

JOSEPH  
BINDER

AWARD  
2016

JBA16  
CALL FOR  
ENTRIES

EVERYTHING  
IS THREE-  
DIMENSIONAL.

WHAT IS  
YOUR  
DIMENSION?

designaustria®

APPLY  
NOW!

The right side of the image features a dark blue background with several overlapping, semi-transparent blue geometric shapes. These shapes include circles, triangles, and irregular polygons, creating a layered, abstract composition. The shapes are positioned in the upper and middle sections of the right half, partially overlapping the text 'APPLY NOW!'.

“Everything is three-dimensional”  
– the motto of this year’s call  
for entries is borrowed from one  
of Joseph Binder’s quotes,  
which inspired the graphic design-  
ers of the Viennese studio  
100und1 in their design for the  
visual appearance of JBA16.  
“What is your dimension?“, we  
wonder. Submit your contri-  
bution to JBA16 by 17 April 2016!

**DESIGNAUSTRIA  
KNOWLEDGE CENTRE & INTEREST  
ORGANIZATION FOR DESIGN**

Design in Austria has a voice: designaustria 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. Today Europe’s third oldest design organisation is much more than merely a professional association for designers. Through knowledge transfer, public relations work, exhibitions, and competitions, designaustria seeks to address both designers and industries, raises design awareness on a broad scale, and highlights design’s benefits for society and the economy.

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.

# JOSEPH BINDER

AWARD  
2016

INTERNATIONAL  
COMPETITION  
FOR GRAPHIC DESIGN  
& ILLUSTRATION

ONLINE REGISTRATION  
[DESIGNAUSTRIA.AT/JBA16](http://DESIGNAUSTRIA.AT/JBA16)

APPLY  
NOW!

JOSEPH BINDER  
1898–1972

It's time again!

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.

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.

## CATEGORIES

A

GRAPHIC DESIGN

### 1. Corporate Design

Corporate identity programmes, logotypes, office stationery, etc.

### 2. Communication Design

Ads, mailings, leaflets, brochures, annual reports, small-sized printed matter, etc.

### 3. Information Design

User instructions, signage systems, forms, diagrams, etc.

### 4. Type Design

Fonts, typefaces, lettering, etc.

### 5. Poster Design

Indoor and outdoor posters of all formats and genres

### 6. Editorial Design Books

Books (fiction and non-fiction), art and exhibition catalogues, etc.

### 7. Editorial Design Periodicals

Magazines, newspapers, etc.

### 8. Packaging Design

Packaging graphics, labels, CD covers, etc.

### 9. Digital Media

Websites, social media, apps, etc.

B

ILLUSTRATION

### 1. Book Illustration

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

### 2. Media Illustration

Illustrations for periodicals, newspapers, etc.

### 3. Commercial Illustration

Illustrations for advertising media, etc.

### 4. Digital Illustration

Animation, game design, etc.

### 5. Illustration in Miscellaneous Applications

Illustrations for diverse communication media

## ELIGIBILITY

Participation is open to graphic designers and illustrators and to design students from all over the world (as individuals or teams). They may enter projects in the fields of graphic design and illustration published or realised in 2014 and after. The number of entries is not limited.

## SELECTION PROCESS

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 July 2016.

## C

### DESIGN FICTION

#### Special Category

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

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 FEES

First entry:  
Regular: 115 €  
Members\*: 90 €  
Students: 55 €

For each further entry:

Regular: 80 €  
Members\*: 65 €  
Students: 40 €

\*Members of AFD, AGD, AIAP, BDG, designaustria, Design denmark, Design Luxembourg, HDD, IO, LGDA, Plakart, SGD, STGU, and UGD benefit from reduced entry fees for members. All fees include 20% VAT.

Apply now!

## ENTRY

Please register online at [designaustria.at/jba16](http://designaustria.at/jba16)

For each entry, a registration form containing detailed credits and information about 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. Further participation requirements are a short description of the project (max. 1,800 characters) and relevant images. Students are asked to enclose a confirmation of studies. All of these documents have to be uploaded on the website.

For each entry successfully registered 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 due time and asked to send the following materials to designaustria by post by 8 July 2016:

- 2 completed registration forms
- printed example(s) of the project

**ENTRY DEADLINE: 17 April 2016**  
**EARLY BIRD: Benefit from a 10% discount by 29 February 2016!**

## RETURN OF ENTRIES

Materials sent by post will only be returned upon the entrants' explicit request and at their risk and expense (option to be chosen on the registration form). Fees for return postage will be charged separately. 20 € (Austria), 30 € (international) per entry, incl. 20% VAT.

## 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.

Books, posters, annual reports, etc. should be sent unmounted. Small-sized works consisting of multiple parts should be mounted on panels (cardboard or foam-board) no larger than A2 (420 x 594 mm). Do not send more than five panels per entry. For oversized works (such as billboard advertising), printouts or photographs will be accepted. Original designs will only be accepted in the Design Fiction category. You may also send a courier to deliver your entries or deliver them personally during office hours (Mon–Fri 10am–6pm). Please mark your package as follows: “Joseph Binder Award 2016 – no commercial value”.

## INTERNATIONAL JURY

An international jury of experts will assess the projects entered in two rounds: first in an online selection process and, as a next step, in the original.

The jury for 2016:

### **Marcus Arige**

Strategic Creative Consultant,  
Vienna

### **Maja Bagić Barić**

Art Director, Zagreb

### **Susanne Breitfeld**

Communication Designer, Mainz

### **Chris Buzelli**

Illustrator, New York

### **SooJin Buzelli**

Creative Director, New York

### **Gion Fry**

Art Director, Zurich

### **Anna Hilti**

Illustrator, Zurich

### **Darius Kisielius**

Art Director, Vilnius

### **Dawid Korzekwa**

Art Director, Warsaw

### **Michal Kotyza**

Communication Designer, Prague

### **Olaf Mühlmann**

Graphic Designer, Paris

### **Daniela Piscitelli**

Graphic Designer, Naples

### **Peggy Stein**

Media Designer, Düsseldorf

### **Laze Tripkov**

Graphic Designer, Skopje

### **Jesper von Wieding**

Strategic Creative Director,  
Copenhagen

### **Franziska Walther**

Illustrator, Hamburg

### **Guido Wolff**

Creative Director, Luxembourg

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

**First prize: 2,500 €**

**Second prize: 2,000 €**

**Third prize: 1,500 €**

Additionally, the jury may choose up to five **Merit Awards** per category. All of the entries selected by the jury will be published in a catalogue. The jury may withhold or reallocate awards and cash prizes. All entrants will be notified of the results after both jury processes (June and July 2016).

This is the first time that the **ico-D Excellence Award** (which has been known since 1986 as Icograda Excellence Award) will honour a project entered in the JBA16 displaying outstanding design merits.

# CONTACT AND SHIPPING ADDRESS

designaustria  
designforum Wien

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Pleased to have you on board!

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## AWARD CEREMONY, CATALOGUE, AND EXHIBITION

The winners will be publicly disclosed on 10 November 2016 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 awarded projects will be presented for a period of several weeks in an exhibition at designforum Wien.

**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 (for the full version see [designaustria.at/jba16](http://designaustria.at/jba16)).

## 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 doublepage 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 printing fees will be charged in the Design Fiction category.

## JOSEPH BINDER SYMPOSIUM

Friday, 11/11/2016  
11am–4pm  
designforum Wien  
[designaustria.at/jbs16](http://designaustria.at/jbs16)

Endorsed by:

icograda IDA **BEDA** The Bureau of European Design Association

In cooperation with:

 **aiap** Associazione Italiana design della comunicazione visiva  
 alliance française des designers  
 **ILLUSTRATOREN ORGANISATION E.V.** Attitude Knowledge Network  
 **BDG**

CZECH UNION OF GRAPHIC DESIGN

 **Dd** design(denmark)  
 **HDD** hrvatsko dizajnersko društvo

DESIGN | LUXEMBOURG

 **AGD**  **PLAQUEET**

 **L|G|D|A**  **SGD+**

STGU ASSOCIATION OF POLISH GRAPHIC DESIGNERS

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