



reddot design award

Press release

Essen, 7 May 2020

Red Dot Award: Brands & Communication Design 2020 – last date for entries is 5 June

This is the last call for designers, agencies, companies and brand creators in the Red Dot Award: Brands & Communication Design 2020: The regular registration phase of the international competition is open until and including next Wednesday, 13 May. Participants can enter their projects in the "Brands" and "Communication Design" sections to compete for the globally recognised distinction "Red Dot" as latecomers until 5 June.

Creative communication design

The "Communication Design" section is open to individual communication design works from designers, agencies and companies. The 17 categories to choose from when entering creative works include "Advertising", "Typography" and "Packaging Design". Entries can also be submitted in digital media categories such as "Film & Animation", "Online" and "Interface & User Experience Design". The best piece of work in each category receives the highest distinction in the competition, the Red Dot: Grand Prix.

To make it easier for up-and-coming designers to take part and help them with a successful start to their career, trainees, students and young professionals who have graduated within the past two years are granted a 10% discount on registration fees and a 20% discount on the Winner Package. The best work submitted by an emerging designer will win the Red Dot: Junior Prize, along with prize money of 10,000 euros.

Strong brands

The Red Dot Jury assesses individual creative works but also integrated brands in 36 different sectors, such as "Automotive", "Furniture" and "Bathroom & Sanitary". Brands that have won over the jury in a special way through their design quality, creativity and brand communication will receive the highest distinction in the competition, "Red Dot: Brand of the Year".

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Online assessment of entries

In view of the current situation, all this year's entries will be assessed by the 24-member Red Dot Jury online. A digital platform will ensure that the projects are assessed professionally, individually and comprehensively. Like in every year of the competition, the international jury is made up of designers, specialist journalists and professors, who will evaluate the entries based on their expert knowledge. They will use their years of experience to examine, discuss and assess each piece of work in terms of design quality, creativity and brand communication.

High-profile seal of quality

The award-winning brands and works receive global attention through the Red Dot label, which stands for high design quality. Not only can the winners use the label in their own communication measures, the award-winning projects will also be presented in the yearbook, online on the Red Dot website as well as in international exhibitions.

Entry phases for the Red Dot Award: Brands & Communication Design 2020

Regular: up until 13 May 2020

Latecomers: 14 May – 5 June 2020

For further information and to register, go to 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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