

tdc intro

Call For Entries

The First Annual TDC INTRO Competition

Introducing TDC INTRO

Founded in 1946, the Type Directors Club is an international organization whose members include a wide range of design professionals, typographic designers, and typophiles. TDC INTRO is the first international competition recognizing excellence in title design. The competition will be judged by a panel of distinguished professionals in January 2010. Winners will be celebrated at a gala screening in New York, presented online via the upcoming TDC INTRO website, and recognized in print in the TDC annual, *Typography 31*.

Judges

Jakob Trollbäck, Trollback + Co (Chairman)
David Peters, Design Films and Exbrook
Kyle Cooper, Prologue
Garson Yu, yU + Co.
Jonathan Wells, Flux

Chairman's Foreword

I have always cherished type. It seems to me almost magical how type can encode stories and information into graphic shapes. But it's not only a very efficient way to store information. By choosing a particular typeface, we can interject an emotional tone into those encoded messages. If we choose carefully, we can encode an intonation into the message, so that when the reader deciphers the information, it will once again become a voice.

Having the highest appreciation and admiration for the printed media, I initially found motion graphics loud. It seemed vulgar compared to the elegant arch of a Caslon, the alignment of a Tschichold book cover, or the rhythm of a Müller-Brockmann poster. But I soon discovered how amazing the marriage of type and motion could be. As I began designing titles for feature films I was struck by the little attention the field were given. It is one of the most vital fields of design, and yet other designers often approached it with suspicion — as if it was an inferior child that has to be accepted but never validated. As ubiquitous as motion graphics have become for everyday communication, there still is scant recognition of excellence in the field. I started to imagine an annual showcase of title work many years ago, but it wasn't until I joined the board of directors at the Type Directors Club that the coin dropped. Where could an annual competition for type in motion find a better home?

The history of motion graphics is short and we all have the opportunity to shape its future by finding new and unexpected paths to excitement and beauty. We hope that TDC INTRO will set a high bar for everybody who strives for excellence, and serve as a source of inspiration for those who have decided to enter this truly moving field.

Jakob Trollbäck



General Entry Rules

Eligibility

Entries must have been produced or published during 2009. Submissions can be made by anyone associated with the entry.

Format

All submission should be in QuickTime format. Files should be sent to the Type Directors Club on a CD-ROM or DVD. Each entry should also include six (6) still frames from the piece as jpegs.

Categories

Entries may be submitted in three areas:

- A. Titles for feature films, shorts, and documentaries.
- B. Titles for TV shows.
- C. C. Online titles (e.g. for online episodics) and titles for live events (e.g. conferences).

Sub-categories

Each of the categories above have seven (7) sub-categories:

- 1. Typography
- 2. Animation
- 3. Visual Design
- 4. Music & Sound Design
- 5. Student Work
- 6. Unscreened Work
- 7. End Credits

Please indicate which category and sub-category your entry "belongs to" (e.g. A1, B2, C3, etc.).

The jury reserves the right to move an entry into a different category if deemed more suitable.

Format

Each entry must include:

- Title or identification of entry
- Air date (except for sub-categories 5 and 6)
- Category/sub-category number (e.g. A1)
- Complete information about the submitter and client (except for sub-categories 5 and 6)
- A brief description about the creative context of the project

Each category may be awarded with up to one Gold, one Silver, and two honorable mentions.

Deadline

All entries, together with fees, and one Payment Form, must be received at the TDC by Friday, 18 December 2009.

Type Directors Club
347 West 36 Street
Suite 603
New York, NY 10018 USA

Entry Fee

On or before Friday, 18 December 2009:

TDC Members: US\$45
Non-members: US\$60

Late Fee

19 December 2009 to 8 January 2010:

Student: additional US\$10 per entry
Professional: additional US\$15 per entry

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

Publication/Hanging Fee

Publication/hanging fees for winning entries help to defray TDC publication, website, and exhibition expenses.

Publication Fee: US\$65

Awards

Winners will be notified the week of 1 February 2010.

Entries selected by the jury will receive Certificates of Excellence. The opening of TDC INTRO will be held in New York City. 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 31*.

Winners will also be asked to supply six (6) digital copies of their winning entries on CD/DVD for shows in 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 31*.

For further information, please contact:

Type Directors Club
347 West 36 Street
Suite 603
New York, NY 10018 USA
Phone: 212-633-8943
Fax: 212-633-8944
E-mail: director@tdc.org
web site: www.tdc.org

Entry Form

Please submit one entry form per entry. Do not reduce or enlarge this form.

Credits will be requested for winning entries. By submitting, you declare that the entry was produced in 2009, and grant permission for its reproduction in the TDC annual, on the TDC website, on the TDC INTRO website, and in publications reporting the exhibition.

Entry Information

Title of Work _____

Category No. _____ Air Date _____

Complete Information About Entrant and Client _____

A Brief Description About the Creative Context of the Project _____

Submitted By

Name _____

Company or School _____

Address _____

City, State, Zip _____

Country _____

Telephone _____

Fax _____

E-Mail _____

Payment Form/Membership Application

A single payment form must accompany all entries, and must be filled out completely for entries to be accepted.

Number of Entries

TDC Member _____ @US\$45 = _____

Non Member _____ @US\$60 = _____

Late Fee (if applicable)

Student _____ @US\$10 = _____

Professional _____ @US\$15 = _____

Entry Fee Sub-total \$ _____ Membership Fee Sub-total \$ _____

Grand Total (entry fee sub-total + membership fee sub-total) \$ _____

Join the TDC (and enjoy reduced entry fees!)

Regular (NYC) \$195

Regular (US) \$175

Regular (Outside US) \$190

Student \$75

Payment Method

American Express Visa MasterCard

Credit Card Number _____

Name on Card _____

Exp. Date _____ Security Code _____

Entrant Information

Name _____

Company or School _____

Address _____

City, State, Zip _____

Country _____

Telephone _____

Fax _____

E-mail _____