

## CALL FOR ENTRIES: CHINESE KAISHU, Fifth FounderType Chinese Type Design Competition

### Foreword

The culture of Chinese characters has long historical roots and profound meanings; it fosters China's ancient civilization and advances the cultural evolvement of it. Kaishu (a formal script of Chinese characters), in the entire history of Chinese characters, enjoys an irreplaceable status and holds significant meanings: it embodies the Chinese humanistic spirits and demonstrates an understanding and representation of beauty.

A perfect fusion between digital technology and traditional essence, a fresh interpretation of old-time classics —our expectations for the most exquisite pieces of work from your contributions.

### Theme

Chinese Kaishu

### Organizers

Center for Chinese Font Design and Research  
Beijing Founder Electronics Co.,Ltd

### Supporting Institutions

Central Academy of Fine Arts  
Academy of Art and Design, Tsinghua University

### Qualifications

- Entries must be designed, produced by contestant after Oct, 2007, and has never been published.
- Entries must have not been entered in FounderType Chinese Typeface Design Competition.
- Any institution or individual can enter for the competition.

### Requirements of Submissions

#### 1. Theme Type Design

Theme: Chinese Kaishu (regular script)

The entered design will be typically something that integrates the quintessence of the work by a number of master calligraphers, borrowing from the classical Chinese Kaishu character form, or self-created Kaishu typeface.

Note: submissions should be black-white images. Submitted design that involves adding, filling, alternating, shadowing and other forms of computer effects based on existing typefaces and/or font products will not be accepted.

About the Theme: *Kai*

*Shuowen*, the original Han dynasty dictionary by Xu Shen explains Kai as tree.

*Classic of Rites, Conduct of the Scholar*: Today's behavior is to be modeled by later generations.

Kaishu

Kai, as in Kaishu (Chinese regular script), means the law, the method, the model.

Kaishu, square shaped, its strokes flat and straight, carefully drawn, has strict rules. Its strokes can be long or short, upright or slanting; match and correspond each other. Kaishu is more strict and constrained than Lishu (Chinese clerical script) and Zhuanshu (Chinese seal script), and can be a model to imitate, as such it's named "regular script".

Chinese Kaishu

China has a long and rich history of calligraphic art. Talented calligraphers are produced by each generation. Their various calligraphic styles provide abundant reference for printing types.

Kaishu derives from Lishu. A style of script called Li-Kai (combination of Lishu and Kaishu) is the basis of

Kaishu. As early as in the Wei and Jin dynasties Kaishu had emerged, namely “Zhengshu” (upright script), or “Zhenshu” (genuine script) at that time, and was used across China during the Three Kingdoms period after the break-up of the Han dynasty. Legend has it that Zhong Yao the great calligrapher is the originator of Zhenshu. During Wei, Jin and North-South dynasties (historic period 220-589 between Han and Sui), Kaishu gradually developed and matured. In Tang dynasty, Kaishu arrived at its peak time in history. That it matured and fully developed symbolizes the completion of the Chinese character script evolution. Since Tang dynasty, Kaishu has been a publicly used script across China. Kaishu in the history of Chinese printing typefaces is in a very important place. It has been the mainstream of printing typefaces since the invention of printing in China. The later printing typefaces such as Songti and Fang Songti, Deng Xianti were all realized based on the foundation of Kaishu.

Chinese characters are imbued with a long history and culture. They are not only an expression of thinking, but a representation of the visual form. The ever-changing Chinese calligraphy is at its core a thorough experience and expression of the thinking and form of the Chinese characters. In retrospect of the long history of the Chinese culture and looking toward the future era of digital technologies, Chinese calligraphy is truly a gem in China’s printing history. To further develop it is a solemn obligation of us today.

## 2. Creative type design:

Referring to original design in which contestant makes fresh, creative, and good design of the specified characters. It should not be restricted to specific typefaces, styles, or ways of expression. Note submissions are black-white work. Submitted design that involves adding, filling, alternating, shadowing and other forms of computer effects based on existing typefaces and/or font products will not be accepted.

## 3. Characters to be designed:

察身而不敢诬奉法令容私尽心力矜遭患难避死见贤居其上受禄过量以无能尊显之位自行若此可谓方正士矣 (46 characters in total)

## 4. Specs of submission:

- Contestant should submit the design with an A4 sized sample (not mounted), and a digital file that contains the design.
- The design should be presented on A4 (210mm x 297mm) paper on a white background.
- Layout of characters: drawn or printed in a 50mm (140pt) square box. The form must be fully enclosed in the box. For every page, there should be 3x4=12 characters (see “Sample Layout-Layout 1.pdf”). For layout scheme, please refer to Layout 1 (see “Sample Layout-Layout 1.pdf”). For Theme Type Design, please refer to Layout 2 (see “Sample Layout-Layout 2.pdf”) and provide work accordingly. Layout 2 is a composition of type at the scale of “primary size” in Chinese (equivalent of 42 points, or 14.82 mm).
- Requirements for digital files:
  - Size: A4 (210mm x 297mm)
  - Resolution: 350dpi
  - File format: a copy of .tiff and .jpeg file each (no other file formats are accepted). Please note, author name and name of the design should be written or printed on the CD to be submitted.

## **Submission of Work**

1. Download *Entry Form and Agreement*, and *Form of Design Description*. Fill out the forms on a computer before printing them out. The *Entry Form and Agreement*, and *Form of Design Description* will only be valid when signed by the author.
2. Please include the completed *Entry Form and Agreement*, and *Form of Design Description* when burning the CD to be sent to the organizing committee.
3. For the entries to be fairly judged, no text or mark except that which is related to the competition, can appear on the front and back of the submitted design.
4. Every submission should be accompanied with a CD that contains the competing design, a printed *Entry Form and Agreement*, and printed *Form of Design Description*, sent together to the organizing committee. (Please have your submission properly packaged; destroyed submissions will not be entered and this organizing committee does not hold any responsibility for the damage caused during the time the submission is being delivered.)
5. Submissions to the jury and related materials will not be returned.

### **Judging and Prizes**

- The competition will be judged without the disclosure of contestants.
- Theme type design will endow:
  - One First Prize: RMB 10,000 and winner's certificate
  - Two Second Prizes: RMB 5,000 and winner's certificate
  - Three Third Prizes: RMB 2,000 and winner's certificate
  - Seven Jury Prizes: winner's certificate
  - 15 honorable mentions: winner's certificate
- Creative type design will endow:
  - One First Prize: RMB 5,000 and winner's certificate
  - Two Second Prizes: RMB 2,000 and winner's certificate
  - Three Third Prizes: RMB 1,000 and winner's certificate
  - Seven Jury Prizes: winner's certificate
  - 15 honorable mentions: winner's certificate
- Information with regard to the result of judging will be posted to the submitter and released in media.

### **Deadline of Submission**

Sept. 30, 2009 (stamped date of submission)

### **Ownership of Rights**

- The contestant holds copyright to the design piece entered in the competition. FounderType has the rights to collect, exhibit, display, publish and publicize in related media the submitted designs, but with author information properly credited.
- In terms of the commercialization of winning entries, FounderType holds priority in the right of use upon the date the result of judging is released. Without written permission from FounderType, the awards winners don't have the rights to sign contracts, memorandum and/or agreements with any third parties regarding the commercialization of the winning designs and their licensing.
- The submitted entry must belong to the contestant. The contestant guarantees the organizing committee that no dispute would arise with regard to copyright and intellectual property of the competing entries. In the event that there is such dispute, the organizing committee holds the right to disqualify the contestant from entering the competition. The contestant is to take the consequences of this matter.

### **Disputes and Unforeseen Affairs**

The organizers of the competition hold the right to final interpretation of agreement, design description, and design sample, introduction to past competition juries. Any matters not mentioned herein will be further explained by the organizers. Other matters that fail to be mentioned herein will be posted on FounderType website by the organizing party, on <http://www.foundertype.com>

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