

# CZBank Youth Speech Contest by Zhejiang Gongshang University Wins Bronze in A' Graphics Industry Awards

*Zhejiang Gongshang University's CZBank Youth Speech Contest Recognized for Outstanding Graphic Design in Prestigious A' Design Awards*

COMO, CO, ITALY, November 20, 2024 /EINPresswire.com/ -- The highly respected A' [Design Award](#), one of the world's most prestigious awards in the field of [graphic](#) design, has recently announced [Zhejiang Gongshang University](#) as a Bronze winner in the Graphics, Illustration and Visual Communication Design category for their exceptional work titled "CZBank Youth Speech Contest". This recognition underscores the significance of the A' Graphics Industry Awards within the graphic design industry, positioning it as a highly coveted and influential accolade that celebrates innovation, creativity, and excellence in visual communication.



CZBank Youth Speech Contest

The A' Graphics, Illustration and Visual Communication Design Award holds great relevance for the graphic design industry and its stakeholders, including designers, agencies, and clients. By recognizing outstanding works like the CZBank Youth Speech Contest, the award not only validates the talent and dedication of the winning entity but also sets new benchmarks for the industry as a whole. This recognition serves as an inspiration for graphic designers worldwide, encouraging them to push the boundaries of creativity and deliver impactful visual solutions that resonate with audiences and drive meaningful engagement.

The CZBank Youth Speech Contest stands out for its unique and innovative approach to event visual communication. The design concept brilliantly combines the speech microphone with the

roots of a tree in a captivating 3D line form, creating a powerful visual metaphor that echoes the event's theme of "Inheriting Culture Like Roots, Creating a Better Future". The intertwined shapes and transparent materials effectively convey the idea of intangible cultural transmission, while the analogy of the microphone to a tree trunk symbolizes the dissemination of speeches. This thoughtful and creative design not only captures the attention of young participants but also ensures a visually appealing experience across various application scenarios, from event posters to the speech venue and outdoor promotions.

The Bronze A' Design Award for the CZBank Youth Speech Contest serves as a testament to Zhejiang Gongshang University's commitment to excellence in graphic design and visual communication. This recognition is expected to inspire the university's design team to continue pushing the boundaries of creativity and exploring innovative solutions that effectively engage and resonate with their target audience. The award also highlights the potential for graphic design to make a significant impact in the banking sector, where traditional approaches to visual communication often lack the youthful and dynamic appeal that the CZBank Youth Speech Contest successfully achieves.

CZBank Youth Speech Contest was designed by Kan Zhao, Associate Professor and Master's Supervisor at Zhejiang Gongshang University, who led the project with his expertise in brand design and visual design.

Interested parties may learn more about the award-winning CZBank Youth Speech Contest by Zhejiang Gongshang University at the following url:

<https://competition.adesignaward.com/ada-winner-design.php?ID=153002>

#### About Zhejiang Gongshang University

Zhejiang Gongshang University is a renowned institution based in China. Associate Professor Kan Zhao, who holds a master's degree from Tongji University, currently serves as the Design Director at Hangzhou Big Soundwave Culture Creative Co., Ltd. With 18 years of experience in brand and VI design, Zhao has contributed to nearly 50 projects for various prestigious brands, including Alibaba Group, Ant Group, Zhejiang Natural Museum, Zhejiang Wuzhen Internet Conference, and Louwailou. His outstanding work has been recognised with numerous awards.

#### About CZBank

CZBank, one of the twelve national joint-stock commercial banks in China, was officially established on August 18, 2004, with its headquarters located in Hangzhou, Zhejiang Province. As the 13th "A+H" listed bank in China, CZBank has demonstrated impressive growth and financial stability. As of the end of September 2022, the bank's total assets amounted to 2.54 trillion yuan. CZBank's strong performance has earned it a prominent position in the global banking industry, with The Banker magazine's "Top 1000 Global Banks 2022" list ranking CZBank 79th based on Tier 1 capital.

#### About Bronze A' Design Award

The Bronze A' Design Award recognizes notable designs that demonstrate creativity, practicality, and professional execution. Winning designs are acknowledged for their potential to positively influence industry standards by effectively blending form and function. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, industry experts, journalists, and academics who evaluate entries based on pre-established criteria such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality, strategic approach, consistency in theme, cultural relevance, sustainability consideration, user experience enhancement, typography mastery, color scheme effectiveness, design scalability, inclusion of new technologies, adaptability across platforms, social impact, brand identity enhancement, design versatility, and attention to detail.

#### About A' Design Award

The A' Design Award is an esteemed international design competition that recognizes superior products and projects across all industries. Organized annually since 2008, the A' Design Award celebrates its 16th year of promoting and advancing exceptional design. The competition welcomes entries from visionary designers, pioneering agencies, progressive companies, and influential brands worldwide. By participating, entrants gain the opportunity to showcase their creativity, earn global recognition, and contribute to the advancement of their respective fields. The ultimate aim of the A' Design Award is to create a better world through the power of good design, motivating designers and brands to develop innovative solutions that positively impact society. Interested parties may explore the A' Design Awards, view past laureates, and submit their projects at <https://graphicdesignawards.org>

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