

Call for Entries_Contributor Guidelines

Overview

Design Elements: A Graphic Style Manual will be a reference tool for working designers, as well as students, that will provide information and guidance for design projects in much the same way that books such as *The Chicago Manual of Style* and *Strunk & White's Elements of Style* do for writers and editors, or that *Elements of Typographic Style* (Robert Bringhurst) or *Graphic Design Manual* (Armin Hoffmann) do for graphic designers. Unlike these latter two publications, and similar books that focus on specific aspects of graphic design—structure, typography, or color—**Elements of Graphic Design** will address a variety of concerns: space and composition; color theory; typographic structure and hierarchy; concept and messaging; symbol, abstraction, and representation; pacing and sequencing; and production. The exposition of these components will be framed by a set of 20 'rules' that seek to define 'good' design in the context of current and historical practice, and then explored in-depth in a series of five chapters:

Chapter 1 : Form and Space—The Basics

Chapter 2 : Color Fundamentals

Chapter 3 : Choosing and Using Type

Chapter 4 : The World of Imagery

Chapter 5 : Putting it All Together—Essential Layout Concepts

Eligible Work

Projects of any size or medium—print, packaging, interactive, environmental—are encouraged.

All projects submitted for consideration must have been produced within the past year, and must not have appeared in any other Rockport book.

Deadline

May 15, 2006

Contribution Format

Please submit work in the form of digital files only:

CMYK TIFF format, 350 dpi resolution, minimum 8" (approximately 20cm) wide

Please be sure to flatten all files. In rare instances, such as symbols, logotypes, and icons, CMYK EPS format may be more appropriate; in such cases, please be sure to convert any fonts included in the EPS file to outline. Files with linked fonts or images will not be considered.

For complex projects with multiple components, please submit multiple views or multiple flat page spreads as separate files. You may want to include enlarged detail images that focus attention on important aspects that you would like to highlight.

Grant of Rights

Each project contributed must be accompanied by a completed, signed **Grant of Rights** form that releases the work for reproduction in the book. **The Grant of Rights form is included on Page 2 of this PDF document.**

The **Grant of Rights** form includes an optional section where you can list what you feel are the most important visual and conceptual aspects of the work, or which aspects you feel the work draws attention to the most: use of scale change, grid structure, collage, abstraction, color, etc. While not required, this information will be helpful for the author in considering which works best showcase particular ideas.

Shipping

Send files on CD, along with all Grant of Rights forms, directly to the author at the address below:

Timothy Samara
436 West 22nd Street, No. 4C
New York, NY 10011 / USA
917.974.6985

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