



Communication Arts
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Press Release

For Immediate Release

Communication Arts Magazine Announces Winners of its 56th Design Annual Competition

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Menlo Park, California, June 5, 2015—*Communication Arts* magazine, a professional journal for those involved in creativity in visual communications, has announced the winners of its 56th annual design competition. One hundred and fifty-three projects were selected by a jury of creative professionals; 4,083 entries were submitted to the competition. The selected projects will be reproduced in the September/October 2015 issue of *Communication Arts*. More than 34,000 copies of the issue will be distributed worldwide assuring important exposure to the creators and publishers of these award-winning projects.

About *Communication Arts*

Communication Arts is a professional journal for designers, art directors, design firms, corporate design departments, agencies, illustrators, photographers and everyone involved in visual communications. Through its editorials, feature articles and the annual competitions it sponsors, CA provides new ideas and information, while promoting the highest professional standards for the field.

Now in its 57th year, CA continues to showcase the current best—whether it's from industry veterans or tomorrow's stars—in design, advertising, photography, illustration, interactive and typography. Everything is reproduced with quality printing and attention to detail unmatched by any trade publication anywhere.

With a paid circulation of 34,000 (31,395 subscribers and 2,753 single copy sales), CA has a rich tradition of representing the aspirations of a continually-growing and quality-conscious field of visual communications. CA's editorial content, knowledgeable presentation and writing, use of color and quality reproduction are all designed to be consistent with the standards CA's readers set for themselves in their own careers.

About the 56th Design Competition and Annual

Published each September, the *Design Annual* incorporates special reproduction techniques developed by CA, including quality 200-line color separation and printing on premium 70 lb. coated paper by one of the finest printers in the United States. Everything that was originally in color is reproduced in color at a size that allows the concept to be understood.

Of the 4,083 entries to the 56th *Design Annual*, only 153 were accepted, representing the work of 141 designers, design firms and in-house design departments, making the *Design Annual* the most exclusive major design competition in the world.

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Design Annual Factsheet

Title Design Annual 56

Sponsor *Communication Arts* magazine, a professional journal for designers, art directors, design firms, corporate design departments, agencies and everyone involved in visual communications.

Entries 4,083

Winners 153

Judges **Kelly Bjork**, associate partner/executive creative director, vSA Partners, Chicago, IL

Dora Drimalas, principal/creative director, Hybrid-Design, San Francisco, CA

Jay Fletcher, designer/illustrator, J Fletcher Design, Charleston, SC

Jeffrey Keyton, head of design, MTV, New York, NY

Steven Watson, founder/co-creative director, Turnstyle, Seattle, WA

How Judging Took Place The five jurors worked in screening teams of two, with Jean Coyne, the executive editor of the magazine, working as the sixth juror. Each category had been distributed into two parts so each group screened one-half of the entries.

Print entries were spread out on the tables by category. Each juror viewed the entries independently and could put an entry into the final voting round. Digital entries were projected and selected by checking an “in” or “out” column on prepared scoring sheets.

For finals, all five jurors worked as a single team. In one hall, print entries were again spread out on the tables by category. Two paper cups, one white and one red, with slots cut in the bottom, were placed upside down to the right of each entry. White cups were for “in” votes, red cups for “out.” Each juror voted with different colored ceramic tiles by putting his or her tile in the appropriate cup.

After all the jurors had finished voting on print, they moved to another hall for digital entries. Again, voting was done by each juror checking the “in” or “out” column on scoring sheets. A minimum of four votes were required to place a finalist into the annual.

Criteria Chosen on the basis of creative excellence and quality of execution

Winners No. Category

By Category	29	Packaging	17	Posters
	11	Trademarks	7	Editorial
	2	Identity Programs	7	Books
	8	Integrated Branding	1	Motion Graphics
	3	Letterheads	20	Self-Promotion
	3	Annual Reports	7	Public Service
	3	Product/Service Brochures	5	Environmental Graphics
	8	Catalogs	2	Miscellaneous
	7	Misc Company Literature	13	Student Work

Distribution More than 34,000 copies will be distributed to subscribers and by single copy sales through art stores, book stores, Amazon.com, iTunes or direct from commarts.com.