



reddot design award

Press release

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Call for entries – Red Dot Award: Communication Design 2018 starts on 5 March

The Red Dot Award: Communication Design 2018 will commence on 5 March. Agencies, designers and companies from around the world are invited to submit their design and creative projects to the international design competition. From advertising campaigns to trade fair stands and apps – there are 17 categories in which upcoming and established designers and brands alike can put their design quality to the test. Entries can be submitted during the "Early Bird" phase until 10 April. The "Regular" registration phase runs up to and including 29 May. The last chance to register is for "Latecomers" on 15 June 2018.

In search of design talents

In addition to design-focused companies and professionals, up-and-coming creatives are also encouraged to prove their talent and enter the competition for the Red Dot. Emerging designers (who have graduated within the last two years) can submit their work to the Red Dot: Junior Award, which is part of the Red Dot Award: Communication Design. Trainees, students and young professionals receive a 20% discount on the registration fees. The best work submitted by an emerging designer will win the Red Dot: Junior Prize, along with a prize money of 10,000 Euros.

Individual assessment of the works

To recognise the international nature and diversity of the projects entered, the jury for the Red Dot Award: Communication Design 2018 is equally diverse, with 24 experts from different specialist areas and with different cultural backgrounds appraising all of the competition entries individually, live and on site. The intensive scrutiny and critical exchange between the jury members allow for a well-founded final decision.

Press contact:

Marie-Christine Sassenberg
Senior PR & Communications Manager
Phone: +49 201 30104-43
E-mail: m.sassenberg@red-dot.de
www.red-dot.org/press

Red Dot Design Award
Red Dot GmbH & Co. KG
Gelsenkirchener Str. 181
45309 Essen
Germany



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Red Dot seal for design quality

The jury awards the Red Dot to works that win them over with good design quality and creativity. In addition, outstanding entries are awarded the Red Dot: Best of the Best. The Red Dot: Grand Prix only goes to a small number of projects, namely the best in their category. Moreover, the titles of honour "Red Dot: Agency of the Year" and "Red Dot: Brand of the Year" are bestowed for consistently outstanding achievements as part of the Red Dot Award: Communication Design. Besides using the renowned Red Dot seal of quality, benefits for winners include the presentation of their award-winning works in the International Yearbook Communication Design 2018/2019, in the Red Dot App, online and in international exhibitions.

Laureates to be celebrated in Berlin

The grand finale for the Red Dot Award: Communication Design 2018 will take place on 26 October in Berlin, when the award-winners will be duly celebrated during the Red Dot Gala in the Konzerthaus Berlin and at the Designers' Night. At the winners' exhibition "Design on stage", the roughly 1,400 international guests have the whole night to make their own minds up about the outstanding quality of the award-winning works.

Red Dot Award: Communication Design 2018 – dates and submission

Early Bird: 5 March – 10 April 2018

Regular: 11 April – 29 May 2018

Latecomer: 30 May – 15 June 2018

Further information and registration: www.red-dot.org/cd

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after Red Dot is the revered international seal of outstanding design quality. Further information: www.red-dot.org.

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