Monotype

USE THE POWER OF TYPOGRAPHY TO ACTIVATE YOUR CAUSE

GRAPHIC COMMUNICATIONS / USE OF TYPOGRAPHY / CRAFTS FOR DESIGN / WRITING FOR DESIGN / INTEGRATED CAMPAIGNS

Brief set by:
MONOTYPE

In collaboration with:
CRAIG OLDHAM, THE OFFICE OF CRAIG OLDHAM

IN IT TO WIN IT

- All Pencil winners get the chance to apply for the ultimate prize: a place on the 2016 New Blood Academy.
- Winners will also receive Monotype goodies, plus there's the chance of a project collaboration on a printed or digital piece.
- See dandad.org/new-blood-awards for more on what winning looks like.

@DandADNewBlood
#NewBloodAwards

Deadline:
16 MARCH 2016
5PM GMT

BACKGROUND
Design has the power to do good, but to achieve this you need the courage to believe in what you have to say; the conviction to tell it; and the clarity to communicate it.

Monotype creates typefaces and technologies that help people tell their story—in any language, on any device, and with a clear voice.

THE CHALLENGE
Take a cause you believe in and use the power of type to make a difference. Design with typography to agitate, educate, and organise the world and your audience. Use typography to help people believe in your cause and its purpose; to motivate and inspire people, in a relevant way, to your cause; and above all, to make an impact.

Typography is the soapbox for your rallying cry. Used at its best, it can empower your words, evoke meaning, set tone, and inspire ideas. Without it, your message could be drowned out. Where would the students in Paris of '68 be without their screenprinted stencil type? Where would Revolutionary Russia be without its condensed, sans serif gothics? And would Occupy have inspired the collective imagination without democratic digital design and 'desktop publishing'? The right typeface, used in the right way, gives a cause, movement or change its true voice.

Think about: what you want to say and how you want to say it; where you should or could say it; how you might use type to improve your message, to initiate change, or to motivate and inspire.

WHO IT'S FOR
Those passionate about a cause, those who want to be more passionate about a cause, or those with ideas on how a cause can reach more people or be more impactful with the right typeface.

WHAT TO CONSIDER
- You can pick anything from a global topic to a local or personal issue.
- Think about the world of your cause and those already active within it. What means do they have to join you? Do they have digital access or would a predominantly analogue response be more fitting? What materials are related to the cause? What methods?
- Think about the right typeface for the right cause. The typeface itself can become part of the message or the story – its origins, its history, and how you choose to use it – as much as or more than the words themselves.
- Design for protest can be visceral as response time is short. Protest is both active and reactive. By its nature, its messages are often hurried, scrawled and raw. This translates digitally too, into transmissions that are often quick and immediate. How does this affect your cause or movement? What kind of typeface would suit this type of messaging? How would a typeface enhance its impact?
- Remember your end goal. Make it bold. Make it powerful. Make a difference.

WHAT'S ESSENTIAL
A typography-led integrated graphic design campaign including:
- At least one poster
- At least one digital element
- At least one other touchpoint

Your touchpoints could include: banners, badges, moving image ads, newspaper ads, website banners or other online promotions – anything that could raise awareness and get people engaged. The more innovative the better.

- Show how your output is relevant to your cause alongside your execution.
- Whatever applications you choose, use only type as the major creative expression for your cause.
- Your executions must be visually linked to one another so that they can be easily recognised as part of the same movement.

WHAT AND HOW TO SUBMIT
See 'Preparing Your Entries', included in your brief pack, for full format specs.

Main deliverables (mandatory)
Present your solution using **either** a **video** (max. 2 mins) **or** up to eight presentation slide **images**.

Supporting material (optional)
You can submit the following as supporting material: **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc). If your main deliverable is **video,** you can also submit up to four **images.** If your main deliverable is **images**, you can also submit **video** (max. 1 min).