

DESIGNER'S GUIDE TO SELF-PROMOTION  
SMART & SIMPLE STRATEGIES FOR WINNING NEW CLIENTS & PROJECTS

DESIGN IDEAS AT WORK • OCTOBER 2008

SELF-PROMOTION  
*Design Annual*

BOOST YOUR  
BRAINSTORMING  
SKILLS

RETHINK YOUR  
PROMOTIONS  
NEW WAYS  
TO GET NOTICED

120 AWARD WINNING  
DESIGNS  
TO INSPIRE YOUR NEXT PROJECT

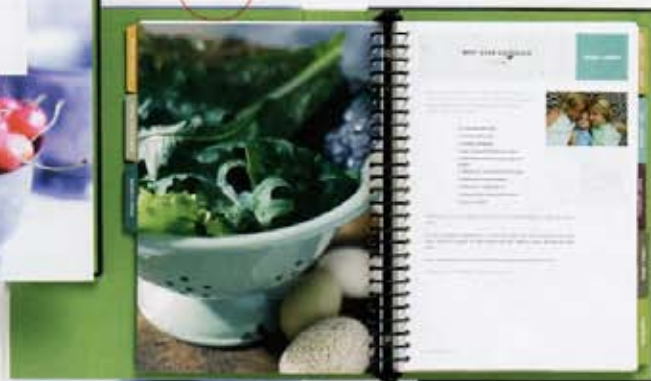


MERIT WINNER  
HELLO DESIGN  
PAGE 79

MISCELLANEOUS  
**MERIT**



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**TITLE**  
*TasteBook Press Kit*

**FIRM**  
*TasteBook In-House Creative Services, Berkeley, CA; www.tastebook.com*

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**PRINTER**  
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**CLIENT**  
*TasteBook Inc.*

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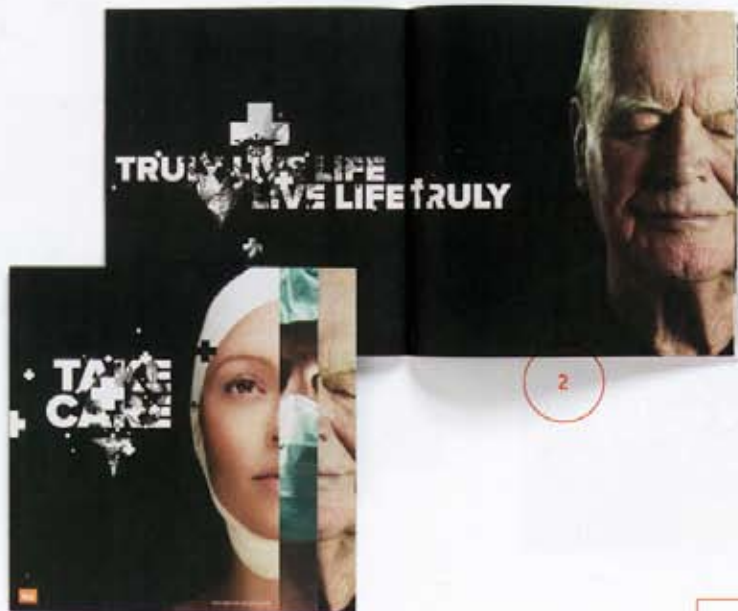
**TITLE**  
*Take Care Promotion*

**FIRM/CLIENT**  
*Veer, Calgary, Alberta; www.veer.com*

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*Drew Ng-How-Tseung*

**COPYWRITERS**  
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MISCELLANEOUS  
MERIT



3

**TITLE**  
*The Most Action-Packed and  
Glow-in-the-Dark Activity  
Book for Creatives Ever!*

**FIRM/CLIENT**  
Veer, Calgary, Alberta;  
www.veer.com

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Justin Lafontaine

**COPYWRITER**  
Mark Hamilton

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**TITLE**  
*Rochester International  
Jazz Festival Press Kit*

**FIRM/CLIENT**  
WXXI Public Broadcasting,  
Rochester, NY; wxxi.org/jazz

**ART DIRECTOR/DESIGNER**  
Jon Haliniak

**COPYWRITERS**  
Jon Haliniak, Kristin Tutino

**PRINTER**  
Oser Press



MISCELLANEOUS  
**MERIT**

7



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**TITLE**  
2007 Pratt Fashion Show  
Save-the-Date and Journal

**FIRM**  
Pratt Institute Office  
of Public Relations and  
Communications, Brooklyn,  
NY. [www.pratt.edu](http://www.pratt.edu)

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**PRINTERS**  
Finley, Conceptual

**CLIENT**  
Pratt Institute

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**TITLE**  
CSA Poster

**FIRM/CLIENT**  
Veer, Calgary, Alberta;  
[www.veer.com](http://www.veer.com)

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