



reddot winner 2020

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37 *Red Dot Awards* in the last 10 years for the Institute of Design and Communication at FH JOANNEUM

Graz, *UNESCO City of Design* on 4th August 2020

It has already become a tradition that every year some of the graduates of the *Institute of Design and Communication* at FH JOANNEUM are honoured with *Red Dot Awards*. The accumulation of these awards in recent years, namely 5 in 2018, 9 last year and 7 this year, a total of 37 awards in the last 10 years, once again confirms the quality of the education.

In 2020 the graduates Bettina Fink, Julia Krenn, Verena Müller, Sophie Ortmeier, Paul Pacher and Benjamin Ressi were awarded in the category “Publishing & Print Media”, subcategory “Books” and the graduate Simon Wünscher in the category “Interface & User Experience Design”.

“We are delighted that our institute’s bachelor and master’s theses are once again receiving international recognition this year. Obviously, our strategic positioning in the direction of social and sustainable design is also perceived positively, 7 *Red Dot Awards* are the best proof of this,” said Daniel Fabry and Karl Stocker, heads of the study programs at the *Institute of Design and Communication*.

In total, this year 6992 contributions from designers, agencies and companies from 50 countries were submitted. The “*Red Dot Award*” has established itself internationally as one of the most sought-after indications of quality for good design. From products, communication projects and packaging to design concepts and prototypes, the Red Dot Award documents the most striking trends worldwide.



reddot winners 2020



Sophie Ortmeier:
Im Moment



Bettina Fink:
Gleich.
verschieden.



Benjamin Ressi: How
long is now?
How many times?



Julia Krenn:
Designing
mobile
systems



Simon Wünscher: Ananas,
Banane oder Zitrone?



Paul Pacher:
94513



Verena Müller:
Einfach

The winners 2020 are:

Bettina Fink: Same. Different. The interface between Social Work & Social Design | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec

Julia Krenn: Designing mobile systems. Concept development of a mobile application taking a fitness app as an example | Bachelor's thesis, Information Design | Supervisor: Doris Ulrich

Verena Müller: Simple. Guide to accessible graphic design | Master's thesis, Communication, Media, Sound & Interaction Design | Supervisor: Christoph Almasy

Sophie Ortmeier: At the moment | Bachelor's thesis, Information Design | Supervisor: Dietmar Mosbacher

Paul Pacher: 94513 | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec

Benjamin Ressi: How long is now: In search of the subjective present and the emergence of perceived reality | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec

Simon Wünscher: Pineapple, banana or lemon? | Master's thesis, Communication, Media, Sound & Interaction Design | Supervisor: Maja Pivec

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Bettina Fink: Same. Different. The interface between Social Work & Social Design | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec



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Throughout the past years the designer's role has changed. Simply designing and beautifying is not enough anymore. Design today is seen and also used as a political tool. This work deals with the question how design influences the daily life and if it is possible to accomplish social and cultural changes through design. The rise of globalisation involved an expansion of exclusion, respectively social injustice. Social design tries to conquer this deficit and pleads for social fairness. Therefore, this thesis was based on selected literature concerning marginal groups. A direct reference to the topic of social design and its relation to social care can be made as well as the reference to the fact why it is crucial to support social organisations and institutions graphically. All these aspects were brought together with a series of portraits of the VinziWerke.

Julia Krenn: Designing mobile systems. Concept development of a mobile application taking a fitness app as an example | Bachelor's thesis, Information Design | Supervisor: Doris Ulrich



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Digitization and flexibility are increasingly finding their way into our daily lives. We have countless technical resources that help us in our planning. Why not use the same developments in sports?

This bachelor's thesis deals with the ever-increasing digitization of our everyday life and shows that the advantages of digital applications can also be applied to sports activities. It focuses on the analysis of economic conditions, the creation of the structural and technical concept as well as the visual design of the mobile application. What is demanded by potential customers? Which requirements does the software need to fulfill? And what can an easy-to-use user interface design look like? To answer these questions, methods of field and desk research were used and information needs were analyzed. Finally, the results were implemented in the creation of the technical as well as the design concept.

Verena Müller: Simple. Guide to accessible graphic design |
Master's thesis, Communication, Media, Sound & Interaction
Design | Supervisor: Christoph Almasy



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While we can read and filter graphically prepared content almost subconsciously, others fail to decode it. Although all people have the same right to consume information, the topic of accessibility has not yet become established in classical graphic design processes.

So how can cognitive barriers in the design of information be broken down in such a way that the end product is equally informative and appealing for people with and without cognitive impairment?

By strongly addressing the needs and motivations of people with and without cognitive impairment, a guideline has been developed which is intended to help both designers and non-typographers to develop visually appealing and at the same time accessible print products. The master's thesis itself has been implemented barrier-free on the basis of the gained knowledge and is intended to show the feasibility and functionality of the developed strategy. Each chapter is summarized in simple language. The high demands placed on the readability and simplicity of barrier-free information benefit not only disabled persons but also many other people.

Sophie Ortmeier: At the moment | Bachelor's thesis,
Information Design | Supervisor: Dietmar Mosbacher



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Long before the digitalization instant photography enabled the immediate availability of a picture. For the first time it was possible to take the photographs out of the camera right after they were taken without the need of a dark room or laboratory. Instant photography helped photography to gain more respect and reputation within the art scene and can now be seen as a cult medium. This work deals with the functionality of instant photography, its development as well as its current position.

“I wanted to know, what makes Polaroid and instant photography so special. Now I can say: it's the originality of every single picture. Each of them is a surprise, you never know what outcome you can expect. Working with Polaroids is a fun journey, testing different films and cameras and play around with motives.”

Sophie Ortmeier designed two books. One of them deals with the historic beginnings of photography in general and sets its focus especially on the evolution of instant photography. The second is a more practical orientated work, showing instant photos she shot by herself.

Paul Pacher: 94513 | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec



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The new, the unknown and the different—associations that are caused by these terms are often perceived by many as a burden. Relief is often sought in conventions that are even vigorously defended if they should not be taken into consideration or questioned anymore. And yet it is actually the opposite attitude that is worth striving for: thinking against the norm. Outside of the box thinking is considered to be the source of creative action and creativity itself. Finding your way in a time of rapid changes relies on this exact skill—and especially designers have to show a high degree of creativity and adaptability. “Because design, as I understand it, is the best possible improvement of the status quo.” Consequently, improvement has to be accompanied by a change, an adaptation and if something is to be done “best possible”, the degree of change is determined by it. Clearly this parameter is completely and utterly subjective and therefore exactly the opposite of a standard based norm. 94513 characters—a norm criticizes a norm.

Benjamin Ressi: How long is now: In search of the subjective present and the emergence of perceived reality | Bachelor's thesis, Information Design | Supervisor: Tomislav Bobinec



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How long is now? There is no clear answer to such an unclear question, even if you limit it to the subjective present. However, this question provokes many others, which might bring you closer to the opening question. Those insights are quite often much more exciting than answering the initial question.

The “now” of subjective perception has not only duration, the length also depends on the circumstances and point of view. For instance the “now” is shorter when heard than seen. When we know the boundaries of subjective present, we are able to see it not as an obstacle but as a module for optimised design and find ways that are more appropriate for how we perceive the world.

Simon Wünscher: Pineapple, banana or lemon? An augmented reality hybrid boardgame | Master's thesis, Communication, Media, Sound & Interaction Design | Supervisor: Maja Pivec



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Humans have been playing games for thousands of years. Before the digital revolution, all games were analogue. Then a big hype around digital games started. However, there are not many games that combine these two worlds yet. Therefore, the hybrid game market will be the topic of the research. As a first step it was necessary to gain information from literature that deals with games and play at general. Afterwards hybrid board games which were already on the market have been tested regarding their digital and analogue components. Moreover, interviews with international experts from various areas of the gaming industry provide an overview of the recent developments in the sector. Based on the previous research an iterative prototype has been built and designed which, expanded with an augmented reality smartphone application, creates a new hybrid game. "Ananas, Banane oder Zitrone?" is a cooperative game for four players.