

typo/graphic posters* → *reviewing guidelines

This document is intended for designers applying to a profile on typo/graphic posters. It offers a deeper understanding of our reviewing process.

Last update
23/jan/2021

The word “typo/graphic poster” is used throughout this document to refer to which kind of poster is accepted in our platform, it is not a classification of sorts.

The details here may be reviewed
and revised during time.

Goal

— The reviewing process exists to guide the growth of our project, to ensure all posters fits in its purpose and that its original premise is fulfilled.

Who

- typo/graphic posters is a platform for inspiration and promotion of good design through the poster culture.
- Created in 2008, it focus exclusively on typographical and graphical posters, those that challenge type, colors and shapes to express a message.
- It is curated by André Felipe, creator of typo/graphic posters, director of [Addd.Studio](#), designer and developer.

Why

— We believe that the restriction of typographical and graphical elements in poster design makes the result more pure, the message more striking, and is able provoke the best out of the designer.

Context

- typo/graphic posters is an archival and research platform.
- We have a graphic design point-of-view.
- The reviewing process guarantees fitness into our profile, not a classification of what’s good or not, the posters promoted here are not ranked or scored, nor we are a competition or awards effort.
- We are not a portfolio platform, we essentially can’t have every poster created by every author, instead we provide a singular, insightful take on typo/graphic poster explorations that the designer or studio achieved during the years.

is it within our profile?

Requirement: Must be a poster

- The poster must be conceived as a poster.
- It is important whether the poster was commissioned and lived in a real context (was printed and exposed to public).
- In that context, we avoid ephemeral images, for example created for social medias.

Requirement: Must be a “typo/graphic poster”

We put this in boundaries:

Boundary: Photography

- Photography is allowed and can be a tool of expression, composition and do makes great posters, in which we accept. But please understand we do not focus on photographic posters. The rule is: the strength of the poster should not rely solely on photography.

Boundary: Illustration

- As a graphic design focused project we are very cautious with illustration and drawing, we avoid when used in literal form, for example a realistic drawing or painting.
- More importantly, we ask to be aware that this extends to more areas, take a purely aesthetic artwork for example, created with beautiful graphic and fonts, it may be an illustration if it miss the poster attributes, like purpose, concept, content, context.

Boundary: Artwork

- We believe graphic design knowledge can empower the best of an artist, but if in case the poster loses the graphical and typographical qualities, it would be outside our purpose.

Boundary: Informative

- Text in poster is a common way to inform and fulfill the communication purpose. We go beyond that, words can express much more than the sum of its letters. We favor that, and will avoid posters where the typography was little explored or set in plain editorial way.

is it inspiring?

Boundary: Expressive

— We consider the expressiveness factor, the ability of the poster to challenge type, colors and shapes to express its message. As well as visual qualities, formal, sensitive and experimental.

The last and the most important thing

— The poster must be memorable, thoughtful, inspiring, striking, concise, must bend the limits of composition, graphic elements given life and pushed to new limits, and typefaces must be cherished, meticulously set and wisely crafted to not only inform, but to give voice.

How to proceed

- To apply send an email to apply@typographicposters.com with at least 6 posters, which should not be from the same series.
- Provide the most information you can, print size, print process, year, description, client, and send photos of the printed poster too, we will look into every aspect to understand the context of your poster.
- In this first step do not worry about file specs, you will upload all posters directly in the website later and be able to fill all informations.
- Send the link of your website and any other information you see important.

Original's Safety

— All uploaded posters are stored in a secure place outside the main server, which is inaccessible to public. Only resized versions are made available and the maximum size created is 1600px height. Still, we make it harder to copy images by disabling the right click on the images and “drag to desktop” feature of the operating systems.

Disclaimer

- We reserve the right to select the posters and to our best knowledge apply the guidelines described here.
- We will mean no harm by having one of your posters not approved, it simply means that it is not within the guidelines.
- Every new poster is submitted for approval individually even after onboarding.
- We refuse posters that contain elements that are racist, discriminatory or inciting to hatred; explicit, implicit and even accidental.
- We do our best to create an inspiring platform for all, we look to honor the poster designs hosted here and to do the right, ethical and legal thing in bringing you this site. If by any means you notice we've made an error please let us know.

www.typographicposters.com