



reddot design award

Press release

Essen, April 2009

Register now for the "red dot award: communication design 2009"

Particularly in times of crisis, a coherent brand presence becomes a survival strategy and successful communication design one of the most important differentiating tools for surviving in the market. However, good achievement always requires international comparison: as of now, designers, advertising agencies, and clients from all around the world are invited to enter their works to the "red dot award: communication design 2009". An international jury will assess the works and the best will receive the "red dot". Registrations for the competition can be made from now until 10 June 2009 at www.red-dot.de/registration.

The festive awards presentation and the opening of the special exhibition "Design on stage – winners red dot award: communication design 2009" will take place on 9 December 2009 in the red dot design museum. After the opening, the award-winning works will be presented exclusively in the red dot design museum from 10 December 2009 until 10 January 2010.

red dot: design agency of the year

Every year red dot chooses an agency or a design office respectively as "red dot: design agency of the year". This special honour, which entrants cannot apply for, is to distinguish an agency for its particularly continuous and innovative design achievements in the field of communication design.

red dot

The "red dot" quality label distinguishes works which have been certified by the jury to have very high design standards. In total, only 6.4 per cent of all submitted works received an award in last year's competition.



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red dot: best of the best

The best works in a category receive the "red dot: best of the best" for highest design quality. The winners of this distinction are invited onto the stage at the awards presentation where they receive their certificate.

red dot: grand prix

Among the works that have received a "red dot: best of the best", the jury can award a "red dot: grand prix" for an especially outstanding work in each category, thus distinguishing them in particular. The winners of the "red dot: grand prix" are not announced until the award ceremony and receive the red dot trophy as a symbol of this special distinction.

10,000 euros prize money – the "red dot: junior prize"

Students and young designers can participate with their works in the "red dot: junior award". Good design achievements receive the "red dot" quality label, outstanding works the "red dot: best of the best". Among all these works a "red dot: junior prize" is awarded to the best student work. The prize money amounts to 10,000 euros.

About the red dot design award

The red dot design award dates back to 1955. With around 11,000 entries from over 60 nations, the award is now the world's largest and most distinguished design competition. It breaks down into the three different disciplines "red dot award: product design", "red dot award: communication design" and "red dot award: design concept".

www.red-dot.de

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Dates at a glance

Early Bird registration:	by 30 April 2009
Registration deadline:	27 May 2009
Registration deadline for latecomers:	10 June 2009
red dot gala:	9 December 2009 red dot design museum
Winners' exhibition:	10 December 2009 until 10 January 2010

Participation

Registration fee: from 90 euros

Participation eligibility:

The "red dot award: communication design" is open to designers, agencies, design firms, and clients of communication design works that were realised and published between 1 January 2007 and 1 July 2009.

The "red dot: junior award" is part of the "red dot award: communication design" competition and open to students and young designers who have graduated within the last two years.

The categories of the "red dot award: communication design 2009":

- 1 Corporate Design
- 2 Stamps and Banknotes
- 3 Annual Reports
- 4 Advertising
- 5 Packaging Design
- 6 Editorial
- 7 Magazines & Daily Press
- 8 Typography
- 9 Games
- 10 Comics



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- 11 Posters
- 12 Information Design/Public Space
- 13 Online Communication
- 14 Online Advertising
- 15 E-Commerce Design
- 16 Online News
- 17 Online Community Design
- 18 Online Service Design
- 19 Online Education and Knowledge
- 20 Virtual World
- 21 Digital Games
- 22 Graphical User Interfaces
- 23 TV & Cinema
- 24 Image Films
- 25 Sound Design

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