

TDC47 Typography Competition 2001 Call for Entries



Type Directors Club

SOMEWHERE between the new economy, the new minimalism and the new new thing, type is experiencing a renaissance. More than ever, we rely on its ability to express and contain ideas and messages.

Communication is fast. Whether we're sending or receiving, there's a demand for stripped down clarity, an economy of means.

In recent years, designers have achieved high status on communication's cutting edge. How have we been responding to the need for speed? Do we employ type as our greatest ally — whether it is printed or transmitted, wired or wireless — for communicating in the clearest, most efficient manner?

In this new age, does excellence in typography really matter, or is it a quaint notion from the past?

Is our goal to slow readers down or speed them up?

What difference does the shape of a letter make?

How does the position and placement of words on a surface alter our perception?

What do we hope to accomplish by focusing attention on this aspect of design?

The answers lie in looking hard at excellent work. Submit.

Ronn Campisi
Chairperson, TDC47

THE JURY

Richard Baker, *Premier Magazine*
Jonathan Hoefler, Hoefler Type Foundry
Gary Koepke, *Modernista*
Robynne Raye, *Modern Dog*
Wendy Richmond, *CA* magazine columnist and lecturer on education at Harvard
Paul Sousa, TV graphics and multimedia
Lynn Stanley, *Newsweek*

GENERAL ENTRY RULES

ELIGIBILITY — Entries must have been produced or published during 2000. Submissions can be made by anyone associated with the entry. Work designed for the TDC and 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 accept-

able. Photographs with more than one item are series entries.

MOUNTING OF ENTRIES — Entries in the Stationery and Corporate ID categories 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 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 —

Kit Entry — A maximum of six printed pieces, e.g., brochures, booklets, leaflets, cards, mailed or distributed in a printed, single enclosure, e.g. envelope or folder, which must be submitted with an entry. If the kit contains more than six items, the submitter must select six representative items.

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

STUDENT WORK

Kits and 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.

Typeface Design is not part of TDC47 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 contact our web site: <http://www.tdc.org/>

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 (see mounting instructions). Not to exceed six selected items, e.g. logos/trademarks, stationery, envelopes, folders, identity manuals, photographs of signage, but not posters or packaging.

9. *Editorial* — (magazine, newspaper, newsletter) An article covering several pages is considered a single entry.

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. *Stationery* — Considered a single entry. May include a letterhead, second sheet, billhead, envelope and one business card with a maximum of six items. If a logotype or other items are added, it will be considered a Corporate Identity series entry.) Entries must be mounted (see mounting instructions).

17. *T-Shirts / Apparel*

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ELECTRONIC MEDIA

This includes TV commercials, music videos, video and film tiles/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) OS, or computer prints.

Winners will be asked to submit individual frames or screens as photographic or computer prints for the exhibition and the annual book. Each entry is to be submitted on a separate cassette or disc, except for series entries. Kits are not acceptable in this category, neither are internet addresses (there will be no Internet access during judging).

STUDENT WORK

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, kit 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. Any mounted work must not exceed 14 x 22 inches (36 x 56 cm). Out of the accepted student entries, three will be selected. Their student designers will receive monetary awards in the amount of \$500, \$300 and \$200 respectively. Their work will be noted in the annual as prize winners.

ENTRY FORMS

Each Entry Form must indicate:

- Print, Electronic Media, Student Work
- Single, Kit or Series entry (indicate number of items, not boards, for kit and series entries)
- Category number (for Print only)
- Title for identification of entry
- Complete information about the submitter (to be repeated on the Payment Form)

Official Entry and Payment Forms in PDF format accompany 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.

ENTRY FEES

	Members	Non members
Single entry	US\$25	US\$30
Kit entry	US\$35	US\$40
Series entry	US\$50	US\$60

A completely filled out Payment Form must be sent with each submission of entries (and not attached to each entry).

Payment — payable to TDC47/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, Euro-check, or postal money order — even if drawn in U.S. dollars — on banks outside of the U.S.A. is unacceptable.

HANGING FEES

Winners will be charged a US\$80 hanging fee for each single entry, US\$100 for each kit entry and US\$130 for each series entry which will be included in the annual book and exhibition. Hanging fees are reduced for TDC members.

DEADLINE & SHIPPING

All entries, together with fees, and one Payment Form, must be delivered to TDC by Friday, January 5, 2001.

TDC47/Type Directors Club
60 East 42 Street Suite 721
New York, NY 10165-0799 USA

If more than one package is shipped, this must be indicated outside 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.

Type Directors Club

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New York, NY 10165-0799 USA
Phone: 212-983-6042
Fax: 212-983-6043
E-mail: director@tdc.org
web site: <http://www.tdc.org/>

AWARDS

Only winners will be notified the week of January 22, 2001.

Entries selected by the jury will receive Certificates of Typographic Excellence.

They will be exhibited in the 47th TDC Exhibition, and appear in *Typography 22*.

The opening of TDC47 will be held in the Aronson Galleries at Parson School of Design New York City and will be on display during the summer of 2001.

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 22*. Winners will be asked to supply five additional copies of winning entries for use in exhibitions outside New York. These shows travel throughout North America, South America, Australia, New Zealand, Europe and Eastern Asia.

Credits of individuals and firms that have contributed to each entry will be included in the exhibition and in *Typography 22*.

A portion of your entry fee will benefit the TDC Scholarship Fund.

ABOUT TDC

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 forty-seventh 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 2001.

*Winning works will be exhibited in six traveling shows and published in *Typography 22*, the hard-bound, all-color competition annual designed by Gail Anderson. The annual is published by Hearst Books International and sold worldwide.*