

*Call for Entries*



# TDC<sup>2</sup> 2004



Type Directors Club

*Annual Type Design Competition*

[ ENTRY DEADLINE: 19 DECEMBER 2003 ]

# The Jury



VERONIKA ELSNER

In March 1986 Veronika Elsner and Günther Flake founded their company Elsner+Flake Designstudios after ten

years of freelance experience in the field of type design, typography, and digitizing of fonts and logos. The company, located in Hamburg, Germany, has created an impressive library of more than 2500 digital fonts.



JOSH DARDEN

Josh Darden came of age in the heyday of grunge design, and established his

own design firm at the tender age of thirteen. His typeface designs have been used by the industrial rock band Nine Inch Nails, Harper-Collins Publishers, and *Time Magazine*. He currently works in New York for Jonathan Hoefler and Tobias Frere-Jones at the Hoefler Type Foundry.



DMITRY KRASNY

Dmitry Krasny is the founder and creative director of Dekka Design, a visual communications firm, in New York City.

Mr. Krasny has been teaching courses in typography, information design, and book design since 1994, and served as Chair of Communication Design Department of Kanazawa International Design Institute (KIDI), Japan.



PABLO A. MEDINA

Pablo A. Medina is a type designer, design educator and artist. His work has been exhibited at the National Design Triennial at the Cooper Hewitt-

Smithsonian Museum, The Art Directors Club's Young Guns III and American Institute of Graphic Arts's Face Off exhibition. His work has also appeared in numerous publications, including *Hou*, *Communication Arts*, *Idea*, *Extreme Fonts*, and *Upper & Lowercase*. He a full-time faculty at Parsons School of Design and currently runs Cubanica, a font foundry and art and design studio.



CHARLES NIX,  
CHAIRMAN

Mr. Nix is an accomplished typographer and book designer.

He is a member of the TDC board, and the Chairman of Communication Design at Parsons School of Design in New York City.

# Eligible Entries

Any typeface designs produced or published between January 1, 2002 and December 19, 2003 are eligible. Typeface designs may be submitted by anyone involved in their design, production, or marketing. Typefaces created for the TDC, designs by the chairman or by the jurors of the competition, or by current members of the Board are not eligible for entering.

## Entry Format

Entries are to be submitted as 11×17" or A3 (297×420 mm) unmounted (600 dpi laser minimum) paper proofs. Please submit each individual or constituent font-showing as a separate sheet. Each proof should show the typeface in whatever way the entrant deems appropriate. Proofs may include, but are not limited to, headlines, short or long passages of text, sample pages or double-page spreads of book or magazine make-up, or multi-column text. The requirements for proofs are:

### CHARACTER SHOWINGS

Proofs should show a complete character set. In the case of complex extended multi-script character sets, insure that the showing is comprehensive enough to allow the jury to judge the design appropriately.

### COMPLEX SYSTEM SHOWINGS

Submissions of text and display *Type Superfamilies*, including digital fonts produced in Multiple Master or OpenType formats, should follow the above guidelines, but may feature more than one font or style in each showing.

### MARKING OF ENTRIES

Entries must be clearly marked, in the front, upper left-hand corner, with the appropriate *Family*, *Competition*, *Script*, and *Design* categorizations.

*Examples:*

Family; Text; Latin; Original

Single; Display; Greek; Authorized  
Extension of a Latin typeface

Superfamily, Type system; Latin, Greek,  
Cyrillic; Custom faces for an international corporation.

### NON-IDENTIFICATION

To ensure anonymous and fair judgement of entries, the names of the typeface, designer, client, manufacturer or distributor must not appear anywhere on the front or on the back of the proof.

## The Entry Form

Entry and Payment forms are required in addition to the MARKING OF ENTRIES. If additional forms are needed, please make same-size photocopies. Do not enlarge or reduce the form, and do not design your own entry form.

A PDF will be available on the TDC website. The information listed in the form is required at the time of submission. Please fill it out completely and accurately. Attach an entry form to the back of each entry, taped only at the top of the form. Please do not use glue.

One entry form is sufficient for a *Type Family* or *Superfamily*, and should be attached to the main item. The form will be removed prior to judging.

Entries must not be submitted with business cards or other identification of the designer or submitter on either the front or back.

Please select one subcategory from each of the categories on the following page. The jury and chairman of the TDC<sup>2</sup> 2004 type design competition reserve the right to adjust the categorization of entries as they see fit and necessary.



#### FAMILY CATEGORY (For Fees)

The Family categorization is to be used for the purpose of determining entry fees, in US\$. Typefaces may be entered as *Single Typefaces* or as parts of larger, related bodies of work.

*Single Typeface (US\$20)*: Individual typefaces designed to stand alone, with no stylistic variants.

*Type Family (US\$45)*: Typefaces designed and entered for competition with stylistic variants such as roman, italic, and bold, or small capitals. Up to and including eight variants are allowed.

*Type Superfamily (US\$90)*: Typeface designs that comprise more than eight closely-related variants are considered *Type Superfamilies*; Superfamilies also include Pi and Dingbat fonts that are stylistically related to the main alphabetic or ideographic typeface designs.

#### COMPETITION

This category refers to the intended function of the submitted design and will determine the typeface's area of competition.

*Text*: Single Typefaces and Type Families, featuring full character sets, intended for use in the composition of text for continuous reading.

*Display*: Typefaces and Type Families featuring, full or reduced character sets, intended for use in larger sizes rather than body text.

*Text Type System*: Extensive groups of related typefaces featuring separate designs for text and display composition, or groups of related typefaces featuring designs belonging to different style categories, such as serif and sans-serif, serif and slab serif, and serif and semi-serif. Digital fonts in Multiple Master or in OpenType format often fall within this subcategory.

*Pi or Ornament*: Typefaces featuring special character sets for mathematical, phonetic, and other specialized applications, as well as dingbats, icons, symbols, and other pictorial items in a font format. Ornament and border designs are also included in this subcategory.

#### SCRIPT

*Latin*: Typefaces intended for use in Latin-based orthographies have historically made up the majority of submissions. For scripts with Latin-based orthographies that use significant additions and modifications to accommodate the script system, see the *Extensions* subcategory of the *Design* category.

*Non-Latin*: Typefaces created for alphabets or writing systems other than Latin (Arabic, Armenian, Chinese, Cyrillic, Devanagari, Greek, Hebrew, Japanese, Korean, etc.) are eligible, and should be entered in the appropriate *Family*, *Competition*, and *Design* categories. As necessary, experts in the relevant non-Latin scripts maybe invited by the jury for consultation.

This designation also includes Pi typefaces, such as those created for use in the fields of music, mathematics, linguistics, logic, and other areas that require specialized character sets. Please indicate, in the front entry markings (see MARKING OF ENTRIES), the field for which the typeface was designed.

#### FONT FORMAT

Indicate whether the typeface is PostScript Type 1, TrueType, Multiple Master, or OpenType. If the format is not one of these four, please specify the alternate format.

#### DESIGN

*Original*: Typeface designs that are original and not derived from pre-existing designs or from existing typeface font software. In a case where the submitted design is derived from pre-existing material, the typeface would fall into the *Revivals and Extensions* subcategory, and must adhere to that category's requirements.

*Custom*: Custom or proprietary typefaces that are designed for private use instead of resale. Custom designs may include typefaces produced for use by a specific designer or a design firm, as well as those for corporate or other non-design clients. If the type design is based on an existing typeface, please identify the design source. Please specify the intended use without identifying the client (for example, "a text typeface created for a financial newspaper").

(continued on p. 6)



# TDC<sup>2</sup> 2004

## Entry Form

**IMPORTANT:** Please tape this form to the back of your entry with a single piece of tape at the top. Do not use glue or other adhesives. The form will be removed prior to judging.

**FAMILY CATEGORY (for fees, choose one)**

- Single Typeface (One Font)*  
 *Type Family.*  
*Indicate Number of Styles (Fonts):* \_\_\_\_\_

- Type Superfamily.*  
*Indicate Number of Styles (Fonts):* \_\_\_\_\_

**COMPETITION (CHECK ONE)**

- Text*       *Text Type System*  
 *Display*       *Pi or Ornament*

**SCRIPT**

- Latin*       *Non-latin (Please specify):* \_\_\_\_\_

**FONT FORMAT**

- Postscript*       *Truetype*  
 *Multiple Master*       *Opentype*  
 *Other (Please specify):* \_\_\_\_\_

**DESIGN**

- Original*       *Custom*  
 *Revival or Extension (requires the consent of the originator or of the current holder of the right to the design)*

TYPEFACE NAME

DESIGNER

CLIENT

MANUFACTURER/DISTRIBUTOR

SUBMITTED BY (NAME AND TITLE)

COMPANY OR SCHOOL

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

E-MAIL

TELEPHONE

FAX

*Revival or Extension:* Typeface design revivals that are based on, and closely follow, the designs of preëxisting typefaces, and designs that are extensions of existing faces (whether by the enlargement of character sets, styles, weights, optical sizes, etc.) must be accompanied by assurances that the revival or extension is authorized and approved by the originator of the design, or by the current holder of the rights to the typeface designs.

#### STUDENT DESIGN

There is no separate category for student type designs. They should be entered in one of the design subcategories.

## Competition Fees

#### SINGLE ENTRIES (ONE TYPEFACE)

\$20 TDC members

\$25 Non-members

#### TYPE FAMILIES (3 TO 8 TYPE STYLES)

\$45 TDC members

\$50 Non-members

#### SUPERFAMILIES (9 AT MORE TYPE STYLES)

\$90 TDC members

\$100 Non-members

#### FAMILY ENTRY CATEGORY NOTES

For purposes of determining entry and hanging fees:

*Supplementary Fonts:* Expert sets, SC/OSF (small-caps/old-style figures) fonts, and other font complements with miscellaneous characters (alternates, ligatures, oldstyle figures, small capitals, or fleurons, etc.) that are normally used as a supplement to ordinary fonts are considered to be part of their respective Type Family or Superfamily. This will also apply to extensive character sets for fonts made in OpenType or AAT (GX) format.

*Multiple Masters:* Multiple Master typefaces are to be defined by their number of primary instances. Each instance is considered to be equivalent to a constituent style of a Type Family.

*Non-Latin Extensions:* Non-Latin extensions of Latin typefaces are considered members of their respective Type Family or Superfamily.

*Dingbat, Symbol, Pi and Ornament Fonts:* Individual dingbat, symbol, and pi or ornament fonts are treated as equivalent to Single Entries.

#### TDC MEMBERSHIP (*Recommended*)

*Members receive:*

Discounted entry and hanging fees

The TDC *Typography* annual

A Subscription to the TDC newsletter, *Letterspace*

Special discounts at TDC events

#### *Categories:*

Regular/New York area  
(within 60 miles): \$125

Regular/beyond New York area  
(in USA): \$100

Regular/outside USA: \$110

Student: \$40

Sustaining Corporation (includes  
three persons): \$300

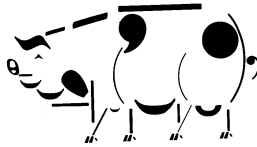
#### HANGING FEES

Winners of TDC<sup>2</sup> 2004 will be charged hanging fees of US\$80 for Single Entries, US\$100 for each Type Family, and US\$130 for each Superfamily included in the TDC book and exhibition. Hanging fees are reduced for TDC members.

#### FORMS OF PAYMENT

Payment must be submitted with entries. It may be in cash, check, money order, traveler's check, or charged to American Express, Visa, or MasterCard. If payment is made by check, money order, or traveler's check it must be in U.S. dollars and drawn on a U.S. bank.





# TDC<sup>2</sup> 2004

## Payment Form

*This form must be filled out completely and must accompany your entry. USE ONLY ONE PAYMENT FORM FOR ALL YOUR ENTRIES. If you are not already a member of TDC, you may use this form to join.*

TDC MEMBERS	NON-MEMBERS	SUBTOTALS
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NUMBER OF SINGLE TYPEFACES

<input type="checkbox"/> <input type="checkbox"/> @ US\$20	<input type="checkbox"/> <input type="checkbox"/> @ US\$25	US\$ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> . <input type="checkbox"/> <input type="checkbox"/>
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NUMBER OF TYPE FAMILIES

<input type="checkbox"/> <input type="checkbox"/> @ US\$45	<input type="checkbox"/> <input type="checkbox"/> @ US\$50	US\$ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> . <input type="checkbox"/> <input type="checkbox"/>
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NUMBER OF SUPERFAMILIES

<input type="checkbox"/> <input type="checkbox"/> @ US\$90	<input type="checkbox"/> <input type="checkbox"/> @ US\$100	US\$ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> . <input type="checkbox"/> <input type="checkbox"/>
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TDC MEMBERSHIP FEE

<input type="checkbox"/> Regular (New York area, within 60 miles): \$125		
<input type="checkbox"/> Regular (Beyond New York area, in USA): \$100		
<input type="checkbox"/> Student: \$40		
<input type="checkbox"/> Sustaining (corporation; includes 3 persons): \$300	US\$	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> . <input type="checkbox"/> <input type="checkbox"/>

TOTAL PAYMENT ENCLOSED

US\$     .

PAYMENT

<input type="checkbox"/> Cash	<input type="checkbox"/> Check (Payable to Type Directors Club, in US\$ drawn on a U.S. bank)
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
	<input type="checkbox"/> American Express

NAME ON CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

SUBMITTED BY (NAME AND TITLE)

COMPANY OR SCHOOL

ADDRESS

CITY

STATE

ZIP / POSTAL CODE

COUNTRY

E-MAIL

TELEPHONE

FAX

# Deadline and Shipping

All entries with entry forms attached, fees, and one payment form per participant, must be delivered by Friday, December 19, 2003, to:

TDC<sup>2</sup> 2004 / Type Directors Club  
60 East 42nd Street, Suite 721  
New York, NY 10165-0799  
USA

If more than one package is shipped, it must be indicated on each package ("1 OF 2"). Packages must be delivered prepaid. Non-U.S. entrants should mark packages "MATERIAL FOR CONTEST ENTRY. NO COMMERCIAL VALUE." No provision will be made by TDC for U.S. Customs or airport pickup. Customs fees, if incurred, will be charged back to the entrant. Entries cannot be returned.

# Judging

Jurors are encouraged to discuss the entries during the selection process. Winning entries must receive at least three votes. If the jury is tied, the chairman will act as tie-breaker. Reference materials may be used in considering Revivals and Extension typeface designs. Judging will take place on Sunday, January 25, 2004.

# Awards

TDC<sup>2</sup> 2004 winners will be notified the week of January 19, 2003. Each entry selected by the jury will receive a Certificate of Excellence in Type Design. Winning entries will be exhibited with the winning entries of the TDC50 competition and will be published in *Typography 25*, the annual of the Type Directors Club.



ILLUSTRATIONS COMPOSED ON A VGC PHOTO-TYPOSITOR USING THE FOLLOWING TYPEFACES: BASKERVILLE, BAUER BODONI, BODONI BOOK, CASLON BOLD, FUTURA LIGHT, GARAMOND BOOK, GILL SANS ULTRA BOLD, GOUDY OLD STYLE, HELVETICA, OLIVE ANTIQUE MEDIUM, PALATINO ITALIC, TIMES ROMAN BOLD, AND UNIVERS 45

# Exhibitions

The opening of TDC50 and TDC<sup>2</sup> 2004 will be held in New York City. Both exhibits will be on display during the summer of 2004. Winners will be asked to supply five extra copies of their entries for use in parallel traveling exhibitions outside New York. These shows travel throughout North and South America, Australia and New Zealand, Europe, and East Asia. Individuals and firms that have contributed to the entries will be credited in the exhibitions and in *Typography 25*.

# About TDC

The Type Directors club is an international organization for all people who are devoted to excellence in typography, in print and on screen. Founded in 1946, today's TDC is involved in all contemporary areas of typography and design, and welcomes graphic designers, art directors, editors, multimedia professionals, students, entrepreneurs, and all who have an interest in type in advertising, communications, education, marketing, and publishing. TDC sponsors a variety of lectures and conferences, and two prestigious annual competitions in order to reward excellence in the creation and use of typefaces, calligraphy, hand lettering, and other letterforms. Winning entries are published in the TDC *Typography* annual, which is distributed worldwide.

## CONTACT INFORMATION

For further information, please contact the TDC offices:

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(f) 1-212-983-6043

e-mail: [director@tdc.org](mailto:director@tdc.org)

website: <http://www.tdc.org/>

TYPEFACES: EXCELSIOR AND LINOLETTER SMALL CAPS  
DESIGN AND ILLUSTRATION: CHARLES NIX