

SHOW THE
WORLD YOU'RE

DAMN GOOD

CALL FOR ENTRIES

HOW Design Books and Hexanine invite you to submit entries for their upcoming book, ***Damn Good: Top Designers Discuss Their All-Time Favorite Projects.***

We know that passion drives the best design work, and this book will provide an opportunity for designers to explain, discuss, and brag about the work that represents their favorite projects. Submissions are not limited by their launch date – your projects could have been developed last month, last year or even last decade.

But that's not all. One chapter will feature 'axed projects' - great work that you loved, but the client rejected. Whether it was a reduced budget, a conservative client or office politics that caused your project to be shelved, now is your chance to show it to the world. Submit axed projects to the chapter entitled "The Cutting Room Floor", and they can live again.

There's no entry fee and all submissions will be judged by Tim Lapetino and Jason Adam, the partners of Hexanine. 100+ winners will be selected, and 12 will be selected for case studies, devoting two pages and an interview to your specific design entry. A \$25US publication fee applies to all winning entries, but it's a small price to pay for the global publicity you'll receive. ***Damn Good*** will be distributed internationally and sold in more than 20 countries.

SUBMISSION INSTRUCTIONS:

Very simple! All entries are submitted electronically via our publication partner, Crescent Hill Books. For entry details, simply [follow this link](#) to create an account and begin submitting!

ABOUT THE AUTHORS:

Hexanine is a brand identity design firm dedicated to making meaning for great organizations. We help our clients master the crucial moments of change in the life of their brands, in identity design, print, packaging, and web. The partners of Hexanine and authors of ***Damn Good*** are Tim Lapetino and Jason Adam.

Tim is passionate about the power of design and branding, and enjoys working alongside the brands that impact our culture. He currently serves as Adjunct Faculty at Chicago Portfolio School and on the AIGA Chicago Board of Directors as Co-Development Chair.

Jason loves solving the world's communication problems through design by mining the latest trends for insight and answers. He has a strong commitment to loud, fluid, moving design, and a passion for excellent art direction. He serves as Programming Chair for AIGA Los Angeles.

ABOUT THE PUBLISHER:

The goal of HOW Design Books is to provide advice, inspiration, tools or entertainment for creative people. While we publish a variety of books, the common thread is our dedication to top-notch design. HOW Design books are intriguing, useful, beautiful, provocative—or all of the above.

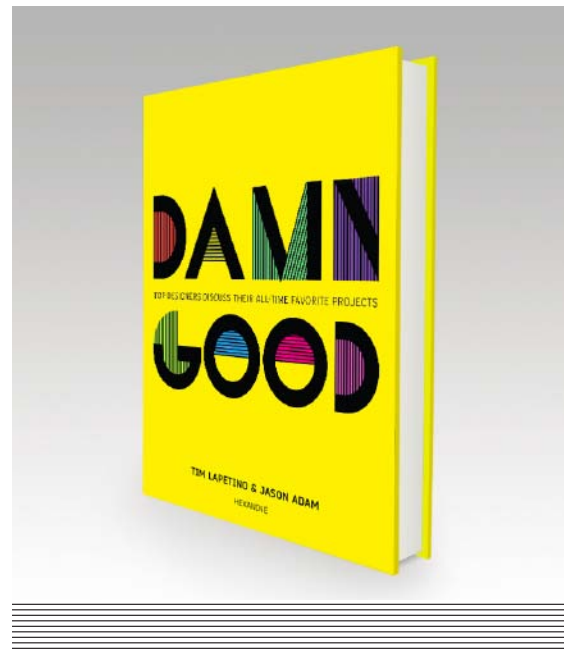


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- CH6: The Cutting Room Floor:
Great Designs that Clients Rejected

*Chapter titles and content are subject to change.

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DEADLINE FOR ENTRIES EXTENDED:
FEBRUARY 28, 2011

[Submit Online.](#)