

CALL FOR ENTRIES



HOW Books and Chen Design Associates (CDA) invite you to submit entries for a follow up book to the best-selling *Fingerprint: The Art of Using Handmade Elements in Graphic Design*.

LOOK WHAT I MADE!

We've reached a unique point in design history where we've moved beyond both the infatuation with and the backlash against technology. Today, the best designers combine the power of the computer with the tactile qualities of handmade elements. *Fingerprint 2* (working title) will explore the power of the handmade to help designers reconnect with their audiences and provide surprising new ways of seeing and resolving problems. Even the hint of a handmade element can activate a surface, instill passion and energy into a medium, and reassure the recipient that human understanding and insight are the foundations for the message. Once again authored and designed by Chen Design Associates, this follow-up book will be a celebration of the presence of the human hand in visual communication and the breath of fresh air such a presence delivers into a field often challenged by predictable, passionless solutions.

HOW CALL FOR ENTRIES Handmade DESIGN ELEMENTS

ELIGIBILITY

All entries must possess at least one handmade element. This element may consist of — but is not limited to — illustration, hand-rendered typography, typography created in other non-traditional ways (photographic, sculptural, etc.), work in which a surface or material has been manipulated and then photographed, collage, binding, finishing touches (such as stitching, dipping, folding, cutting, etc.), or printing techniques (letterpress, screen printing, etc.) that evoke a sense of the handmade.

There is no limit to the number of entries that can be submitted, but all submissions need to have been produced in 2006 or later. Entries can be one-offs, limited edition or mass-produced and are not limited to print design only — packaging, exhibition, and web-based design will also be considered. A separate entry form should be attached to each entry. **Please remember to sign each entry/permission to publish form.**

WHAT TO SEND

Entries: Actual printed sample preferred. Please include two samples of each entry. A high-resolution digital file of the entry is acceptable as well.

Statement: In addition to samples or digital files, we also request a written statement for each entry. Statements should be 100–150 words in length and should address why a handmade element was important for the success of the design, the actual process of creating the piece, and/or thoughts on the value of handmade elements in design. HOW and Chen Design Associates reserve the right to edit statements as necessary and may pose further questions to those whose submissions are accepted for the book.

ELECTRONIC SUBMISSION GUIDELINES

Disk media: Files should be provided on a Mac-compatible CD-ROM disk. We will not accept Zip or Jazz disks or e-mailed submissions. In addition, please provide a printed directory of the contents of the disk.

Size and Format: Submit a copy of your final file with the following specifications:

- 350 dpi resolution
- minimum size of 4" x 5" (100mm x 130mm), larger size preferred
- Photoshop TIFF or Illustrator files only, CMYK (not RGB)
- We will not accept JPEGs, PageMaker, Quark or InDesign files

Fonts and Color Proof: If your files include fonts, please convert them to outline (vector). Include a color laser or other color proof for each digital file. Neither HOW nor CDA can be responsible for additional color correcting of digital files.

LABEL

Label disks and all support materials (statement, color proof, etc.) with the following information:

- Handmade
- Your Name
- File name
- File format and Size (in MB)
- Image size (inches or metric)

SHIPPING

Package all samples, statements and disk media well for shipping (no staples or paper clips). Send via FedEx, DHL or another priority service to ensure timely arrival of you package. Sender is responsible for the shipping and tracking of submissions and neither Chen Design Associates nor HOW are accountable for submissions lost in transit.

If would like your submission returned to you, please include a SASE with correct postage.

Where to Ship:

Fingerprint 2
Chen Design Associates
649 Front Street
3rd Floor
San Francisco, CA 94111-1972
Phone: +1.415.896.5338

ABOUT THE AUTHOR

Chen Design Associates is an award-winning visual communications agency located in San Francisco, CA. Their previously published books include and *Peace: 100 Ideas* (CDA Press) and *Fingerprint* (HOW Books). www.chendesign.com

DEADLINE FOR ENTRIES IS OCTOBER 15, 2009

There is no entry fee for submissions.

HOW ENTRY FORM + PERMISSION TO PUBLISH ARTWORK

PLEASE PRINT CLEARLY (This information will appear in the book)

Project Description

Design Firm

Art Director

Designer

Client

Tools/Materials

Printer

PLEASE PRINT CLEARLY (This information will *not* appear in the book)

Name

Street Address

City/State/Zip

Country

Phone

Fax

Email

WRITTEN STATEMENT

Please attach your written statement for the above entry to this form. Be sure to label the statement with the following in the event that the statement becomes separated from this form: *Fingerprint 2; Your Name; and Project Name.* If the statement pertains to a digital file, also include the *File Name, File Format and Size, and Image Size* for that entry.

COPYRIGHT

Do you hold the copyrights to the work listed above? (An artist holds the copyright to the work unless he or she has signed a contract stating otherwise.) Yes No

If you checked No, do you have permission to use the above work for promotional purposes? Yes No

If you checked No for both of the above questions, please provide the copyright owner's name and how we might contact him or her.

The Undersigned hereby grants permission to F + W Publications (publishers of HOW Books) and its imprints to use the works specified in this permission form for *Fingerprint 2 (working title).*

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Signature

Date