Applied Typography 32
Application Requirements

To prevent the spread of COVID-19, judging for this year's Applied Typography will be conducted both on online and in-person.

Categories (of Applied Typography) that will be judged online include the following: (2) Logotype and Symbol Mark, (3) Type Design, (7) Infographic, (8) Display and Environment and (9) On Screen / Website.

Eligibility

No special qualifications are needed to submit an entry.
All works must have first appeared between October 2020 and September 2021.

Deadline

Entries must be received by
Friday, September 24, 2021.
Work will be accepted by mail from September 24, 2021.
Entries arriving after the deadline will not be accepted.

Categories

1 Visual Identity
2 Logotype and Symbol Mark (online)
3 Type Design (online)
4 Graphics
5 Book and Editorial Design
6 Packaging
7 Infographic (online)
8 Display and Environment (online)
9 On Screen / Website (online)
10 Experimental
11 Student Work

Please refer to each category details for more information.

Judges

The judging committee is chosen by all members of the of the Japan Typography Association (JTA) .

Misa Awatsuji
Tetsuya Ota
Koshi Ogawa
Tsuyokatsu Kudo
Naotoshi Shigemura
Shinnoske Sugisaki
Yukichi Takada
Yoshimaru Takahashi
Takeo Nakano
Toshiyasu Nambu
Takaaki Fujimoto
Hiroaki Yasojima
Akira Kataoka (guest)

Prizes

Grand prize
The single work and designer judged to be particularly outstanding this year.

Best works
Several of the selected entries that receive high ratings in the judging.

Judge's award (general category)
Works or creators will be chosen by judges based on personal opinion. Winners will awarded an honorable certificate at the award ceremony.

• Announcement of selected entries and selected entrants will be notified by mail in November.

Entry

All applications must be made online.
https://typography.or.jp/annual/en/

Process (for physical/postal entries)
1   First, register your basic information (create an account). Enter the necessary information by following the steps in the entry site.
2   Upload sample images, screenshots, etc. of the work you wish to submit (this step is not necessary for video works).
3   Your entry label will be sent to you via email.
4   Entry labels must be affixed/enclosed when sent with work. For all other categories, attach the entry label you receive to the back of the work.
5   All work must arrive before the deadline.

Process (for online entries)
1   First, register your basic information (create an account). Enter the necessary information by following the steps in the entry site.
    Video works should be previously uploaded online using a service like YouTube. Once uploaded, please submit the link to the uploaded work in the entry form online.
2   Upload sample images, screenshots, etc. of the work you wish to submit (this step is not necessary for video works).
3   Your entry label will be sent to you via email.
4   Entry labels must be affixed/enclosed when sent with work.
5   For entries in the Logotype and Symbol Mark (2), Type Design (3), Infographic (7) and Display and Environment (8) category, download the template provided and enter your information (please disregard the label form forwarded to you by email). You will need to send (by email) a PDF of the work in the stipulated format.
6   All work judged online will also be need to sent in physically (by post). You will need to 1) send the actual work to Japan and 2) send a PDF of the work by email. Both electronic and physical works are required. All work must arrive before the deadline.

All entries must be entered online. The entry label will be sent to the applicant's designated email address after the online entry form has been completed. Please print out your postal entry form, fill out the essential information with the same details and attach it to your submission.

Category details

1   Visual Identity

Implementations of a comprehensive corporate identity, design manuals, actual applications or photos envelopes, letterheads, and other stationery
Arrange work on an A2 sized board 1 mm thick.
On the back of the pasteboard, attach a duplicate set of all items.
(envelopes, letterheads, etc.)

2   Logotype and Symbol Mark (online)

Work should be printed out and pasted on the downloadable logotype and Symbol Mark template.

3   Type Design (online)

New typefaces, corporate typefaces, etc.
Arrange a character set and a typeset example on an A2 sized board 1 mm thick.

4   Graphics

Corporate profiles, annual reports, catalogs, calendars, posters, newspaper/magazine ads, etc.
Relatively smaller graphic work, including postcards, and catalogs
Arrange work on an A2 sized board 1 mm thick.
Works larger than A2 format may be exhibited as is.

5   Book and Editorial Design

Books, magazines, and other similar media (specifically for sale)
Actual items will be exhibited.
Please insert up to 5 tags on pages you would prefer to show.
Attach the entry label either on the inside back cover or jacket flap.
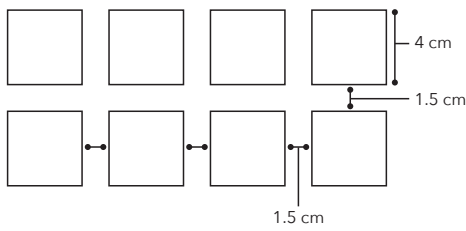
6   Packaging

Product packaging, shopping bags, covers, etc.
Actual items will be exhibited.
If the actual work is too large, mount a photo of the work on an A2 sized board 1 mm thick.

7   Infographic (online)

Pictogram, ideograms, diagrams, graphs, maps, statistical, conceptual, and explanatory charts

Arrange work on an A2 board 1 mm thick.
Pictograms: Work should be printed out and arranged in 4 cm x 4 cm squares with a 1.5 cm gap left between.

8   Display and Environment (online)

Photograph your work and arrange the photo on an A2 board 1 mm thick.

9   On Screen / Website (online)

Digital media, motion typography, movies, computer graphics, websites, software, etc.

For On Screen
Each on screen / media work must be previously uploaded to a website such as YouTube, and the link to the work copied and pasted in the online entry form.
We recommend a 16:9 aspect ratio. Please make sure that the movie quality is fit for judging, and the online service you upload the video to allows for downloads. When filling in your online entry, enter the web address of the video in the form. Please make note of any specific directions you have with the work (such as start times and finish times, etc.). Your work will be downloaded for the judging.
• During the examination, all movies will be given a play time of 90 seconds.
   If no start and finish times are set, the movie will start at the beginning of your video, play to the 90 second mark, and loop.
• Images and entry labels are unnecessary for video works.

In the case of Websites
To provide an outline of your website design, select 5 pages or less and copy the website addresses of each page into your entry. Please upload a screen shot of the pages you are referencing in addition.
• Entry labels are not necessary for website entries.

10   Experimental

Visual typographic work for independent projects
Arrange work on an A2 sized board 1 mm thick.
All works larger than A2 may be exhibited as is.

11   Student Work

Work created by students, such as independent or school projects. Only students may be involved in the art direction and design of such projects.
Any student works submitted may be applicable to any category, as long as the work contains some form of typography. Follow the submission guidelines for categories 1–10.

Entry fee

	Regular	Student	Member
Single	US$25	US$13	US$20
Series (2 works)	US$45	US$23	US$36
Series (3–5 works)	US$60	US$30	US$48
Series (6–10 works)	US$90	US$45	US$72

Regarding fees
In the case that the number of works in a set exceeds 10, please make a separate, joint application for the additional numbers by following the pricing guidelines above.
• For example, In the case of 13 works, set of 10 (fee US$90) + set of 3 (fee US$60) = US$150 total.

Payment

Please note that all payments are now received via Paypal. Register at the Paypal website to pay by credit card. More details on payment methods are available at Paypal's official website: http://www.paypal.co.uk/uk.

The payment recipient must be "office@typography.or.jp". After creating your own account on the Paypal website, follow the easy instructions for payment. When paying, designate the above mentioned address as the payment recipient, input the correct amount due to be paid, select "merchandise" as the item of payment and continue until payment has been completed.

Shipping

Address:
Japan Typography Association
3-12-7F Nihonbashi-kobunacho Chuo-ku Tokyo 103-0023 Japan
Phone +81-3-6661-7627 Fax +81-3-6661-7628

All works should indicate "No Commercial Value" on the cover of the package.

Deadline
Entries must be received by JTA on Friday, September 24, 2021.

Announcement

- Announcement of and entries selected entrants will be notified by mail in November.
- You will be asked to submit data for printing if your artwork is selected. Formats, etc. for submission will be stated with an acceptance notice.

Notes

- Works may only be entered in one category. Please note that the same works, even those in a series of works, may not be entered in other categories.
- All entries are judged by category.
- The entry label will be automatically sent to the applicant's designated e-mail address after the entry has been received.
- The entry label, contained in the e-mail sent by us, can be printed out.
- On the entry form, indicate your category by category number. If you are uncertain of which category your work falls into, leave it blank. The judges will decide for you.
- A series refers to a work planned and created as a set of two or more pieces. It is not merely a collection of individual pieces. The editorial staff will choose which pieces to include in the publication.
- When submitting the same work to more than one category, submit a copy of the work to each category.
- If a mistake has be made in your category entry, you may move to a different category.
- Entry procedures apply to all entrants, regardless of where they reside.
- We do not accept anything framed.
- Before submitting your piece for entry, please make sure to obtain agreement from the parties involved in the work, such as your collaborator, agent or client. If any objections should later arise from such parties regarding work included in *Applied Typography,* they should be handled solely by the entrant.
- The information you provide on the entry form will appear in the publication. Be sure that everything is accurate, including spelling. They may not be changed after selection.
- Entries will not be returned.
- Entries may also be shown or published in JTA-sponsored exhibitions and other promotional uses.
- Be aware that JTA will take no responsibility for damages to works due to accidents or other unexpected events.
- We do not accept cheques for overseas submission fees.