Publishing

1. Final task assignment

Typoparty is a a cultural event made to highlight typography, calligraphy, font design, motion design and interactive design.

Typoparty International Festival 2023 will take place in Metz, offering several workshops, conferences and exhibitions on the 26th of May to the 3rd of June 2023 at Metz Museum Center.

For this first edition the festival will not have only one identity, the typography being a varied art, the organizing committee wishes to represent this using a set of visual identities.

Upon this test project, we ask you to create one of the visual identities of Typoparty Festival 2023.

2. Allocated time: 6 hours

6 hours of competition:

• Task 1: Design the event program poster and the wordmark *Typoparty 2023*.
  This task must be completed in less than 4 hours on the first day.

• Task 2: Design a ticket.

• Task 3: Design a Facebook post.

Target audience: creative people, artists, designers, typographers.

3. Requirements

✓Document management: Create a folder on your desktop called « *YY-TP1* », where YY represents the number of your workstation. In this folder you must create the following folders: « *Task_1*, *Task_2*, *Task_3* ».

Each task folder must contain the following subfolder:

1. « *Final_folder* » This folder contains every files as required in *You must provide* in the task description, and **a Packaged folder** including working files, fonts, and links.

2. « *Original_folder* » The content of this folder is up to you. Files in this folder will not be assessed. This folder serves as data storage.

✓ You have to indicate your workstation number into your print any unnumbered print will not be measured and will not be evaluated.

✓ Any contestant caught cheating, talking to someone from the public or using a communication device will suffer a penalty of 5 points for the first transgression. A second transgression will lead to an exclusion from the contest.

Description of the tasks

1. Task 1 - Poster & Wordmark

This task must be completed in less than 4 hours on the first day.

We ask you to design the event program poster. It will present the various animations of the festival. We ask you to design the poster in a 420 x 594 mm format

We also ask you to design the **Typoparty 2023** wordmark.

The use of lower case and/or capital is up to you.

Elements needed
- Your wordmark **Typoparty 2023**. It has to be vector only.
- All the text in **Text-1.rtf**. You can find it in the **Appendix 1** folder.
- All the logos in the **Partners-Logos** folder. You can find it in the **Appendix 1** folder.
- All the graphic elements that seem necessary to you.

Technical specifications
- Size: 300 x 430mm. Recto only.
- Bleed: 5 mm (if needed)
- Print technology: Offset on 100g paper.
- Trapping: 0,15 pt (if needed)
- Colors: CMYK
- Images resolution: 300 DPI at 100%
- ICC Profil for images: Iso Coated v2 300 and Dot Gain 15%

You must provide
- 1 PDF/X-4 version of the poster including bleed, crop marks and color bar.
- 1 Folder named **Task_1** and structured as requested in the document management part.
- 1 Printout of the poster at 100%, trimmed to final size.

2. Task 2 - Ticket

You must design a ticket that will be given at the entrance of a workshop. The ticket will include a detachable part, there will be then 2 parts: Part 1 and Part 2.

The ticket number and the logo must be included on the 2 parts.

Elements needed

• Your *Typoparty 2023* wordmark.
• All the text in *Text-2.rtf*. You can find it in the *Appendix 2* folder.
• The ticket number: *6394020*
• QR Code: 25 mm wide minimum on a white square background, must be generated from this text: *www.typoparty2023.org*
• All the graphic elements that seem necessary to you.

Technical specifications

• Size: Must fit in a 15 x 15 cm maximum format.
• Bleed: 3 mm (if needed)
• Print technology: Digital printing on 300g paper.
• Trapping: 0,15 pt (if needed)
• Colors: 2 Pantone color, 1 Spot color named *Number* for ticket numbering, 1 Spot color named *perfo* for perforation area.
• Images resolution: 300 DPI at 100%
• ICC Profil for images: ISO Coated Fogra 39

You must provide

• 1 PDF/X-4 version of the ticket including bleed and crop marks.
• 1 Folder named *Task_2* and structured as requested in the document management part.
• 1 Printout of the ticket at 100%, trimmed to final size.

3. Task 3 - Facebook Post

A Facebook campaign will be set up during the event, we ask you to design a template for declinable publications, from famous quotes.

Elements needed
- Your *Typoparty 2023* wordmark.
- All the text in *Text-3.rtf*. You can find it in the *Appendix 3* folder.
- All the graphic elements that seem necessary to you.

Technical specifications
- Size: 1200 x 717 px.
- Colors: RGB
- ICC Profil: Abobe RGB 1998

You must provide
- 1 PSD file that must include every working layer, tidy and renamed.
- 1 JPEG file of your Facebook post.
- 1 Folder named *Task_3* and structured as requested in the document management part.
- 1 A4 Printout including the Facebook post at 151 x 90,5 mm format and trimmed to final size.

4. Procedure

Day - 1 (March 23rd): On the day before the competition, contestants will be welcomed on the stand by the members of the jury. A briefing about the organization of the contest and about the security rules will be arranged. Each contestant will receive a schedule with the detailed working hours. Contestants will draw lots to be assigned to a work station, where they may drop off their equipment.

Day 1 (March 24th): Contestants will have 4 hours to work on their task assignment. Contestants must finish task 1 on this day.

Day 2 (March 25th): Contestants will have 2 hours to complete task 2 and task 3.

5. Evaluation criteria

N°	Items to be evaluated	O/S	Scoring scale
01	Wordmark - Ideas and originality of the design related to the target market *Mot-symbole - Idées et originalité du design en rapport avec le marché cible*	S	4
02	Poster - Ideas and originality for the design related to the target market *Affiche - Idées et originalité du design en rapport avec le marché cible.*	S	6
03	Poster - Quality of the typographic Design - choice of type, legibility and formatting *Affiche - Qualité du design typographique - choix des caractères, lisibilité et formatage*	S	4
04	Poster- Quality of the visual composition *Affiche - Qualité de la composition visuelle*	S	4
05	Poster - Presentation in final format *Affiche - Présentation en format final*	S	3
06	Ticket - Ideas and originality for the design related to the target market *Billet - Idées et originalité du design en rapport avec le marché cible*	S	4
07	Ticket - Quality of the visual composition *Billet t - Qualité de la composition visuelle*	S	3
08	Ticket - Presentation in final format *Billet - Présentation dans le format final*	S	3
09	Post - Ideas and originality for the design related to the target market *Billet - Idées et originalité du design en rapport avec le marché cible*	S	4
10	Post - Quality of the PSD - Layers named and tidy. *Post - Qualité du PSD - Calques nommés et ordonnés.*	S	3
11	Post - Presentation in final format *Post - Présentation au format final*	S	3
12	All tasks - Unity and relationship between the different media *Toutes les tâches - Unité et relation entre les différents médias*	S	4
13	Wordmark - The wordmark is fully vectorized *Mot-symbole - Le mot-symbole est entièrement vectorisé*	O	3
14	Wordmark - Desired elements: Typoparty 2023 *Mot-symbole – Éléments souhaités : Typoparty 2023*	O	3
15	Poster - Format: 300 x 430 mm and 5 mm bleed *Affiche - Format : 300 x 430 mm et 5 mm de fond perdu*	O	4
16	Poster - Color mode: CMYK *Affiche - Mode couleur : CMYK*	O	3

17	Poster - ICC Profil: ISO Coated V2 300 and Dot Gain 15% - Maximum ink value: 300% *Affiche - Profil ICC : ISO Coated V2 300 et Dot Gain 15% - Valeur maximale de l'encre : 300%*	O	2
18	Poster - Image resolution: 300 DPI at 100% *Poster - Résolution de l'image : 300 DPI à 100*	O	3
19	Poster - Desired elements: Wordmark, Text 1, Partners logos *Affiche - Éléments souhaités : Wordmark, Texte 1, Logos des partenaires*	O	3
20	Poster - The 100% printed poster presented in the finished format - 1 version in PDF/X4 format including bleed, crop marks and color bar *Affiche - Le poster imprimé à 100% présenté dans le format fini - 1 version au format PDF/X4 comprenant les fonds perdus, les marques de rognage et la barre de couleur*	O	2
21	Ticket - Format: 15 x 15 cm maximum and 3 mm bleed *Billet - Format : 15 x 15 cm maximum et fond perdu de 3 mm*	O	3
22	Ticket - Color mode: 2 Pantone color, 1 Spot color named Number for ticket numbering, 1 Spot color named perfo for perforation area. *Billet - Mode couleur : 2 couleurs Pantone, 1 couleur d'accompagnement nommée Number pour la numérotation du ticket, 1 couleur d'accompagnement nommée perfo pour la zone de perforation.*	O	4
23	Ticket - ICC Profil: Coated fogra 39 *Billet - Profil ICC : Fogra 39 couché*	O	2
24	Ticket - Image resolution: 300 DPI at 100% *Billet - Résolution de l'image : 300 DPI à 100%.*	O	2
25	Ticket - Desired elements: Wordmark, Text 2, Ticket number, QR Code (25 mm wide minimum, text: www.typoparty2023.org) *Billet - Eléments souhaités : Mot-symbole, Texte 2, Numéro du ticket, QR Code (25 mm de large minimum, texte : www.typoparty2023.org)*	O	2
26	Ticket - 1 Color printout of the ticket at 100%, trimmed to final size - 1 version of the ticket in PDF/X4 format including bleed and crop marks *Billet - 1 impression couleur du billet à 100%, découpé à la taille finale - 1 version du billet au format PDF/X4 incluant les fonds perdus et les marques de rognage.*	O	2
27	Post - Format: 1200 x 717 px	O	3
28	Post - Color mode: RVB *Post - Mode couleur : RVB*	O	3
29	Post - ICC Profil: Adobe RGB 1998	O	2
30	Post - Desired elements: Wordmark, Text 3 *Post - Éléments souhaités : Wordmark, Texte 3*	O	2

31	Post - 1 PSD file that must include every working layers. *Post - 1 fichier PSD qui doit inclure toutes les couches de travail.*	O	2
32	Post - 1 JPEG file - 1 Color A4 printout including the Facebook post at 151 x 90,5 mm format and trimmed to final size *Post - 1 fichier JPEG - 1 impression A4 couleur comprenant le post Facebook au format 151 x 90,5 mm et découpé à la taille finale.*	O	2
33	Folders - 1 Final folder as required in "Instructions to the competitor" *Dossiers - 1 dossier final tel que requis dans les "Instructions au concurrent"*	O	3
TOTAL POINTS			**100**