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Do not write in this area

**Check**  
 Single  
 Series entry  
Number of pieces \_\_\_\_\_

**Area**  
 Electronic Media  
 Student Work  
 Print  
Print Category No. \_\_\_\_\_

Credits will be requested for selected pieces. Entry is declared to be a 2007 production and permission is granted to reproduce selected pieces in the annual book and in publications reporting the exhibition.

## ENTRY FORM

Title of work \_\_\_\_\_  
Submitted by \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Fax number \_\_\_\_\_  
E-mail \_\_\_\_\_

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

## PAYMENT FORM/MEMBERSHIP APPLICATION

	TDC Member	Non Member	Total
Number of single entries	____ x US\$30	____ x \$40	\$ _____
Number of series entries	____ x US\$60	____ x \$75	\$ _____
Membership fee (optional, see description)			\$ _____
Check one <input type="checkbox"/> Regular <input type="checkbox"/> Student <input type="checkbox"/> Sustaining			\$ _____
		<b>Total payment</b>	<b>\$ _____</b>

Entrant's name and title \_\_\_\_\_  
Company or school \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone number \_\_\_\_\_  
Fax number \_\_\_\_\_  
E-mail \_\_\_\_\_

Do not write in this area

**Payment type**  
 Cash  
 Check  
 Visa  
 MasterCard  
 American Express

Name on card \_\_\_\_\_  
Credit card number \_\_\_\_\_  
Security Code \_\_\_\_\_  
Expiration date \_\_\_\_\_

Make all checks payable to TDC 54, Type Directors Club

**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

**ON-LINE**  
Register your entries on-line at [www.tdc.org](http://www.tdc.org)  
Send your entry information and fees by secure card payment

**BECOME A MEMBER OF THE TYPE DIRECTORS CLUB**  
Membership categories  
Regular \$150 NY Area (within 60 miles)  
\$125 Outside of NY Area in USA  
\$140 Outside USA  
\$50 Student  
\$400 Sustaining (includes three individuals corporation)

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



**TYPE DIRECTORS CLUB**  
127 West 25 Street  
8th Floor  
New York, NY 10001

PRESORT STANDARD U.S. POSTAGE PAID PERMIT # 8048 NEW YORK, N.Y.

**TDC 54**

**CALL FOR ENTRIES**

**DEADLINE FRIDAY, JANUARY 4, 2008**

**JUDGES**

- Phillippe Apeloig Paris, France
- Dana Arnet VSA Partners Chicago, Illinois
- Jessica Helfand Winthrop House Falls Village Connecticut
- Ed Fella Faculty/CalArts Los Angeles, California
- Julia Hastings Pavilion Publishing New York
- Noreen Morlock, Adamson/Ortaka Beverly Hills California

## CHAIRMAN, TDC 54

The opportunity to represent the best in international typographic design has arrived. Enter the Type Directors Club Competition, TDC54, where up and coming and established designers are showcased in one of the top design annuals in the world. The TDC competition can place you among the world's preeminent graphic and type designers.

Not only are this year's judges internationally recognized, they also represent a diversity of practices, philosophies, and backgrounds. Selected for their passion for typography, these judges have been chosen to award the finest works of 2007.

Selected entries will become the signpost of future typographic movements as well as chronicle the evolution of Graphic Design. Not only will *Typography 29* catalog the best typographic design of 2007, the achievements of these designers will be part of an international traveling exhibition.

Whether your work is daring, witty, or surprising, we invite you to participate and leave your mark on design history.

*Ted S. Mauseth Jr.*

Ted S. Mauseth Jr., Chairman, TDC54

## 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 fiftieth-fourth 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 2008.

Winning works will be exhibited in six traveling shows and published in *Typography 29*, the hardbound, all-color competition annual designed by Philippe Apeloig.

The annual is published by Collins Design, an imprint of HarperCollins Publishers, and sold worldwide.

## GENERAL ENTRY RULES

**Eligibility.** Entries must have been produced or published during 2007. 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 x 10 in. (20 x 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 x 22 in. (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. 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.

## ENTRY FORM

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

<b>Single entry</b>	Members US\$30
<b>Non members</b>	US\$40
<b>Series entry</b>	Members US\$60
<b>Non members</b>	US\$75

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

Payment – payable to TDC 54 / 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.

All winners will be charged a US\$80 (\$50 for TDC members) Publication / 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. Publication / Hanging fees are reduced for TDC members. Publication / Hanging fees help defray publication and exhibition expenses for this organization.

## AWARDS

Only winners will be notified the week of January 21, 2008. Entries selected by the jury will receive Certificates of Typographic Excellence. They will be exhibited in the 54th TDC Exhibition, and appear in *Typography 29*.

The opening of TDC 54 will be held in New York City and will be on display during the summer of 2008.

Winners will be asked to supply transparencies (4 x 5 in. or 10 x 12 cm) slides or digital files of the winning entries for use in *Typography 29*.

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 29*.

## DEADLINE/SHIPPING

**All entries, together with fees, and one Payment Form, must be delivered to TDC by Friday, January 4, 2008**

TDC 54 / 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. "one of two". 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:**

P. 212-633-8943  
F. 212-633-8944  
director@tdc.org  
www.tdc.org

## 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 works by the same publisher or different productions by the same theater, must be submitted as single entries.

## ENTRY AREAS

Entries may be submitted in three areas

- 1 PRINT**
- 2 ELECTRONIC MEDIA**
- 3 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.

## 1 PRINT

Proofs, photostats, computer prints, slides or transparencies are unacceptable except where noted. (see General Entry Rules). 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. 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 Architectural and Dimensional Design / Displays / Exhibits / Point-of-Purchase / Signage

Signage systems, exhibition booths, etc. are always series entries.

## 11 Logos / Symbols / Trademarks

Include firm or institution name and, if necessary, a one-sentence description on the front bottom of the entry (not on the Entry Form). Max. size: 11 x 17 in. (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 (do not mix with electronic items) of two but not more than six typographically and conceptually related items pertaining to different print categories.

## 14 Packaging

Including large announcements and calls for entries.

## 15 T-Shirts / Apparel

## 2 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 1/2 in. NTSC/VHS (not PAL or SECAM) videotapes, CD-ROM, computer discs runnable on a Mac (not PC) operating system, DVDs 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).

## 3 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 (max. 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 x 22 in. (36 x 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 TDC 54 and is a separate competition which is judged by a different jury.

The deadline is Friday, December 14, 2007. For more information and a Call for Entries call the TDC office T. 212-633-8943 or visit our web site: [www.tdc.org](http://www.tdc.org).