

Guangzhou Academy of Arts by Shi Chun Sheng Wins Gold in A' Graphics Industry Awards

Shi Chun Sheng's Innovative Exhibition Visual Identity Design Recognized with Prestigious International Award

COMO, CO, ITALY, September 25, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [graphic design](#), has announced [Shi Chun Sheng's](#) work, "Guangzhou Academy of Arts," as a Gold winner in the Graphics, Illustration and Visual Communication Design category. This prestigious recognition highlights the significance of the Guangzhou Academy of Arts design within the graphic industry, positioning it as an outstanding example of innovation and excellence.



Guangzhou Academy of Arts

The Guangzhou Academy of Arts design holds particular relevance for the graphic industry and its stakeholders. By embodying Guangmei's role as a symbol of future visual trends, this design aligns with current industry needs for forward-thinking, experimental approaches. The practical benefits of this innovative visual identity system extend to users, the industry, and the broader design community, showcasing the potential for cultural redesign to engage younger audiences and promote traditional culture in fresh, compelling ways.

Shi Chun Sheng's award-winning design stands out for its unique fusion of ceremonial flag elements with speculative design architectures. By harnessing the flag's inherent dialectic properties, the Guangzhou Academy of Arts design serves as both an ideological docking station for collective visioning and a speculative incubator for disciplinary subversion. This framework repositions GAFA as a generative node within the evolving global design landscape, inviting

exploration of the infinite possibilities of design.

The Gold recognition from the A' Graphics, Illustration and Visual Communication Design Award serves as a catalyst for the Guangzhou Academy of Fine Arts School of Visual Design to continue pushing boundaries and exploring new frontiers in design. This achievement not only validates the innovative approach taken with the Guangzhou Academy of Arts design but also sets the stage for future projects that challenge conventions and contribute to the advancement of the field.

Team Members

The Guangzhou Academy of Arts design was brought to life through the collaborative efforts of a talented team. Art Director and Designer Shi ChunSheng led the project, with key contributions from Designers Tang RuoFei, Chen Ruoxi, Liu YiHe, and Chen YiMiao. Managing Director Luo ZhiKun provided oversight and guidance throughout the design process.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=170116>

About Shi Chun Sheng

Shi Chun Sheng, a Doctor of Fine Arts in Art Studies, is a multifaceted designer, curator, and educator based in China. As a faculty member of the School of Visual Arts and Design at Guangzhou Academy of Fine Arts and an Executive Council Member of Shenzhen Graphic Design Association, Shi Chun Sheng has made significant contributions to the field. His research focuses on social design, narrative design, and design thinking, and he has been invited to give lectures at prestigious institutions across China.

About The School of Visual Arts Design of Guangzhou Academy of Fine Arts (GAFA)

The School of Visual Arts Design of Guangzhou Academy of Fine Arts (GAFA) is a leading institution in China, renowned for its exceptional education in visual arts and design. With a long-standing history and a robust foundation, GAFA has played a crucial role in shaping the country's design landscape. The school's commitment to fostering creativity, innovation, and excellence has established it as a key player in the field.

About Golden A' Design Award

The Golden A' Design Award is a distinguished recognition granted to designs that exemplify innovation, skill, and impact within the Graphics, Illustration and Visual Communication Design category. Winners are selected through a rigorous blind peer-review process, where a panel of expert design professionals, industry leaders, journalists, and academics evaluate entries based on pre-established criteria. These criteria encompass various aspects such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality in design, 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. Designs that receive the Golden A' Design Award are recognized as benchmarks of excellence, driving innovation and inspiring future generations of designers.

About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior products and projects since 2008. With a philanthropic mission to enhance society through the power of good design, the A' Design Award motivates designers and brands to develop innovative solutions that positively impact the global community. By showcasing these pioneering designs on an international stage and celebrating the creative minds behind them, the A' Design Award drives forward a cycle of inspiration and advancement. The competition welcomes entries from all industries and countries, with a diverse jury panel comprising design professionals, industry experts, journalists, and academics. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://graphicdesigncompetition.com>

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