



DEADLINE: FRIDAY, DECEMBER 19TH, 2008

tdc
 TYPE DIRECTORS CLUB
 347 West 36 Street, Room 603
 New York City, New York 10018

CALL for ENTRIES

55TH ANNUAL TYPE DIRECTORS CLUB EXHIBITION

I was born in Milan, Italy, a city famous (so they tell me) for the high quality of its design. The old masters of graphic design came from the university's Department of Architecture where, in perfectly ironic Italian form, there weren't any graphic design classes taught. They studied Palladio, Le Corbusier and Mies Van der Rohe but because of Italy's crap economy and the lack of architectural construction jobs, they ended up designing catalogs, posters, packaging, etc. Their dogma was the Modernist one with pure colors: black, white, gray and red (the "funky" alternative) and of course Helvetica or Bodoni as the type of choice.

As a young architecture student interested in graphic design that was supposed to be my path, too. Then, fortunately, I did something that drastically and unexpectedly shook my world: I bought the Type Directors Club Annual number 9 (TDC34). Imagine my surprise when I suddenly realized that there were more than two typefaces in the world and, my God, the incredible work of Louise Fili, Carin Goldberg, Paula Scher, Robert Valentine, Joe Duffy, Charles Spencer Anderson, Steven Tolleson, Jennifer Morla and Sharon Werner. It was, to say the least, a very important moment in my career, in fact, that's when my career actually began. The TDC Annual became my educational resource; I copied each and every page with my super-expensive Macintosh fx with an impressive 4mb of ram.

Thanks to this book, I now live and have a thriving business in New York City; I have lunch with, and compete for jobs against, the very artists whose work I first came to know and admire through the Annual. As a Chair for the club competition, I'm now the client of Sharon Werner, the designer of the TDC Annual number 30! Amazing! I'm pleased to have this opportunity to share my thoughts about the value and importance of the work done by the Type Directors Club and the mission and vision of all the people who work so hard to bring the book to us.

My greatest hope is that the work chosen by this incredible group of judges will serve to inspire and educate other designers as it did for me.

Matteo Bologna
 CHAIRMAN, TDC55

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 AND CATEGORIES

Entries may be submitted in three areas:

- Print**
- Digital Media**
- Student Work**

Series must not be mixes of Print and Digital Media. Print entries and printed Student Work must not be in digital form. Indicate area and category number on Entry Form.

Typeface Design is not part of TDC55 and is a separate competition which is judged by a different jury. THE DEADLINE IS FRIDAY, DECEMBER 19, 2008. For more information and a Call for Entries call the TDC office (212-633-8943) or visit our web site: www.tdc.org.

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

GENERAL ENTRY RULES

Eligibility. Entries must have been produced or published during 2008. Submissions can be by anyone associated with the TDC and by the Chairman and judges is ineligible.

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 8x10 inches (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 FomeCore), 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. Mounting in all other categories is optional. The maximum size of boards pertains to all areas and categories.

ENTRY FORMS

Each Entry Form must indicate:

- **Print, Digital 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, or register online at www.tdc.org. 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.

No identification of designer/submitter (e.g. business cards) may be attached to front or back of print entries, other than official Entry Forms.

ONLINE ENTRIES: Register your entries online at www.tdc.org. Send your entry information and fees by secure card payment.

ENTRY FEES

EARLY BIRD ENTRIES: (Professional and Student) on or before Friday, December 19, 2008

Single entry Members \$45 Non members \$60

Series entry Members \$75 Non members \$100

LATE ENTRIES: received after December 19, 2008

Single entry Members \$60 Non members \$75

Series entry Members \$90 Non members \$115

STUDENTS:

Single entry Members \$55 Non members \$70

Series entry Members \$85 Non members \$110

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

Payment – payable to TDC55/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.

DIGITAL MEDIA

These categories are for type and graphics that are made for screens of any size.

- 1 Type and graphics for commercials or music videos
- 2 Film titles and openings for TV or online shows
- 3 Web sites
- 4 Other digital graphics and multimedia

Entries must be submitted on DVD (NTSC), CD-ROM, computer discs playable on a Macintosh OS X, or as computer printouts.

Winners will be asked to submit individual frames or screens for the exhibitions and the annual book. Each entry is to be submitted on a separate disc, except for series entries. Please make sure that submitted web sites can run locally (there will be no internet access during the judging).

STUDENT WORK

Unpublished work produced by students in design classes may be submitted in proof form, e.g., computer printouts.

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 x 22 inches (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. Their work will be noted in the annual as prize winners.

AWARDS

Only winners will be notified the week of January 26, 2009.

Entries selected by the jury will receive Certificates of Typographic Excellence. They will be exhibited in the 55th TDC Exhibition, and appear in *Typography 30*. The opening of TDC55 will be held in New York City and will be on display during the summer of 2009.

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 30*.

Winners will also be asked to supply six 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 30*.

Winners will be charged a \$100 (\$65 for TDC members) Publication/Hanging fee for each single entry and \$150 (\$120 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.

DEADLINE/SHIPPING

All entries, together with fees, and one Payment Form, must be delivered to TDC by **Friday, December 19, 2008**

THIS IS A NEW ADDRESS! TDC55/Type Directors Club 347 West 36 Street Room 603 New York, NY 10018 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

LATE ENTRIES: sent and received after December 19, 2008 will be required to pay the late entry rates outlined in Entry Fees.

JUDGES

- Laurie DeMartino**, Laurie DeMartino Design Co.
- Roberto De Vico De Cumptich**, DE VICO Design
- Chris Dixon**, New York Magazine
- Tina Roth Eisenberg**, PROJECT2
- Jeffrey Fisher**
- Matthew Richmond**, Chopping Block
- Alex Trochut**

PAYMENT FORM and 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
EARLY BIRD ENTRIES: (Professional and Student) ON OR BEFORE FRIDAY, DECEMBER 19, 2008			
Number of single entries	x US \$45	x \$60	\$
Number of series entries	x US \$75	x \$100	\$
LATE ENTRIES: (Professional) RECEIVED BETWEEN DECEMBER 20, 2008 AND JANUARY 9, 2009			
Number of single entries	x US \$60	x \$75	\$
Number of series entries	x US \$90	x \$115	\$
STUDENTS: RECEIVED BETWEEN DECEMBER 20, 2008 AND JANUARY 9, 2009			
Number of single entries	x US \$55	x \$70	\$
Number of series entries	x US \$85	x \$110	\$
MEMBERSHIP FEE (Optional, see description)			
Check one	REGULAR <input type="checkbox"/>	STUDENT <input type="checkbox"/>	CORPORATE <input type="checkbox"/>
TOTAL PAYMENT ENCLOSED			
\$			

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

Regular New York Area (within 60 miles) \$195
 Outside of New York Area in U.S.A. \$175

Student \$75
 Corporate \$1000 (corporation, includes three to five individuals)

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 ONE SINGLE SERIES ENTRY (Number of pieces: _____)

AREA DIGITAL MEDIA STUDENT WORK PRINT Digital/Print Category No. _____

TITLE OF WORK _____

SUBMITTED BY _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

COUNTRY _____

TELEPHONE _____ FAX _____

E-MAIL _____

Credits will be requested for selected pieces. Entry is declared to be a 2008 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

ONLINE ENTRIES:

Register your entries online at www.tdc.org
 Send your entry information and fees by secure card payment.

Design: Werner Design Works, Inc. Printers: Franklin Press, Inc. www.franklinpress.com
 Paper: CLASSIC GRESTIT® Text, 100lb Super Smooth www.neenahpaper.com Primary Typefaces: Avenir, Elephant and Volte EF