

JOSEPH BINDER

AWARD 2018

COLOUR FORM

International
Competition for
Graphic Design
& Illustration



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Online Registration:
www.designaustria.at/jba18

designaustria®

COLOUR & FORM ARE INSEPARABLE

DESIGNAUSTRIA

*Knowledge Centre and
Interest Organisation*

Design in Austria has a voice: *designaustria*, Europe's third oldest design organisation, bundles the interests of its members, representing them on national and international levels. In order to promote the quality of Austrian design, *designaustria* lends a powerful voice not only to the country's designers, but also to the discipline as such.

Joseph Binder was one of the founding fathers of *designaustria*. The Joseph Binder Award was launched in 1996 to honour his legacy. This international showcase for graphic design & illustration is organised every other year in the form of a competition.

»Colour and form are inseparable«—the motto of this year's call for entries is borrowed from one of Joseph Binder's quotes, which inspired the graphic designers of the studio Bruch—Idee&Form from Graz in their design for the visual appearance of JBA18.

JOSEPH BINDER

1898 —
1972

CATEGORIES

The Austrian designer Joseph Binder had a crucial impact on commercial art in Europe and the United States. His motto was: »Everything in design has a function. Design has a visual function. Design has a communicational function. Design has a motivational function.«

Joseph Binder found answers to questions regarding the contemporary spirit and its philosophy, the sources of inspiration, and the role to be played by the modern designer in the reduced and impressive visual language of his graphic design and, later on, of his abstract art.

Today, in a new millennium, Joseph Binder's principles have lost nothing of their relevance. Commercial art seems to ramify into countless special disciplines, and yet the rapid expansion of possibilities provokes once again an interdisciplinary approach to design. Joseph Binder, too, was simultaneously an all-rounder and a specialist.

A ▲ GRAPHIC DESIGN

01 Corporate Design
Corporate identity programmes, logotypes, office stationary, etc.

02 Communication Design
Ads, mailings, leaflets, brochures, social media, online campaigns, calendar, stamps, etc.

03 Information Design
User instructions, signage systems, exhibitions, stands, diagrams, etc.

04 Type Design
Fonts, lettering, etc.

05 Poster Design
Indoor and outdoor posters of all formats and genres

06 Editorial Design
Books (fiction and non-fiction), art and exhibition catalogues, annual reports, magazines, newspapers, etc.

07 Packaging Design
Packaging graphics, labels, etc.

08 Screen Design
Websites, microsites, apps, interface design, newsletters, software design, etc.

B ● ILLUSTRATION

01 Book Illustration
Illustrations for children's books, fiction, poetry, non-fiction, graphic novels, etc.

02 Media Illustration
Illustrations for periodicals, newspapers, etc.

03 Commercial Illustration
Illustrations for advertising media, etc.

*04 Illustration in
Miscellaneous Applications*
Illustrations for diverse communication media, animations, game design, storyboards, etc.

C ■ DESIGN FICTION

01 Special Category
Unpublished works, independent / non-commercial projects, unrealised concepts, student projects, etc. in all disciplines

Please note:

Works to be entered in several categories must be registered separately for each category. This competition assesses exclusively works in the field of graphic design and illustration.

ENTRY

We are back and can't wait to see all kinds of combinations of colour and form.

For taking part you are required to register online. For each entry, a separate registration form containing details on the project (short description of max. 1800 characters, relevant images), information on the team and the client must be filled in online. This form will serve as an administrative aid and as the basis for a possible future publication of the project in the catalogue and exhibition. Students are asked to enclose a confirmation of studies.

For each successfully registered entry you will receive a confirmation via e-mail containing an entry number. Participants whose submission(s) has/have been nominated by the jury for the second round will be notified in early June 2018 and will receive further information and formal leads on the physical entry/entries.

PAYMENT

After the deadlines for entries have expired (end of February or mid-April), entrants will receive an invoice according to the number of their entries by e-mail.

ENTRY FEES

First entry:

115 €	Regular
90 €	Reduced for members*
55 €	Students

For each further entry:

80 €	Regular
65 €	Reduced for members*
40 €	Students

PRODUCTION FEE (for catalogue and exhibition)

For entries selected by the international jury to be published in the bilingual catalogue (German/English) and presented in the exhibition, entrants will be charged a fee to cover parts of the production costs in the amount of 390€ (incl. 20% VAT) per entry (for a double-page spread). Entrants whose projects have been selected will receive two free copies of the catalogue per published entry. They will receive a 50% discount when ordering further copies. No production fees will be charged in the Design Fiction category.

Please register online at:
designaustria.at/jba18

ELIGIBILITY

Participation is open to graphic designers, illustrators, advertising agencies and to design students from all over the world. They may enter projects in the fields of graphic design and illustration published or realised in 2016 and after. The number of entries is not limited.

SELECTION PROCESS: TWO-STAGE JURY (1. online jury, 2. offline jury)

In a first round, the jury will rate all of the projects entered online. Those projects scoring highest will subsequently have to be sent in the form of printed examples (if available) and be assessed physically at *designforum Wien* in June 2018.

CONTACT & SHIPPING ADDRESS

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1070 Vienna, Austria

E jba@designaustria.at
T (+43) 1 524 49 49-25

All fees include 20% VAT.
*Members of AFD, AGD, AIAP, ASIL, BDG,
designaustria, Design denmark, Flanders DC,
HDD, IGDN, LGDA, SGD, tga, tgm and UGD
benefit from reduced entry fees.

Entry Deadline:
15 April 2018

*Early Bird: Benefit
from a 10% discount
by entering by
28 February 2018!*



Online jury:
May 2018

Offline jury:
June 2018

Award Ceremony:
8 November 2018

INTERNATIONAL JURY

Susanne Breitfeld
Communication Designer
Mainz / Germany

Markéta Cole
Graphic Designer
Prague / Czech Republic

Peter Diamond
Illustrator
Vienna / Austria & Canada

Bärbel Fritz
Communication Designer
Zurich / Switzerland

Francesco E. Guida
Communication Designer & Professor
Milan / Italy

Christina John
Communication Designer
Munich / Germany

Boris Kochan
Communication Designer
Munich / Germany

Torsten Meyer-Bogya
Communication Designer
Kiel / Germany

Erich Monitzer
Typographer
Vienna / Austria

Olaf Mühlmann
Graphic Designer
Paris / France

Daniela Olejníková
Illustrator & Graphic Designer
Bratislava / Slovakia

Hugo Puttaert
Graphic Designer
Brussels / Belgium

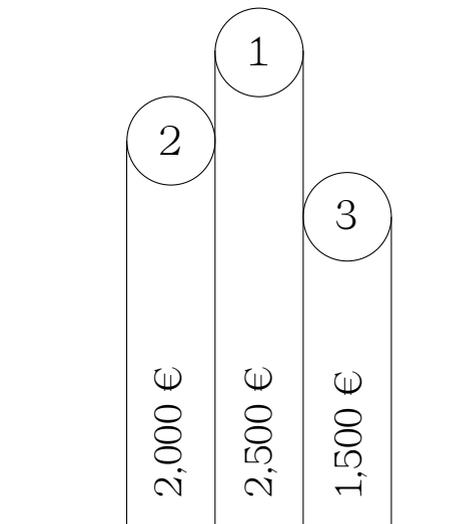
Jesper von Wieding
Strategic Creative Director
Copenhagen / Denmark

Members of the jury are excluded from participation in the competition. There will be no correspondence on the jury or its decisions.

AWARDS

In each category, a Joseph Binder Award in gold, silver, and bronze will be awarded in the form of trophies: the ball of crumpled paper encased in glass is a symbol for the creative process.

In order to support independent, conceptual, scientific, and non-commercial activities in the fields of graphic design and illustration, cash prizes will be awarded in the Design Fiction category in addition to the trophies:



Additionally, the jury may choose up to five Merit Awards per category. Furthermore, the international *ico-D Excellence Award* will honour a project displaying outstanding design merits.

All of the entries selected by the jury will be published in a catalogue and an exhibition. The jury may withhold or reallocate awards and money prizes. All entrants will be notified of the results after both jury processes (May and June 2018).

AWARD CEREMONY, CATALOGUE, AND EXHIBITION

The winners will be publicly disclosed in November 2018 within the framework of a festive presentation of the selected and prize-winning entries to be held in Vienna's *MuseumsQuartier*. On the occasion of the award ceremony, a catalogue will appear containing all of the selected and prize-winning entries and introducing the members of the jury. Furthermore, the award-winning projects will be presented for a period of several weeks in an exhibition at *designforum Wien* and afterwards as a travelling exhibition in several European cities.

JOSEPH BINDER
SYMPOSIUM
9 November 2018
2 pm–7 pm at *designforum Wien*
designaustria.at/jbs18

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LEGAL INFORMATION
(EXCERPT)

The entrants declare to hold copyrights and publication rights in the works entered (obtain permission from clients if necessary) and that no rights of third parties will be infringed through the publication of the works.

The entrants permit designaustria to publish their works in the context of this competition and by crediting the author(s) of the work(s) in question. designaustria declines any responsibility as to the infringement of the rights of third parties. [...] By registering online and sending the registration form, entrants accept the conditions mentioned hereunder (published in full on www.designaustria.at/jba18). [...]

IN THE BASIC FORMS

WE RECOGNIZE

THE NATURE OF OBJECTS.