



Communication Arts **Typography Competition 2021**

Deadline: September 4, 2020

Enter online at commarts.secure-platform.com/a

Typography Categories

These categories are judged by the typography jury and will appear in the 2021 Typography Annual, in print and digital editions, and on commarts.com:

Advertising

Typography used as the primary visual element in print advertising, out-of-home, advertising poster or direct mail (\$40)

Series of primarily typographic print advertising, out-of-home, advertising posters or direct mail, limit of five (\$80)

Brochures

Typography used as the primary visual element in multi-page print collateral including annual report, brochure, catalog and corporate literature. JPG (\$40) PDF (\$55)

Series of primarily typographic multi-page print collateral including annual reports, brochures, catalogs and corporate literature. JPGS, limit of five (\$80) PDFs, limit of five (\$110)

Posters

Typography used as the primary visual element on a poster used to promote a concert, performance, exhibition, institutional, theater, gallery, etc. (\$40)

Series of primarily typographic posters used to promote concerts, performances, exhibitions, institutional, theater, gallery, etc., limit of five (\$80)

Ephemera

Typography used as the primary visual element on an invitation, announcement or greeting card (\$40)

Series of primarily typographic invitations, announcements or greeting cards, limit of five (\$80)

Packaging

Typography used as the primary visual element on a single box, bottle, label, shopping bag, record, CD, DVD, video or software (\$40)

Series of primarily typographic boxes, bottles, labels, shopping bags, records, CDs, DVDs, videos or software, limit of five (\$80)

Books

Typography used as the primary visual element on a book cover, page or spread (\$40)

Typography used as the primary visual element in a complete book. JPGs, limit of five (\$80) PDF (\$110)

Periodicals

Typography used as the primary visual element on a magazine, newspaper or newsletter cover, page or spread (\$40)

Typography used as the primary visual element in a complete issue of a magazine, newspaper or newsletter. JPGs, limit of five (\$80) PDF (\$110)

Digital Media

Typography used as the primary visual element on a Web site, blog or mobile application (single page or screen) (\$40)

Typography used as the primary visual element on a Web site, blog or mobile application (multiple pages or screens). JPGs, limit of five (\$80)

Environmental

Typography used as the primary visual element for signage, environmental graphics, museum or tradeshow exhibit (\$40)

Series of primarily typographic signage, environmental graphics, museum or tradeshow exhibits, limit of five (\$80)

Identity

Typography used in a logo, trademark or wordmark (\$40)

Primarily typographic identity applied to business papers, collateral, packaging, signage, Web site, etc., limit of five (\$80)

Motion

Typography used in a movie, network or program title, television commercial, Web video, animation, music video, conference/tradeshow video, etc. (\$90)

Series of primarily typographic movie, network or program titles, television commercials, Web videos, animations, music videos, conference/trade show videos, etc. limit of three (\$180)

Typeface Design

Single typeface that is commercially available (must show a complete character set and a sample setting). JPGs, limit of three (\$40) PDF (\$55)

Type family that is commercially available (i.e., roman, italic, bold, expert etc. Must show a complete character set and sample setting for each variant). JPGs, limit of ten (\$80) PDF (\$110)

Calligraphy/Hand Lettering

Hand-drawn type used for any commercial purpose, single image (\$40)

Series of hand-drawn type used for any commercial purposes, limit of five (\$80)

Miscellaneous

Anything not covered in previous categories including T-shirt, apparel and a product for sale (\$40)

Series of anything not covered in previous categories including T-shirts, apparel and products for sale, limit of five (\$80)

Unpublished

Experimental work, where typography is the primary visual element, that has not been published, single image (\$40)

Series of experimental work, where typography is the primary visual element, that has not been published, limit of five (\$80)

Student Work

Any single primarily typographic image or video created for a school assignment. JPG (\$20) Video (\$45)

Series of primarily typographic images or videos created for the same school assignment. JPGs, limit of five (\$40) Video, limit of three (\$90)