



PENGUIN DESIGN AWARD 2014 		仅限学生 PENGUIN DESIGN AWARD 2014	截止日期 02 4月 2014 已截止
发布日期 2013年12月19日	参赛费用 请参阅竞赛详情	在线链接 访问主办方网站	

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来源: GRAPHIC COMPETITIONS

The Penguin Design Award is an opportunity for students on an Art or Design course at HND or degree level to engage in design for publishing during their studies and to experience real jacket-design briefs first-hand.

Design a Penguin Adult or Puffin Children's cover and you could be in with a chance to win a work placement within the Penguin or Puffin design studio as well as £1,000 in prize money.

Students may enter one design in either or both categories:

- Penguin Adult Prize - The first Penguin paperbacks appeared in the summer of 1935, revolutionizing the publishing industry and becoming an integral part of British culture and design history. The development of Penguin covers runs parallel to the emergence of graphic design as a profession, and, under a long line of talented and creative designers, the design of Penguin books has evolved and progressed. It is currently led by Art Directors Jim Stoddart and John Hamilton.
- Puffin Children's Prize - The vital role of illustrators and designers in the production of some of the world's best-loved children's books has created and defined the identity of the Puffin list from the very first picture book through to the modern day. In 2010, Puffin Books, the No. 1 household brand for children's books, celebrated its seventieth anniversary. The Puffin Art Department is currently directed by Anna Billson.

Entries must be supplied as a high resolution PDF, 300 dpi, CMYK. Shortlisted entrants will be notified in writing by Friday 2 May 2014 and invited to resubmit their entry following feedback and further art direction from the Penguin/Puffin Art Directors.

There is no entry fee.

ELIGIBILITY

The 2014 Award is open to all students on an Art or Design course at HND or degree level. It is also open to MA students. The award is not open to students on an Art Foundation course.

PRIZE

A first, second and third-prize winner will be selected for both the Penguin Adult Prize and the Puffin Children's Prize.

The first-prize winner of the Penguin Adult Prize will receive a four-week work placement in the Penguin Design Studio and a cash prize of £1,000. The first-prize winner of the Puffin Children's Prize will receive a four-week work placement in the Puffin Design Studio and a cash prize of £1,000. Both work placements will take place within one year of the announcement of the prize winners on dates to be mutually agreed between the Promoter and the winners.

The second-prize winners of the Penguin Adult Prize and Puffin Children's Prize will each receive a cash prize of £350. The third-prize winners of the Penguin Adult Prize and Puffin Children's Prize will each receive a cash prize of £250.

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