

# Penguin Design Award 2014

Category: [Students Only](#)

Deadline: April 2, 2014

Website: [graphiccompetitions.com](http://graphiccompetitions.com)



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 Childrenâ€™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 Â£1,000. The **first-prize winner of the Puffin Childrenâ€™s Prize** will receive a four-week work placement in the Puffin Design Studio and a cash prize of Â£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 Childrenâ€™s Prize will each receive a cash prize of Â£350. The **third-prize winners** of the Penguin Adult Prize and Puffin Childrenâ€™s Prize will each receive a cash prize of Â£250.

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