

typo/graphic posters ⇄ *reviewing guidelines*

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

Last update
6/march/2022

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 on behalf of research and inspiration through the poster medium.
- 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, graphic designer founder of typo/graphic posters.

Why

- We believe that quality is generated by consuming quality.
- We believe that the restriction of typographical and graphical elements in poster design makes the intent more clear, 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.
- We are not a competition or awards effort.
- We are not a portfolio platform, we provide a singular, insightful take on typo/graphic poster explorations that the designer or studio achieved during the years.

is it a “typo/graphic poster”?

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.

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 don't focus on photographic posters, 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 graphics and fonts, it may be an illustration if it miss the poster's attributes, like purpose, concept, content, context and message.

Boundary: Artwork

- The poster must have graphical and/or typographical qualities, otherwise would be outside our purpose.

Boundary: Informative vs type as image

- Texts in posters are a common way to inform and fulfill the communication purpose but we go beyond that, words can express much more than the sum of its letters. We favor type explorations and will avoid posters where the typography was little explored or set in plain editorial way.
- In other words, consider type as image.

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, well composed and type set.

Important

- We reserve the right to approve and reject the posters submitted and to our best knowledge apply the guidelines described here.
- We will mean no harm by having one of your posters rejected, it simply means that it is not within our 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.

How to proceed

— To apply submit all content into this form:

<https://airtable.com/shrS6GooYWznyleg6>

- . at least 10 posters, which should not be from the same series;
- . include photos of the printed poster too;
- . provide all informations like print size, print process, year, description, client, and any important aspect to understand the context of your posters;
- . link to your website;

Disclaimer

— We do our best to create an inspiring platform for everyone, 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