

Future

9 771360 537024



DECEMBER 2013 12>

COMPUTER ARTS

DESIGN MATTERS

ISSUE #221

DECEMBER 2013
£6 • C\$19.95
PRINTED IN
THE UK

HOW TO GET MORE FROM MOTION

Revealed: why slick motion graphics can make or break a product launch

GET AHEAD IN-HOUSE

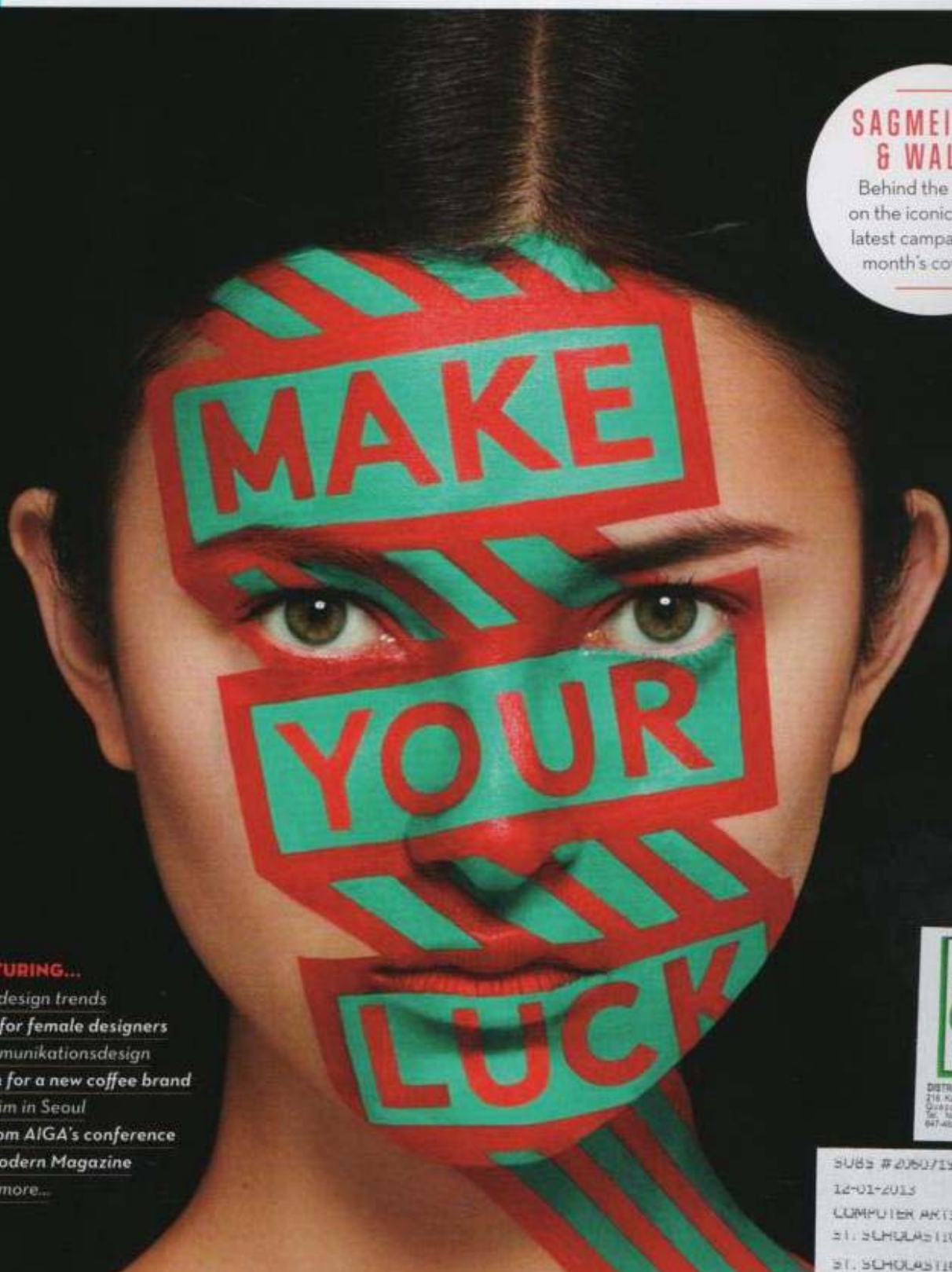
Make an impact outside a studio environment

BRANDING TESCO'S TABLET

How SomeOne rose to the challenge

SAGMEISTER & WALSH

Behind the scenes on the iconic studio's latest campaign: this month's cover art



ALSO FEATURING...

- The latest design trends
- Equal pay for female designers
- L2M3 Kommunikationsdesign
- Illustration for a new coffee brand
- Meet Na Kim in Seoul
- Reports from AIGA's conference and The Modern Magazine
- Plus much more...



DISTRIBUTORS INCORPORATED
216 Keshavan Road, Blue Ridge
Quezon City, Metro Manila
Tel. No: 947-4794 • 947-4795
947-4830 • Fax No: (02) 947-4798

SUBS #2060/19 - 152108659

12-01-2013

COMPUTER ARTS

ST. SCHOLASTIC'S COLLEGE

ST. SCHOLASTIC'S COLLEGE

COMPUTER ARTS DESIGN MATTERS

CONTENTS

DECEMBER 2013

ISSUE #221
DECEMBER 2013

CULTURE

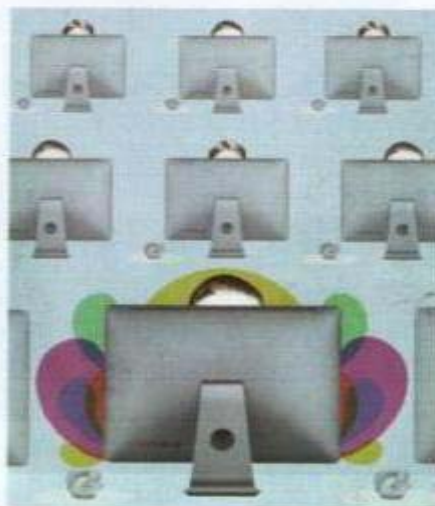
- 14 **TRENDS:** Pared-back product design that brings raw components to the fore, plus the London-based graphic designer who's creating a stir with her rugs
- 17 **PLACES:** Illustrator Amy M gives a tour of Adelaide, taking in sunny gardens and hidden galleries
- 18 **PEOPLE:** Meet the illustrator who started an agency to help improve the wellbeing of South Africa's creative industries, and explore the old Victorian warehouse inhabited by Designers Anonymous
- 22 **EVENTS:** We report on The Modern Magazine, Semi-Permanent Stockholm and AIGA Design Conference

INSIGHT

- 26 **OFF THE LEASH FOR CHARITY:** Aardman Animations' Gavin Strange shares the highs and lows of Gromit Unleashed, a charity project that saw 80 decorated Gromit models invade Bristol
- 30 **IN-HOUSE ISSUES:** In-house design isn't everyone's natural environment. Corey Holms shares his top tips for excelling in any office situation
- 32 **MOTHER LOVES YOU BOTH EQUALLY:** Liam Fay-Fright on why Mother London decided it was time to join forces with Elle to rebrand feminism

PROJECTS

- 84 **FAMILY-FRIENDLY TECH:** How SomeOne took on an expensive and intimidating market to brand Tesco's first tablet device
- 91 **MOVING MOUNTAINS:** Maxim Goudin and Illarion Gordon's branding for a Russian coffee house included a charming range of low-poly illustrations celebrating the regional origins of each type of bean
- 94 **FACING UP TO FASHION:** A recent ad campaign saw Sagmeister & Walsh decorate models' faces with inspirational slogans that appear totally flat



| INDUSTRY ISSUES |

IN-HOUSE INSPIRATION

Make the most of being a one-brand band, and excel as an in-house designer — 66



SHOWCASE

Our selection of the world's best new graphic design, illustration and motion graphics work — 34



| SPECIAL REPORT |

THE LANGUAGE OF MOTION

From navigating tricky concepts to wowing viewers, motion design is starting to forge a new path, as Justin Cone explains... 48

TRY THE
IPAD EDITION
FOR FREE!
TURN TO PAGE 47
FOR MORE

EXCLUSIVE VIDEO: THE DESIGNER SERIES

The latest in our exclusive video diaries, we meet the creatives at prolific Bristol-based agency Taxi Studio... 10



Developing beautiful illustrated packaging



Plans for the future of the close-knit team



| STUDIO LIFE |

L2M3

Celebrated for its innovative wayfinding and signage solutions, we meet Stuttgart's L2M3 Kommunikationsdesign... 72



| IN CONVERSATION |

NA KIM

Why this talented designer recently returned to her native Seoul to join a buoyant South Korean creative scene... 60

SUBSCRIBE TO COMPUTER ARTS

• UK readers: Save up to 40%... 59

• US readers: Save up to 45%... 89

More: computerarts.creativebloq.com

