

Bud Wins 2020 Good Design Australia Award

Web design & development category

GOOD DESIGN MEDIA RELEASE

Bud Wins Good Design Award Winner Accolade in Australia's International Good Design Awards.

The winners of Australia's peak international design awards – the highest honour for design and innovation in the country were announced today during the 2020 Good Design Week.

Bud received a prestigious Good Design Award Winner Accolade in the Digital Design Web Design and Development category in recognition for outstanding design and innovation.

The annual Good Design Awards is Australia's oldest and most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design, design strategy, social impact design and young designers.

More than 55 Good Design Awards Jurors evaluated each entry according to a strict set of design criteria which covers 'good design', 'design innovation' and 'design impact'. Projects recognised with a Good Design Award must demonstrate excellence in good design and convince the Jury they are worthy of recognition at this level.

About Bud

The story of a small business owner's 'hero's journey' unfolds across the site, highlighted by the beautiful hero illustrations & subtle supporting animation.

The Good Design Awards Jury praised Bud, commenting: "Such beautiful illustrations that really set this website apart from its competitors. Graceful parallax, warm textured illustration, and a variety of micro animations and interactions keeps everything inviting, intriguing, calm and quietly purposeful. Neat flow from need to offering to tactics through the copy flowing down each page. Well done."

Dr. Brandon Gien, CEO of Good Design Australia said: "Receiving a Good Design Award is a significant achievement given the very high calibre and record number of entries received in 2020."

"There's no doubt it has been a really tough year for everyone so it's nice to be able to share some good news for a change. The projects represented in this year's Good Design Awards shine a positive light on our creative and innovative capacity as human beings. These inspirational winning projects give me hope and optimism that our design community will continue to innovate, no matter how challenging the world around us is," said Dr. Gien.

"Australia's Good Design Award is more than a symbol of design excellence - it represents the hard work and dedication towards an innovative outcome that will ultimately make our lives better. These projects showcase the sheer brilliance of design and the potential it has to improve our world," said Dr. Gien.

The 2020 Good Design Awards attracted a record number of submissions with an astonishing 835 design projects evaluated in this year's international design awards.

About Good Design Australia and Australia's Good Design Awards

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

www.good-design.org

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