LETTER TO THE 50 DESIGNERS

Our Aim
The purpose of this operation is to explore the ancient theme of the banner, by working on its standard sizes, 468x60 px and 234x60 px. I am asking 50 Web designers from all parts of the world to design their own banner on this space.

The designers
50 designers have been selected worldwide. They represent different areas of creativity: architects, web designers, graphic designers, artists, and other creative people belonging to alternative cultures.

The expressive theme
The expressive theme is an acronym, D.M.L.R., originally created to identify the Web newsletter and magazine I have developed on-line since 1997 as **direct marketing linked resources**. The designers will be processing this 4-letter theme as free text and/or design work.

Technical information
The design will be applied on a 468x60 banner at first. It could be eventually declined onto a 234x60 banner.

Types of design
I. with multiple text frame within a single surface;
II. with visual story (animated banner);
III. of limited space, maximum 25-30 Kbytes each banner;
IV. possible effects: photographic effect, fluorescent colors, metallic colors (gold, silver);
V. only GIF or JPG format.

Market profile
These banners will be numbered in order of delivery. They will appear on a special section of **www.dmlr.org** where the complete works received will be displayed along with the information of the designer who made it for this project. Every designer will provide her/his own bio in English but it will be ultimately presented in a two-language page with the translation into Italian besides. An HTML draft will be sent to everyone involved before it goes on-line.

Deadlines
Designers wishing to take part in the operation **10-year DMLR** are asked to indicate their intention of doing so by returning their biography to me via e-mail, by September 2006. The designers are then kindly requested to let me have their final banner(s) by October 2006.

Reward
Designers taking part in the operation will be offered a standard Dmlr.org link-page the kind everyone finds at **www.dmlr.org/link/roberts.htm**

Material requested
The designers should forward their banners as e-mail attachment or web address (URL) to download. The biography as text witin an e-mail message or web address (URL) to copy.

P.S.
Until now all banners displayed on **www.dmlr.org** have been basically created in house. See DMLRÕs bannerology at **www.dmlr.org/joint.htm**.