# 60th Annual Book Design Awards 2012

The Australian Publishers Association

Allison Colpous Amy Moore Ana Cosma Analiese Cairis Anna Maley-Fadgyas Anthony Palmer Arielle Gamble Astred Hicks Bruno Herfst Caitlin Milne Claire Tice Daniel New Daniella Germain Danielle Maccarone Di Quick Emily O'Neill Glen McClay gogoGinko Hannah Robinson Hugh Ford Jenny Griga Jon Foye Josh Durham Karen Mayo Kaz Cooke Kirsten Willey Leigh Ashforth Lisa Reidy

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60th Annual Book Design Awards

The Australian Publishers Association

# Credits

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Catalogue Designed By Toko Winner of the Best Designed Book of the Year 2012

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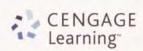
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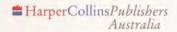








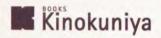
































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78	Best Designed		and Further Education Book
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	Sponsored by Scholastic Australia		

# WITH THANKS

Tyson
Mackenzie —
Export & Events
Manager

— "What's past is prologue".

I believe it is important to know where you have come from to know where you are going, and to ask yourself what are you doing now, to set the stage for tomorrow. Book design is a strange beast and the judging process is no different. I enjoyed witnessing healthy debate on what is considered good design and relevant for today.

The diversity of applicants and the passion of the judging panel demonstrates a real sense of community, and I was proud to be a part it.

An increasing number of books were entered into this year's awards and the quality of design was astonishing. On behalf of the Australian Publishers Association, I would like to thank all the publishers and designers for submitting their work.

# Special mentions go to

The designers who, every year, produce beautiful books for the judges to salivate over.

To Eva Dijkstra and Michael Lugmayr from Toko, winners of the Best Designed Book of the Year, and for your unique, and humorous approach in designing this catalogue.

Our judges who give their time, expertise and insight, and drive a passionate and collaborative judging process.

The Book Design Awards Expert
Reference Group (Deborah Brash,
Matt Hoy, Melanie Feddersen,
Meredith Curnow, Tyson Mackenzie
& Zoë Sadokierski) for their ongoing
commitment and enthusiasm for
this project.

To all our loyal sponsors for translating their enthusiasm for great design into contributions that make the Book Design Awards possible: Carrick Wilkie at OPUS Group, for supporting the production of this catalogue;

> The Premier Award category sponsors: Hachette Australia, McPherson's Printing Group, OPUS Group, XOU Creative

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> Better Read Than Dead, Cengage
> Learning, Griffin Press, HarperCollins
> Publishers Australia, Kinokuniya, Ligare,
> Murdoch Books, OPUS Group, Pearson
> Australia, Penguin Group Australia,
> Scholastic Australia, Simpsons Solicitors,
> Splitting Image and Tafeda.

My sincere gratitude must go to Anne-Marie Van de Ven for her enthusiasm and hard work in showcasing 60 Years of Australian Book Design at the Powerhouse Museum and to Powerhouse Publishing for providing copies of the Best Design Book of the Year. Finally, thanks to the Events team at the Powerhouse for allowing us to host the awards again in their splendid venues.

# JUDGES' REPORT 2012

APA Book Design Awards — Judges 2012

— February 1st 2012 and the judges for the APA's 60th annual Book Design Awards meet to discuss the incredible range of titles spread out before us. Each judge has already sat in this same room for hours a couple of days ago – looking carefully at each and every book and taking notes that will help us decide which titles to shortlist.

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All told, there are thirteen judges, drawn from different publishing houses. The panel comprises representatives from sales, marketing, publishing, education and children's departments as well as academia, retail, in-house and freelance designers.

We start by putting the book that has the most votes at the top of the table and all the rest below it, in descending order. What is amazing is how often throughout the day the bottom book moves to the top and vice versa. Sometimes, the book that you loved and were prepared to fight passionately for looks quite different in light of other judges' comments; and at other times you fight tooth and nail for your choice.

To aid in our decision-making the judges often refer back to the brief provided to the designer – to double check that what had been delivered was what had been asked for, or to discover where the designer had used their own creative judgment to make the design better than the brief.

So many beautiful books to choose from and only one working day to narrow them all down into category winners, highly commended, commended, finalists and runners up. Sometimes the debate gets a little heated and in other cases the winner stands out instantly. Books are shuffled from one end of the table to the other until consensus is reached.

Some standouts include the young adult novel August, winner of the Best Designed Children's Cover of the Year – a fantastically clever and disconcerting design that simultaneously confounds and engages the viewer while making a very strong visual statement about the tone and content of the book.

Another standout and winner of Best
Designed Cookbook and Best Designed
Cover of the Year is The Art of Pasta.
The subtle and elegant design instantly
evokes the feeling of the restaurant.
A clean crisp layout and the beautiful
blend of cooking and art makes this a book
instantly appreciated by all the judges

But there can be only one overall winner of the Best Designed Book award and this year it is Love Lace: Powerhouse Museum International Lace Award.

Not an easy decision, certainly, but in the end the judges unanimously agree that this book stands apart as an example of exceptional design. A striking cover, two different paper stocks, a foldout poster, eye-catching colours and text that reflect the philosophy behind the museum exhibition it accompanied – this book is a winner in every way. Huge congratulations from the judges to the publishers and designer.

Huge congratulations are also due to Hannah Robinson, the Young Designer of the Year. Hannah clearly demonstrates a consistently strong range of work across a variety of different genres. Her work shows confidence, imagination, creativity and a fresh, unique approach.

If there could be one piece of constructive criticism for the field this year it would be that publishers and designers need to take more chances. Shelves are full of books that look like each other and publishers are understandably cautious in approving edgy or radically different designs. But in order to capture public attention and move forward as an industry we need to be bold and courageous, to take leaps of creative faith and continue to push the envelope as far as it will go.

But despite this minor qualm, it was an outstanding year of book design. Congratulations and thank you to the winners, the short-listed and indeed all who submitted. Thanks also to the APA for all their ongoing hard work in support of our industry.

# GENERAL JUDGING PANEL

# **Emily O'neill**

Emily O'Neill is a Sydney-based designer at Penguin Group Australia, where she designs illustrated books under the Lantern imprint. Since joining the book design industry in 2008, she has worked in-house for Allen & Unwin on a range of titles from literary fiction to complex reference books, and has also created designs for local and international publishers including Pan Macmillan Australia, Bloomsbury Publishing, Atlantic Books, Hachette UK and Simon & Schuster US. In between projects she has lectured in Graphics/ Media at UNSW's College of Fine Arts, Sydney, Emily has been shortlisted for several Book Design Awards and in 2011 was awarded Young Designer of the Year.

# **Kate Minchinton**

Katie Minchinton is currently working as the sales and marketing manager for Phaidon Press in Australia, she trained as a graphic designer at RMIT in the 1980s which led to her working in a sales and marketing capacity within the visual arts retail and publishing industries internationally. With a design, visual arts and sales background she is passionate about the evolution and future of the physical book as a well designed object of great beauty. Luckily, working with Phaidon Press she gets to look after a great number of them.

# **Kate Sweetapple**

Kate Sweetapple is a design academic who explores the intersection of words and images through exhibitions, installations and printed matter. Her research interests include Information Design — specifically the visualisation of quantitative and qualitative data through exploratory visual communication practices — and Visual Writing — texts that are neither purely written, nor purely visual.

In 2004 Kate completed her doctorate, 'The Rhetoric of Distance: a model of the visual narrator in design', which uses a literary framework to explore contemporary visual communication artefacts. The intersections between design and literature continue to be a research focus.

# **Matt Richell**

Matt Richell worked in publicity, marketing and sales roles at Bloomsbury Publishing, Pan Macmillan and Hachette in London for ten years before emigrating to Australia in 2005. He is now Sales & Marketing Director for Hodder & Headline at Hachette Australia in Sydney.

# Sophie Groom

Sophie Groom has worked in buying and marketing roles in the independent bookseller and chain bookseller sectors of the Australian book market. At the time of judging the Book Design Awards she was Buying Manager for Dymocks.

# **Sue Hines**

Sue Hines is the trade publishing director at Allen & Unwin. Sue began her publishing career at the independent publishing house McPhee Gribble. She moved to Reed Books to start their first paperback imprint and later became the company's non-fiction and illustrated book publisher. In 1996 she moved to Allen & Unwin as the publisher of her own imprint and was appointed trade publishing director in 2005.

**Tabitha King** 

Tabitha King trained as an architect then decided to become a graphic designer. Her design career kicked off at Allen & Unwin as a cover designer, and continued to develop through various roles in advertising, marketing and freelance design. She currently works in marketing at Ernst & Young in the role of National Design Manager.

# Reuben Crossman

Reuben Crossman is a freelance graphic designer and creative director currently based in Sydney, Having worked in publishing, advertising, corporate design and digital media in Australia. New Zealand and the UK, he has won numerous design awards, including Australia's Best Designed Book of the Year for the titles Ougu, Etcetera and MoVida and the Young Designer of the Year in 2008. Reuben has participated as a judge in many Australian design awards and was the first Australian designer invited to judge the 2011 'Best International Book Design' competition organised by Stiftung Buchkunst in Germany, Reuben regularly contributes to industry publications on contemporary design and visual communication

# SPECIALIST EDUCATION JUDGING PANEL

**Penny Martin** 

Penny Martin was a child bookaholic with a passion for illustration, and began her publishing career as a book illustrator/ designer. She took time out running a flying school and gaining a pilot's licence before returning to university, working as a freelance editor and designer while studying. That led to the establishment of her publishing consultancy in New Zealand, which provided a full suite of services, and further university studies. In Sydney, while lecturing in publishing at Macquarie University, she worked in both trade and educational publishing. Currently, she commissions in medical publishing for Lippincott Williams & Wilkins.

# Linda Kowarzik

Linda Kowarzik is the Education Publishing Director, Australia and New Zealand at Cambridge University Press. She has worked in the educational publishing industry for 15 years. She completed a Graduate Diploma in Publishing and Editing in 2003 and after working in sales and professional development she moved across into publishing. She has been a member of the judging panel for the APA's Education Publishing Awards for the past three years.

Olga Lavecchia

Olga Lavecchia has been working in educational publishing for over 10 years. Olga started at Cengage as a Senior Designer for the higher education department. During this time she took out the prize for Best Designed Tertiary and Further Education Book in both 2007 (with Investments: Concepts and Applications, published by Thomson Learning) and 2008 (with Communicating as Professionals, published by Cengage Learning.] She wowed all comers by being awarded the coveted Best Cover of the Year 2007 for an educational book (Investments - as above). Olga has also won Best Designed Tertiary and Further Education Book in 2006 and 2009 and was a finalist in 2010. Her love for educational book design and the design process has been the driving force throughout her career. Olga now works as Creative Manager at Cenagage Learning and has derived much satisfaction from managing and mentoring young designers whose passion for educational book design continues to feed her own.

# SPECIALIST CHILDREN'S JUDGING PANEL

# **Justin Ractliffe**

Justin Ractliffe started his career in publishing as a bookseller and then worked at Walker Books Australia as an Account Manager, Publicist and Promotions Manager. He has been working at Random House Australia for the past five years — briefly as a publicist but mostly in the role of Sales and Marketing Manager for Children's and YA titles. His first book — a picture book titled Dads: A Field Guide, which he wrote and co-designed — will be published by Random House Australia this year.

# Claire Craig

Claire Craig is the children's publisher at Pan Macmillan Australia. She began her publishing career at the literary magazine Granta in the United Kingdom, and has since worked for several Australian publishers, such as HarperCollins Publishers Australia and ABC Books. She is also the author of the three Harriet Bright titles.



# 15

# PREMIER AWARDS

Best Designed
Book Of The Year **Toko** 

Best Designed
Cover Of The Year

Daniel New

Young Designer
Of The Year
Hannah Robinson

Best Designed
Children's Cover Of The Year
WH Chong

# BEST DESIGNED BOOK OF THE YEAR

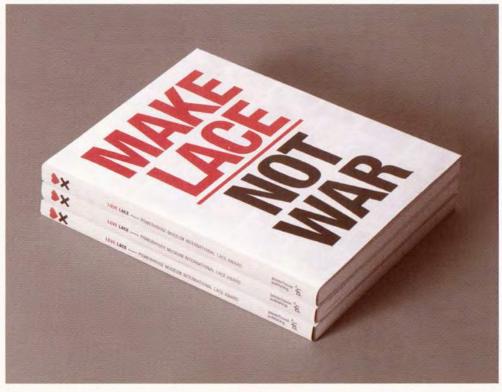
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by —

OPUS Group

There were a lot of arresting books assessed across the many different categories this year, and no decision was easy or taken lightly.

Love Lace: Powerhouse Museum International Lace Award was the book that ultimately stood out from all the others.

It is a great package all round — tactile and tasteful. The cover is excellent and the foldout poster works beautifully. The choice of using two different paper stocks, something rarely seen, has come off and the decision to use only one colour in some sections is elegant. The strong colours are a great way to deal with this feminine subject. Everyone wants to pick it up, regardless of an interest in lace or if you've been to the related exhibition.





# Winner Love Lace: Powerhouse Museum International Lace Award

Designer Toko

Publisher
Powerhouse
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# PREFACE

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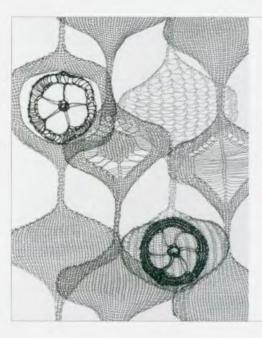
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# FOREWORD

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## DYED AND WOVEN **PANDANUS LACE**















# **BIOGRAPHIES**























# BEST DESIGNED COVER OF THE YEAR

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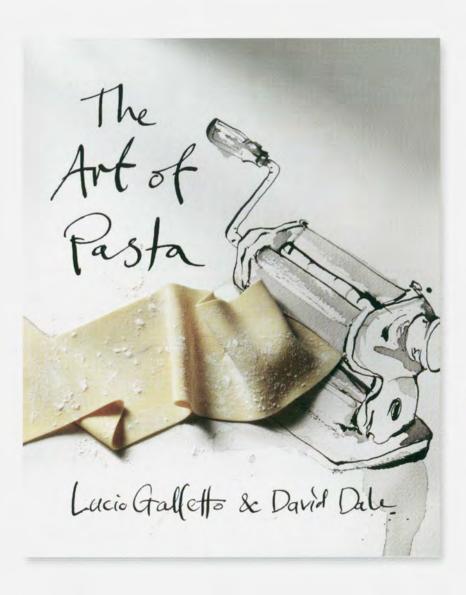
McPherson's

Printing Group

24 — The cover of The Art of Pasta stood out as a unique approach both in its genre and across all of the books. It is very much an anti-celebrity cookbook, and aiming for elegance not edginess or gloss. A great concept — the combination of watercolour and illustrations — is different and beautifully executed.

The clean crisp design was much appreciated by all the judges.

The idea of taking on the title of the book
The Art of Pasta in the design approach —
cooking and art, using watercolours on
the cover — is very clever. The case of
the book is beautiful and everyone loved
the cheeky pasta smears.



**Winner** The Art of Pasta

Designer

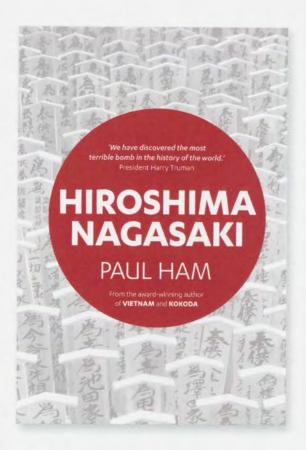
Daniel New

Publisher
Penguin Group Australia

Illustrator
Luke Scriberras

Photographer Anson Smart

Printer
1010 Printing International



# Highly Commended Hiroshima Nagasaki

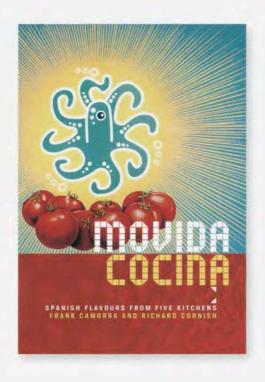
Cover Designer **Matt Stanton** 

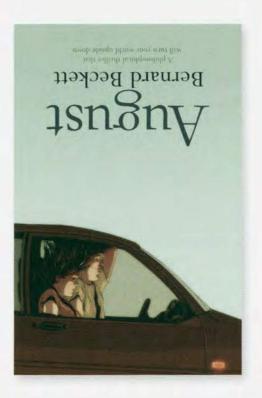
Internal Designer HarperCollins Design Studio

HarperCollins Publishers Australia

Cover Photographer **Chad Ehlers** 

Printer **Griffin Press** 





# Highly Commended Movida Cocina

Designer Reuben Crossman

Publisher **Murdoch Books** 

Printer 1010 Printing International

# Commended

August

Designer WH Chong

Internal Designer Susan Miller

Publisher

The Text Publishing Company

Printer **Griffin Press** 

# YOUNG DESIGNER OF THE YEAR

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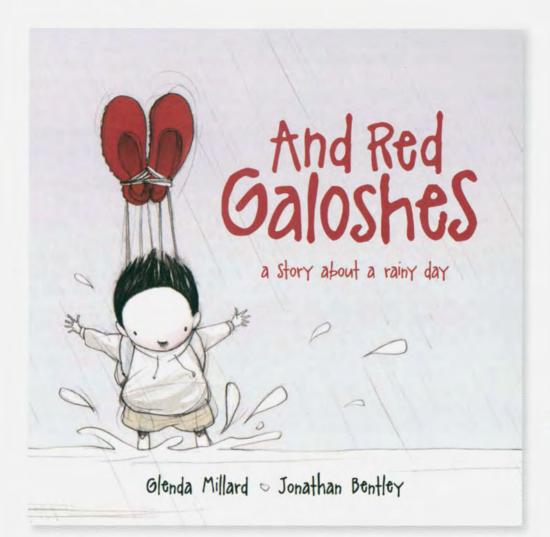
Hachette
Australia

- The judges were looking for consistently good execution across all projects and an ability to take a brief and make it interesting and different. It was pleasing to receive a high number of entries in this category this year, it bodes well for the future of book design. It was noted that a diverse range of projects helps the work of a designer standout but of course all designers don't have the opportunity to work across a variety of formats and genres and thus the judges also looked for a range of skills and talents within a genre.

The judges stated that it was a difficult process to assess and distinguish the skills used across the entries.

Hannah Robinson from XOU Creative submitted Wide Open Road, Chasing Odysseus, And Red Galoshes and The Elegant Art of Falling Apart, all four books from different genres and each targeting different audiences. Hannah had the advantage of working across a range of formats and titles to show a variety of skills and her work in each area is consistently strong. The cover of Wide Open Road is striking and evocative, it stands out amongst other books. And Red Galoshes is an appealing picture book with lovely typography. The handwork created from a range of media on Chasing Odysseus and hand-drawn type on The Elegant Art of Falling Apart showed confidence, imagination and creativity in a young designer. The Elegant Art of Falling Apart shows a different approach for a cancer memoir - perhaps because Hannah is coming from outside the publishing industry. This fresh approach and restraint was appreciated. Overall her work shows a willingness to try different things and confidence in their execution.

28



Winner Hannah Robinson

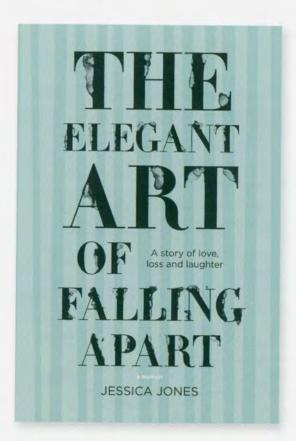
Book Title
And Red Galoshes

Designer Hannah Robinson XOU Creative Publisher Hardie Grant Egmont

Illustrator

Jonathan Bentley

Printer Phoenix Offset



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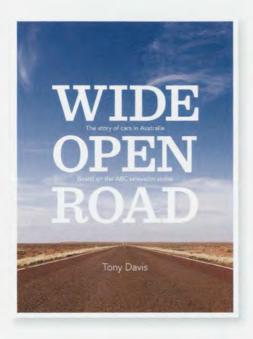
# Winner

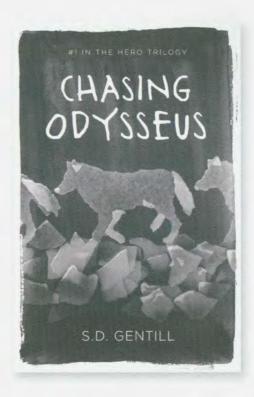
Hannah Robinson The Elegant Art of Falling Apart

Designer
Hannah Robinson/XOU Creative

Publisher Hachette Australia

Printer Griffin Press





# Winner

Hannah Robinson Wide Open Road

Designer
Hannah Robinson/XOU Creative

Publisher ABC Books

Printer RR Donnelley

# Winner

Hannah Robinson Chasing Odysseus

Designer
Hannah Robinson/XOU Creative

Publisher

**Pantera Press** 

Illustrator

Hannah Robinson/XOU Creative

Printer

McPherson's Printing Group

# BEST DESIGNED CHILDREN'S COVER OF THE YEAR

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This cover is so clever and plays with the idea of what a book is. The design would work as a wall poster as well as a book cover. It plays with the traditions of where things should be and even includes a hand drawn barcode. The experience of the book starts with the cover — the arty, graphic novel aspect. The illustration itself places the novel in the YA category without alienating potential adult readers.





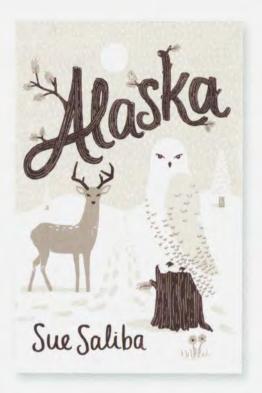
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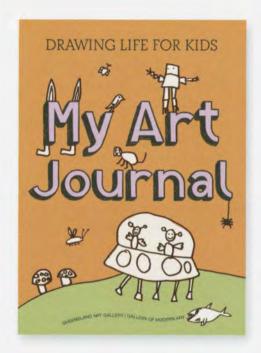
Designer WH Chong

Internal Designer Susan Miller

Publisher
The Text Publishing Company

Cover Illustrator
Guy Shield/
The Jacky Winter Group
Printer
Griffin Press





# **Highly Commended**

Alaska

Designer Allison Colpoys

Publisher
Penguin Group Australia

Illustrator
Alison Colpoys

Printer
McPherson's Printing Group

# Commended

Drawing Life for Kids: My Art Journal

Cover Designer
Amy Moore

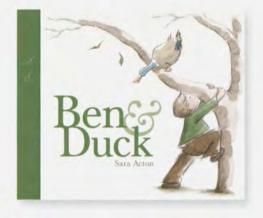
Internal Designer
Sally Nall

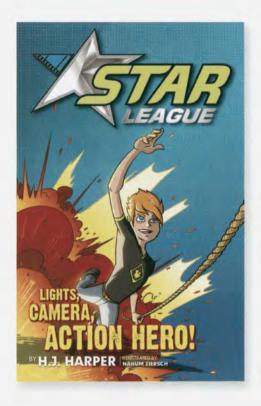
Publisher

Queensland Art Gallery

Printer

Screen Offset Printing





#### Commended

Ben & Duck

Designer Nicole Stofberg

Publisher Scholastic Australia

Illustrator Sara Acton

Printer
Tien Wah Press

#### Commended

Star League 1: Lights, Camera, Action Hero!

Cover Designer Nahum Ziersch

Internal Designer
Astred Hicks, Design Cherry

Publisher

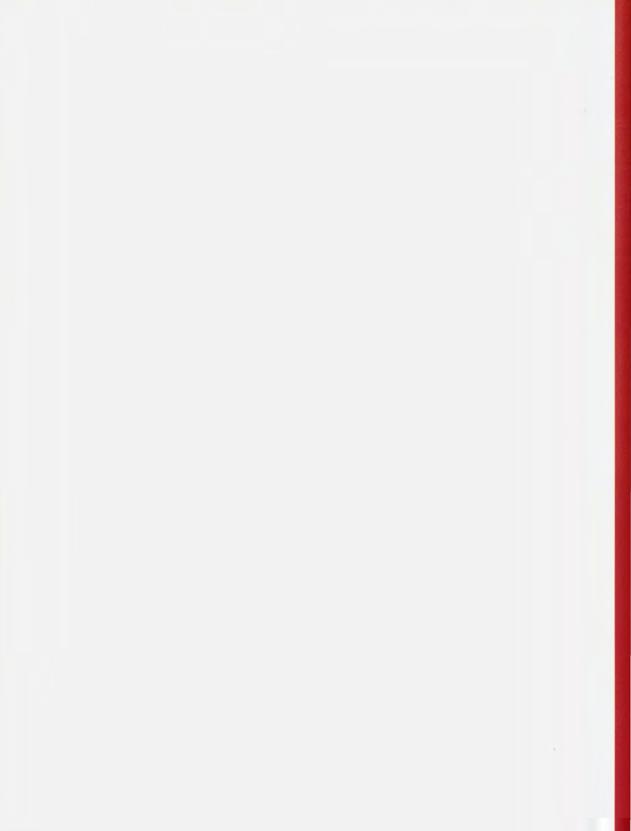
Random House Australia

Illustrator

Nahum Ziersch

Printer

**Griffin Press** 



#### 37

# INDIVIDUAL AWARDS

Best Designed Fiction Book Emily O'Neill

Best Designed Non-Fiction Book Matt Stanton

Best Designed Literary Fiction Sandy Cull, gogoGinko

Best Designed
General Illustrated Book
Di Quick

Best Designed Specialist Illustrated Book **Toko** 

Best Designed Cookbook

Daniel New

Best Designed Children's Fiction Book Allison Colpoys

Best Designed
Children's Non-Fiction Book
Amy Moore

Best Designed Children's Picture Book Nicole Stofberg

Best Designed Children's Series
Nahum Ziersch

Best Designed Young Adult Book WH Chong

Best Designed
Reference & Scholarly Book
Claire Tice

Best Designed
Primary Education Book
Glen McClay

Best Designed Secondary Education Book Sue Dani Trampoline

Best Designed Tertiary & Further Education Book Astred Hicks, Leigh Ashforth

# BEST DESIGNED FICTION BOOK

Sponsored
by —

Penguin Group

Australia

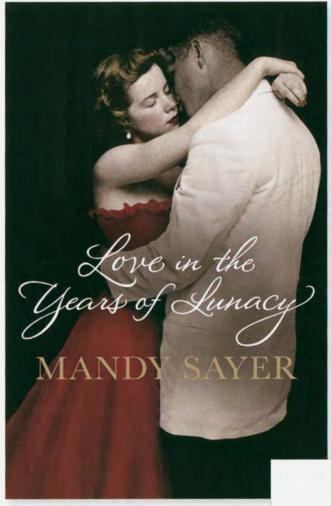
38

- As for the Young Adult category, the judges sometimes questioned the category that some titles had been entered into. The distinction between this category and the Literary Fiction category appeared blurry. The judges felt they had seen some stand-out design in the general fiction area in bookstores that was not reflected in the entries they judged. And there were still too many women on book covers without heads or shown as just a pair of legs.

The winner, Love in the Years of Lunacy, has an elegant, classic cover appropriate for its genre and a great romantic choice of type. The cover is evocative of a mood and time.

The Colour of Tea is highly commended. The design has a great structure for commercial women's fiction. All have seen this kind of design before but here it is done better. The cover is beautiful, the colours are gorgeous and the whole thing is perfectly pitched.

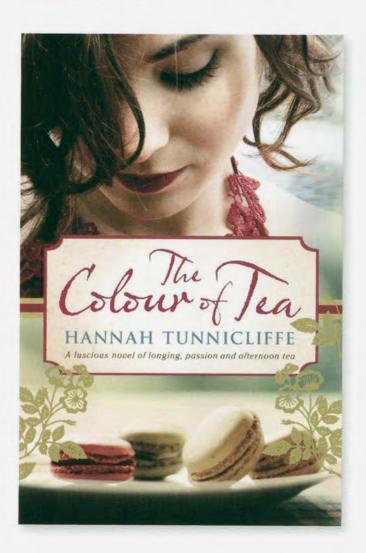
Last Summer was commended as the design really draws your eye in — there is something very approachable in the design. It is not original, but clever and fits its brief asking for an episodic look. It is pleasingly graphic and the feel of an Australian summer is captured perfectly. It had something of the look of an app about it too, very modern.



3

Winner Love in the Years of Lunacy Designer Emily O'Neill Publisher Allen & Unwin

Photographer **Denis Stock/Magnum Photos** Printer **Griffin Press** 



### Highly Commended The Colour of Tea

Cover Designer **Emily O'Neill** 

Internal Designer Post Pre-Press Group

Publisher

Pan Macmillan Australia

Printer

McPherson's Printing Group

# LAST SUMMER



In a heartbeat their lives will change forever...





















KYLIE LADD

#### Commended

Last Summer

Designer Natalie Winter

Publisher Allen & Unwin

Photographer
Getty Images/iStockphoto/
Shutterstock Images

Printer Griffin Press

# BEST DESIGNED NON-FICTION BOOK

# Sponsored by — Better Read Than Dead

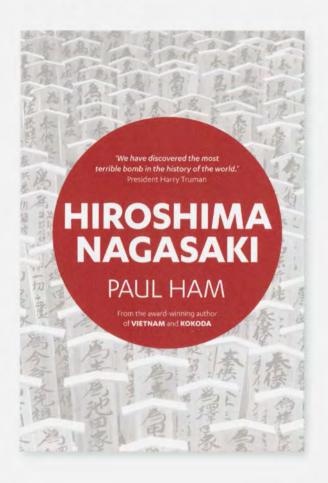
There were many strong entries in this category, all with different features to consider.

Hiroshima Nagasaki, with its unusual approach in its genre is the winner. The Japanese references in the text and design are discreet and lovely. The whole package is tactile – particularly the embedded sticker on the cover – and steps away from where you would expect such a serious book to be pitched, without minimising the subject. The plates are beautiful and the paper stock superb. A risk was taken here, this book really is a big departure from the accepted look for a military history title, and it works.

Mad Dog: William Cyril Moxley and the Moorebank Killings is highly commended as it goes to places true crime titles do not usually venture. It is obvious what this title is, yet it is different. It nods to the look of the old true crime, yet it zings. The judges believed this look could bring new readers to the genre. Nothing has been neglected, the head and tail bands are lovely. Overall a great package.

Judges were initially unsure about the finalist, Good Living Street. Further consideration showed the beauty of the cover plate. The era of the design offered lots of beautiful features. All noted how difficult it must have been to fit the title of the finalist, Hung Like an Argentinian Duck, on the design. It has a clever archetypal look and is smutty, yet smart.

The instamatic look of the finalist, The Casuals, appeals to the era of the memoir and reading The Face magazine. The internal design of finalist Meanjin Vol. 70, No 4 is the most attractive aspect of this package. There is good use of two-colour type and is typographically lovely, a strong contemporary design. The hierarchy of information is well-delineated.





**Winner** Hiroshima Nagasaki

Cover Designer
Matt Stanton
Internal Designer
HarperCollins Design Studio

Publisher
HarperCollins Publishers Australia
Printer

**Griffin Press** 



44

#### **Highly Commended**

Mad Dog: William Cyril Moxley and the Moorebank Killings

Cover Designer Sandy Cull

Internal Designer
Di Quick

Publisher

**NewSouth Publishing** 

Printer Everbest

#### **Finalist**

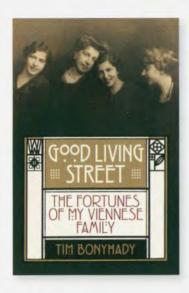
Meanjin Vol. 70 No 4

Designer Jenny Grigg

Publisher
Melbourne University Publishing

Cover Illustrator
Darren Siwes

Printer Printgraphics



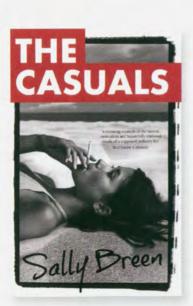
#### **Finalist**

Good Living Street

Designer Emily O'Neill

Publisher Allen & Unwin

Printer
KHL Printing Co



#### **Finalist**

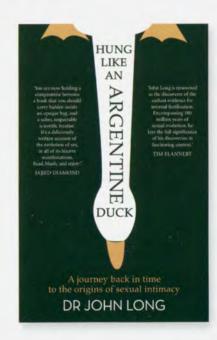
Hung Like an Argentine Duck

Cover designer Natalie Winter

Internal Designer HarperCollins Design Studio

Publisher HarperCollins Publishers Australia

Printer Griffin Press



#### Finalist

The Casuals

Designer Natalie Winter

Publisher HarperCollins Publishers Australia

# BEST DESIGNED LITERARY FICTION

Sponsored by —
Simpsons
Solicitors

— There was great diversity in the design of the titles entered. The winner was a stand out and immediately obvious to all judges.

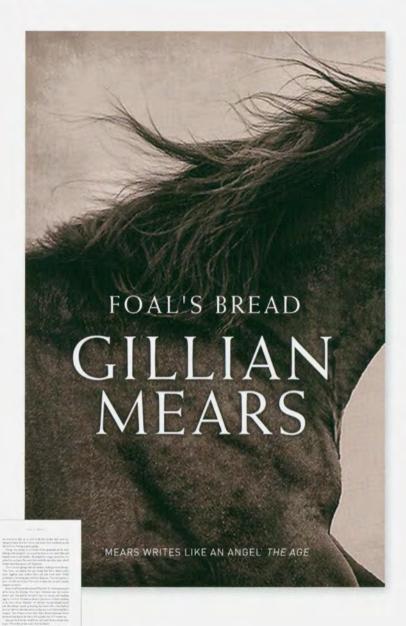
46

Foal's Bread is the winner. The image of the horse is amazing, alive and moving. Stunning. The whole book is tactile — the jacket cover and back cover is outstanding.

The Life is highly commended for its gorgeous cover – both the back and front covers have great features and use of colour. The inside treatment does not equal the outside treatment.

Pepsi Bears and Other Stories is commended for its fantastic cover. It stands out immediately as a brave and unusual image with a strong choice of typeface. Forecast: Turbulence is also commended for its great use of colour and overall strong package.

The simplicity of the design of the finalist, Life Kills was appreciated. The strong cover looks like a US design and stands out.

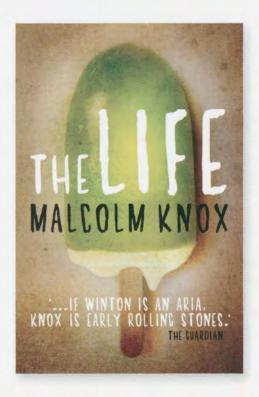


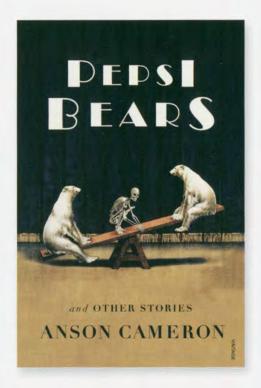
Winner Foal's Bread

Cover Designer Sandy Cull, gogoGinko

Internal Designer
Yolande Gray, Sandy Cull

Publisher Allen & Unwin





#### **Highly Commended**

The Life

Cover Designer Emily O'Neill

Internal Designer
Phil Campbell

Publisher
Allen & Unwin

Printer Griffin Press

#### Commended

Pepsi Bears and Other Stories

Cover Designer

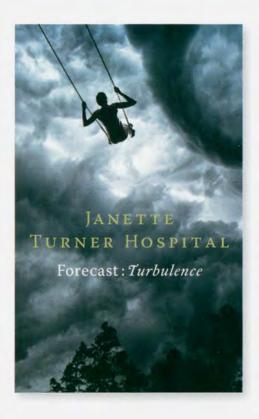
Design by Committee

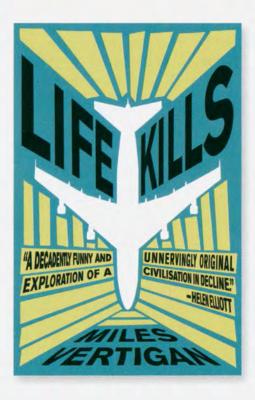
Internal Designer
Post Pre-Press Group

Publisher

Random House Australia

Cover Photographer Getty Images/Bigstock





#### Commended

Forecast:Turbulence

Designer
Natalie Winter

Publisher
HarperCollins Publishers

Cover Photographer Nancy Sams

Printer Griffin Press

#### **Finalist**

Life Kills

Cover Designer Miriam Rosenbloom

Internal Designer
Zoe Dattner

Publisher

Sleepers Publishing

#### 50

# BEST DESIGNED GENERAL ILLUSTRATED BOOK

Sponsored by — Murdoch Books

— This was a strong category with lots of variety. The standard of design was even and it was difficult to choose between them. Lots of strong books that were visually overpowering thus the judges found it difficult to reach their decisions.

The Flight Attendant's Shoe is the winner as the material available was handled beautifully. It is a classy production and the rhythm of the design in the different parts makes the book look very interesting. Great back cover too.

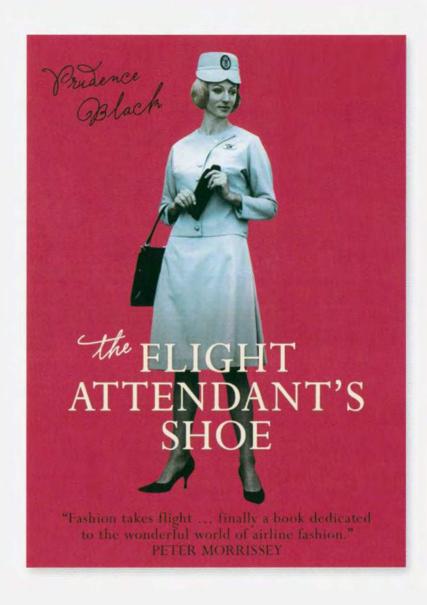
Forty-Six Square Metres of Land Doesn't Normally Become a House is highly commended. It shows off many design features but as it is a design book this seems appropriate. The integration of plans, photographs and texts is difficult and here, managed well. The mix of typefaces might go too far but the overall balance is very strong.

In the commended The Stylist's Guide to NYC the design completely matches the book. Good cover design with its lovely matt embossing, and great treatment of the map. Strong details in the place for notes. The reader's eyes are drawn directly to the text. Even though the book is a little over-designed, the discipline of the design was still evident. It works!

The photography in the commended The Little Veggie Patch Co is well done and instructive. The message — everyone can have a veggie patch you don't have to be a gardener — is evident everywhere in the design. The book is approachable and fresh, and not too hippy.

The Swashbuckler's Guide to Becoming an Astronaut is a finalist as its design is lovely, just not all that new. The question raised over the finalist, Tucked In, was had the designer gone too far? So many details, clever folds and details, great colour, so pretty. Overall all the pretty things were well melded which made the package a bit irresistible, despite the overall rhythm of the package getting a bit lost.

Paris was a bit generic but the individual features were so well-done — such as the endpapers and the ribbon — and appropriate for the book. The cover is beautiful and the whole package is evocative of the subject of the book.



**Winner**The Flight
Attendant's Shoe

Designer Di Quick Publisher NewSouth Publishing Printer Everbest











#### Commended

The Stylist's Guide to NYC

Designer Reuben Crossman

56 Publisher **Murdoch Books** 

> Printer 1010 Printing International



**Highly Commended**Forty-Six Square Metres of Land
Doesn't Normally Become a House

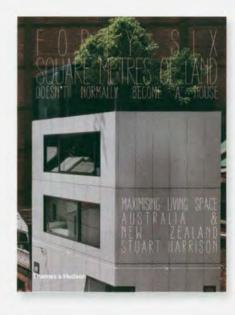
Designer Stuart Geddes/Tristan Main (Chase & Galley)

Publisher

Thames & Hudson Australia

Cover Photographer Trevor Mein

Printer Imago





#### Commended

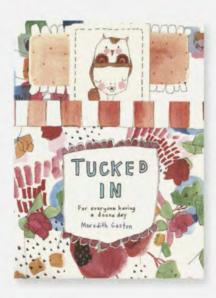
The Little Veggie Patch Co

Designer Michelle Mackintosh

Photographer John Laurie

Publisher Pan Macmillan Australia

Printer Imago



#### **Finalist**

Tucked In

Cover Designer
Arielle Gamble

Illustrator
Meredith Gaston

Publisher
Penguin Group Australia

Printer 1010 Printing International



Paris

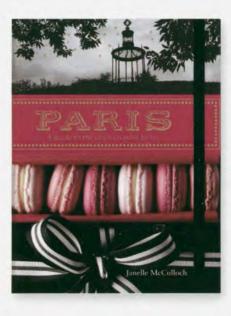
Cover Designer
Michelle Mackintosh

Dublisher

Pan Macmillan Australia

Photographer
Janelle McCulloch

Printer
1010 Printing International





#### Commended

The Swashbuckler's Guide to Becoming an Astronaut

Cover Designer
Caitlin Milne/Sputnik

Out of This World

Internal Photographer Sputnik

Printer Finsbury Green

# BEST DESIGNED SPECIALIST ILLUSTRATED Sponsored BOOK

by -**OPUS Group** 

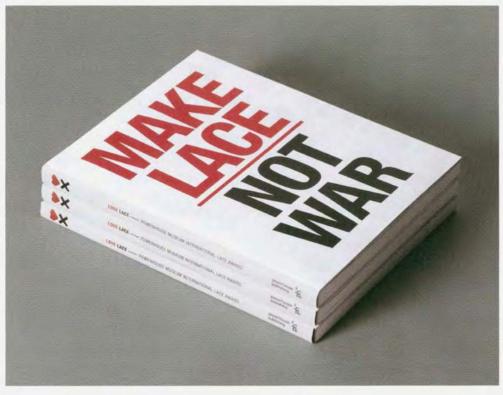
- The judges found it difficult to differentiate between titles that were entered into the general and specialist illustrated categories and felt the publishers' prerogative had to be accepted. Highly illustrated titles are a niche market.

The stunning graphic treatment of Love Lace: Powerhouse Museum International Lace Award and it's production values made it the stand - out winner. The beginning and end of the book are beautiful and then in the middle the bold change of stock and typeface take you by surprise. It is highly original and gutsy given its subject. The treatment of the names of the artists with heavy modernist typefaces could have gone wrong, but works. Very bold, strong approach on a soft subject.

John Kaldor Family Collection: Art Gallery of New South Wales is highly commended. The book is gorgeous and it must have been a difficult choice to find a single image for the cover that summarises the collection. It is a lovely example of its category. The bleeds to edges, cut pages and the way the composition and type have been played with are all appreciated. The type treatment is fantastic and decision to go without a dust jacket is lovely and works.

Interiors is commended for its beautiful and well-balanced design. The handwriting is beautiful. This book was competing against many others with similar ambitions and it stood out. The restraint exercised was acknowledged.

It was fun to see something as different as the finalist, hoodie magaZine and the judges discussed whether this the right category for this book. The pace of the book was lovely and each page had been individually designed. The understatement of the cover was enjoyed. All agreed finalist, Manangatang, is beautifully designed but did the design match the content of the book? The cover is engaging but the typography difficult to read and the type on the belly band doesn't seem to fit. Overall the design made sense of the material that has come from all over the place.





# Winner Love Lace: Powerhouse Museum International Lace Award

Designer Toko Publisher
Powerhouse Publishing
Printer
Special T Print



#### EXPLORING POSITIVE SPACES

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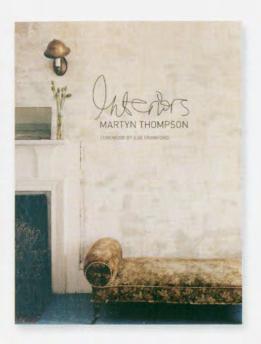
**1985 1988** 











**Highly Commended**John Kaldor Family Collection: Art Gallery of New South Wales

Designer Analiese Cairis

Publisher Art Gallery of NSW

**Australian Book Connection** 

#### Commended

Interiors

Designer Kirsten Willey

Internal Designer
Post Pre-Press Group

Publisher **Hardie Grant Books** 

Printer **C&C** Printing



#### Finalist Hoodie magaZine

Cover Designer Tiffaney Bishop

Internal Designer
Tiffaney Bishop and Wade Quagliotto

Publisher
IN-BETWEEN Art Projects

Printer Ferntree Print

#### **Finalist**

Manangatang

Designer Phil Campbell

Publisher Ten Bag Press

Photographer Andrew Chapman

Printer
BPA Print Group Australia

# BEST DESIGNED COOKBOOK

Sponsored by — **Kinokuniya** 

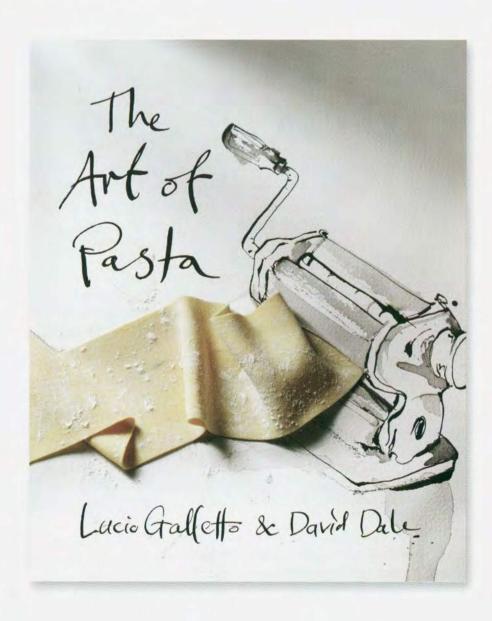
— The judges questioned whether cookbooks have begun to go too far in their design? Some books are so complicated it can be hard to see they are intended to be cookbooks. They need to be functional and beautiful.

The Art of Pasta is the winner. The design and package brought the sense of the restaurant to the book. The illustrations are beautiful and there is a lovely inkiness in the book. Some illustrations are drawn on, some incorporated into photos. There is a lot of personality brought to the page but with lots of relief and white space too.

Rockpool Bar and Grill is highly commended for its beautiful, classical, clear ingredients lists and recipes. The design reflects the ethos of the restaurant. The case is lovely. Not all agreed on the cover choice. Cumulus is also highly commended. It must be difficult to choose the one piece of food to feature on the cover and this one works. The restaurant branding is evident but not crass. The layout is excellent, easy to read and internals are lovely. The book makes you want to cook and eat.

My Abuela's Table is not celebrity or restaurant led. It is a memoir and cookbook and is commended for its very personal design. It is difficult to illustrate food and make it appetising but here you see a great job.

Finalist, Indochine is at the pinnacle of design, teetering on the over-design. The cover is exquisite in both colour and design. The Urban Cook is a finalist. The design has been seen before but the degree of complexity was well-managed. The photos and rustic look works on the uncoated stock. Everything in the book lines up.



Winner The Art of Pasta

Designer Daniel New

Publisher
Penguin Group Australia

Illustrator
Luke Scriberras

Photographer Anson Smart

1010 Printing International



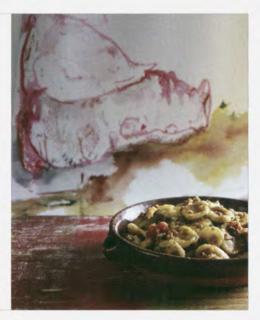
#### PASTA E PISELLI



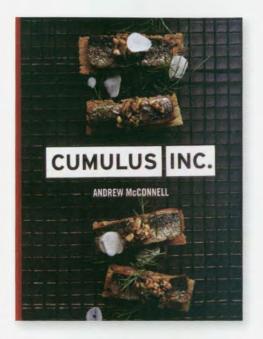
66

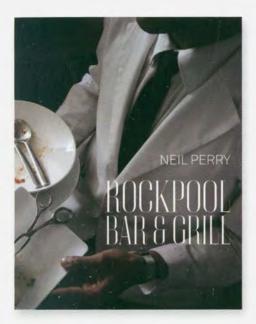
Corzetti with pork and feunel Savsaga











#### **Highly Commended**

Cumulus

Designer Round

Publisher

**Penguin Group Australia** 

Photographer

**Earl Carter** 

Printer

1010 Printing International

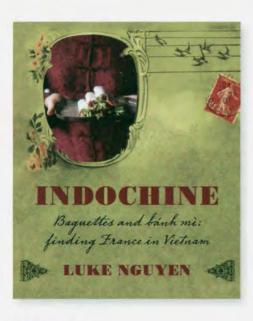
## Highly Commended Rockpool Bar and Grill

Designer one8one7

Publisher **Murdoch Books** 

Printer

1010 Printing International



#### **Finalist**

Indochine

Designer **Hugh Ford** 

Photographer Alan Benson

Publisher Murdoch Books

Printer 1010 Printing International



#### Finalist

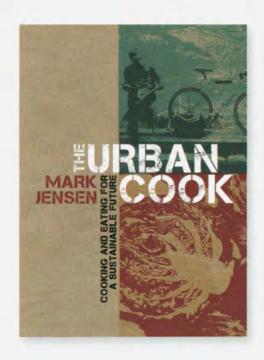
The Urban Cook

Designer Reuben Crossman

Publisher Murdoch Books

Photographer Janelle McCulloch

1010 Printing International



#### Commended

My Abuela's Table

Designer Daniella Germain

Publisher **Hardie Grant Books** 

1010 Printing International

# BEST DESIGNED CHILDREN'S FICTION BOOK

Sponsored
by —

1010 Printing
International

There was uncertainty amongst the judges about the line between the Young Adult and Fiction categories.

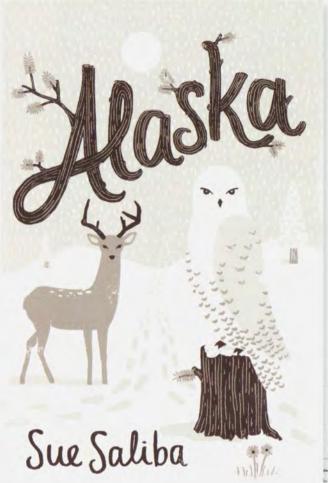
The judges felt the design seemed to be improving overall and they chose to elevate the designs that pushed boundaries.

There were only a small number of entries in this category and they ranged across a diversity of ages.

The winner Alaska caused gasps when first seen by some judges, admiring the restrained palette and use of inner colour. The design acknowledged Frankie magazine with its crafty trendsetting, which most of the young readers would be hoping to read soon. This design was an absolute stand out in every way.

Monsieur Cadichon is commended for a great bit of book design. The original illustrations have been collaged to repackage the book. Judges felt they could see the hand of sales and marketing in this book. The flexy bind and endpapers were admired.

It is difficult to package books for 12–14 year-olds. Crow Country is awarded finalist for its beautiful design. It is evocative of the Australian landscape and the design reflects the content perfectly without resorting to cheap tricks.



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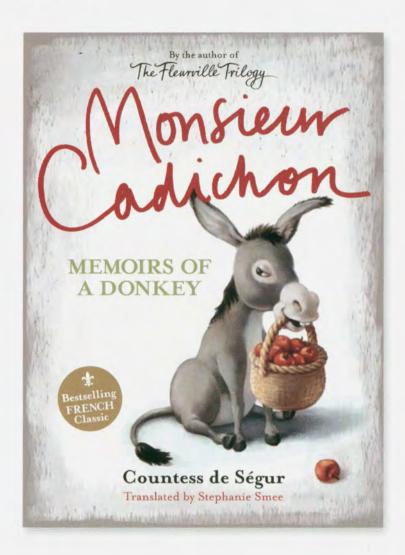
you said to benefit, i'il you go along to the owning transmiss might to down, we, there we as she'd it is no, that was i'il, and marke she'd decide then that there was nothing we morely shout, then the boson and two consumers were said, and that the could simply call those again and go and one has, and they could go go though you when they'd been left aff that day on

100

Winner Alaska

Designer Allison Colpoys Publisher
Penguin Group Australia

Printer
McPherson's Printing Group



# Commended

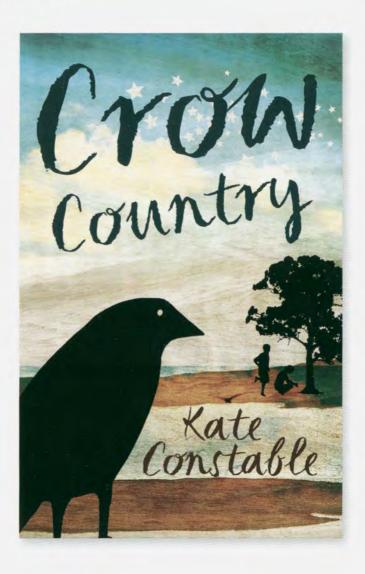
Monsieur Cadichon

Designer Lisa Reidy

Publisher
Simon & Schuster Australia

Illustrator Simon Sturge

Printer Phoenix Offset



# **Finalist**

Crow Country

Designer Josh Durham Design By Committee

Publisher Allen & Unwin

Cover Illustrator Ngarra Murray/Josh Durman

Printer
McPherson's Printing Group

# BEST DESIGNED CHILDREN'S NONFICTION BOOK

Sponsored by — Splitting Image

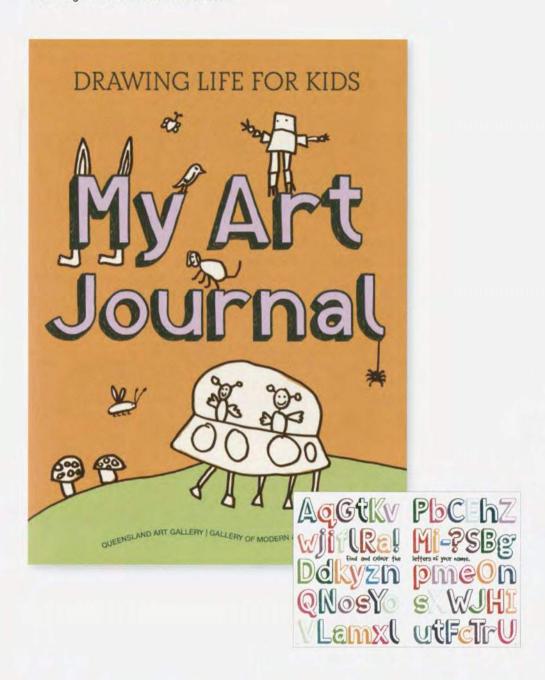
74 — The judges believed design in this category has become much more interesting, incorporating some of the styles and design of fiction titles.

The winner, Drawing Life For Kids: My Art Journal is almost too beautiful to draw on, but this also gives it a point of difference. Flexy binds and flaps add to the package.

Highly commended title, My Grandma's Kitchen, is charming. Lots of things are going on, but that appeals to children. To match photographs to illustrations is difficult and is achieved here. Again the design reflects the crafty mood of the moment.

The concept of the book Surrealism for Kids, commended, is brilliant and works well. Though it isn't exactly surreal.

Finalist, One Small Island, has nothing groundbreaking in its design, but overall it is beautifully put together and it invites you to return to its pages over and again.

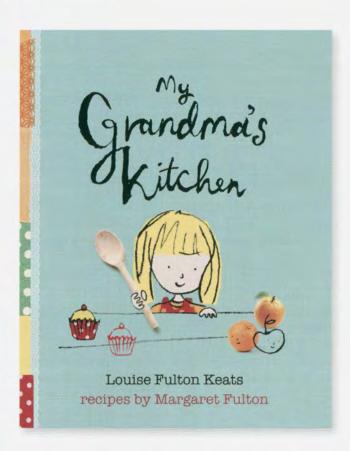


**Winner**Drawing Life For Kids:
My Art Journal

Cover Designer
Amy Moore

Internal Designer Sally Nall Publisher Queensland Art Gallery

Printer Screen Offset Printing



# **Highly Commended** My Grandma's Kitchen

Designer

Michelle Mackintosh

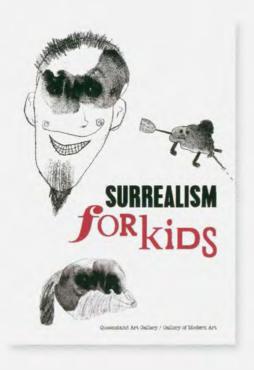
**Hardie Grant Books** 

Illustrator

Michelle Mackintosh

Printer

**C&C Offset Printing** 





# Commended

Surrealism for Kids

Designer Sarah Ballard

Publisher
Queensland Art Gallery

Printer

**Platypus Graphics** 

# **Finalist**

One Small Island

Designer

**Anthony Palmer** 

Publisher

Penguin Group Australia

Cover Illustrator

**Alison Lester** 

Internal Illustrator

Alison Lester/Coral Tulloch

Printer

1010 Printing International

# BEST DESIGNED CHILDREN'S PICTURE BOOK

Sponsored
by —
Scholastic
Australia

— Determining what is the work of the illustrator and what is design is not an easy task and the response to illustrations is generally subjective. The judges wished there was an award for the best endpapers. Kids know the story begins as soon as you open the book and some of the examples here were gorgeous.

The winner, Ben & Duck, has an excellent use of space, particularly negative space and it really animates the duck. It is a quiet story but wonderfully animated by the illustrations and type. Aesthetically, the design is very pleasing and the many little features are just beautiful.

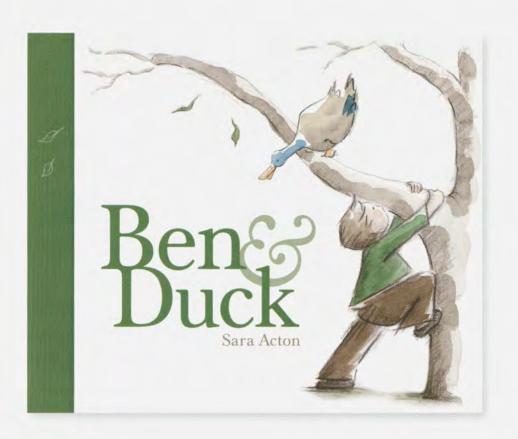
The design of highly commended, Grumpy Little King, is derivative of the 1960s style of Leigh Hobbs but well done. The very straight and clever portrait style to make the king look short and grumpy is retro but quite contemporary. The format is so clever. There is a good balance of internal composition and the overall package is great.

Button Boy is highly commended for the good symmetry of design and purpose. There is lots of movement on the page, some very cute elements and the thought behind them is evident. Typography used throughout, endpapers and integrated elements are wonderful. Technically the book is beautiful.

Commended, Parrot Carrot, is so different it stood out immediately. It is for a very young age group, but is it a picture book? Everything in this book has been designed — the designer exerting complete control. It is playful and works well for young kids.

Finalist, Nog and The Land of Noses had some immediate difficulties in getting that long title on the cover but it was achieved and looks good. You know immediately who Nog is and what the book is about.

78



Winner Ben & Duck

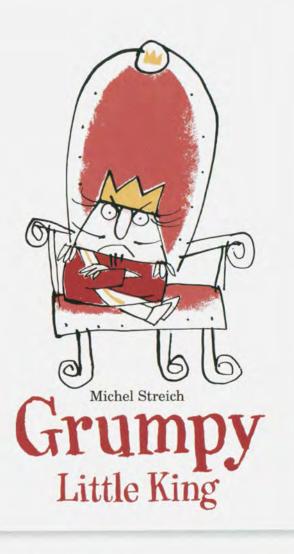
Cover Designer
Nicole Stofberg
Publisher
Scholastic Australia

Illustrator Sara Acton

Printer
Tien Wah Press







# Highly Commended

Grumpy Little King

Designer Michel Streich

Publisher Allen & Unwin

Illustrator Michel Streich

Printer Tien Wah Press



# Highly Commended Button Boy

Designer Simone Kelleher

Publisher Scholastic Australia

Illustrator Sue deGennaro

Printer **Tien Wah Press** 





# Commended

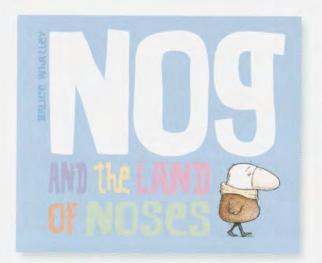
Parrot Carrot

Designer Jon Foye

Publisher Allen & Unwin

Illustrator Jon Foye

Printer Tien Wah Press



# **Finalist**

Nog and the Land of Noses

Designer Nicole Stofberg

Publisher Scholastic Australia

Illustrator
Bruce Whatley

Printer
Tien Wah Press

83

# BEST DESIGNED CHILDREN'S SERIES

Sponsored
by —
HarperCollins
Publishers
Australia

— The judges noted how important the integration of each book is into the series look. The books must have some noticeable differences, but show where they belong.

The winner, Star League 1: Lights, Camera, Action Hero! signalled to its readers immediately who it is aimed at. It has a strong series look with a good distinct face. The internals and the back cover are very smart and the whole book was well put together.

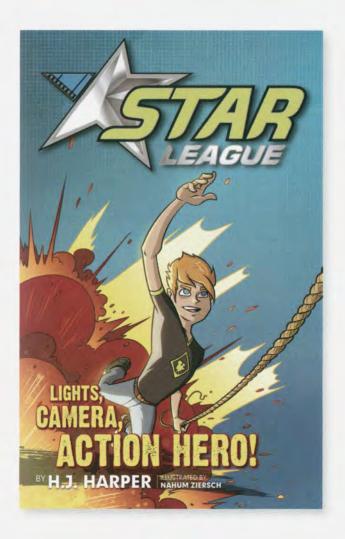
Mamang was awarded highly commended for its lyrical cover depicting day and night in a way that stood out against the choice of colour. It is beautifully designed with smart handling of text, typefaces and colour and high production values. The overall package was quite different to other entries in the category.

The perky look of *Billie B Brown: The Big Sister* immediately communicates the character, mood and tone of the books. They clearly target a specific market but the books also look different enough to warrant a highly commended.

The classic but modern feel of The Spies of Gerander was remarked on. This series is tactile and the design quality consistent throughout. The series made you think of it as an 'object' as well as a book and was commended.

84







Winner

Star League 1: Lights, Camera, Action Hero!

Cover Designer Nahum Ziersch

Internal Designer
Astred Hicks, Design Cherry

Publisher **Random House Australia** 

Illustrator Nahum Ziersch

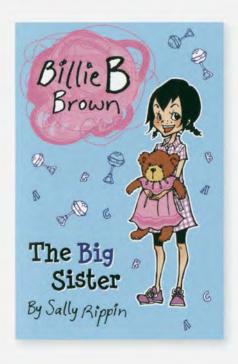
Printer **Griffin Press** 

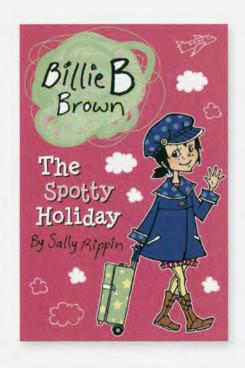












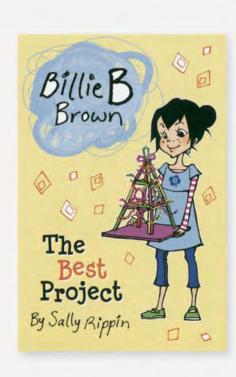
# Highly Commended Billie B Brown: The Big Sister

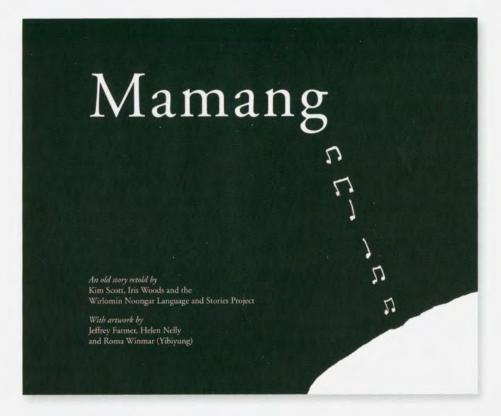
Designer Stephanie Spartels

Publisher Hardie Grant Egmont

Illustrator Aki Fukuoka

Printer Griffin Press







# Highly Commended

Mamang

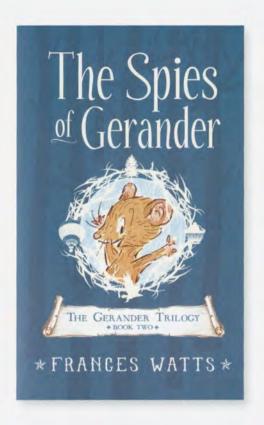
Cover Designer

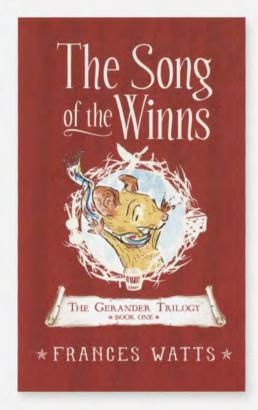
Anna Maley-Fadgyas

Publisher UWA Publishing

Printer Imago









The morarella was in an icy cremani, said Unde Ebenezer with a shiver, to demonstorae how cold the cremane had been. The movement made his log belly withde and his long shadow shirmined on the read stretching up between two high ridge of reck.

'An icy cremani' and Tahio Rose, who was beside

An icy crevisser taid 1 from Rose, who was besser him. 'The mozzarella was in an icy cressure' But why! How did it get there?'

Alianie, walking behind them with Aunt Beerer, had to laugh in his friend's perplexed tene. He and his brokher and sider were used in their sactif's actories, but their ringless had been living with their mode and auri for years, while Tibby had only just me Eleoneer and Beeres.

what i stoy has only just me Europee and revers. Uncle Ebencare don't stem inclined to answer Tibby Rose's quantisms. (They were the kind of questions Alistan himself used to ask once upon a time, but his uncle had never univered him either.) 'I saw at once

## Commended

The Spies of Gerander

Cover Designer
Priscilla Neilsen

Internal Designer
Ingrid Kwong

Publisher ABC Books

Illustrator

David Francis

Printer RR Donnelley

# BEST DESIGNED YOUNG ADULT BOOK

Sponsored by —— Griffin Press

— This category proved complex as the judges felt some entries looked like they were trying to appeal to an adult market. That crossover area is the holy grail of design at present, but it was noted that if you try too hard to appeal to everyone, sometimes it ends up looking like you don't know who you are talking to. The judges believe teenagers are very exposed to design, thus it can be hard to make a book jump off the shelf.

August was the standout of the category. It had the look of a graphic novel and is conceptual but not too sophisticated. It hit the crossover look perfectly.

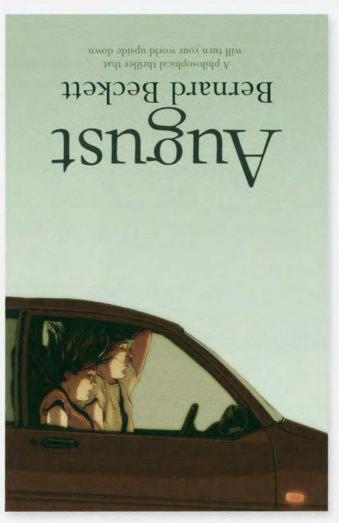
Highly commended was awarded to The Wilful Eye (Tales from the Tower Vol. 1) for its sumptuous, pickupable originality. Some sophisticated elements but everything spoke directly to its market. There is more to discover each time you look at this cover, its mythic, emblematic qualities were applauded.

Forgotten was commended as it nailed its genre without being derivative. It has real shelf-appeal and quite an international look. The commercial aims of the book are beautifully resolved. It was noted that the back of the book is a bit full.

The Glass Collector is a finalist for its beautiful cover and gorgeous paper. A note of caution was expressed about whether it might be an alienating cover for its intended audience. The clever movie-poster feel of The Shattering was appreciated and it too is a finalist. The design is cleverly done, not new but compelling. The epic dystopian edge appeals directly to boys and the use of spot UV gives it an edge.

90





Winner August

Cover Designer
WH Chong

Internal Designer Susan Miller Publisher
The Text Publishing Company

Guy Shield/The Jacky Winter Group

Printer Griffin Press





# Highly Commended The Wilful Eye

(Tales from the Tower Vol. 1)

Designer Zoe Sadokierski

Publisher Allen & Unwin

Printer **Griffin Press** 

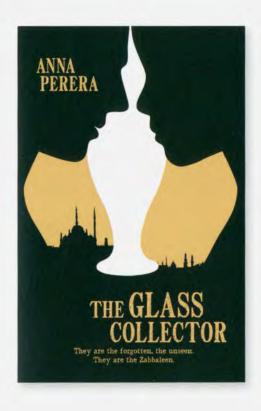
# Commended

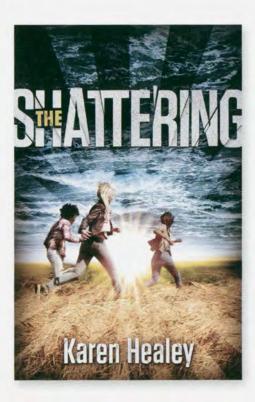
Forgotten

Designer Stephanie Spartels

Publisher **Hardie Grant Egmont** 

Printer **Griffin Press** 





# **Finalist**

The Glass Collector

Cover Designer Natalie Winter

Internal Designer HarperCollins Design Studio

Publisher

HarperCollins Publishers Australia

Printer RR Donnelley

# **Finalist**

The Shattering

Designer Bruno Herfst

Publisher Allen & Unwin

Cover Photographer Getty Images

Printer

McPherson's Printing Group

# BEST DESIGNED REFERENCE & SCHOLARLY BOOK

Sponsored by — **Tafeda** 

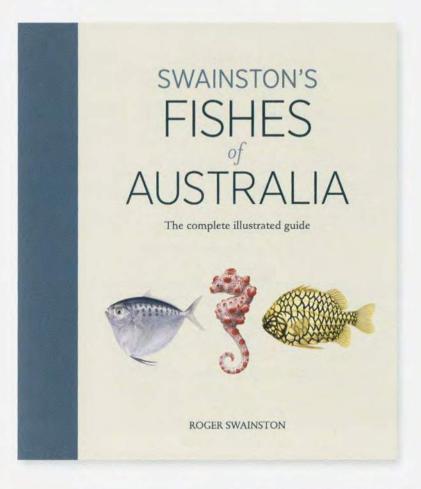
94 — The judges noted it is difficult to compare trade books with specialist and scholarly books and noted that all the books awarded are of a very high standard.

Swainston's Fishes of Australia is the winner of this category. An extraordinary amount of information, not necessarily exciting to all, is contained in this design. Once you start to look at it, the whole book becomes beautiful and amazing. The relativities of scale to incorporate in the design must have proven a difficult task. The choice of headings and simple typeface were contemporary but not funky and achieving the hierarchy would not have been easy.

Women's Stuff is highly commended for the ease with which the designer pulled together, in a cheerful way, the different types of information in the internals the medical detail and the real people.

A Short History of Christianity was commended for its stunning design and use of foil, outstanding jacket and its beautiful case.

The PPS Guide – A Guide to the Personal Property Securities Act 2009 (Cth) is a finalist. The design and internals are beautiful and it was not the easiest information to make look interesting! A good use of two colours.





**Winner** Swainston's Fishes of Australia

Designer Claire Tice

Publisher
Penguin Group Australia

Illustrator
Roger Swainston

Printer
1010 Printing International



# Highly Commended Women's Stuff

Cover Designer **Daniel New and Kaz Cooke** 

Internal Designer

**Daniel New** 

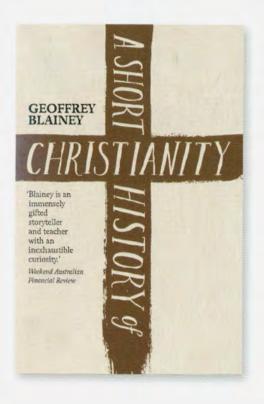
Publisher Penguin Group Australia

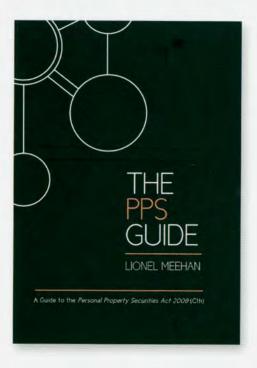
Internal Illustrator

Kaz Cooke

Printer

South China Printing Co





## Commended

A Short History of Christianity

Cover Designer
Allison Colpoys

Internal Designer
Cathy Larsen

Publisher

Penguin Group Australia

Printer

McPherson's Printing Group

# **Finalist**

The PPS Guide – A Guide to the Personal Property Securities Act 2009 (Cth)

Designer
Woof Creative Solutions

Publisher Edwin Books

Printer

Ligare

# BEST DESIGNED PRIMARY EDUCATION BOOK

Sponsored by — Cengage Learning

98

— Concern was expressed that a number of books, and there were many entries in this category, had not fully considered the age of the readers of the books. The judges looked for accessibility — in other words: was the information clean and clear?

It was an easy decision to select Pearson Library, Life Cycles of Australian Animals, Echidna as the winner. Everything was simple and accessible. There was great cropping and editorial techniques used throughout and good colour.

Life Cycles of Marine Animals: Emporer Penguins with its engaging, lively and beautiful layout received highly commended. Some type was hard to read on heavy backgrounds.

Engage Literacy: Growing Up which is for very young readers was commended and its clean and simple design was noted. PM Sounds in Words, Short Vowels: Dog also received commended for its pared back look, a joy to read. The tactility of this book, achieved through embossing on the cover, was also noted as there was infrequent use of embossing in this category.



Winner
Pearson Library,
Life Cycles of Australian
Animals, Echidna

Cover Designer Glen McClay

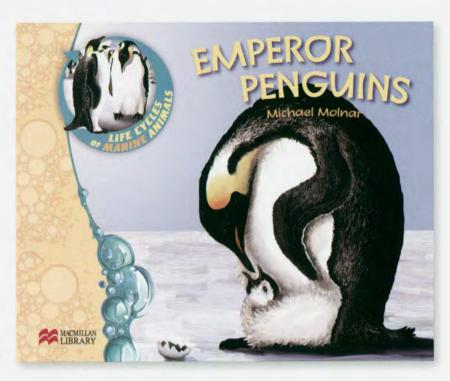
Internal Designer Nikola Kyle

Publisher

Pearson Australia Group

Printer

Pearson Print Centre (Hong Kong)



# **Highly Commended**

Life Cycles of Marine Animals: Emperor Penguins

Cover Designer Tanya De Silva

Internal Designer Tanya De Silva, Raul Diche

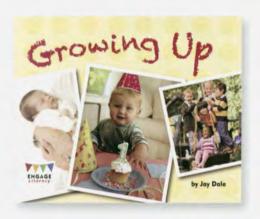
Publisher

Macmillan Publishers Australia

Cover Illustrator Muza Ulazowski

Internal Illustrator Ian Faulkner, Muza Ulazowski

Macmillan Publishers (China)





### Commended

Engage Literacy: Growing Up

Designer

Susannah Low

Publisher

**Hinkler Books** 

Printer

Leo Paper Group

### Commended

PM Sounds in Words, Short Vowels: Dog

Designer

Karen Mayo

Publisher

Cengage Learning

Printer

1010 Printing International

# BEST DESIGNED SECONDARY EDUCATION BOOK

Sponsored
by —

Pearson
Australia

102 — The designers in this category all deserved credit, though not a lot of books were entered. It is lovely to see clean, sophisticated fonts used in educational texts.

The winner, Oxford Big Ideas Australian Curriculum Mathematics 8, was an extremely complicated book with tables, graphs, numbers and words and all elements were beautifully handled. The use of colour, tabbing, fonts and one and two-colour printing came together beautifully. It is unusual in secondary maths to see such a visually stimulating book.

Oxford Big Ideas Australian Curriculum English 8 was highly commended for its good use of white space and borders. The typography is stimulating and the different elements are all interesting, inviting the reader to dip in. The round corners, were applauded as a nod to Moleskine and their history with renowned writers.

Oxford Big Ideas Australian Curriculum History 7 was commended for its use of colour and clean, clear, lively design. There is a great use of fonts and balancing elements. The designer used the internal illustrations expertly throughout.



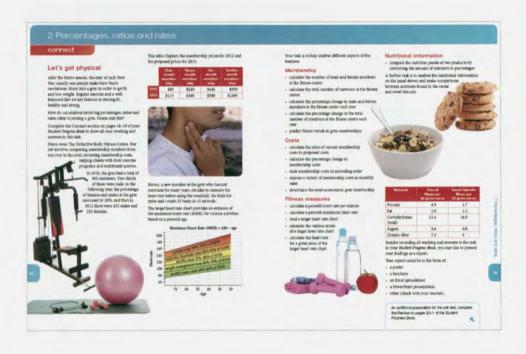
Winner
Oxford Big Ideas
Australian Curriculum
Mathematics 8

Cover Designer
Sue Dani and Trampoline

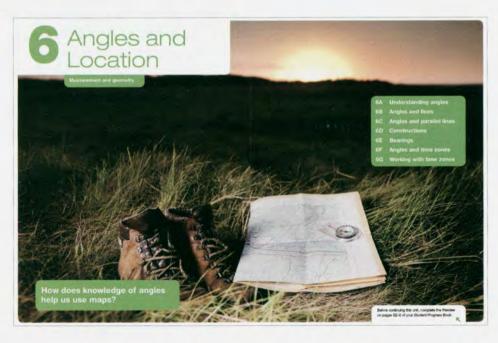
Internal Designer
Santiago Villamizar and Sue Dani

Oxford University Press

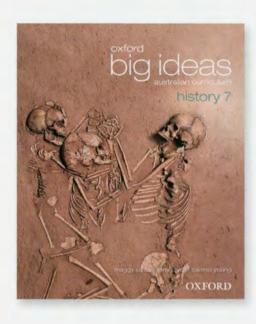
Printer Ligare











# **Highly Commended**

Oxford Big Ideas Australian Curriculum English 8

Cover Designer Caitlin Ziegler

Internal Designer Regine Abos

Publisher

Oxford University Press

Cover Illustrator
Diana Platt Design

Internal Illustrator
Ziegler Design

Printer Ligare

## Commended

Oxford Big Ideas Australian Curriculum History 7

Cover Designer
Regine Abos and Sue Dani

Internal Designer Sue Dani

Publisher

**Oxford University Press** 

Internal Illustrator
Bill Wood/Richard Bronson/
Ian Laver/MAPgraphics

Printer Ligare

# BEST DESIGNED TERTIARY & FURTHER EDUCATION BOOK

Sponsored by — **Ligare** 

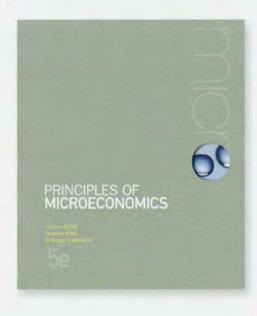
106 — The specialist judges
questioned if there are enough
categories for tertiary education
texts. Dry subjects are competing
with more creative subjects and
all areas require very different
approaches from designers.
As subjects in tertiary and
vocational education continue
to broaden, the effect will
become more profound.

We have joint winners in this category, the judges were unable to separate {Graphic Design} Australian Style Manual and Principles of Economics 5th edition. The design elements of Principles of Economics were carefully considered and the whole book is beautifully laid out. {Graphic Design} showed good use of colour and white space, the complex material was put together and handled well.

Connecting With Tort Law was highly commended for its great cover and management of the content. The balance of elements, use of the margins for information and use of colour were all great.

The finalist is Bookkeeping & Accounting Essentials which breaks away from the usual design of education books. It uses great fonts, there is good use of the second colour, borders and white space. The tables are beautifully designed.





Joint Winner {Graphic Design} Australian Style Manual

Cover Designer Astred Hicks

Internal Designer Emily and John Gregory

Publisher

McGraw-Hill Education Australia

Cover Illustrator

**James Gulliver Hancock** 

Printer

China Translation & Printing Services

Joint Winner
Principles of Economics,
5th edition

Cover Designer Leigh Ashforth

Internal Designer
Olga Lavecchia

Publisher

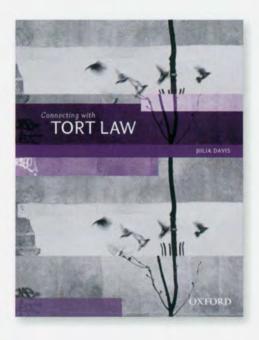
Cengage Learning

Printer

China Translation & Printing Services









# **Highly Commended**

Connecting With Tort Law

Cover Designer
Regine Abos and Ana Cosma

Internal Designer
Polar

Publisher

Oxford University Press

Printer

**Sheck Wah Tong Printing Press** 

# **Finalist**

**Bookkeeping & Accounting Essentials** 

Designer

Danielle Maccarone

Publisher

Cengage Learning

Illustrator

**Antonia Pesenti** 

Printer

**RR** Donnelley



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