

E·Z TDC53

CALL FOR ENTRIES

This international competition recognizes excellence in the use of typography, calligraphy, handlettering and other letterforms.

ENTRY TYPE

A SINGLE ENTRY IS:

One individual piece.
It can also be individual unrelated items done for the same client (like a publisher or a theater). However, if you want to submit all of the items done for the same client, see next column.

A SERIES ENTRY IS:

Not less than 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.

NOTE: If more than six items are submitted, the Show Committee will select the six representative pieces for judging.

PHOTOCOPY THIS FORM!

ESPECIALLY IF YOU ARE ENTERING MORE THAN ONE PIECE.
(BEFORE you fill it out). Do not reduce or enlarge the form. After filling it out, tape the top (only the top) of the form to the back of your entry (each and every entry).

RULES

IF YOU ARE A STUDENT, PROOFS ARE A-OK
Unpublished work produced by students in design classes can be submitted in proof form, e.g., computer prints, photostats, etc.

SUBMISSIONS CAN BE BY ANYONE ASSOCIATED WITH THE ENTRY

IF YOUR PROJECT IS UNWILDY, PHOTOS ARE ALSO A-OK
If the actual piece is unavailable/unmanageable (e.g. signage, displays, POP, large packaging, billboards) 8" x 10" (20 x 25 cm) photographic prints are acceptable.

Photographs with more than one item are series entries.

YES!
YOU CAN:

NO!
YOU CAN'T:

IF YOU ARE NOT A STUDENT, PROOFS ARE NOT OK
Proofs, photostats, computer prints, slides or transparencies are unacceptable, except where noted.

NO SLIDES OR TRANSPARENCIES, EVER!!!

A URL IS NO GOOD FOR US
There will be no internet access during judging.

NO MOUNTED WORK CAN EXCEED 14" X 22" (36 X 56 CM)

EXPERIMENTAL/UNPUBLISHED WORK IS NOT ALLOWED
It's ineligible in all areas and categories, except for student work.

WORK THAT IS NOT FROM 2006 IS NOT ALLOWED EITHER
Entries must have been produced or published during 2006.

WORK DESIGNED FOR THE TDC AND BY THE CHAIRMAN AND JUDGES IS INELIGIBLE

CATEGORY

AN ELECTRONIC ENTRY IS:

Anything that is designed to be ultimately viewed on-screen, like:
• TV commercials
• music videos
• video and film titles/graphics
• video presentations
• multimedia
• internet graphics
• interactive computer graphics

Each entry must be submitted on a separate cassette or disc (except series entries).

You may submit in the following formats:
• 1/2 inch NTSC/VHS (not PAL or SECAM) videotapes
• CD-ROM and DVD
• computer discs runnable on a Mac (not PC) operating system
• computer prints

NOTE: Winners will be asked to submit individual frames or screens as photographic or computer prints for the exhibitions and the annual book.

A STUDENT ENTRY IS:

Work done at school, for school, while a student.

Student work is acceptable as single or series entries (maximum of six items).

NOTE: 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.

A PRINT ENTRY IS:

Anything that is printed or manufactured.
Entries like signage, displays, exhibits, etc. need not have been produced by printing and can be submitted as photographic prints.

E-Z FORM™

TITLE OF ENTRY

ENTRY TYPE

Single

Series

NO. OF PIECES:

CATEGORY

Electronic

Student

Print

PRINT CATEGORY NO:

NAME

COMPANY

ADDRESS

CITY

STATE

COUNTRY

ZIP

TEL

FAX

EMAIL

PRINT CATEGORIES

1 **ADVERTISING** and advertising inserts.

2 **ANNUAL REPORTS** and other financial reports.

3 **BOOKS**

4 **BOOK JACKETS OR COVERS**

5 **BROCHURES / DIRECT MAIL**

6 **CALENDARS**

7 **CATALOGS**

8 **CORPORATE ID** These entries must be mounted and are always a series entry (which means not more than 6 representative items). Posters and packaging are not included.

9 **EDITORIAL** This includes magazines, newspapers and newsletters.

10 **EXHIBITS, DISPLAYS, POINT-OF-PURCHASE, SIGNAGE, ARCHITECTURAL & DIMENSIONAL DESIGN** Entries with multiple components, ie. signage systems, exhibition booths, etc., are always series entries.

11 **LOGOS, TRADEMARKS, SYMBOLS** Please include firm or institution name and, if necessary, a one sentence description on the front bottom of the entry. Maximum size is 11" x 17" (28 x 43 cm) and print outs are acceptable.

12 **MISC.** Includes announcements, invitations, cards, menus. Invitations may include a response card and envelope. Additional pieces for anything else should be entered as a series.

13 **MIXED SERIES** A printed series entry (no electronic items please) 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 call for entries.

16 **T-SHIRTS AND APPAREL**

MONEY-SAVING TIP

DO NOT SUBMIT PRINT WORK MORE THAN ONCE!

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, and there are no refunds.

JUDGES

GRAHAM CLIFFORD
Chair, TDC53

MARIAN BANTJES
British Columbia, Canada

LEN CHEESEMAN
New Zealand

DEANNE CHEUK
Tokion Magazine, New York

BRUCE LICHER
Independent Project Records and Press, Arizona

PAUL SAHRE
The Office of Paul Sahre, New York

RICK VALICENTI
Thirst, Illinois

GRAHAM WOOD
JWT, New York

GOOD TO KNOW

You can download a copy of this form at www.tdc.org/form. This process can also be completed online at www.tdc.org/entries.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE TDC?

It's the Type Directors Club.

WHAT IF I WANT TO ENTER A SERIES WITH SOME PRINT AND SOME ELECTRONIC WORK?

You can't. Series entries cannot be mixes of Print and Electronic Media.

WHAT ABOUT TYPEFACE DESIGN?

Typeface Design is not part of TDC53 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.

DO I HAVE TO MOUNT MY WORK ON BOARDS?

Entries in the Corporate ID category must be mounted on black illustration board (not Foamcore). Mounting in all other categories is optional.

NOTE: The maximum size of boards pertains to all areas and categories. 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.

HOW MANY TIMES CAN I ENTER?

You can enter as many times as you want. (But don't enter the same thing more than once. See Money-Saving Tip.)

IS AN ISSUE OF A MAGAZINE A SERIES ENTRY OR A SINGLE ENTRY?

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.

WHAT HAPPENS IF I WIN?

You will be so happy and your parents will be so proud.

And then, you and all winners will be charged a US\$80 (\$50 for TDC members) Publication/Hanging fee per single entry and US\$130 (\$100 for TDC members) per series entry in order to be included in the annual book and exhibitions. Publication/Hanging fees help defray publication and exhibition/hanging expenses for this organization.

NOTE: Of the winning student entries, three will be selected for monetary awards in the amount of \$500, \$300 and \$200 respectively. Their work will also be noted in the annual as prize winners.

HOW WILL PEOPLE SEE MY WINNING ENTRIES?

Winning works will be exhibited in six travelling shows and published in *Typography 28*, the hardbound, all-color competition annual designed by Number 17. The annual is published by Collins Design, an imprint of HarperCollinsPublishers, and sold worldwide.

HOW DO I PAY FOR MY ENTRIES?

Glad you asked – just see the other side.

WHO DESIGNED THIS POSTER?

Number 17.

WHO PRINTED THIS POSTER?

Jaguar Advanced Graphics.

HOW DID YOU GET THE COLORS TO POP?

A to A Graphic Services, Inc. did the color proofing.

WHAT IS THIS LOVELY PAPER?

It is Job Parilux Dull White 100# Text by Scheufelen. For more information call 1-800-220-8577.

DEADLINE

must be delivered to TDC by
FRI, JANUARY 12, 2007

(If you're reading this and it's January 5 or later, it's really time to get moving!)

SHIP TO: TDC53 / Type Directors Club
127 West 25 Street, 8th Floor
New York, NY 10001 USA

DEADLINE
JAN. 12, 2007

TDC53/TYPE DIRECTORS CLUB
127 WEST 25 STREET, 8TH FLOOR
NEW YORK, NY 10001 USA

TYPE DIRECTORS CLUB



E-Z TDC53

CALL FOR ENTRIES

MAIL TO:

POSTAGE STANDARD
U.S. POSTAGE
PAID
PERMIT NO. 8648
NEW YORK, NY

PAYMENT FAQ

WHAT ARE THE ACCEPTABLE PAYMENT METHODS?

Cash, check, US Dollar travelers checks, American Express, Visa and MasterCard. Checks or money orders from all countries outside the U.S. must be drawn on a US bank, payable in US Dollars. Payment in foreign currency, check, Eurocheck, or postal money order—even if drawn in US dollars—on banks outside of the US is unacceptable.

WHAT ARE MY MEMBERSHIP BENEFITS?

Members receive discounted entry and publication/hanging fees, the Typography Annual, a subscription to the "TDC Letterspace" newsletter, and reduced fees at Club-sponsored events and classes.

TYPE DIRECTORS CLUB

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-third 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 2007.

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

E-Z PAYMENT FORM

NO. OF SINGLE ENTRIES: x \$30 TDC Member \$40 Non-Member \$

NO. OF SERIES ENTRIES: x \$60 TDC Member \$75 Non-Member \$

MEMBERSHIP \$50 Student \$125 US \$150 NYC Area (within 60 miles) \$
 \$140 International \$400 Sustaining (corporation - includes 3 individuals)

PAYMENT VISA MASTERCARD AMEX CASH CHECK \$ Total

NAME ON CARD _____
CREDIT CARD NO. _____ EXP DATE _____
COMPANY _____ TITLE _____
ADDRESS _____
CITY _____ STATE _____
COUNTRY _____ ZIP _____
EMAIL _____
PHONE _____ FAX _____
SIGNATURE _____

Fully complete one payment form for all of your entries. Checks should be made payable to TDC53/Type Directors Club

LETTER FROM THE CHAIRMAN

We all know that type directors and designers react to the ubiquitous Call For Entries in one of two ways. Either they groan with apprehension, or they grin with anticipation. Either way, it's a prelude to their transformation into the Raiders of the Lost Archives and that maddening search through the flat files for those elusive proofs. Be you groaner or grinner, I urge you to persevere, uncover and send us your gems, because it's not just 'that time of year again'.

This year, the Type Directors Club turns 60. Someone, somewhere, will bake us a nice cake, for sure, but what the TDC wants more than anything is the icing: your best work. We're celebrating six decades of recognizing and praising typographic excellence at a time when elevating the standard of such communication has never been more important.

At the risk of adding one acronym too many to this page, the age of TMI (Too Much Information) makes our craft increasingly valuable—and vital.

That's one thing the TDC53 panel of judges can agree on. They're an impressive bunch who hail from all over the globe, boasting vastly different design disciplines. Accordingly, their perspectives may differ but what they do share is an intense passion for typography and design. But only the really good stuff.

The question is: have you got any? There are more incentives to enter than mere peer recognition. All accepted work is not only published in our annual, *Typography 28*, but also travels the world as part of our exhibition.

After that, it's advisable to clear your schedule. Get Call Waiting, since the phone'll be ringing off the hook. Expect unprompted salary increases, clients weeping openly as they grovel for your services, seething envy from your contemporaries, gorgeous strangers propositioning you in public, sudden gifts of vintage cars, property in the Seychelles, that sort of thing.

Well, at the very least you can jack up the day rate or take a sabbatical, write a book, live with the wolves, whatever.

But the point is: show yourself. Send us your work. Be bold (sorry!), be confident, be proud of what you do. This year, as you can see, we've made it even E-Zier to enter the annual TDC competition. (Actually, Number Seventeen has made it even E-Zier to enter.)

On behalf of the judges, I look forward to seeing what you're made of and I thank you for supporting the Club.

Best of luck!
Graham Clifford
Chairman, TDC53