

THE 50TH ANNUAL TYPE DIRECTORS CLUB EXHIBITION

25/50

This year's TDC typography competition marks a unique set of numbers: the fiftieth competition for the year's best typography, to be published in the twenty-fifth edition of the Annual of the Type Directors Club, Typography 25.

In those fifty years, in fifty exhibitions, in twenty-five books, and in twenty-five catalogs before, lies a record of change and movement.

Æsthetics have changed, taste has changed, production has changed; we've all changed. Text has changed, type has changed. We have come so far; have we come not far at all? Type is all over, all under, and all around; you use it, they use it, we use it, their cousins use it.

Is type used differently than it was, back when it was available to only the select, when it was the preserve only of the initiated? Is it only the use of type, or is it typography? Have the several technical and aesthetic revolutions gotten us any further, or just spun us back around? Do we know more or less, or do we do less with more? Have we advanced the ways typography addresses its audience, clarifies the client's text, and still expresses the artist's anxious vision? How do we create in an environment of democratized type: do we find new ways of expression, or do we find the basics to be still true? Is it all half of one and twenty-five percent of the other?

Now, for the fiftieth year, it is the Type Directors Club's honor to invite artists, designers, typographers, bookbuilders, and even type directors to respond with their works, to say yes, we have come far: we do know more, we do communicate more clearly, we are the stronger for the work that has been done before—we're the best of 2003.

GARY MUNCH, CHAIRMAN, TDC50

The Jury

Ray Cruz *Young & Rubicam*

Barbara de Wilde *Martha Stewart Living*

Peter Girardi *Funny Garbage*

Tim Hale *Fossil*

Akira Kobayashi *Linotype Library GmbH*

Joyce Nesnadny *Nesnadny + Schwartz*

James Victore *James Victore Inc.*

General Entry Rules

Eligibility. Entries must have been produced or published during 2003. Submissions can be by anyone associated with the entry. Work designed for the TDC or by the Chairman and judges is ineligible.

No identification of designer/submitter (e.g. business cards) may be attached to front or back of print entries, other than official Entry Forms.

Slides/transparencies are unacceptable in any area or category.

Photographs. If the actual piece is unavailable/unmanageable (e.g. signage, displays, POP, large packaging, billboards) photographic **prints** 8 x 10 inches (20 x 25 cm) are acceptable. Photographs with more than one item are **series** entries.

Mounting of entries. Entries in the Corporate ID category **must** be mounted on black illustration board (not Foamcore), **not to exceed** 14 x 22 inches (36 x 56 cm). Items may overlap. The maximum of six selected, representative items for series pertains to the number of **mounted items, not boards.** Mounting in all other categories is optional. The maximum size of boards pertains to all areas and categories.

Experimental/unpublished work is ineligible in all areas and categories, except for Student Work.

Types of Entries

Single entry.

Series/campaign entry. Two, but not more than six, typographically and conceptually related pieces in **one** category for the same event, product or subject matter, such as posters, ads, booklets, television commercials, packaging, etc.

If more than six items are submitted, the Show Committee will select six representative pieces for judging. Unrelated items, e.g., different books by the same publisher or different productions by the same theater, must be submitted as single entries.

Entry Areas/Categories

Entries may be submitted in three areas: Print, Electronic and Student Work. Series must not be mixes of Print and Electronic Media. Print entries and printed Student Work must not be in electronic form. Indicate area and category number on Entry Form.

PRINT

Proofs, photostats, computer prints, slides or transparencies are unacceptable (see General Entry Rules), except where noted.

Entries like signage, displays, exhibits, etc. need not have been produced by printing and can be submitted as photographic **prints.**

Print categories are for identification purposes only. Judging will not be by separate categories. Therefore, do not submit the **same** item(s) in several categories or both as singles **and** series. Duplication will be eliminated by the Show Committee.

1. **Advertisements** and advertising inserts
2. **Annual Reports** and other financial reports
3. **Books**
4. **Book Jackets/Covers**
5. **Brochures** and direct mail
6. **Calendars**
7. **Catalogs**
8. **Corporate identity.** Always a series entry. **Must** be mounted (please see mounting instructions). Not to exceed **six selected, representative items**, e.g., logos/trademarks, stationery, envelopes, folders, identity manuals, photographs of signage, **but not** posters or packaging.
9. **Editorial** (magazine, newspaper, newsletter).

An entire publication or an article covering several pages is considered a single entry. Spreads or entire articles submitted as single entries must be removed from the publication.

10. **Exhibits/Displays/Point-of-Purchase/Signage/Architectural and Dimensional Design.** Signage systems, exhibition booths, etc. are always **series** entries.

11. **Logos/Trademarks/Symbols.** Include firm or institution name and, if necessary, a one-sentence description on the **front bottom** of the entry (not on the Entry Form). Maximum size: 11 x 17 inches (28 x 43 cm). Photostats, computer prints or printed versions **are** acceptable.

12. **Miscellaneous** including announcements, invitations, cards, menus, etc. Invitations may include response card and envelope.

Additional pieces constitute a series entry.

13. **Mixed series.** A printed series entry (*no mix with electronic items*) of two but not more than six typographically and conceptually related items pertaining to *different* print categories.

14. **Packaging**

15. **Posters** including large announcements and calls for entries.

16. **T-Shirts/Apparel**

Typeface Design is not part of TDC50 and is a separate competition which is judged by a different jury but has the same deadline. For more information and a Call for Entries call the TDC office (212.983.6042) or visit our web site: www.tdc.org.

ELECTRONIC MEDIA

This includes TV commercials, music videos, video and film titles/graphics, video presentations, multimedia, internet graphics and interactive computer graphics. Entries must be submitted as 1/2 inch NTSC/VHS (not PAL or SECAM) videotapes, CD-ROM, computer discs runnable on a Mac (not PC) operating system, or as computer prints. Winners will be asked to submit individual frames or screens as photographic or computer prints for the exhibitions and the annual book. Each entry is to be submitted on a separate cassette or disc, except for series entries. Not acceptable in this category are internet addresses (there will be no internet access during judging).

STUDENT WORK

Unpublished work produced by students in design classes may be submitted in proof form, e.g., computer prints, photostats, etc., but not slides or transparencies. Student work is acceptable as single or series entries (maximum of six items). A one-sentence description of the assignment and the name of the school and the instructor must be included on the **front bottom** of the entry, not the entry form. Any mounted work **must not** exceed 14 x 22 inches (36 x 56 cm).

Out of the winning student entries, three will be selected for monetary awards. Their student designers will receive monetary awards in the amounts of \$500, \$300 and \$200 respectively. Their work will be noted in the Annual as prize winners.

The Competition

The Type Directors Club is an international organization founded in 1946 whose members include design professionals, typographic designers, and typophiles. This year will be TDC's fiftieth open Call for Entries in its international competition which recognizes excellence in the use of typography, calligraphy, handlettering and other letterforms. All entries will be judged by a panel of distinguished designers in January 2004. Winning works will be exhibited in six traveling shows and published in *Typography 25*, the hardbound, all-color competition annual designed by Diego Vainesman. The annual is published by HDI, a division of Harper Design International, and sold worldwide.

Entry Forms

Each Entry Form must indicate:

- Print, Electronic Media, Student Work
 - Single or Series entry (indicate number of items, **not boards**, for series entries)
 - Category number (for PRINT only)
 - Title or identification of entry
 - Complete information about the submitter (**to be repeated on the Payment Form**)
- Official Entry and Payment Forms are printed on this Call. If additional forms are needed, please make **same-size** copies. Do not enlarge or reduce the form, and do not design your own entry form. Only information on the form is required at the time of submission. **An entry form must be attached to the back of each entry, taped lightly only at the top of the form. Do not use gumming devices or double-face tape. Cut out Entry Forms (or copies thereof) along the dotted boxes.**

Entry Fees

Single entry

Members US\$30 Non-members US\$35

Series entry

Members US\$60 Non-members US \$70

A completely filled out Payment Form must be sent with each submission of entries (and not attached to **each** entry). Payment made payable to **TDC50/Type Directors Club** must be submitted with entries in cash, check, US dollar travelers checks, or charged to American Express, Visa or MasterCard. Checks or money orders from all countries outside the U.S. must be drawn on a U.S. bank, payable in U.S. dollars. Payment in foreign currency, check, Eurocheck, or postal money order – **even if drawn in U.S. dollars – on banks outside of the U.S.A. is unacceptable.**

All winners will be charged a US\$80 (\$50 for TDC members) hanging fee for each single entry and US\$130 (\$100 for TDC members) for each series entry in order to be included in the annual book and exhibitions. Hanging fees are reduced for TDC members. Hanging fees help defray publication and exhibition expenses for this organization.

Deadline/Shipping

All entries, together with fees, and **one** Payment Form, must be delivered to TDC by Friday, December 19, 2003. TDC2 2004 and TDC50 Type Directors Club c/o A to A Graphic Services 127 West 25th Street, 8th floor New York, NY 10001 USA

If more than one package is shipped, this must be indicated on the outside of each package, e.g., "1 of 2." Packages must be delivered prepaid. Non-U.S. contestants should mark each package "**Material for contest entry. No commercial value.**" No provision will be made by TDC for U.S. Customs or airport pickup. Any customs fees will be charged back to the entrant.

No Entries Will Be Returned!

For further information, please contact the TDC offices:

Phone: 212.983.6042

Fax: 212.983.6043

E-mail: director@tdc.org

web site: www.tdc.org



Awards

Winners only will be notified the week of January 19, 2004. Entries selected by the jury will receive Certificates of Typographic Excellence. They will be exhibited in the 50th TDC Exhibition, and appear in *Typography 25*. The opening of TDC50 will be held at Parsons School of Design, New York City, and will be on display during the summer of 2004. Winners will be asked to supply transparencies (4 x 5 in. or 10 x 12 cm) or slides of the winning entries for use in *Typography 25*.

Winners will also be asked to supply five additional copies of winning entries for use in exhibitions outside New York. These shows travel throughout North America, Europe and Eastern Asia. Credits of individuals and firms that have contributed to each entry will be included in the exhibitions and in *Typography 25*.