



reddot design award

Trend report from the red dot award: communication design 2008

Corporate Design

Conspicuously inconspicuous is the motto in the category Corporate Design. The designers manage to capture the gist of a brand in subtle yet concise ways and to convey the contents creatively and originally. The company philosophy is communicated on different levels; identification with the brand is omnipresent. Complex contexts are formally reduced; and with striking freshness and an open cheerful visuality new and consistently high value is created. Designers convey the company image with iconographically clear solutions. The messages are translated into graphics in subtle yet informative ways.

Annual Reports

In the category Annual Reports the red dot award: communication design has recorded a clear increase in the number of entries. Companies have recognised the importance of a consistently harmonious brand presentation. The annual reports' design quality is exceptionally high. As a consequence of the technical innovations that have been further developed over the years the reports present themselves with an overall high professional standard. The designers have taken advantage of the latest technologies and perfected their use. The work not only has to be consistent, designers are also striving for a harmonious whole representing the company philosophy in a likable as well as reputable way.

Advertising

In the category Advertising designers are working with humour and sophisticated craftsmanship. The advertising message is conveyed subtly. At the same time the campaigns have a high brand value. The traditional craftsmanship is masterfully brought into the modern context; with likeability and a new objectivity, designers come up with original solutions. The development of communication design in the Advertising category is as rapid as that of the technical progress in the product field. The advertising message is becoming increasingly international; the visual message is presented clearly and directly. In the Advertising category the designers manage to appeal to emotions and create a foundation for identification with the brand.

Packaging Design

The variety in the Packaging Design category shows the abundance of possibilities designers are faced with in their work every day. Good packaging must be convincing in order to make the product attractive to the buyer. Not only the brand image has to be conveyed at first glance; at the same time all the senses have to be influenced in favour of the essential product qualities. The packaging itself is increasingly gaining value; cultural factors often play a joint role when it comes to creating a basis for identification. Often the motto "less is more" also applies. A harmonious, unobtrusive, but at the same time informative exterior stages the value of the product. With dynamic and sustainable solutions the designers direct the



reddot design award

attention to the content. The brand remains true to its ideas and attempts to communicate essential product characteristics and value with a concise design language.

Editorial

In the category Editorial designers manage to combine the latest technical possibilities with the traditional qualities of graphic design. The challenge is to translate complex contexts into clear messages. In times when nothing is really new designers have to motivate themselves to use the existing wealth of experiences in innovative ways. The book as such gains a completely new value in times of the Internet. Haptic quality becomes an essential design aspect and conveys the message on an emotional, sensual level. The student works have intellectual topics and are well researched; the challenge is to create a combination of elements forming a harmonious whole. With typographic perfection new emotional values are created in the Editorial category.

Posters

Modern poster design offers plenty of room for development. Today designers are facing the challenge of having to create new ways of creative development while looking back on a complete stylistic design history. Clear messages and a global design language are the essential motivation in poster design. Through direct communication with the observer poster designers have to appeal to a broad target group using originality and finesse with regards to identification with the product or brand. With conciseness and humour the observer's focus is immediately directed.

Information Design/Public Space

The future has begun in the category Information Design/Public Space. The possibilities for designing public space seem unlimited. Designers play with an active integration of the third dimension. With the help of interactivity customers can experience the brand. The presentation of the company is initiated as a special experience. New technologies and the diversity of digital media extend the scope of what is possible and can be used effectively. Interactive spaces are created which not only present content, but also provide strong experiences. The interplay of different materials and presentation forms is in part staged perfectly. The virtual life bursts into the real world and the message is aimed at the emotions of the target group.

Websites/Interactive Advertising

In the age of global networks and unlimited technical possibilities the following still applies: the simpler the solution, the better it is. In the face of today's information deluge it is a challenge to make clear statements and create fresh images. The content becomes the crucial element; designers have recognised that unnecessary tools distract from the essentials. The possibility of immediate communication is intentionally reduced to the information that needs to be conveyed by the



reddot design award

designers. Graphics are becoming more important and the motto "form follows function" is increasingly gaining significance in the multimedia sector.

Interactive Games/Tools

In the category Interactive Games/Tools it also becomes clear that we are living in an increasingly virtual world. The borders are mostly disappearing; the design approach resembles that of website design. The central design element is interaction; communication reaches the next level. Designers have familiarised themselves with the diverse technical possibilities and are increasingly focusing on the content and the underlying idea itself. The crucial messages are conveyed clearly and informatively; the days when modern web design was about creating the most complex combinations of the latest technical possibilities are long gone.

Graphical User Interfaces

Touch screens are used more and more in modern product design; user interfaces are becoming increasingly complex. In order to utilise the advantages of this technology and make its practical use as easy as possible, clear design solutions are required. The self-explanatory quality is the crucial focus for designers when creating graphical user interfaces. If the menu prompting is logical and users can recognise the function of individual buttons at first glance, then nothing distracts them from what they are actually interested in. Designers have returned to using design for its own sake; in combination with professional craftsmanship they are creating graphically optimised solutions.

TV & Cinema

In the category TV & Cinema designers manage to stage content in a concise graphic way. The close combination of image and sound elements facilitates the creation of a holistic message. With a harmonious composition of moving pictures and authentic sounds atmospheres are created and the message is conveyed on an emotional level. The technological developments in the audiovisual sector can fully unfold in the TV & Cinema category; the result is the creatively as well as qualitatively outstanding implementation of informative content.

Sound Design

The category Sound Design has developed particularly strongly in recent years. The targeted use of sound design conveys different information on different levels, because not only animated pictures but also subtle unobtrusive sound compositions are crucial elements of a design concept. Sound designers manage the balancing act between unobtrusiveness and presence. Sound must never dominate and has to be successfully adapted to the respective campaign. In this process sound design is ideally always customised to the medium it supports. Sound design is used for finding the brand identity as well as to support atmospheric creations. Catchy, light and with high recognition value, designers are directing the target group's perception with modern sound design.



reddot design award

Press contact:

Sabine Schnedler

Press & Public Relations

Phone: +49 (0)201-30 10 4-43

E-mail: schnedler@dznrw.com

www.red-dot.de/press