



GO ALL IN

DSVC PRESENTS THE 2011 DALLAS SHOW CALL FOR ENTRIES

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You've got great work. It's creative. It solves the problem. It looks amazing in your book. Don't hide it away just to show it off to potential new clients or family members who don't quite know amount of blood, sweat and tears it takes to do what you do. Take that beautiful work and put it on the table for fellow creatives to ooh, aah and get green over. Place your bets on your own creative genius. This year, we've got some restructured categories and a few new ones to cover the field. Bring it all to the table, and go all in.

RULES

What's eligible: Work created between March 1, 2010 and March 1, 2011.

FLAT PIECES AND BOOKS

Submit ad tear sheets or proofs, posters, brochures and annual reports, folders, publications, book covers, menus, letterheads and the like unmounted. { note: illustrations and photographs done for a poster may be submitted separately from the poster }

LOGOS

Submit logos flush mounted on 6 x 6 black foam core.

THREE-DIMENSIONAL WORK

While you may submit the actual piece (preferred), displays, packaging, environmental graphics, outdoor boards, point-of-purchase and similar work too cumbersome or impractical to send, should be photographed and submitted in the form of 8 x 10 prints.

TELEVISION, FILM OR VIDEO

Entries must be submitted digitally on Mac-based CD-ROM in Quicktime format. Do not put identifying leaders, color bars or slates, on video entries. For a single entry, put one spot per CD. For a campaign series, put all spots on a single CD. Entrant's name should appear on both the CD and the CD case.

RADIO

Entries must be submitted digitally on Mac-based CD-ROM in mp3 format. Do not put identifying leaders, slates, or cycle tones on radio entries. For a single entry, put one spot per CD. For a campaign series, put all spots on a single CD. Entrant's name should appear on both the CD and the CD case.

ELECTRONIC MEDIA

Include URL of Web sites on entry form (please type clearly). For all other non Web-based electronic media submit Mac-based CD-ROM (no zips or jaz disks will be accepted). All entries should be self-running Mac-based applications (.EXE will not be accepted). For each entry include unmounted, color lasers of three to four screen grabs with typed URL on each page.

COPYWRITING

Submit copy entries in the form they were implemented using the aforementioned guidelines of submission.

SERIES/CAMPAIGNS

Series and campaigns have a minimum of 3 pieces/applications/ads/spots and a maximum of 5, with the exception of the Integrated Branding category, which has a maximum of 10.

DO NOT SEND ORIGINAL ART

The DSVC cannot be held responsible for loss of or damage to any entry. Entries will not be returned.

ACCEPTED ENTRIES

If your entry is selected for the show, we will notify you promptly by mail. For all accepted entries, we will need one mounted piece for the awards show banquet. Please send these with your hanging fees. Deadlines and instructions for mounting will be sent with your notice of acceptance.

JUDGES

Jon Contino - Co-founder + Creative Director, Onetwentsix Studio + CXXVI Clothing Company - NYC / **Randal Ford** - Photographer - Austin / **Jason Gaboriau** - Executive Creative Director, Crispin Porter Bogusky - Los Angeles / **Joshua Lane** - Web Designer and Information Architect, Virb.com - San Francisco / **Brian Singer** - Creative Director and Founder, Altitude Associates San Francisco / [For links to work and biographies, visit: **dsvc.org/events/the-dallas-show**](#)

ENTRY FEES

Entrants outside of a 150-mile radius of Dallas may use DSVC regular members rates.

SINGLE ENTRY

\$35 DSVC members
\$45 Non-members

CAMPAIGN/SERIES

\$40 DSVC members
\$50 Non-members

ENTRY PACKS

Save some money when you enter more work. Entry packs available to members only.

10 PACK : \$325

20 PACK : \$600

HANGING FEES

For all accepted entries. Tiered fees available to members only.

1-10 ENTRIES

\$55 DSVC members
\$65 Non-members

11-15 ENTRIES:

\$50 DSVC members

15+ ENTRIES:

\$45 DSVC members

SUBMIT ENTRIES TO:

2011 Dallas Show
c/o Olmsted-Kirk Paper Company
2420 Butler
Dallas, Texas 75235

Do not call Olmsted-Kirk. Please direct inquiries to dsvc@dsvc.org.

DEADLINE FOR ENTRIES: APRIL 1, 2011

GRAPHIC DESIGN

IDENTITY

- 1a. Identity
- 1b. Correspondence system
- 1c. Corporate id programs

CORPORATE / INSTITUTIONAL

- 2a. Annual reports
- 2b. Consumer brochures/booklets
- 2c. Internal brochures/booklets
- 2d. Catalog : product
- 2e. Catalog : other
- 2f. Business/institutional series
- 2g. Miscellaneous company literature

EDITORIAL

- 3a. Consumer magazine : full issue
- 3b. Consumer magazine : cover/spread/single story design
- 3c. Trade magazine : full issue
- 3d. Trade magazine : cover/spread/single story design
- 3e. Newsletter : single
- 3f. Newsletter : series
- 3g. Newsletter : spread/single story design

PACKAGE

- 4a. Package : single
- 4b. Package : series
- 4c. Audio/video package : single
- 4d. Audio/video package : series

BOOKS

- 5a. Single book : entire unit
- 5b. Series of books : entire unit
- 5c. Book cover or jacket : single
- 5d. Book cover or jacket : series

ENVIRONMENTAL GRAPHICS

- 6a. Signage, display, kiosk, architectural graphics : single
- 6b. Signage, display, kiosk, architectural graphics : series

POSTER

- 7a. Poster : single
- 7b. Poster : series

RETAIL COLLATERAL

- 8a. Personal cards, invitations, announcements
- 8b. Menu : single
- 8c. Menu : series
- 8d. POP display
- 8e. Direct mail, single/series
- 8f. Calendar
- 8g. Wearables (t-shirts, buttons, hats, etc)
- 8h. Miscellaneous (work not included in other subcategories)

SELF PROMOTION

- 9a. Brochures/booklets
- 9b. Personal cards, invitations, announcements
- 9c. Direct mail, single/series

PUBLIC SERVICE

Entries are limited to Pro-Bono work produced without creative fees for nonprofit organizations or causes (other than creative organizations and clubs). Work entered in this category may not be entered in other graphic design categories.

- 10a. Logos/trademarks
- 10b. Letterhead/ID packages
- 10c. Annual reports
- 10d. Brochures/books
- 10e. Editorial : single/series
- 10f. Poster : single/series
- 10g. Personal cards, invitations, announcements
- 10h. Wearables
- 10i. Miscellaneous

CREATIVE CLUBS

Entries are limited to Pro-Bono work produced without creative fees for professional creative organizations and clubs (i.e. DSVC). Work entered in this category may not be entered in other graphic design categories.

- 11a. Logos/trademarks
- 11b. Letterhead/identity packages
- 11c. Annual reports
- 11d. Brochures and books
- 11e. Editorial : single/series
- 11f. Poster : single/series
- 11g. Personal cards, invitations, announcements
- 11h. Wearables (t-shirts, buttons, hats, etc)
- 11i. Miscellaneous {any item not included in other categories}



PHOTOGRAPHY+ ILLUSTRATION

ADVERTISING

- 12a. News/mag/outdoor : single
- 12b. News/mag/outdoor : series

EDITORIAL

- 13a. Magazine/newspaper : single
- 13b. Magazine/newspaper : series

CORPORATE / INSTITUTIONAL

- 14a. Publications, brochures, booklets, annual reports, catalogs, etc. : single
- 14b. Corp/Inst publications : series

POSTER

- 15a. Poster : single
- 15b. Poster : series

BOOKS

- 16a. Book cover/jacket/interior : single
- 16b. Book cover/jacket/interior : series

PACKAGING

- 17a. Product, audio/video, point-of-purchase, etc : single
- 17b. Product, audio/video, point-of-purchase, etc : series

SELF-PROMOTION

- 18a. Self-promotion : single
- 18b. Self-promotion : series

PHOTO ILLUSTRATION

- 19a. Photo Illustration : single
- 19b. Photo Illustration : series

UNPUBLISHED

- 20a. Unpublished : single
- 20b. Unpublished : series

PRO-BONO

- 21a. Pro-Bono : single
- 21b. Pro-Bono : series

MISCELLANEOUS

- 22a. Miscellaneous : single
- 22b. Miscellaneous : series

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TYPOGRAPHY

Typography submissions will be based on typographical excellence only, and do not take into account concept or other factors. For works to be judged based on the merit of the entire piece, please submit separately in a separate Graphic Design or Advertising category.

TYPEFACE DESIGN

24a. Typeface design (submissions must be submitted in black and white, as full typeface)

APPLIED TYPOGRAPHY

- 25a. Trademarks
- 25b. Corporate ID
- 25c. Editorial
- 25d. Book jackets/books
- 25e. Annual reports
- 25f. Packaging
- 25g. Enviro graphics
- 25h. Posters
- 25i. Wearables (t-shirts, buttons, hats, etc)
- 25j. Miscellaneous

INDEPENDENT

Self-initiated projects produced without creative fees and are non-client directed. Original works that are produced for profit and sale by a designer/printmaker/photographer/illustrator or design firm for sale to individuals by way of retail (on and offline) and by commission. Work entered in this category may not be entered in other categories.

INDEPENDENT

- 23a. Logos/trademarks
- 23b. Letterhead/ID packages
- 23c. Brochure and book
- 23d. Poster : single
- 23e. Poster : series
- 23f. Cards, invitations, announcements : single
- 23g. Cards, invitations, announcements : series
- 23h. Wearables : single (t-shirts, buttons, hats, etc)
- 23i. Wearables : series
- 23j. Miscellaneous : single
- 23k. Miscellaneous : series

ADVERTISING

NEWSPAPER/MAGAZINE : LOCAL

- 26a. Single ad
- 26b. Campaign

NEWSPAPER/MAGAZINE : REGIONAL/NATIONAL

- 27a. Single ad
- 27b. Campaign

B2B NEWSPAPER/MAGAZINE : LOCAL

- 28a. Single ad
- 28b. Campaign

B2B NEWSPAPER/MAGAZINE : REGIONAL/NATIONAL

- 29a. Single ad
- 29b. Campaign

TV : LOCAL

- 30a. Single ad
- 30b. Campaign

TV : REGIONAL/NATIONAL

- 31a. Single ad
- 31b. Campaign

RADIO : LOCAL

- 32a. Single ad
- 32b. Campaign
- 32c. Music jingle

RADIO : REGIONAL/NATIONAL

- 33a. Single ad
- 33b. Campaign
- 33c. Music jingle

OUTDOOR/TRANSIT : LOCAL

- 34a. Single
- 34b. Campaign

OUTDOOR/TRANSIT : REGIONAL/NATIONAL

- 35a. Single
- 35b. Campaign

NON-TRADITIONAL

- 36a. Single
- 36b. Campaign
- 36a. Video
- 36b. Video series

FULL CAMPAIGN : LOCAL

- 37a. Full Campaign : Local

FULL CAMPAIGN : REGIONAL/NATIONAL

- 38a. Full Campaign : Reg/Nat

MISCELLANEOUS AD

- 39a. Miscellaneous Ad : single
- 39b. Miscellaneous Ad: campaign

PRO-BONO

Entries are limited to Pro-Bono work for nonprofit organizations or causes, or public service messages and position statements on issues from any type of advertiser. Paid political, i.e. "vote for" advertising promoting candidates or parties, should be entered under consumer or business-to-business categories.

- 40a. Newspaper/magazine : single
- 40b. Newspaper/magazine : campaign
- 40c. Outdoor : single
- 40d. Outdoor : campaign
- 40e. TV : single
- 40f. TV : campaign
- 40g. Radio : single
- 40h. Radio : campaign
- 40i. Non-traditional : single
- 40j. Non-traditional : campaign
- 40k. Full campaign (at least 3 different media applications, maximum 5)

COPYWRITING

Copy includes headlines and body copy. Only copy and writing will be judged.

ADVERTISING

- 41a. Single ad/commercial
- 41b. Campaign

SELF PROMOTION

- 42a. Self Promotion : single
- 42b. Self Promotion : series

INTERACTIVE

- 43a. Email marketing
- 43b. Website

NOT FOR PROFIT/CREATIVE CLUB

- 44a. Single
- 44b. Campaign/series

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INTERACTIVE

ADVERTISING

- 45a. Banners : dynamic : rollover, expanding banners, rich media banners, pop-ups, interstitials, audio and video skyscraper etc.
- 45b. Environmental/experiential : installations, events and competitions
- 45c. Email marketing
- 45d. Branded content : short films/video/commercials that are premiered and hosted solely online
- 45e. Online guerilla/innovation - all components must be online

BUSINESS :

- 46a. Business : Static
- 46b. Business : Dynamic

INFORMATION DESIGN

Educational program, exhibition guide, public service, website, etc.

- 47a. Info Design : Static
- 47b. Info Design : Dynamic

NON-PROFIT/PRO-BONO

- 48a. Non-Profit : Static
- 48b. Non-Profit : Dynamic

SELF PROMOTION

Sales promotion {including websites for designers, art directors and vendors who provide creative services; art schools that offer courses in visual communications, design and advertising club promotions, etc}

- 49a. Static website
- 49b. Dynamic website
- 49c. Games/app/experimental
- 49d. Film/video/animation
- 49e. Blog
- 49f. Email marketing

ART/FILM/TV/MUSIC

Projects related to life, society, culture, film, television, music, bands, music industry, streaming content.

- 50a. Static
- 50b. Dynamic

GAMES/EXPERIMENTAL/APPS

- 51a. Games
- 51b. Experimental & Innovation
- 51c. Branded Applications

ONLINE FILM/VIDEO/ANIMATION

- 52a. Animation : single
- 52b. Animation : series
- 52c. Entertainment : single (episode/short - comedy, documentary, drama)
- 52d. Entertainment : series
- 52e. Branded Entertainment : single (episodes/shorts/videos/animations produced to promote a brand)
- 52f. Branded Entertainment : series
- 52g. Educational (Events, Live Webcasts, How-To and DIY)
- 52h. Non-Profit, Public Service and Activism
- 52i. Viral, Experimental & Weird
- 52j. Miscellaneous

MOBILE & EXPERIENCE

- 53a. Mobile site/app
- 53b. Kiosk/Installation

PERSONAL

- 54a. Blog
- 54b. Portfolio
- 54c. Miscellaneous (personal collections, pet projects, etc)

SOCIAL NETWORKING/SOCIAL MEDIA/COMMUNITY

- 55a. Social networks, wikis, active multi-user communities, user content development.
- 55b. Social media : Users and campaigns that are creatively connecting and sharing their experience.

TECHNICAL EXCELLENCE

- 56a. Technical Excellence
Projects that are re-inventing and re-defining the technical parameters of our online experience.



INTEGRATED BRANDING

57a. 360 CAMPAIGN

Campaigns containing 3-10 pieces spanning across a combination of online and traditional medias.

58a. TRADITIONAL CAMPAIGN

Campaigns containing 3-10 pieces spanning across a combination traditional media (non-interactive).

59a. ONLINE CAMPAIGN

Campaigns containing 3-10 pieces spanning across a combination of interactive media.

GOLDEN TRASH CAN

Time to show off some of the great work that has never seen the light of day. Those "award-winning" ideas you have kept filed away in creative purgatory. Entries are limited to any work you created and presented but had killed by the client - whether it be Graphic Design, Interactive, Photography, Illustration, Typography or Advertising.

- 60a. Golden Trash Can : single
- 60b. Golden Trash Can : campaign

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ENTRY FORM

DEADLINE FOR SUBMISSIONS IS 04.01.11

GO ALL IN. THE DSVc DALLAS SHOW ON JUNE 4, 2011 AT THE DALLAS CONTEMPORARY.

Fill out an entire form for each entry. Do not separate sections. Incomplete forms will be disqualified. Tape entire completed form to back of each entry. Submit with appropriate payment. Download blank forms or register your entries online. Visit dsvc.org for details.

SECTION A ENTRY

SUBMITTED BY		CATEGORY NUMBER	FOR DSVc USE
AGENCY/STUDIO			
ADDRESS			
CITY	STATE	ZIP	
TITLE OF ENTRY			
URL (WEB SITE ENTRIES ONLY)			

SECTION B TRACKING

SUBMITTED BY		CATEGORY NUMBER	FOR DSVc USE
AGENCY/STUDIO			
ADDRESS			
CITY	STATE	ZIP	
CLIENT			
TITLE OF ENTRY			
URL (WEB SITE ENTRIES ONLY)			
DESIGNER	CREATIVE DIRECTOR	ART DIRECTOR	
ILLUSTRATOR	PHOTOGRAPHER	WRITER	
DEVELOPER	OTHER		
PRINTER	PAPER	PAPER MERCHANT	
<input type="checkbox"/> SINGLE	<input type="checkbox"/> SERIES : NUMBER _____ OF _____	<input type="checkbox"/> MEMBER	<input type="checkbox"/> NON-MEMBER
ENTRY FEE \$ _____		PAYMENT METHOD <input type="checkbox"/> CHECK (ENCLOSED) <input type="checkbox"/> CREDIT CARD (ENTER INFO)	
		\$	
CREDIT CARD NUMBER	EXPIRATION DATE	CARD TYPE (WE ACCEPT VISA, MASTERCARD OR AMEX)	AMOUNT TO CHARGE
CONTACT NAME		PHONE NUMBER	SIGNATURE