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The D&AD awards are, "For creative ideas imagined brilliantly [and] executed beautifully.... the world's beacon for creative excellence since 1962." This is 'THE' award for creatives. Celebrating the best of the best in the creative world, the annual awards are handed out to those who produce the most transformative designs.

I have been interested in the D&AD Awards since I first heard of them more than a decade ago. In searching through the main categories above it became quite obvious that the work of a 'Graphic Designer' could sit within many of these classifications. For example, I have done animation, branding, digital design, editing, graphic design, illustration, packaging design, photography, PR and magazine and newspaper designs! Phew!

Each of these categories then have several subcategories which hone in on your specialisms within that subject area. Typography, for instance, has no less than 15 subcategories which you can enter. This

is a lot to take in. If we take an average of 10 subcategories per category, we would end up with an unfathomable 400 possible entry points. Does this mean we should focus on one specialism or relish in the fact that as Graphic Designers we have a plethora of options available to us in creating design gold?

So starting at the most logical point I looked into the Graphic Design category. I came across a poster design which jumped out at me.

**"The campaign seeks to build on the trust and affinity readers have with the Guardian and its role in giving people the facts to challenge the status quo, publish fresh ideas and opinions, and hold power to account."**

The symbolic use of the butterfly and its determination for change and to never give up is one that resonates across the globe. The designers have decided to show the butterfly in black and white so that it does not distract from the core message of the campaign. It also says to me that although something may be small, fragile even, with hope comes power.

What really interested me about this campaign is that it won 3 wooden pencil awards for Direction (Film Advertising), Art Direction (Art Direction for Outdoor Advertising) and Graphic Design (posters). The company behind it, Uncommon Creative Studio, is based in London and their website is extremely sparse. The only real detail on it is:

Uncommon London is a creative studio building brands that people in the real world actually wish existed - Uncommon London

I even had to look to their social media to find their work! They have some big clients behind them (B&Q, Brewdog and ITV) but not describe themselves as anything more than the above. So, when I ask myself if the people behind it are Graphic Designers, Art Directors or Typographers...I don't know. And I like that. Perhaps the way forward is to not pigeonhole ourselves at all? Maybe, in become Graphic Designers we have tuned our brains to a variety of creatives outputs and no one job title can define us?



Entrant  
Uncommon Creative Studio

Client  
The Guardian

Country  
United Kingdom



# EXPERIENCE

Working as a Graphic Designer or in a communications department for the last 5 or 6 years has seen me do many of the above jobs. I have put branding at the top of this list as I feel that it is taken into consideration in all of the mediums below it. Its rare that you will get to focus on one of these practices solely on its own. You cant brand without logo design or public relations or digital design for example.

As part of my day to day job I have to help with creation of events and I think it should be a recognised discipline of creatives. I have highlighted the works of the Brighton Fringe Festival as an example. The festival, which has been happening since 1967, has developed a unique brand. The logo changed in 2011/12 and the organisers have sought the assistance of

local illustrators and artists to give it a tone of voice like no other across the country.

Going back to my day job. I often get given briefs for new events and ideas and have to develop a brand to accompany it. My colleagues are all involved, sourcing stalls, acts, lights – whatever is required really. When it comes together it really is something to behold.

The events industry is massive and the people involved make interesting, exciting experiences for the attendees. Graphic Design in its simplest form is story telling. Event organisers get to develop their story from the ground up and, in some cases, like the Brighton Fringe Festival, it can develop its own culture, heritage and following.

**Pay attention D&AD!**



Creative  
Various

Client  
Brighton Fringe Festival

Country  
United Kingdom