

HarvardXR 2024 by Yutong Wang Wins Silver in A' Graphics, Illustration and Visual Communication Design Award

Innovative Visual Identity for AI and XR Conference Recognized with Prestigious International Design Award

COMO, CO, ITALY, November 19, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [graphic design](#), has announced [Yutong Wang's](#) HarvardXR 2024 as a Silver award winner in the Graphics, Illustration and Visual Communication Design category. This prestigious recognition celebrates the exceptional design and innovation of HarvardXR 2024, which serves as a visual identity for a conference on the convergence of AI and XR at Harvard University and beyond.



HarvardXR 2024's award-winning design holds significant relevance for the graphic design industry and its stakeholders. By showcasing the innovative integration of generative design techniques and the effective use of pixels as a visual language, this project sets a new standard for creating engaging and adaptable brand identities. The design's success in communicating complex technological themes while remaining approachable and visually striking demonstrates its value as a benchmark for future graphic design projects in the tech industry and beyond.

The visual identity of HarvardXR 2024 centers on the concept of pixels, symbolizing the building blocks of digital experiences and the future-facing nature of the event. By integrating randomized pixel matrices generated using C4D, with embedded AI and XR letters, the design reinforces the conference's themes in a dynamic and visually engaging manner. The use of a structured color palette differentiates participant identities, ensuring clarity across various

applications. This scalable system adapts seamlessly across digital screens, signage, and print materials, showcasing its versatility and effectiveness.

Winning the Silver A' Design Award for HarvardXR 2024 marks a significant milestone for Yutong Wang and their team. This recognition serves as a testament to their innovative approach to visual identity design and their ability to effectively communicate complex ideas through compelling visuals. The award is expected to inspire future projects within the brand, fostering further exploration and innovation in the field of generative design and its applications in graphic design for technology-focused events and initiatives.

Interested parties may learn more about HarvardXR 2024 and its award-winning design at: <https://competition.adesignaward.com/ada-winner-design.php?ID=167298>

About Yutong Wang

Yutong Wang (they/them) is a digital designer and creative technologist from China who excels at combining innovative technology with visual design to craft integrated user experiences. They use algorithms as a tool to explore visual expression, with work spanning generative design, creative coding, and new media installations. Yutong's design experience includes brand visual system design, user experience design, and creative technology development. They are deeply interested in simulating and expressing human emotions through creative technologies.

About Silver A' Design Award

The Silver A' Design Award recognizes notable designs that demonstrate excellence and innovation in their respective fields. Recipients of this award are acknowledged for their significant contributions to advancing industry standards and design practices through their highly functional and aesthetically refined creations. The Silver A' Design Award celebrates designs that incorporate original ideas, elicit meaningful responses, and positively impact everyday life. Winning projects are selected based on their performance in the following criteria: 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.

About A' Design Award

The A' Design Award is an international and juried design competition that recognizes and promotes superior products and projects across all industries. Established in 2008, the A' Design Award is now in its 17th year and welcomes entries from visionary designers, pioneering agencies, progressive companies, and influential brands worldwide. The competition is driven by a philanthropic mission to enhance society through the power of good design, motivating creators to develop innovative solutions that positively impact the global community. Entries undergo a rigorous blind peer-review process, evaluated by an expert jury panel of design professionals, industry leaders, journalists, and academics based on pre-established criteria. By

participating in the A' Design Award, entrants gain international exposure, recognition for their remarkable achievements, and the opportunity to inspire future trends in their respective fields.

Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates and take part with their projects at <https://graphics-award.com>

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