Judge’s Comments

Gabriella Polliard – 2023 CSMA Designer of the Year

* Just so impressed as a leader you made the decision to take on all design responsibilities. You then did your homework reaching out to your inspiration and developed a clear, consistent plan.
* Your designs have a magazine feel as they follow design principles yet add a funky flavor highlighted by the headline font and text treatment.
* Your use of spot color enhances the content which is placed in an excellent hierarchy, directing eye flow from most to least important.
* Also like your use of black and white/color photography. Really makes the spot color pop.
* Your designs feature so many excellent features: text weaving, clever entry points. You experiment so much and pull it off each time.
* Careful of small text being too close to the page edge.