

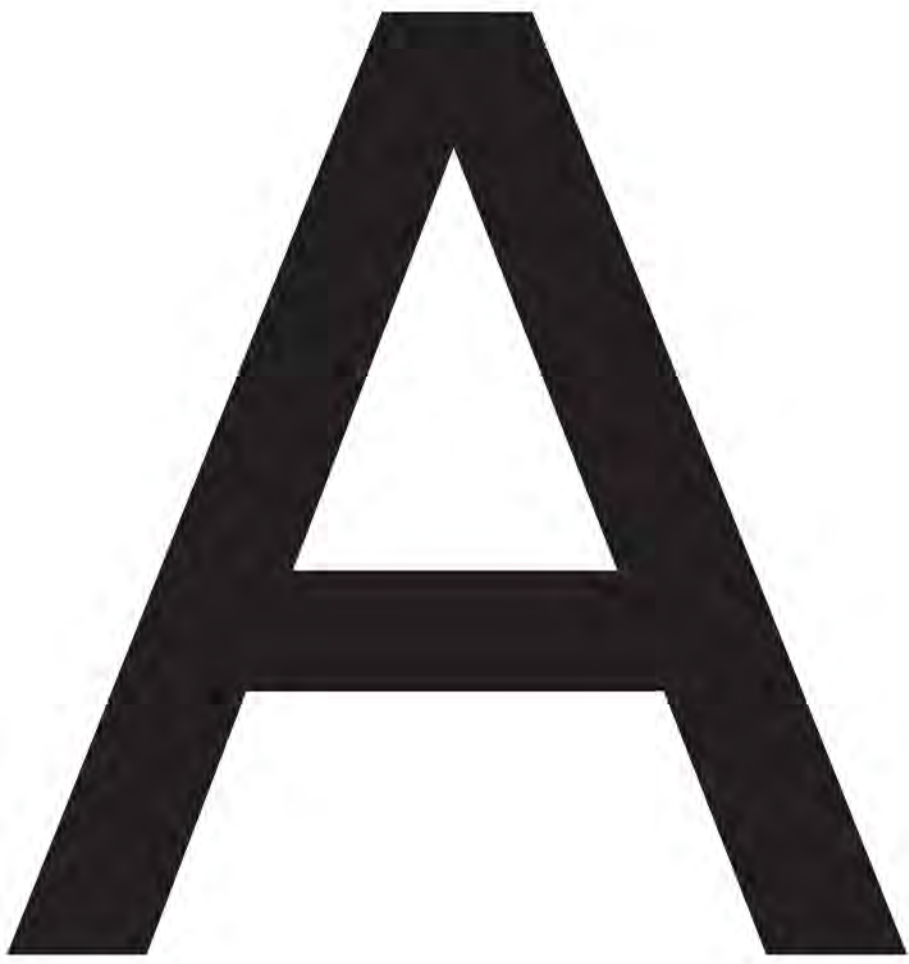
Australian
Design
Biennale
Awards
2012

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Australian
Graphic
Design
Association

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**Epilogue:
Les Mason**

We must experiment, look for new forms, fight harder for our beliefs, build more understanding between ourselves and our account people and our clients. We must produce better brochures, ads, packages, letterheads. This exhibit shows some of our energy, but it also shows many of our weaknesses: poor ads with no idea content, poor typography, illustration that comes out of annuals and scrap files, design with an obvious past. We must take a closer look at each finished job. Is the printing good, could we have done better with the typography, how is the total organisation? We rationalise a bad job again and again, but we can't avoid the printed piece – it is our proof of our endeavour and our responsibility to our trade. This annual is a report and a reminder of our position as graphic artists.

Les Mason's comments as a judge in the inaugural Australian Commercial and Industrial Artists Association (ACIAA) Annual (1963).



AGDA Awards Categories

- 1 Identity**
 - a Logo, trademark, symbol
 - b Individual item
 - c Identity system
 - d Range
 - e Range of implementation
- 2 Printed Media**
 - a Product or service booklet, brochure
 - b Catalogue
 - c Report, prospectus, paper, review, tender, submission document
 - d Newspaper (front page, spread, multi-page section or complete)
 - e Magazine/journal/newsletter (cover, spread, multi-page section or complete)
 - f Calendar
 - g Greeting card, announcement, invitation
 - h Direct mail
 - i Statutory print – Postage stamp, certificate
 - j Technical collateral – form, bill, reporting
- 3 Books**
 - a Entire book
 - b Front cover
- 4 Posters**
 - a Cultural (promoting the arts, non-commercial) – individual
 - b Cultural (promoting the arts, non-commercial) – range
 - c Advertising (promoting a product or service) – individual
 - d Advertising (promoting a product or service) – range
 - e Ideological (social, political) – individual
 - f Ideological (social, political) – range
- 5 Digital Media**
 - a Websites (flash, html-based websites and blogs)
 - b Mobile, tablet or desktop apps
 - c Interactive experience (Touch screen, kiosk, installation, projection, physical interface)
 - d Motion/animation graphics
 - e Social media campaigns and apps
 - f Technical reference (Documentation, Intranet, Survey, Reporting)
- 6 Three Dimensional Design**
 - a Signage
 - b Wayfinding
 - c Exhibitions, interpretation & galleries
 - d Installations
 - e Interiors & public spaces
 - f Trophies, medallions, plaques, commemorations
 - g Uniform, apparel, premiums, gifts
 - h Fashion/retail outcomes, clothing, apparel, premiums
- 7 Packaging**
 - a Retail – individual
 - b Retail – range
 - c Corporate – individual
 - d Corporate – range
 - e Alcohol – individual
 - f Alcohol – range
 - g FMCG – individual
 - h FMCG – range
 - i Entertainment – individual
 - j Entertainment – range
- 8 Image-making**
 - a Art direction – individual
 - b Art direction – range
 - c General illustration – individual
 - d General illustration – range
 - e Technical illustration – symbols, graphs, diagrams, charts, mapping, patterns – individual
 - f Technical illustration – symbols, graphs, diagrams, charts, mapping, patterns – range
 - g Photography – individual
 - h Photography – range
- 9 Typography**
 - a Print, digital, packaging and environmental (where typography is a dominant element)
 - b Individual font (display case/single weight)
 - c Type family (extensive character set/multiple styles)
 - d Experimental typography
- 10 Self promotion and design for a creative audience**

This category acknowledges work that is created by designers for themselves (self promotion), and also work specifically designed for the creative industry (design organisations, events)

 - a Identity
 - b Printed media
 - c Books
 - d Posters (individual or range)
 - e Digital media
 - f Three dimensional design
 - g Packaging (individual or range)
 - h Image-making
 - i Typography

▲ Pinnacle Awards
● Judges' Choice

6a

Mawson Place Tourist Signage

Client: Hobart City Council
Studio: Futago

Designer:
Judith Abell,
Kate Owen
Creative Director:
Judith Abell,
Daniel Zika,
Kate Owen
Photographer:
Jonathan Wherrett



6a

Loblaws Maple Leaf Gardens,
Toronto, Canada

Client: Loblaw Companies Limited
Studio: Landini Associates

Designer:
Mariela Tiqui,
Wayne Cheng,
Yukiko Kawabata,
Ian McDougall,
Wenny Arief,
Steven Luongo
Creative Director:
Mark Landini
Photographer:
Trevor Mein
(Mein Photography)

