



International Yearbook Communication Design 2002/2003: red dot award

Peter Zec

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The graphic designer's role is changing. Companies today are subject to fast technical and economic developments and it is the job of communication agencies to help these companies create advertising which will successfully attract and bind their customers to them. With the Internet, web design and increased globalisation, international communication design is lively and exciting and the results are more stimulating than ever.

This publication contains a broad selection of international pieces of work which have won awards in the categories of the Grand Prix and the Junior Prize as well as honorary awards for High Design Quality and the Highest Design Quality in the fields of advertising, company and product communication, financial communication, television and electronic media, culture and sport, public areas, publishing, and multimedia.

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