

## TDC49 JURY

● **BOB AUFULDISH**

Aufuldish & Warriner, San Anselmo CA  
fontBoy; Professor, California College of  
Arts and Crafts.

● **BRIAN DIECKS**

The Diecks Group, Inc., NYC  
Broadcast design: launch and repositioning  
of ten television networks.

● **GUTO LACAZ**

São Paulo, Brazil  
Magazine designer; founding member  
of ADG-Brazil, the Brazilian Graphic  
Designers Association.

● **MARK GEER**

Geer Design, Houston TX  
Publication and annual report design.

● **NANCY SKOLOS**

Skolos-Wedell, Boston MA  
Painting, technology, and architecture  
that blend graphic design and photography;  
Professor, RISD.

● **PENELOPE HAWKEY**

Group Creative Director/Executive  
Vice President, D'Arcy  
Cannes Best of Show, Gold Lion,  
Clios, Effies, ADDYs, ANDYs, and  
One Show awards.

● **RODRIGO CORRAL**

Rodrigo Corral Design, NYC  
Book jackets, covers, and other printed  
material; Professor, SVA.

### ENTRY FORM

Please tape to top of the back of entry. Do not tape any other sides. TDC will  
remove form prior to judging. This form is not to be reduced or enlarged.

DO NOT WRITE IN THIS AREA

CHECK:  Single  Series entry (Number of pieces\_\_\_\_)

AREA:  Electronic Media  Student Work  Print  Print Category No.

TITLE OF WORK \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL \_\_\_\_\_

Credits will be requested for selected pieces. Entry is declared to be a 2002 production and permission is  
granted to reproduce selected pieces in the annual book and in publications reporting the exhibition.

DO NOT TAPE THIS SIDE—DO NOT FASTEN THIS EDGE—PLEASE TAPE AT TOP ONLY

## BECOME A MEMBER OF THE TDC

**MEMBERS RECEIVE:**

- Discounted entry and hanging fees
- *Typography Annual*
- Subscription to TDC *Letterspace*  
(newsletter)
- Reduced fees at Club sponsored events

**MEMBERSHIP CATEGORIES:**

- Regular—  
New York Area (within 60 miles) **\$125**  
Outside of New York Area in U.S.A **\$100**  
Outside U.S.A. **\$110**
- Student **\$40**
- Sustaining **\$300**  
(corporation, includes three individuals)

### PAYMENT FORM / MEMBERSHIP APPLICATION

Must accompany your entry and be filled out completely. Only one payment form  
for all entries.

DO NOT WRITE IN THIS AREA

	TDC Member	Non-Member	Total
NUMBER OF SINGLE ENTRIES	@US\$30 _____	@\$35 _____	\$ _____
NUMBER OF SERIES ENTRIES	@US\$60 _____	@\$70 _____	\$ _____

MEMBERSHIP FEE (See description)—**Circle one:**

REGULAR                  STUDENT                  SUSTAINING

Total payment enclosed: \$ \_\_\_\_\_

Payment:  Cash  Check  American Express  Visa  MasterCard  
(Make all checks payable to: TDC49/Type Directors Club)

CREDIT CARD NUMBER \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

EXP. DATE \_\_\_\_\_

NAME AND TITLE \_\_\_\_\_

COMPANY OR SCHOOL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

E-MAIL \_\_\_\_\_

**W**hat can I tell you about typography? If you received this Call for Entries, you love great type. You are obsessed with its expression. When you see it, you get jealous and wish you'd done it. You celebrate a colleague's having gotten something wonderful approved. You even get disappointed for realizing you'd never have thought of that.

The TDC49 panel of judges come from seven design disciplines. They have different points of view but share a passion and intensity for typography and design.

Submissions to the TDC competition are often outrageously original and always fascinating. If you think you've got a great piece from the past year, enter it. Make us jealous and a little disappointed for not having thought of that ourselves.

ALEXANDER W. WHITE, CHAIRMAN, TDC49

## GENERAL ENTRY RULES

**ELIGIBILITY** Entries must have been produced or published during 2002. Submissions can be 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 × 10 inches (20 × 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 × 22 inches (36 × 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 (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 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 × 17 inches (28 × 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 TDC49 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](http://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 ½ 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).

## CALL FOR ENTRIES DEADLINE: FRIDAY, DECEMBER 20TH, 2002

**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 × 22 inches (36 × 56 cm).

Out of the winning student entries, three will be selected for monetary awards. 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 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—payable to TDC49/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.

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

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 20, 2002.

TDC49/Type Directors Club  
60 East 42 Street  
Suite 721  
New York, NY 10165-0799 USA

**T**HE 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-ninth 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 2003. Winning works will be exhibited in six traveling shows and published in *Typography 24*, the hardbound, all-color competition annual designed by Alexander Isley Inc. The annual is published by HBI, a division of HarperCollins, and sold worldwide.

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:

**PHONE:** 212-983-6042  
**FAX:** 212-983-6043  
**E-MAIL:** director@tdc.org  
**WEB SITE:** www.tdc.org

### AWARDS

Only winners will be notified the week of January 20, 2003.

Entries selected by the jury will receive Certificates of Typographic Excellence. They will be exhibited in the 49th TDC Exhibition, and appear in *Typography 24*. The opening of TDC49 will be held at Parson School of Design New York City and will be on display during the summer of 2003. Winners will be asked to supply transparencies (4 × 5 in. or 10 × 12 cm) or slides of the winning entries for use in *Typography 24*.

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 24*.