

Cosmos Datong by YeZhang Wins Silver in A' Graphics, Illustration and Visual Communication Design Award

YeZhang's Award-Winning Packaging Design Celebrates the Ancient City of Datong's Rich Cultural Heritage

COMO, CO, ITALY, August 27, 2024 /EINPresswire.com/ -- The A' Design Award, one of the world's most respected and well-recognized awards in the field of [graphic](#) design, has announced Cosmos Datong by [YeZhang](#) as the Silver winner in the Graphics, Illustration and Visual Communication Design category. This highly prestigious award celebrates exceptional designs that demonstrate innovation, creativity, and technical excellence within the graphic design industry.

Cosmos Datong's award-winning packaging design showcases the ancient city of Datong's rich cultural heritage, making it highly relevant to both the local community and tourists visiting the region. By infusing traditional elements with a contemporary aesthetic, the design effectively communicates the essence of Datong's history while appealing to modern consumers, setting a new standard for culturally-inspired packaging in the graphic design industry.

YeZhang's design team meticulously researched Datong's historical lineage, creating four sets of thematic illustrations that depict the city's unique features across different eras. These illustrations, combined with a color palette inspired by Shanxi shadow art and a blend of local folk style and new Chinese aesthetics, result in a visually striking packaging design that leaves a lasting impression of Datong's cultural richness.



Cosmos Datong

The recognition bestowed by the A' Graphics, Illustration and Visual Communication Design Award serves as a testament to YeZhang's commitment to excellence and innovation in graphic design. This achievement is expected to inspire the team to continue pushing the boundaries of culturally-informed design, setting new benchmarks for the industry and fostering a deeper appreciation for the power of design in celebrating cultural heritage.

Cosmos Datong was designed by Design Director YeZhang, Art Directors XingxingLi and YangMao, Lead Designer Yelin, and Designers LeSun, WanqiChen, YuyangWu, and XiaoYiWang. Their collective expertise and dedication to the project have resulted in a truly remarkable packaging design that effectively showcases Datong's rich history and cultural significance.

Interested parties may learn more about Cosmos Datong and its award-winning design at the A' [Design Awards](#) website:

<https://competition.adesignaward.com/ada-winner-design.php?ID=158800>

About YeZhang

YeZhang is a talented designer from China who has made significant contributions to the field of graphic design. With a keen eye for detail and a deep understanding of cultural nuances, YeZhang has consistently produced work that showcases exceptional creativity, technical skill, and cultural sensitivity. The award-winning Cosmos Datong packaging design is a testament to YeZhang's ability to create visually striking and culturally relevant designs that leave a lasting impact.

About Beijing Jiaotong University

Founded in 1896, Beijing Jiaotong University (BJTU) is a renowned institution in China, recognized for its contributions to modern railway and telecommunication education. The university's School of Architecture and Design offers a range of creative programs, including Visual Communication Design, Digital Media Art, Environmental Design, Architecture, and Urban and Rural Planning. BJTU's design team has undertaken numerous prestigious projects in brand design and cultural creativity, garnering widespread recognition and awards both domestically and internationally.

About Silver A' Design Award

The Silver A' Design Award recognizes outstanding designs that demonstrate excellence, innovation, and a significant contribution to the advancement of the design industry. Recipients of this prestigious award are acknowledged for their exceptional creativity, technical proficiency, and ability to create designs that not only meet but exceed the rigorous criteria set forth by the award's expert jury panel. The Silver A' Design Award is a testament to a designer's skill, vision, and commitment to pushing the boundaries of design in their respective fields.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior design across all industries since 2008. With a mission to create a better

world through the power of good design, the A' Design Award motivates designers and brands to develop innovative products and projects that positively impact society. By showcasing these pioneering designs on a global stage and celebrating the creative minds behind them, the A' Design Award drives forward a cycle of inspiration and advancement in the design community. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://graphicdesignaward.com>

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