## COURSE INSTRUCTORS
*All course instructors are Certified Master Knitters*

**Learn to Knit**

Mary Forte

**Basics, Basics, Basics**

Arenda Holladay

**Taming Tension**

Binka Schwan

**Understanding Gauge**

Arenda Holladay

**Professional Finishing Techniques**

Arenda Holladay

**Shetland Lace Workshop**

Leslie Gonzalez

**How to Market Yourself within the Knitting Industry**

Donna Estin

**Pattern Writing Basics**

Nancy Simet

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The Knitting Guild Association is a 501c3 nonprofit dedicated to providing education and resources to advance their mastery of the craft of knitting.

We support serious knitters in their efforts to perpetuate traditional techniques and keep the artisan aspects and high quality standards of the craft alive.

**TKGA Board of Directors**

Arenda Holladay, President and Executive Director

Celia Cahill-McAdams, Vice President of On-Site Education

Donna Estin, Vice President of Public Relations

Leslie Gonzalez, Vice President of Certification
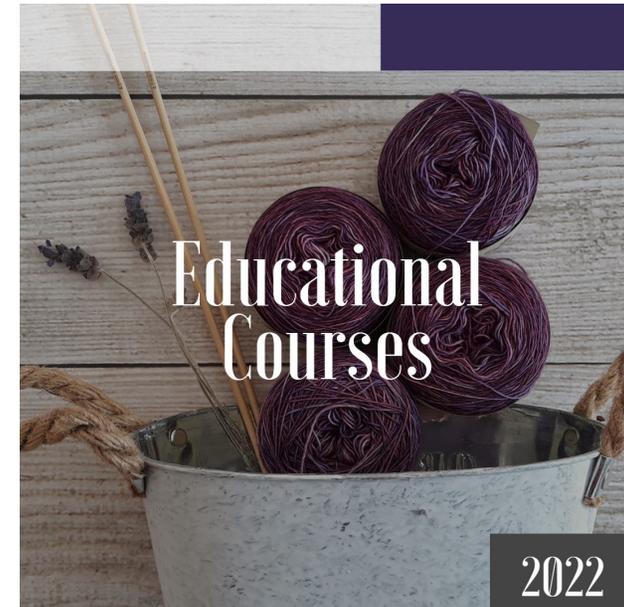
Heather Storta, Vice President of Education

Christina Hangar, Secretary

Mary Beth Jacobs, Treasurer

**www.TKGA.org**

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# TKGA
## THE KNITTING GUILD ASSOCIATION

Educational Courses

2022

Setting the standard for professional knitting since 1987

# Take Your Knitting to the Next Level

TKGA is known throughout the knitting industry for our educational programs. We provide many options to help you better your knitting - whether for fun, learning, or for pursuing excellence.

Our Education offerings range from Mini-Courses to more in-depth Correspondence Courses. You will receive personalized feedback on your knitting or knitting-related skills. All of our courses support a love of learning about knitting, or knitting-related topics. Some focus on improving specific knitting skills, while others provide the support skills needed for pursuing one or more of our certifications, or a career in the knitting industry.

⇒ Work at your own pace

⇒ Work one-on-one with an instructor

⇒ Learn from a Certified Master Knitter

Upon completion of a course, students receive a Certificate of Completion and their name is listed in the next monthly *K2TOG* newsletter.

For guidance in elevating your skills, TKGA's Education division is here for you!

## Hand Knitting Correspondence Courses

Our Hand-Knitting Correspondence Courses cover comprehensive topics in hand-knitting. Courses are completed in more than one lesson/level and are conducted via mail and/or email.

"Master Knitter" instructors serve as mentors and teachers, giving detailed, personalized, written feedback to students as they complete the lessons/levels. Our Hand-Knitting Correspondence Courses, cover topics for beginners and advanced knitters, include:

Learn to Knit
Basics, Basics, Basics
Taming Tension
Understanding Gauge
Shetland Lace Workshop
Professional Finishing Techniques

For more information:
https://tkga.org/education/correspondence-courses/

## How to Market Yourself within the Knitting Industry

Are you ready to begin a career in the knitting industry or take your knitting career to the next level? We live in a time where people are rejecting traditional advertising. You can be the best designer, instructor, or tech editor in the world but it doesn't matter if no one knows about you.

This course takes the framework of educational and professional marketing programs to create a tailored course with specific strategies for knitting professionals. It is a powerhouse of knowledge designed to increase sales for your knitting business. By the end of the course you will have developed your brand, formed a marketing strategy, created a unique Brand Guide, Marketing Tracking, Campaign Development, and comprehensive Marketing Plan.

This course is divided into two modules. Module 1 includes defining your brand, identifying your target market, creating content, core marketing outlets, creating opportunities, and analysis. Module 2 includes setting up software, social media engagement, pricing, cross-promoting, selling yourself, business of marketing, and campaign development.

For more information:
https://tkga.org/education/marketing-course/

## Pattern Writing Basics

This course will teach you how to write a quality pattern following a template. Avoid being the cause of frustration and instead, send patterns out into the knitting world with confidence. If you're working on the MKH Program, you'll love having comprehensive pattern knowledge so that you're able to write patterns to the MHK template more easily. If you're designing, this means less pattern support, as well as less tech editing time, and a better reputation in the industry for your pattern writing skills. You will learn elements of good pattern writing: what information needs to be included and where, the order in which to present it, how to write stitch patterns , and clear instructions. This course does not include knitting.

This course is divided into three lessons. Lesson 1 teaches you the information to be included in a pattern and the order in which it is usually presented. Lesson 2 covers writing directions, charts, and schematics. In Lesson 3, we put it all together to write a full pattern. Lessons are emailed to the instructor who reviews the work.

For more information:
https://tkga.org/education/pattern-writing-course/

## Mini Courses

These single-topic courses, cover specific areas of interest to all knitters but especially to those working through the Master Hand Knitting program. Get direct feedback on your course work from current or past members of the Master Hand Knitting Committee with hours of experience evaluating knitters' work in a positive and constructive manner.

There are 25 Mini Courses in 2022 which include: Compensating for Cable Flare, Decorative Cast Ons and Bind Offs, Intarsia, Jogless Join, Seaming Bind Off Edges, Simple Lace, Steeks, Tubular Cast On and Bind Off, Twisted Decreases, Fair Isle Flat, Taming Edge Stitch Tension, Beautiful Joins, Decorative Duplicate Stitch, and many more!

For more information:
https://tkga.org/education/mini-courses/