



Press release

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Red Dot: Junior Award – Career opportunity for upcoming communication designers

The entry phase for the Red Dot Award: Brands & Communication Design 2019 will be open up until and including 28 June. Part of the international competition is the Red Dot: Junior Award, which is geared to trainees, students and young professionals who have graduated within the past two years. In the section "Communication Design", the newcomers can submit their well-designed creative projects and communication design works in order to vie for the sought-after Red Dot awards on a level with professionals.

Reduced rates for career newbies

The aim of the Red Dot: Junior Award is to give emerging talents a successful start in the design industry and facilitate their access to industry and the world of agencies. Winning a prize in the Red Dot Award and the resulting proof of their creativity and design competence can help to pave their way and assist them in making their professional breakthrough.

As a result, trainees, students and young professionals with corresponding proof of their qualifications can enter projects realised as part of their studies or traineeship or thereafter as commissioned work in the competition at reduced rates. They can avail of a 10% discount on the registration fees. From "Advertising" or "Film & Animation" to "Apps", "Sound Design", "Typography" and "Posters", they have 17 categories to choose from.

International visibility for talented designers

All of the award-winners who are successful in the Red Dot: Junior Award receive a 20% discount on the exclusive Winner Package. With measures such as presentation of the award-winning projects in the yearbook, online and in exhibitions, the package helps the laureates to achieve international visibility.

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reddot design award

10,000 Euros prize money for the best piece of work from an upcoming designer

Projects that win over the 25-member international jury with their design quality and creative performance are awarded a Red Dot, while outstanding works receive a Red Dot: Best of the Best. In addition, the best piece of work by an upcoming designer is awarded the Red Dot: Junior Prize along with 10,000 Euros in prize money. Sarah Müller knows from her own experience that this is a great start to any career: "This award really had a huge influence on the start of my professional career. It opened up new avenues to me. And of course it makes it easier to forge contacts in the industry – obviously this is a wonderful opportunity for any junior designer".

In the spotlight: award ceremony in Berlin

The winners of the Red Dot: Junior Award will receive their prizes during the award ceremony for the Red Dot Award: Brands & Communication Design 2019 on 1 November in Berlin. The suspense will last until the very last moment, as the winner of the sought-after Red Dot: Junior Prize is not announced until the Red Dot Gala, and is then celebrated in front of roughly 1,200 international guests.

Participation in the Red Dot Award: Brands & Communication Design 2019

Early Bird: until 17 April 2019
Regular: 18 April – 5 June 2019
Latecomer: 6 June – 28 June 2019

For further information and to register, visit: www.red-dot.de/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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, 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. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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