

Extended Deadline
Tuesday 18 January

2005

Call for Entries

51st Annual Type Directors Club Exhibition

TDC51 will make history—literally. It will write the book on the best typographic design produced and published in 2004—the Annual of the Type Directors Club, Typography 26. And it will celebrate the achievements of the year's most talented designers in an international traveling exhibition.

Participate. Submit.

Send us your posters, your annual reports, your identity programs, your book designs, your advertisements, your magazine designs, your book jackets and covers, your brochures and direct mail, your calendars and catalogs, your editorial and exhibition designs, your point-of-purchase displays, your signage, your packaging, your T-shirts—send us your best typographic work. Be a part of design history in the making.



Charles Nix
Chairman, TDC51

Competition Jury

Gabriele Wilson

is an awardwinning book jacket designer at Alfred A. Knopf in New York for five years. She is a freelance designer for publishers worldwide, as well as for The Public Art Fund and Nonesuch Records.

Piet Schreuders

is a graphic designer based in Amsterdam who has designed scores of magazines, books, album covers, and CD packages.

Patrick Seymour

co-founded Tsang Seymour Design in 1993 as a multi-disciplinary studio whose clients include leading cultural institutions such as the Guggenheim Museum, The Metropolitan Museum of Art, and The Museum of Modern Art.

Jonathan Notaro

founded Brand New School, a boutique design company in Los Angeles after working as art director for Fuel/Razorfish.

Christopher Mount

is an educator, writer, and curator specializing in contemporary and twentieth-century architecture and design. He is the Director of Exhibitions and Public Programs at the Parsons School of Design.

Evan Gaffney

is a graphic designer specializing in packaging and collateral for book publishers, record labels, and cultural institutions.

Cecelia Dean

with collaborators photographer Stephen Gan and make-up artist James Kaliardos launched *Visionaire* magazine in September 1999. Dean is also a visiting professor at Parsons School of Design, where she teaches a senior seminar on publication design.

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 fifty-first 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 2005. Winning works will be exhibited in six traveling shows and published in *Typography 26*, the hardbound, all-color competition annual designed by Paul Carlos. The annual is published by HDI, a division of Harper Design International, and sold worldwide.

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

General Entry Rules

Eligibility. Entries must have been produced or published during 2004. 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 or Transparencies are unacceptable in any area or category.

Photographs. If the actual piece is unavailable or 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 or Unpublished Work is ineligible in all areas and categories, except for Student Work.

Types Of Entries

Single Entry: One piece of work only.

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 the Entry Form.

Print Area Entries

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 or 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 or trademarks, stationery, envelopes, folders, identity manuals, photographs of signage, but not posters or packaging.
9. Editorial (magazine, newspaper, newsletter). The 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 × 17 inches (28 × 43 cm). Photostats, computer prints or printed versions are acceptable.
12. Miscellaneous. Includes 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. Includes large announcements and calls for entries.
16. T-Shirts or Apparel

Electronic Media Area Entries

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).

Student Work Area Entries

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.

Typeface Design is not part of TDC51 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 (212-633-8943) or visit our web site: www.tdc.org.

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

Payment Form

A completely filled out Payment Form must be sent with each submission of entries (and not attached to each entry). Payment—payable to TDC51/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.

Hanging and Exhibition Fees

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.

Awards

Only winners will be notified the week of January 24, 2005.

Entries selected by the jury will receive Certificates of Typographic Excellence. They will be exhibited in the 51st TDC Exhibition, and appear in *Typography 26*. The opening of TDC51 will be held at Parsons School of Design, New York City and will be on display during the summer of 2005. Winners will be asked to supply transparencies (4 × 5 in. or 10 × 12 cm) or slides of the winning entries for use in *Typography 26*.

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 26, the Annual of the Type Directors Club*.

Deadline & Shipping

All entries, together with fees, and one Payment Form, must be delivered to TDC by **Tuesday 18 January 2005 (Extended Deadline)**.
TDC51/Type Directors Club
127 West 25 Street 8th Floor
New York, NY 10001
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 “Printed Matter 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: 212-633-8943

Fax: 212-633-8944

E-mail: director@tdc.org

web site: www.tdc.org

TAPE ONLY THIS SIDE 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.

ENTRY FORM

Check off: 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 or postal code _____

Country _____

Telephone number _____ Fax number _____

E-mail _____

Credits will be requested for selected pieces. Entry is declared to be a 2004 production and permission is granted to reproduce selected pieces in the annual book and in publications reporting the exhibition.

TDC51/Type Directors Club 127 West 25 Street 8th Floor New York, NY 10001 USA

DO NOT FASTEN THIS EDGE. PLEASE TAPE AT TOP ONLY.

DO NOT TAPE THIS SIDE

DO NOT TAPE THIS SIDE

*Extended
 Deadline is
 Tuesday
 18 January
 2005*

*Please print
 carefully
 and clearly!*

Payment Form and Membership Application

TDC51/Type Directors Club 127 West 25 Street 8th Floor New York, NY 10001 USA

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

	TDC Member	Non Member	Sub-Totals
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: TDC51/Type Directors Club)

Credit card number _____

Name on card _____ Exp. date _____

Entrant's Name and Title _____

Company or School _____

Address _____

City _____ State _____ Zip or postal code _____

Country _____ Telephone number _____ Fax number _____

E-mail _____