



FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
DALLAS, TX  
PERMIT NO. 2819

The Dallas Society  
of Visual Communications

122 Riveredge Drive | Dallas, Texas 75207 | dsvc.org

## GRAPHIC DESIGN

### IDENTITY

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

### CORP. / INSTITUTIONAL LITERATURE

- 2a. Annual reports
- 2b. Consumer brochures/booklets
- 2c. Internal brochures/booklets
- 2d. Catalog : product
- 2e. Catalog : other
- 2f. Calendar
- 2g. Corporate or institutional : series
- 2h. Miscellaneous : literature not included in other subcategories

### EDITORIAL

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

### PACKAGING

- 4a. Package : single
- 4b. Package : series

### BOOK

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

### ENVIRONMENTAL DESIGN

- 6a. Signage or architectural graphics : single
- 6b. Signage or architectural graphics : series
- 6c. Display or kiosk : single
- 6d. Display or kiosk : series

### POSTER

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

### RETAIL COLLATERAL

- 8a. Invitation or announcement
- 8b. Menu : single
- 8c. Menu : series
- 8d. Point-of-purchase display
- 8e. Direct mail : single or series
- 8f. Wearables : t-shirt, button, hat, etc.
- 8g. Miscellaneous : work not included in other subcategories

### SELF PROMOTION

- 9a. Brochure or booklet

### 9b. Personal card, invitation or announcement

- 9c. Direct mail : single or 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. Identity

- 10b. Letterhead or ID program
- 10c. Annual report
- 10d. Brochure or book
- 10e. Editorial : single or series
- 10f. Poster : single or series
- 10g. Personal card, invitation or announcement
- 10h. Wearables : t-shirt, button, hat, etc.
- 10i. Miscellaneous : work not included in other subcategories

### SELF-PUBLISHED

- 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.

### 11a. Brochure or book

- 11b. Poster : single
- 11c. Poster : series
- 11d. Personal card, invitation or announcement : single
- 11e. Wearables : t-shirt, button, hat, etc.
- 11f. Miscellaneous : single
- 11g. Miscellaneous : series

### 12a. Typeface design

- 12b. Typeface design : submissions must be submitted in black and white, as full typeface
- 13a. Identity
- 13b. Corporate ID program
- 13c. Editorial
- 13d. Book jacket or interior

### APPLIED TYPOGRAPHY

- 13a. Identity
- 13b. Corporate ID program
- 13c. Editorial
- 13d. Book jacket or interior

### 13e. Annual report

- 13f. Packaging

### 13g. Environmental design

- 13h. Poster

### 13i. Wearables : t-shirt, button, hat, etc.

- 13j. Miscellaneous : work not included in other subcategories

### 14a. Brochure or book

- 14b. Poster : single

### 14c. Poster : series

### 14d. Personal card, invitation or

### 14e. Announcement : single

### 14f. Wearables : t-shirt, button, hat, etc.

### 14g. Miscellaneous : work not included in other subcategories

### 14h. Miscellaneous : single

### 14i. Miscellaneous : series

### 14j. Miscellaneous : work not included in other subcategories

### 15a. Banner ad

### 15b. Email marketing

### 15c. Microsite or landing page

### 15d. Campaign

### 15e. Social media

### 15f. Miscellaneous : work not included in other subcategories

### 16a. Blog

### 16b. Miscellaneous : work not included in other subcategories

### 16c. Social media

### 16d. Miscellaneous : work not included in other subcategories

### 16e. Miscellaneous : single

### 16f. Miscellaneous : series

### 16g. Miscellaneous : work not included in other subcategories

### 16h. Miscellaneous : work not included in other subcategories

### 16i. Miscellaneous : work not included in other subcategories

### 16j. Miscellaneous : work not included in other subcategories

### 17a. Banner ad

### 17b. Email marketing

### 17c. Microsite or landing page

### 17d. Radio : single

### 17e. Full website

### 17f. Blog

### 17g. Social media

### 17h. Miscellaneous : work not included in other subcategories

### 17i. Miscellaneous : single

### 17j. Miscellaneous : series

### 17k. Miscellaneous : work not included in other subcategories

### 17l. Miscellaneous : work not included in other subcategories

### 17m. Miscellaneous : work not included in other subcategories

### 17n. Miscellaneous : work not included in other subcategories

### 17o. Miscellaneous : work not included in other subcategories

### 17p. Miscellaneous : work not included in other subcategories

### 17q. Miscellaneous : work not included in other subcategories

### 17r. Miscellaneous : work not included in other subcategories

### 17s. Miscellaneous : work not included in other subcategories

### 17t. Miscellaneous : work not included in other subcategories

### 17u. Miscellaneous : work not included in other subcategories

### 17v. Miscellaneous : work not included in other subcategories

### 17w. Miscellaneous : work not included in other subcategories

### 17x. Miscellaneous : work not included in other subcategories

### 17y. Miscellaneous : work not included in other subcategories

### 17z. Miscellaneous : work not included in other subcategories

### 17aa. Miscellaneous : work not included in other subcategories

### 17bb. Miscellaneous : work not included in other subcategories

### 17cc. Miscellaneous : work not included in other subcategories

### 17dd. Miscellaneous : work not included in other subcategories

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### 17ii. Miscellaneous : work not included in other subcategories

### 17jj. Miscellaneous : work not included in other subcategories

### 17kk. Miscellaneous : work not included in other subcategories

### 17ll. Miscellaneous : work not included in other subcategories

### 17mm. Miscellaneous : work not included in other subcategories

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