

American Graphic Design Awards No. 1

COLAS Annual One

American Graphic Design Awards

No. 1

Visual Reference Publications/New York

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the publisher.

Copyright © 2001 by Kaye Publishing Corp.

Visual Reference Publications, Inc.
302 Fifth Avenue
New York, NY 10001

Distributors to the trade in the United States and Canada
Watson-Guptill
770 Broadway
New York, NY 10003

Distributors outside the United States and Canada
HarperCollins International
10 East 53rd Street
New York, NY 10022

Design: Rob Richards, Pin Design

Library of Congress Cataloging in Publication Data:
American Graphic Design Awards No. 1
Printed in Hong Kong
ISBN 1-58471-060-8

Contents

American Graphic Design Awards No. 1

Introduction	7
Advertising	9
Announcements / Invitations / Cards	14
Annual Reports	25
Books	38
Brochures / Collateral	42
Calendars	68
Catalogs	71
Corporate Identity	75
Direct Mail / Direct Response	81
Internet / Interactive	87
Letterhead / Stationery	94
Logos / Trademarks / Symbols	100
Newsletters	111
Packaging	114
Point-of-Purchase / Displays / Signs	130
Posters	134
Pro Bono / Public Service	139
Publications	142
Sales Promotion	150
Self Promotion	155
Judges	163
Firms Represented	166

American
Graphic Design
Awards
No. 1

American Graphic Design Awards

No. 1

Visual Reference Publications/New York

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from the publisher.

Copyright © 2001 by Kaye Publishing Corp.

Visual Reference Publications, Inc.
302 Fifth Avenue
New York, NY 10001

Distributors to the trade in the United States and Canada
Watson-Guptill
770 Broadway
New York, NY 10003

Distributors outside the United States and Canada
HarperCollins International
10 East 53rd Street
New York, NY 10022

Design: Rob Richards, Pin Design

Library of Congress Cataloging in Publication Data:
American Graphic Design Awards No. 1
Printed in Hong Kong
ISBN 1-58471-060-8

Contents

American Graphic Design Awards No. 1

Introduction	7
Advertising	9
Announcements / Invitations / Cards	14
Annual Reports	25
Books	38
Brochures / Collateral	42
Calendars	68
Catalogs	71
Corporate Identity	75
Direct Mail / Direct Response	81
Internet / Interactive	87
Letterhead / Stationery	94
Logos / Trademarks / Symbols	100
Newsletters	111
Packaging	114
Point-of-Purchase / Displays / Signs	130
Posters	134
Pro Bono / Public Service	139
Publications	142
Sales Promotion	150
Self Promotion	155
Judges	163
Firms Represented	166

As completion of the issue neared and we saw all the winning pieces in one place... and we knew that no hype nor window dressing would be necessary. The work itself — representing an elite handful of the nearly 11,000 pieces entered — displays nothing less than the best of graphic design, the power of communication, and the remarkably broad range of projects, clients and venues that creative professionals touch. It is the work that distinguishes this edition of the Annual as no trumped up tagline or forced theme ever could.

Which leaves just one more piece of business in this Welcome Letter, which is to note that the award winning designs were done on a backdrop of unprecedented promise for graphic design as an art, discipline, community and industry.

In the past decade leading up to this moment, professional graphic design has undergone a brilliant transition from back room prettifiers into a central role of responsibility, control and influence in the communication process. The field has well over 100,000 working professionals at independent design firms, advertising agencies, corporations, publishers and various other institutions and organizations. Creative jobs are expanding faster than the workforce as a whole, purchasing influence is growing exponentially, 'graphic design' has eclipsed advertising, printing, and media-related courses at the college level, the AIGA national trade association shows membership at an all-time high, and recent studies by TrendWatch demonstrate that confidence among designers is high and revenues are expected to surge over the next five to ten years. The reasons for the growth are complex, but there are three worth contemplating.

One is the recognition of design as a valuable business and institutional asset. It is simply harder for them to convey their message or even to keep the attention of an impatient, transient, globalized audience. Design is increasingly understood as a valuable business asset with identity and branding entrenched in the communications processes.

Welcome

continued

Second, digital technology has moved responsibility upstream toward the content creator, giving designers more control over the graphic communications process and launching a cross-media era where print design, p-o-p and packaging, internet and broadcast complement, converge and coexist. This has made creative professionals the “gatekeepers” in the design, production, buying and specifying process; and it puts the designer in the center.

Third, top-flight graphics professionals are responding well to these increased challenges and demands by transforming themselves into strategic thinkers and planners, by helping clients solve problems from the beginning of the process, by understanding and synthesizing the culture and communicating it on behalf of clients and causes, and by becoming smarter about their own business.

The vote is in and it reveals a profession that is great and growing, surging with energy and intelligence, interpreting and even shaping commerce and culture. On this point, no recount is required.

Gordon Kaye, *Publisher*

Laura Roth, *Director, American Graphic Design Awards*

Jan Schorr, *Associate Director, American Graphic Design Awards*

Rob Richards, *Creative Director*

Ilana Greenberg, *Design & Production Manager*

Susan Benson, *Editor*

YOUR CALIFORNIA
Wild by Nature, Preserved by Design

OPTIONS ON SANTA YSABEL RANCH LAUNCH EASTERN SAN DIEGO MOUNTAINS PROJECT

The Santa Ysabel Ranch is only 10 miles from the heart of San Diego. The project will take the ranch's natural and cultural resources and transform them into a series of trails and open spaces that will provide a link between the city and the mountains. The project will also provide a link between the city and the mountains. The project will also provide a link between the city and the mountains.

1

AUTOMOTIVE RECYCLING
The Official Publication of the Automotive Recyclers Association
January/February 2000

Magical Success
Within the fast changing world of auto recycling, ARA's membership is poised for the future and positioned for success.

PLUS:
Net Profits
ARA's 1999-2000
Regional Directors

2

When you reward your own job, your credit is more prepared for the office job.

Also, dogs are your documents and friends of your work.

So, we give you the most up-to-date information about your company.

and your boss will thank you for the tip.

As the business and the world change, the business needs to adapt. The business needs to adapt. The business needs to adapt.

REGISTER NOW FOR A 14-DAY FREE TRIAL. (BONUS: 10% OFF!)

3

Download the demo
www.soundjam.com

Think Music! Think MP3!
SoundJam MP
Today's hottest audio technology on the Mac!

4

WE'VE GOT TO ADMIT IT'S GETTING BETTER

IT'S THE BEST OF THE BEST 20 YEARS OF THE FUTURE AND THE FUTURE IS HERE

THE FUTURE IS HERE

THE FUTURE IS HERE

THE FUTURE IS HERE

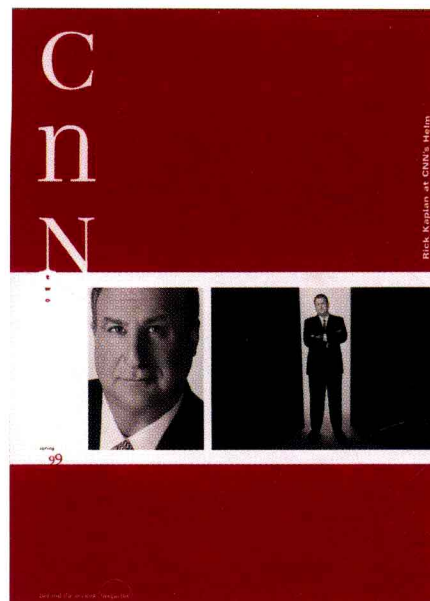
5

Advertising

- Design Firm:** Akagi Remington, San Francisco, CA **Client:** Nature Conservancy of California **Project:** Your California **Art Director:** Dorothy Remington **Designer:** Alison McKee, Kimberly Powell
- Design Firm:** Automotive Recyclers Association, Fairfax, VA **Project:** Automotive Recycling Magazine, January/February 2000 Issue **Art Director:** Tammy Haire **Designer:** Caryn Suko
- Design Firm:** Babcox Publications, Akron, OH **Client:** Aftermarketnews.com **Project:** Ad Series **Designer:** Doug Scheetz
- Design Firm:** Casady & Greene, Salinas, CA **Project:** SoundJam MP Ad **Art Director:** Karen Thompson **Designer:** Lisa Dutra
- Design Firm:** CIO Magazine, Framingham, MA **Project:** Inventing the Future **Art Director:** Mary Lester **Designer:** Jessica Sepe **Illustrator:** Laura Ljungkvist



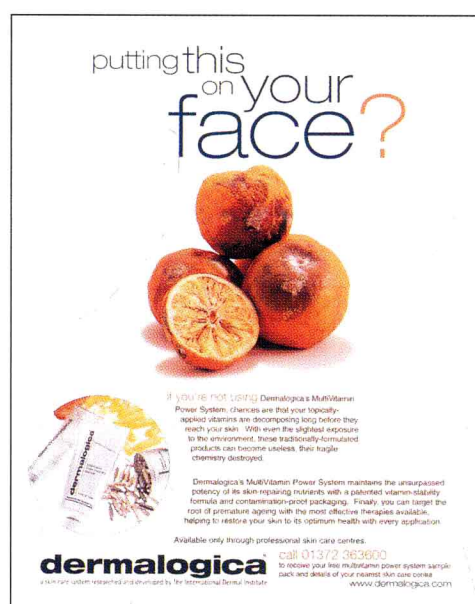
1



2



3



4

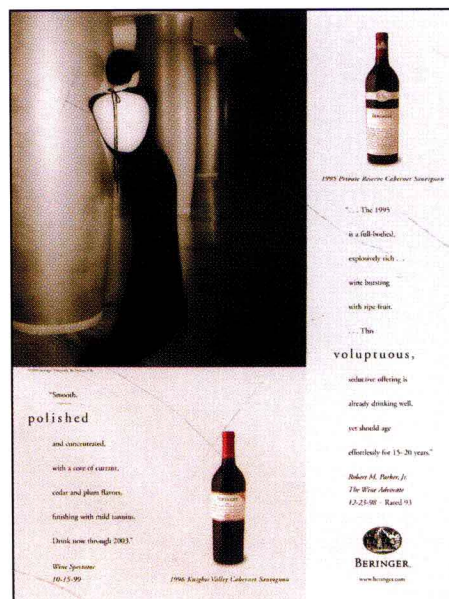


5

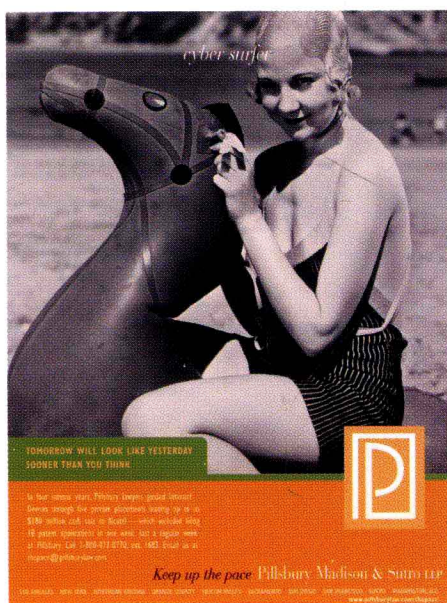
- 1 **Design Firm:** CIO Magazine, Framingham, MA **Project:** Information Sickness **Art Director:** Mary Lester **Designer:** Kaajal Asher **Illustrator:** Jacques Cournoyer
- 2 **Design Firm:** Clarion Marketing & Communications, Atlanta, GA **Client:** CNN **Project:** CNN Two Magazine **Art Director:** Judi Weber **Designer:** Judi Weber, Dwight Smith **Photographer:** Mark Hill
- 3 **Design Firm:** Davis Harrison Dion, Chicago, IL **Client:** Ideal Industries, Inc. **Project:** One Hard Workin' American **Art Director:** Brent Vincent, Rob Grogan **Designer:** Bob Dion **Illustrator:** Dave Paoletti
- 4 **Design Firm:** Dermal Group, Torrance, CA **Client:** Dermalogica UK Division **Project:** Putting This on Your Face Ad **Art Director:** Claudine Villemure **Designer:** Claudine Villemure **Photographer:** Linda Ikeda
- 5 **Design Firm:** Design Guys, Minneapolis, MN **Client:** Target Stores **Project:** Home Decor Interactive Ads **Art Director:** Steven Sikora **Designer:** Anne Patterson



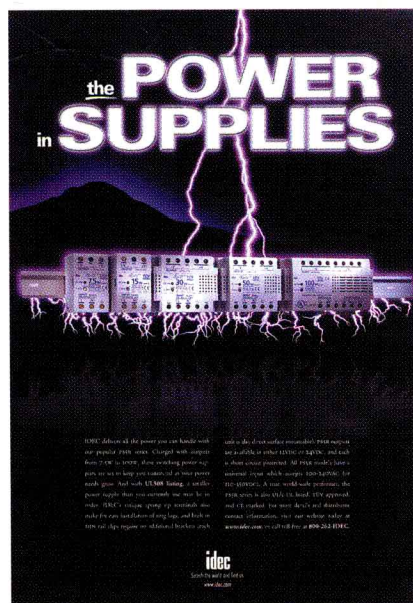
1



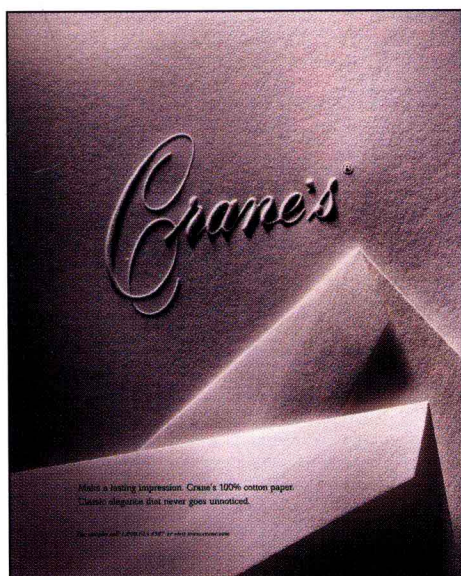
2



3

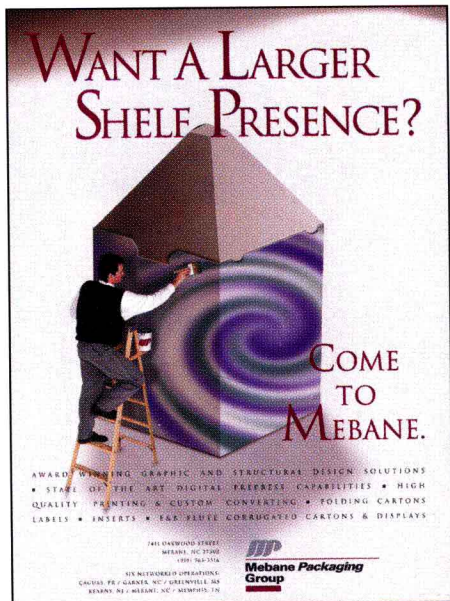


4

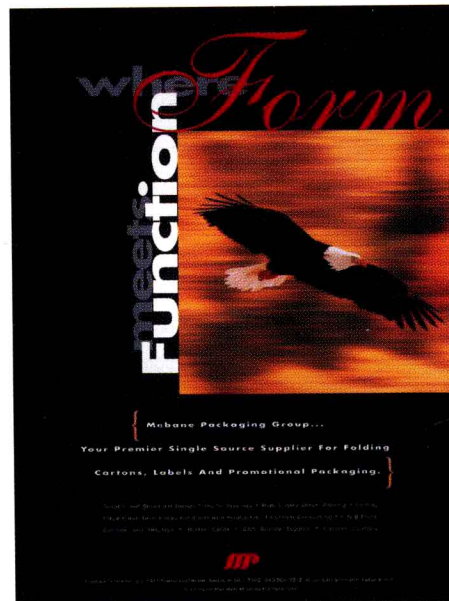


5

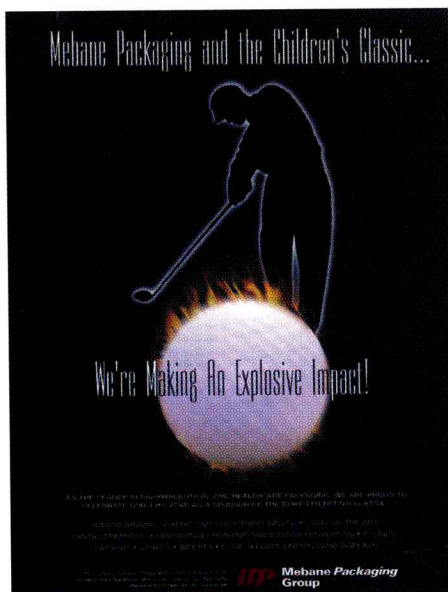
- 1 **Design Firm:** Gammon Ragonesi Associates, New York, NY
Client: Campari USA **Project:** Inizio Magazine **Art Director:** Mary Ragonesi **Designer:** Mary Ragonesi **Photographer:** Greg Lord
- 2 **Design Firm:** GMO/Hill Holliday, San Francisco, CA **Client:** Beringer
Project: Trade Ad **Art Director:** Rick Atwood **Designer:** Marc Woollard **Photographer:** Deborah Samuel **Copywriter:** Amy Caplan
- 3 **Design Firm:** Greenfield/Belser, Washington, DC **Client:** Pillsbury Madison & Sutro **Project:** Vintage Ad Series **Art Director:** Burkey Belser **Designer:** Kristen Mullican-Ferris, Burkey Belser
- 4 **Design Firm:** IDEC Corporation, Sunnyvale, CA **Project:** Power Supply Ad **Art Director:** Jared Tipton **Designer:** Jared Tipton **Photographer:** Kent Clemenco **Illustrator:** Jared Tipton
- 5 **Design Firm:** Keiler & Company, Farmington, CT **Client:** Crane & Company **Project:** Make a Lasting Impression **Art Director:** Liz Dzilenski **Designer:** Liz Dzilenski **Photographer:** Frank Marchese



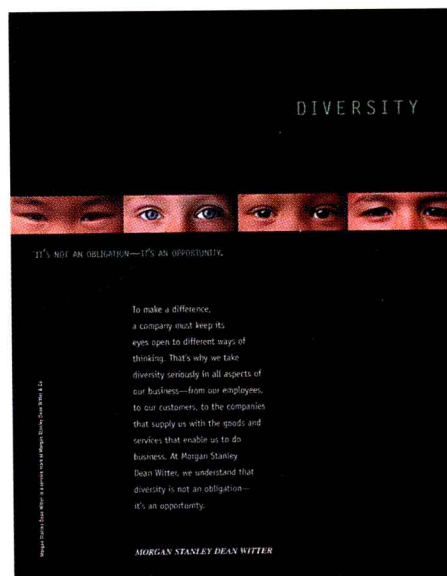
1



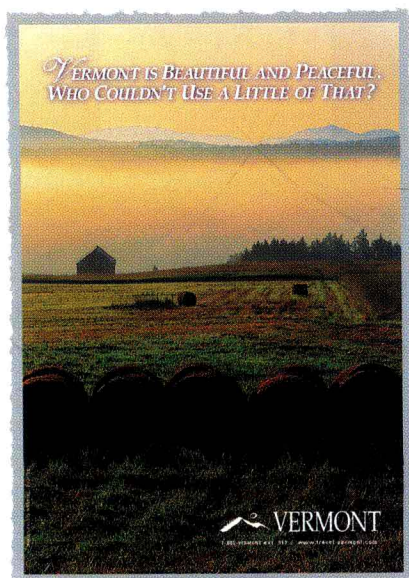
2



3



4

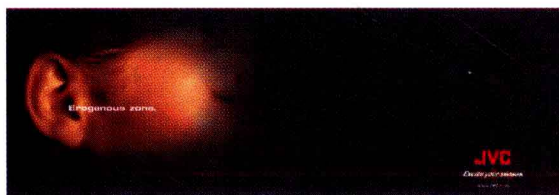


5

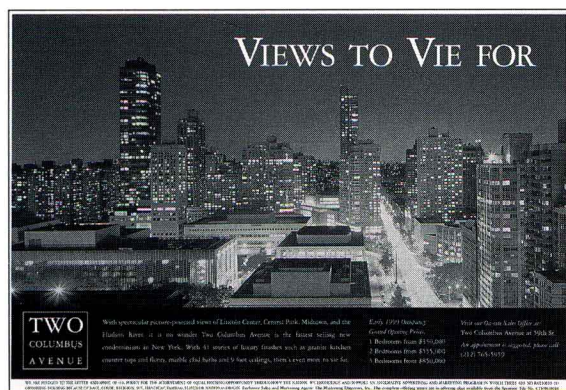
- 1 **Design Firm:** Mebane Packaging of Westvaco, Mebane, NC
Project: Larger Shelf Presence Ad **Art Director:** Lon Gilbert
Designer: Lon Gilbert **Illustrator:** Lon Gilbert
- 2 **Design Firm:** Mebane Packaging of Westvaco, Mebane, NC
Project: Form and Function Ad **Art Director:** Lon Gilbert **Designer:** Lon Gilbert
- 3 **Design Firm:** Mebane Packaging of Westvaco, Mebane, NC
Project: Children's Classic Golf Ad **Art Director:** Lon Gilbert
Designer: Lon Gilbert
- 4 **Design Firm:** Morgan Stanley Dean Witter: IBD Creative Services, New York, NY **Project:** Supplier Diversity Ad Campaign **Art Director:** Freddie Paloma, James Brown, Chris Lee **Designer:** Freddie Paloma
- 5 **Design Firm:** Paul Kaza Associates, Inc., South Burlington, VT
Client: Vermont Department of Tourism and Marketing **Project:** Summer Campaign **Designer:** David Walker **Copywriter:** Paul Kaza, Stewart Wood **Photographer:** Alan L. Graham, Alan Jakubek, Paul Boisvert



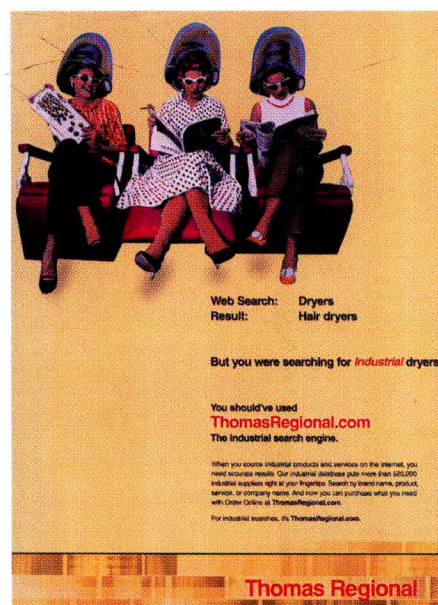
1



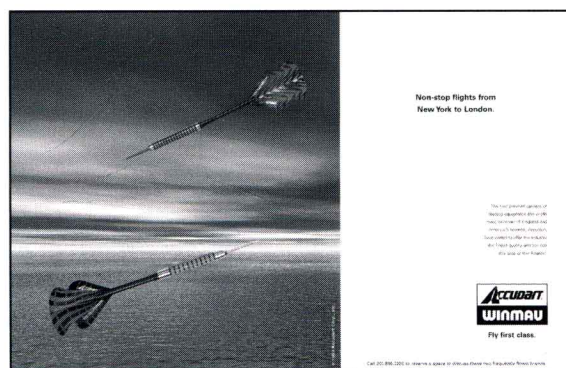
2



3



4



5

- 1 **Design Firm:** R&J Integrated Marketing Communications, Parsippany, NJ **Client:** Nielsen & Bainbridge **Project:** Blue Eyes **Art Director:** Andrew Cammarata **Designer:** Andrew Cammarata
- 2 **Design Firm:** R&J Integrated Marketing Communications, Parsippany, NJ **Client:** JVC **Project:** Excite Your Senses **Art Director:** Paul Federico **Designer:** Paul Federico
- 3 **Design Firm:** Sherman Advertising Associates, New York, NY **Client:** Two Columbus Avenue **Project:** Views to Vie For Ad **Art Director:** Sharon Elaine Lloyd **Designer:** Sharon Elaine Lloyd **Photographer:** Bill Taylor
- 4 **Design Firm:** St. Jacques Communications Design, Morristown, NJ **Client:** Thomas Regional **Project:** Web Search Ad Campaign **Art Director:** Philip St. Jacques **Designer:** Philip St. Jacques
- 5 **Design Firm:** Sunspots Creative, Inc., Hoboken, NJ **Client:** Accudart **Project:** Non-stop Flight Ads **Art Director:** Rick Bonelli **Designer:** Deena Hartley **Photographer:** Manny Akis