

DESIGNCRITIQUE

JUDGE: **ANDY HAYES**

WITH MOST STUDENT WORK, THERE ALWAYS SEEMS TO BE A CERTAIN LEVEL OF EXPECTEDNESS IN THE SOLUTIONS ALONG WITH OVERUSED DIGITAL EFFECTS. I HAVE TO ADMIT THAT WAS NOT THE CASE WHEN I BEGAN TO GO THROUGH THE ENTRIES FOR *CMYK* MAGAZINE. I WAS AMAZED AT THE DEPTH OF THE SOLUTIONS AS WELL AS THE VARIETY OF DIGITAL AND HANDCRAFTED ELEMENTS. IT'S GREAT TO SEE A SAMPLING OF WORK THAT PROVES THE COMPUTER IS JUST A TOOL AND THAT GOOD IDEAS EXECUTED IN AN INTERESTING WAY STILL SHINE. THAT SAID, I HAVE WRITTEN ELSEWHERE ABOUT THE FIVE THINGS A DESIGN STUDENT SHOULD REMEMBER:

1. CONCERN YOURSELF WITH BEING GOOD, BUT EVEN MORE WITH BEING INTERESTING.

Bring something new to the idea—don't be scared to try new things. It's the interesting design that creates impact for your clients; "good design" falls to the periphery. **2. ALWAYS STAY AWAY FROM**

THE EXPECTED SOLUTION. Be interesting. Designing the expected thing is a sure way to be just good. Take the expected and twist it and add to it. **3. ANY EXPERIENCE IS VALUABLE.**

When you find yourself in a place that you did not foresee, don't spend your time complaining or writing snide comments online. Instead, appreciate your situation for what it is and pull out any nutritional nugget possible that you can keep with you once your time with that employer is over. Nothing is waste.

4. ALWAYS BE AWARE OF WHO THE BEST IS. NOT LOCALLY THE BEST—BUT THE BEST.

You have a responsibility to yourself and your clients to be knowledgeable about who is doing what, not only locally but globally. Don't strive to be better than the other midlevel local shop. Strive to be better than the most decorated agencies in the world. Raise your own bar. Doing this is as simple as keeping a membership with the national design magazines. **5. BEWARE THE TRAP THAT IS YOUR PRIDE.**

Your pride has the capability to make you the best designer and the least employable. There is always someone better than you. As soon as you think you're great, you will be passed by a younger, more malleable designer willing to learn. Be confident, but be humble to an extent. Not to take anything away from any of your great work, but if you are sitting here with a pride-filled chip on your shoulder already—go brush your shoulder off. There aren't many of you who have proven yourself as a pro yet. Just remember to temper your confidence with a good dose of reality every now and then.

OVERALL GREAT WORK. It was definitely a challenge to whittle it down to the final winners. In the end, I think we ended up with great work that showcases a variety of talent.

DESIGN**SHOWCASE** ►