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## Pencilled in

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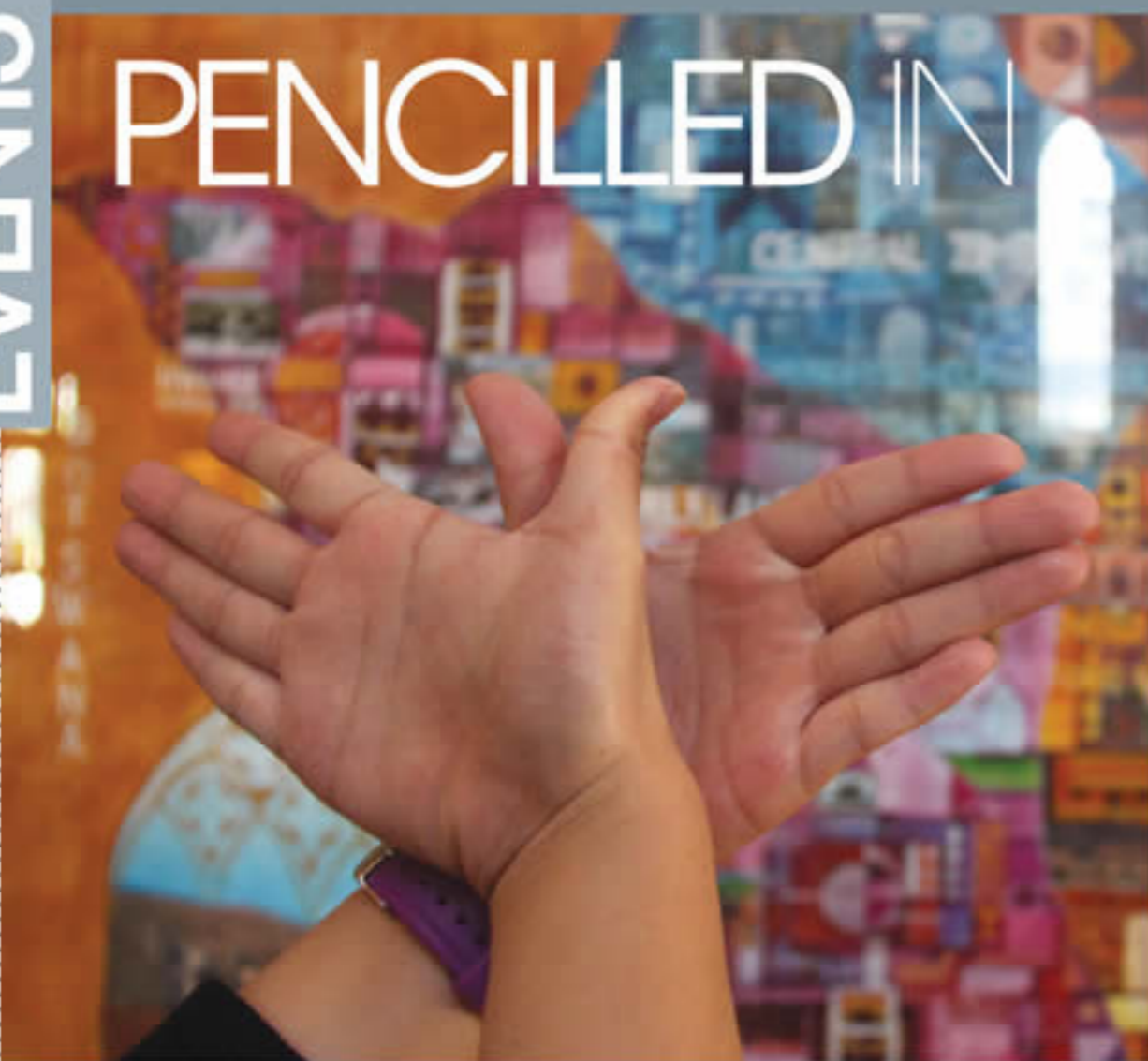
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# PENCILLED IN



The D&AD Awards for 2012 arrived in Hong Kong on September 4th as an exhibition of 100 prizewinners from this year was unveiled at HKDI. Among the work on display was *Peace One Day – Spread Your Wings* by a team of students from the institute that won this year's Student Award as Best of Year.



ABOVE: COLOUR-FILLED CONTAINERS ABOVE: COLOUR-FILLED CONTAINERS BELOW: COLOUR-FILLED CONTAINERS ARE A COMMON SITE

THE OSCARS HAVE ARRIVED in Hong Kong, or at least the design industry's version of Hollywood's glittering prizes. Since 1962, when D&AD was founded (originally as British Design & Art Direction) their annual prize giving for creative excellence has been regarded as the "Academy Awards" of the design industry.

Each year D&AD awards its Yellow and Black Pencils to work that is groundbreaking in its field, whether that be TV advertising or graphic design. D&AD Pencils are presented to both students and professional creatives and the HKDI's exhibition features one hundred selected pieces from both the student and professional awards.

Part of the prestige of the awards results from the rarity of the Pencils and the famous rigour of the judging process, which ensures that pencils are only awarded to work that is strong enough. No fixed number of Awards is allocated for any particular year and entries are judged by the very top creative minds from around the world, so those who enter the D&AD awards process knows that if their work is successful, they are performing at the top of their game.

D&AD produces an Annual every year that features the best work from the Awards and as 2012 is the organisation's 50th Anniversary, the work that appears in the 50th Annual and in the HKDI's special exhibition offers a window onto a historic moment in design and advertising.

For this year's awards, HKDI students Chang Oi Ting, Law Ying Ting and Ng Pui Yin entered a design called *Spread Your Wings*, which was created as a fan page for the Peace One Day Campaign. Fans of the page are requested to upload their own "Spread Your Wings" photographs and one dollar is donated for each click of the

Facebook "Like" or "Share" option.

*Spread Your Wings* is inspired by the idea that violence can be turned into a harmonious and peaceful reconciliation, that the act of slapping somebody's face can be redirected to a slap of palms, symbolising the resolution of a dispute by a heartfelt embrace between the hands of two people. The conjoined hands in the students' work resemble the wings of a dove in flight, a universal icon of peace and love.

"Since the competition was a global one, students needed to deliver their design in a visual language that was international," says Sylvia Tan, the HKDI lecturer who guided the three students through the entry process for the competition. "The dove is a globalised image, and people from different places know that it symbolises peace, thus the message is powerful."

The first D&AD student awards were launched in 1979 in collaboration with the British Post Office and they were designed to bridge the gap between study and work, presenting students with commercially plausible briefs that could stretch their skills and reveal the potential of their talent. The award won by Chang, Law and Ng is important for them and for the HKDI as a whole.

"This is the first time that HKDI, a relatively new institute, has received this award, and this means that we are very internationalised," says Tan. "We have often organised exhibitions in the past [like the Red Dot prize winners] to increase student exposure to high-end designs, and it proves that this kind of exposure can have very positive results."

The D&AD Awards 2012 Winners exhibition at HKDI was organised by the institute and D&AD with sponsorship

BELOW COLOUR-FILLED CONTAINERS HIGH COLOUR-FILLED CONTAINERS BOTTOM COLOUR-FILLED CONTAINERS ARE A COMMON SITE



from the British Council, Hong Kong Design Association and the Hong Kong Design Centre. It runs through September 24th. Apart from the student awards visitors will also be able to view groundbreaking designs for books, Whisky bottles and CD covers. The awards as a whole are for Art Direction, Book Design, Branding, Digital Advertising, Digital Design, Direction, Film Advertising Crafts, Graphic Design Illustration, Integrated & Earned Media, Magazine & Newspaper Design, Mobile Marketing, Music Videos, Outdoor Advertising, Packaging Design, Photography, Press Advertising, Product Design, Radio Advertising, Spatial Design, TV & Cinema Advertising, TV & Cinema Communications, Typography, Writing for Advertising and Writing for Design. For Chang, Law and Ng, and any other students with ambition, the exhibition can serve as inspiration to win a D&AD Black Pencil. Yellow Pencils are awarded for "work that is

outstanding, rather than merely excellent" whereas a Black Pencil is "the ultimate award, for work that is truly groundbreaking" and designers who win them become a benchmark for the whole industry.

"The Black Pencil is the ultimate accolade," says Rosy Arnold, the President of D&AD. "There are so few given out that if you have your own black pencil you are in a club on your own."

And that's why the D&AD awards are so closely watched, because they recognize the kind of design that has such a high level of emotional engagement it rises to the level of art. Just as it does in the HKDI's *Spread Your Wings*. 