

A stylized illustration of a person climbing a ladder. The person is at the top of the ladder, reaching up to touch a large target with concentric circles. The ladder is a long, vertical line with horizontal rungs. The background is a solid yellow color.

# AIM HIGH.

**DSVC PRESENTS THE DALLAS SHOW  
2010 CALL FOR ENTRIES  
DEADLINE MARCH 17, 2010**



## RULES

### WHAT'S ELIGIBLE

Work that was created between March 1, 2009 and March 1, 2010.

### 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.

### 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.

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## 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

#### HANGING FEES

{ for all accepted entries }  
\$55 DSVC members  
\$65 non-members

#### SUBMIT ENTRIES TO:

2010 Dallas Show  
c/o Olmsted-Kirk Paper Company  
2420 Butler  
Dallas, Texas 75235

**Do not call** Olmsted-Kirk.

Direct any inquiries to Brandi Lafleur at 214 474 2900.

## DEADLINE FOR ENTRIES MARCH 17, 2010

# GRAPHIC DESIGN

## IDENTITY

- 1a** identity {unless color is essential to communicate the mark, submit in black and white} Important: please include a brief explanation on the front, bottom-right corner including the name of the company or organization and a brief description of its business activities.
- 1b** correspondence system
- 1c** corporate identity programs {minimum 3 applications}

## BUSINESS & INSTITUTIONAL LITERATURE

- 2a** annual reports
- 2b** consumer brochures and booklets
- 2c** internal brochures and booklets
- 2d** catalog : product
- 2e** catalog : other
- 2f** business or institutional series
- 2g** miscellaneous company literature

## EDITORIAL

- 3a** consumer magazine : full issue
- 3b** consumer magazine : cover, spread or single story design
- 3c** trade magazine : full issue
- 3d** trade magazine : cover, spread or single story design
- 3e** newsletter : single issue
- 3f** newsletter : series {minimum 3}
- 3g** newsletter : spread or single story design

## PACKAGING

- 4a** package : single
- 4b** package : series {minimum 3}
- 4c** audio/video package {record, cassette, CD, video, software}
- 4d** audio/video package series {minimum 3}

## 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

## POSTERS

- 7a** poster : single
- 7b** poster : series {minimum 3}

## MISCELLANEOUS

- 8a** self-promotion {printed promotions for design firms, ad agencies, paper companies, illustrators, photographers, printers, etc.}
- 8b** personal cards, invitations, announcements
- 8c** menu : single
- 8d** menu : series {from the same restaurant}
- 8e** point-of-purchase display
- 8f** direct mail, single or series
- 8g** calendar
- 8h** miscellaneous {any item not included in other categories}

## 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.

- 9a** logos and trademarks {unless color is essential to the communication of the mark, submit in black and white} Important: please include a brief explanation on the front, bottom-right corner including the name of the company or organization and a brief description of its business activities.
- 9b** letterhead and identity packages
- 9c** annual reports
- 9d** brochures and books
- 9e** editorial : single or series
- 9f** poster : single or series
- 9g** personal cards, invitations, announcements
- 9h** miscellaneous {any item not included in other categories}

## 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.

- 10a** logos and trademarks {unless color is essential to the communication of the mark, submit in black and white} Important: please include a brief explanation on the front, bottom-right corner including the name of the company or organization and a brief description of its business activities.
- 10b** letterhead and identity packages
- 10c** brochure and book
- 10d** newsletter : single issue
- 10e** newsletter : spread or single story design
- 10f** poster : single or series
- 10g** cards, invitations, announcements
- 10h** miscellaneous {any item not included in other categories}

**DEADLINE FOR ENTRIES MARCH 17, 2010**

## PHOTOGRAPHY & ILLUSTRATION

### ADVERTISING

- 16a** newspaper, magazine, or outdoor : single  
**16b** newspaper, magazine, or outdoor : series

### EDITORIAL

- 17a** consumer magazine, trade magazine or newspaper : single  
**17b** consumer magazine, trade magazine or newspaper : series {minimum 3, maximum 5}

### CORPORATE /INSTITUTIONAL

- 18a** publications, brochures, booklets, annual reports, catalogs, etc. : single  
**18b** publications, brochures, booklets, annual reports, catalogs, etc. : series {minimum 3, maximum 5}

### POSTERS

- 19a** poster : single  
**19b** poster : series {minimum 3, maximum 5}

### BOOKS

- 20a** cover, jacket, or interior : single  
**20b** cover, jacket, or interior : series {minimum 3, maximum 5}

### PACKAGING

- 21a** product, audio/video, point-of-purchase, etc. : single  
**21b** product, audio/video, point-of-purchase, etc. : series {minimum 3, maximum 5}

### SELF-PROMOTION

- 22a** self-promotion : single  
**22b** self-promotion : series {minimum 3, maximum 5}

### PHOTO ILLUSTRATION

- 23a** photo illustration : single  
**23b** photo illustration : series {minimum 3, maximum 5}

### UNPUBLISHED

- 24a** unpublished : single  
**24b** unpublished : series {minimum 3, maximum 5}

### PRO BONO

- 25a** pro bono : single  
**25b** pro bono : series {minimum 3, maximum 5}

### MISCELLANEOUS

- 26a** miscellaneous : single  
**26b** miscellaneous : series {minimum 3, maximum 5}

## INTERACTIVE

### ADVERTISING

- 11a** interactive ad, point-of-sale kiosk, sales presentation, promotional Web site, etc.

### BUSINESS

- 12a** Web site, product/service demonstration, training, catalog, internal/external communications, etc.

### ENTERTAINMENT

- 13a** games, programs, books, music, Web site, etc.

### INFORMATION DESIGN

- 14a** educational program, exhibition guide, public service, Web site, etc.

### SELF-PROMOTION

- 15a** sales promotion {including Web sites for designers, art directors and vendors who provide creative services; art schools that offer courses in visual communications, design and advertising club promotions, etc.}

## 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.

### TYPE DESIGN

- 27a** typeface design (submissions must be submitted in black and white, as full typeface)

### APPLIED TYPOGRAPHY

- 28a** trademarks  
**28b** corporate identity  
**28c** editorial  
**28d** book jackets/books  
**28e** annual reports  
**28f** packaging  
**28g** environmental graphics  
**28h** posters  
**28i** miscellaneous

**DEADLINE FOR ENTRIES MARCH 17, 2010**

## ADVERTISING

### CONSUMER NEWSPAPER

- 29a** single ad
- 29b** campaign {minimum 3, maximum 5}

### BUSINESS-TO-BUSINESS NEWSPAPER

- 30a** single ad
- 30b** campaign {minimum 3, maximum 5}

### CONSUMER MAGAZINE

- 31a** single ad
- 31b** campaign {minimum 3, maximum 5}

### BUSINESS-TO-BUSINESS MAGAZINE

- 32a** single ad
- 32b** campaign {minimum 3, maximum 5}

### TELEVISION

- 33a** single ad
- 33b** campaign {minimum 3 spots}

### RADIO

- 34a** single ad
- 34b** campaign {minimum 3 spots}
- 34c** music jingle

### OUTDOOR / TRANSIT

- 35a** campaigns created for at least 3 different media applications {minimum 3, maximum 5}

### FULL CAMPAIGN

- 36a** campaigns created for at least 3 different media applications {minimum 3, maximum 5}

### MISCELLANEOUS ADVERTISING

- 37a** any items not included in other categories : single
- 37b** any items not included in other categories : series

### PRO BONO AND PUBLIC SERVICE

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.

- 38a** newspaper or magazine ad : single
- 38b** newspaper or magazine ad : campaign {minimum 3, maximum 5}
- 38c** outdoor ad : single
- 38d** outdoor ad : campaign {minimum 3 spots, maximum 5 spots}
- 38e** television : single
- 38f** television : campaign {minimum 3 spots, maximum 5 spots}
- 38g** radio : single
- 38h** radio : campaign {minimum 3 spots, maximum 5 spots}

## NEW CATEGORY! GOLDEN TRASH CAN

Okay. Here's your chance 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.

- 39** submit entries as you would for all of the "produced work" categories listed above.

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## DEADLINE FOR ENTRIES MARCH 17, 2010

# ENTRY FORM

DEADLINE FOR SUBMISSIONS IS 03.17.10

## AIM HIGH. THE DSVC DALLAS SHOW ON JUNE 5, 2010 AT THE WOMEN'S MUSEUM, FAIR PARK.

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. Blank forms can be downloaded from [www.dsvc.org](http://www.dsvc.org)

### 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	
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, MASTER CARD OR AMEX)	\$ AMOUNT TO CHARGE
CONTACT NAME	PHONE NUMBER	SIGNATURE	