Formulator Package and the Demystified Learning System. See pdf and video at architectstoolbox.com



BROCHURE B

Brochure C covers the Demystified Books for bonzai3d and form•Z, with editions for both Classic Interface and 5-Step Interface. See pdf and video at architectstoolbox.com



BROCHURE C

Brochure D covers the Demystified Group Workshops and Demystified One-on-One. See pdf and video at architectstoolbox.com



BROCHURE D

Brochure E covers the complete detailed organization of the eight day workshops. See pdf and video at architectstoolbox.com



BROCHURE E

FORMZONE

THE FORM•Z AND BONZAI LEARNING SYSTEM

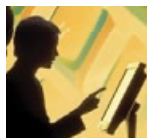
The FormZone Learning System is a hybrid of the four ways there are to learn—**doing, reading, class, tutor**—providing the advantage of each approach while taking away its disadvantage. You want learning by doing, but not the needle-in-a-haystack grind. You want a book, but you also want the author to take you through and demonstrate each page. You want a class, but at your pace and without the “drinking-from-a-firehose” of group workshops. Finally, you want an expert tutor to stand there as you work without the hourly expense or need for appointments. The FormZone Learning System is designed to deliver the advantage of each approach

LEARNING BY READING **DEMYSTIFIED BOOKS**



Modeling • Rendering • Animation
 Completely unique 14”x8.5” format (28” open). Combines tutorial and reference book approach. External laminated tabs and internal toolbar tabbing. Color coded with iconography throughout. Detailed annotations and diagrams make form•Z jump from the page. Spread through books on modeling, rendering, animation and organics, over 430 double-content pages that evolved through 14 years of workshops. Available in three editions: **bonzai3D**, **Classic form•Z** and **formZ 5-Step Interface**. See page 4 for pricing and Brochure C for complete details and the website for a video overview.

LEARNING FROM A TEACHER **DAVID WOLF**



You want help as you learn. In the classroom-based Group Workshops in SF, LA, NY and Chicago, you can reasonably expect to get about an hour of David’s time along with hours of other people’s questions. Afterwards you’ll get support with David on your computer by way of the Live-Interactive Link in the two weeks that follow the workshops. The One-on-One Workshops spread each day of training out over two weeks during which time you have unlimited time with David on demand 12 hours per day, seven days per week by way of the Live-Interactive Link! Amazing! See Brochure D for complete details.

LEARNING IN A CLASS **THE WORKSHOPS**

Group Workshops in SF, LA, NY and Chicago take you through the books page-by-page in a five-day traditional classroom-based course. Acclaimed since 1996. See Brochure D for scheduling and details.

One-on-One Workshops replace the drinking-from-a-firehose quality of group workshops, each “day” (or module) spread over two weeks (~4 hours per week), at your pace. Recorded segments PLUS unlimited time with David Wolf, via Live-Interactive on your computer, on demand, 12 hours a day, 7 days a week, anywhere in the world. See Brochure D for details.

LEARNING BY DOING **YOUR-PROJECT OVERLAY**

Learning-by-doing is the one true essential approach of these four ways of learning. It is also potentially the most expensive. Though you pay nothing up front, as a 5-minute task can turn into hours of searching for a needle in a haystack, you pay deeply with time. In addition to the workshop’s hands-on skillsets, **Your-Project Overlay** teaches you how to manage technical challenges and workflow in actual design sessions on your project with help from David Wolf by way of the Live-Interactive Link. Ask about the Rapid Prototyping Option. See Brochure D for complete details. Call for a free demonstration.

SAN FRANCISCO

LOS ANGELES

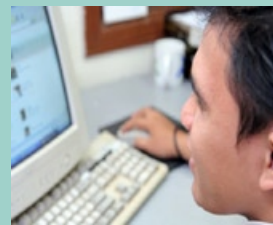
CHICAGO

NEW YORK

**ANYWHERE
 IN THE WORLD**



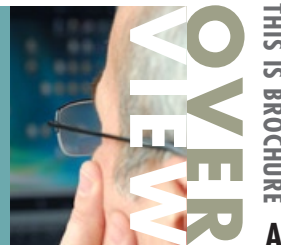
**YOUR
 PROJECT
 OVERLAY**



The Role of the

LIVE INTERACTIVE

L I N K



THIS IS BROCHURE A



BETTER THAN SHOULD-TO-SHOULDER!

Traveling around the United States to teach workshops and give private lessons in a shoulder-to-shoulder fashion, instruction is invariably characterized by a “*move the cursor to the left, more to the left, keep going, more, no, too far, back to the right, a little further, ok, pass me the mouse and I’ll show you.*” Likewise, tech support over the phone is an exercise in frustration.

Like a driving lesson in a car with two steering wheels, the Live-Interactive Link connects our two computers together—anywhere in the world—allowing an instantaneously interactive back-and-forth as we both view and control your computer at the same time. While the visual and two-way control occur by the internet, our audio connection is either by phone *or* internet.

Because the back-and-forth is instantaneously interactive, the Live-Interactive Link is far more elegant than the clumsy “give me the mouse” of sitting side-by-side. Instead of hours of time, you get what you really want and need: small blocks of time on demand, giving you unlimited access to David Wolf 12-hours per day, 7-days per week, 8am to 8pm (Pacific time). **Call now for a free demo.** Once you try it you will agree, Live-Interactive is the superior solution.

GROUP WORKSHOPS

San Francisco Chicago Los Angeles New York

ROLE OF LIVE-INTERACTIVE IN THE GROUP WORKSHOPS

For the classroom-based form•Z Demystified Group Workshops the Live-Interactive link is used for a pre-workshop session known as Skillset Segment #1, which gets you ready for a conventional live group computer class. Afterwards, the Live-Interactive Link is used to provide follow-up support in the two weeks after the workshops. *See Brochure D for complete details regarding the workshops.*

ONE-ON-ONE WORKSHOPS

Anywhere in the WORLD?

Phone, or email your number and the best time to reach you and you’ll receive a call to discuss your training options.

ROLE OF LIVE-INTERACTIVE IN THE ONE-ON-ONE WORKSHOPS

In the Group Workshops, you can reasonably expect to get about an hour of David’s time over the five days of training along with hours of other people’s questions. In the One-on-One Workshops, you get an unlimited amount of time with David, 12 hours a day, seven days a week. Each “day” (or module) of training is spread out over a two week period, which also gets rid of the drinking-from-a-firehose quality of the Group Workshops. Together with the hybrid nature of the learning system, it is the use of the Live-Interactive Link in the One-on-One version of the Demystified Workshops that most fully leverages the full power and potential of the doing-reading-class-tutor hybrid. *See Brochure D for complete details regarding the workshops.*



DAVID WOLF ON CALL

12 hours per day
7 days per week
ON YOUR COMPUTER ANYWHERE IN THE WORLD

Any PC or Mac connected to the internet will work. Audio connection by regular telephone (toll-free) or Voice over IP (Skype, iChat, Yahoo Chat, Windows Messenger).

Headphones recommended.

US Pacific Time: 8a-8p
Mountain Time: 9a-9p
US Central Time: 9a-9p
US Eastern Time: 10a-10p
US Alaska: 8a-8p
US Hawaii: 8a-5p
Europe West: 3p-3a
Europe Central: 4p-4a
Europe East: 5p-5a
Moscow: 6p-6a
Middle East GMT+2: 4p-6a
Middle East GMT+3: 5p-7a
Middle East GMT+3: 6p-8a
Australia Melb: 12a-1p
Hong Kong: 10p-12p
Tokyo: 11p-1p

architectstoolbox.com

888.986.8665

S.F. 415.246.4743

L.A. 323.550.1668

CHI. 888.986.8665

N.Y. 888.986.8665

THE BONZAI 3D AND FORM•Z LEARNING SYSTEM

PRICING SUMMARY

OVERVIEW

SEE BROCHURES B-E FOR DETAILS, OTHER OPTIONS AND SPECIALS!

LEARNING
SYSTEMDEMYSTIFIED
TRAININGZ
KEYS**Z•Key Shortcuts** \$29

For both bonzai3D and form•Z. Includes chart, workshop. See Brochure B for details.

5
STEP
INTERFACE
AND QUICKSTART GUIDE**The 5-Step Interface** \$29**Customization Workshops** \$29

See Brochure B for details.

FORMULATOR
PACKAGE

Above+General Principles (below) . \$89

See Brochure B for complete details.

DEMYSTIFIED
BOOKS

Available in separate editions for **bonzai3D**, **form•Z Classic** and **form•Z 5-Step Interface**. Discounted with workshops. Also available bound as a single document in the Compendium Package (below). See Brochure D for details!

The General Principles of Computer Design
Audio-book and guide.....\$29**Modeling Demystified: Part 1**Color Version\$119
Black & White\$79**Modeling Demystified: Part 1&2**Color Version\$195
Black & White\$139**RenderZone Demystified**Color Version\$99
Black & White\$69**Animation Demystified**Color Version\$79
Black & White\$59Compendium
PACKAGE

Combines the Formulator Package with complete Demystified Books bound as one.

Compendium PackageColor Version\$349
Black & White\$225**Compendium with Workshops 1-8**Color Version\$195
Black & White\$99**1 Skillset Segment**..... \$29**20 Skillset Segements** \$9 ea

As low as \$4.45 ea when taking the series.

Segments
AND QUICKSTART GUIDE

Segments combine a hands-on recorded session along with unlimited time with David Wolf by way of the Live-Interactive Link. See Brochures D & E for complete details and other packages.

Module 1 (Day 1), Skillsets 1-30

FUNDAMENTALS WORKSHOP

1 day (8 hrs) spread over 14 days ..\$249

Modules 1-2 (Days 1-2), Skillsets 1-60

FOUNDATIONS WORKSHOPS

2 "days" spread over 4 weeks\$229 ea

Modules 1-5 (Days 1-5)

MODELING WORKSHOPS

5 "days" spread over 10 weeks..\$169 ea

Modules 1-8 (Days 1-8)

COMPLETE WORKSHOPS

8 "days" spread over 16 weeks..\$139 ea

ANYWHERE IN THE WORLD!ONE-ON-ONE
WORKSHOPS

The One-on-One version of the form•Z Demystified Workshops is a hybrid of the do-read-class-tutor approach. Unlimited time with David Wolf on call 12-hours a day, 7-days a week. Compendium extra. See Brochure D for complete details and other packages.

Module 1 (Day 1)

FUNDAMENTALS WORKSHOP

1 day (7 hrs)\$495

Module 1-2 (Days 1-2)

FOUNDATIONS WORKSHOPS

2 days\$459 ea

Module 1-5 (Days 1-5)

MODELING WORKSHOPS

5 "days" spread over 10 weeks..\$295 ea

GROUP
WORKSHOPS

Classroom-based courses.

- San Francisco
- Los Angeles
- Chicago
- New York

See Brochure D for dates, details, other training packages and specials.

architectstoolbox.com

888.986.8665

S.F. 415.246.4743

L.A. 323.550.1668

CHI. 888.986.8665

N.Y. 888.986.8665