



Pre task assignment

PUBLISHING

1. Summary

Typoparty is 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: Adobe 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.

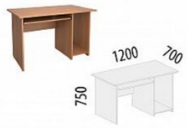


5. Evaluation criteria


N°	Items to be Evaluated	Scoring scale
01.	Wordmark - Ideas and originality of the design related to the target market	3*
02.	Wordmark - Color and harmony related to the target market	2*
03.	Wordmark - Quality of the typographic Design - choice of type, legibility and formatting	3*
04.	Poster - Ideas and originality for the design related to the target market	3*
05.	Poster - Color and harmony related to the target market	3*
06.	Poster - Quality of the typographic Design - choice of type, legibility and formatting	2*
07.	Poster - Creativity and innovation of the typographic design	2*
08.	Poster- Quality of the visual composition	2*
09.	Poster - Presentation in final format	2*
10.	Ticket - Ideas and originality for the design related to the target market	3*
11.	Ticket - Color and harmony related to the target market	3*
12.	Ticket - Quality of the typographic Design - choice of type, legibility and formatting	2*
13.	Ticket - Unity and relationship between the different media	2*
14.	Ticket - Quality of the visual composition	2*
15.	Ticket - Presentation in final format	2*
16.	Post - Ideas and originality for the design related to the target market	3*
17.	Post - Color and harmony related to the target market	3*
18.	Post - Quality of the typographic Design - choice of type, legibility and formatting	2*
19.	Post - Quality of the visual composition	2*
20.	Post - Quality of the PSD - Layers named and tidy.	2*
21.	Post - Presentation in final format	2*
22.	Wordmark - The wordmark is fully vectorized	3


23.	Wordmark - Desired elements: Typoparty 2023	2
24.	Poster - Format: 300 x 430 mm and 5 mm bleed	3
25.	Poster - Color mode: CMYK	3
26.	Poster - ICC Profil: ISO Coated V2 300 and Dot Gain 15% - Maximum ink value: 300%	2
27.	Poster - Image resolution: 300 DPI at 100%	2
28.	Poster - Desired elements: Wordmark, Text 1, Partners logos	2
29.	Poster - The 100% printed poster presented in the finished format - 1 version in PDF/X4 format including bleed, crop marks and color bar	2
30.	Ticket - Format: 15 x 15 cm maximum and 3 mm bleed	3
31.	Ticket - Color mode: 2 Pantone color, 1 Spot color named Number for ticket numbering, 1 Spot color named perfo for perforation area.	3
32.	Ticket - ICC Profil: Coated fogra 39	2
33.	Ticket - Image resolution: 300 DPI at 100%	2
34.	Ticket - Desired elements: Wordmark, Text 2, Ticket number, QR Code (25 mm wide minimum, text: www.typoparty2023.org)	2
35.	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	2
36.	Post - Format: 1200 x 717 px	3
37.	Post - Color mode: RVB	3
38.	Post - ICC Profil: Adobe RGB 1998	2
39.	Post - Desired elements: Wordmark, Text 3	2
40.	Post - 1 PSD file that must include every working layers.	2
41.	Post - 1 JPEG file - 1 Color A4 printout including the Facebook post at 151 x 90,5 mm format and trimmed to final size	2
42.	Folders - 1 Final folder as required in "Instructions to the competitor"	3
TOTAL		100

**Subjective criteria*

6. List of equipment

EQUIPMENT PER CONTESTANT					
N°	Item	Photo	Technical specifications	Unit	Qty
01.	Computer Desk		Type - desk Base material - laminated chipboard, plastic Superstructure - yes Height - 75 cm	pcs	1
02.	Computer chair		Office chair Rocking mechanism - asynchronous swing mechanism with a change in the angle of the back and seat independently of each other. Chair height adjustment mechanism Material - fabric/knitted net	pcs	1
03.	iMac One Keyboard One mouse		OS - not the last version	pcs	1

04.	Color printer (one for all contestants)		Type - Printer Display - 2-line graphic LCD Printer type - laser Color printing - color Number of colors - 4 Max. printing format - SRA3 (320 x 450 mm)	pcs	1/5
05.	Software		Not older than 2018 Creative Cloud Apps: InDesign, Photoshop, Illustrator, Acrobat DC	pcs	4

EXPENDABLE MATERIALS PER CONTESTANT					
N°	Item	Photo	Technical specifications	Unit	Qty
01.	Sized paper		SRA3, 150 g/m2 A4, 80g/m2	pcs	2 packs/5
02.	Graphite pencils		TM/HB	pcs	2
03.	Colored pens		Blue ink	pcs	2


EXPENDABLE MATERIALS AND EQUIPMENT CONTESTANTS SHOULD HAVE










Not provided



PROHIBITED EXPENDABLE MATERIALS AND EQUIPMENT





Mobile phone, smartwatch, and tablet use

ADDITIONAL EQUIPMENT, TOOLS CONTESTANT CAN BRING

N°	Item	Photo	Technical specifications	Unit	Qty
01.	Joystick (for contestants with cerebral palsy)		<p>Signal transmission frequency ~ 2.4 Hz</p> <p>3 multi-colored buttons: right and left - duplicate mouse keys, center - drag and drop lock</p> <p>2 connectors (on the sides of the case) for connecting external buttons</p> <p>Power: 9V, element - 6LR61 (PP3 6F22),</p> <p>LWH size: 180*103*63mm (without lever)</p>	pcs	1
02.	Personal keyboard and mouse		Contestant can install their non-AZERTY keyboard.	pcs	1
03.	Mouse pad		Contestant can bring an ergonomic mouse.	pcs	1
04.	Special needs equipment		Specific to each contestant's handicap		

EQUIPMENT PER JUDGE					
N°	Item	Photo	Technical specifications	Unit	Qty
01.	Table		Office The size: 900x600x750 mm	pcs	1
02.	Chair		Office	pcs	1
EXPENDABLE MATERIALS FOR JUDGES					
N°	Item	Photo	Technical specifications	Units	Qty
01.	Sized paper A4		A4, 80 g/m2	pcs	2 packs
02.	Graphite pencils		TM/HB	pcs	2 packs
03.	Colored pens		Red ink	pcs	2 packs
CONTESTANTS' ROOM					
01.	Clothes hanger		Holder type - hook Number of hooks - 6	pcs	2
02.	Chairs		For office	pcs	5
03.	Trash can		10 L	pcs.	1
04.				pcs.	1
JUDGES ROOM					
01.	Clothes hanger		Holder type - hook Number of hooks - 6	pcs	2
02.	Chairs		For office	pcs	5

03.	Trash can		10 L	pcs.	1
04.				pcs.	1

GENERAL INFRASTRUCTURE OF THE CONTEST SITE					
N°	Item	Photo	Technical specifications	Unit	Qty
01.	Clock		Batteries	pcs	4
02.	Digital timer		Batteries	pcs	1
03.	Trash can		Up to the organizers	pce	1
04.	Water dispenser		Up to the organizers	pce	1

ADDITIONAL VENUE REQUIREMENTS / NOTES					
N°	Item	Photo	Technical specifications	Units	Qty
01.	Socket 220V		Portable Euro	pcs	10
02.	T-connector		Euro	pcs	10