

Devil by Lisa Winstanley Wins Silver in A' Graphics, Illustration and Visual Communication Design Award

Participatory Toolkit Addressing Visual Plagiarism and Ethical Design Practice Receives International Recognition

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/EINPresswire.com/ -- The A' Design Award has announced Devil by [Lisa Winstanley](#) as a Silver winner in the Graphics, Illustration and Visual Communication Design category. The A' Design Award is one of the world's most prestigious recognitions in the field of design, drawing entries from designers, agencies, and institutions across many nations. This highly respected accolade celebrates works that demonstrate considered thinking and meaningful contribution to the discipline. The Silver A' Design Award distinction acknowledges the Design Ethics and Visual Integrity Lab toolkit as an outstanding example of good design within the visual communication field. The recognition affirms the project's value to art and design education and to the broader creative community.



The Design Ethics and Visual Integrity Lab toolkit, known as Devil, responds to a pressing concern within the [graphic](#) design industry: the question of visual plagiarism and ethical decision-making in image-making. As artificial intelligence and digital tools reshape how images are sourced, adapted, and transformed, designers and educators require accessible frameworks to navigate these shifting cultural, legal, and technological contexts. The toolkit aligns with current industry needs by translating complex ethical issues into a clear and usable system. For faculty, students, and practitioners, it offers practical guidance that supports reflective and collaborative learning. Its scalable, practice-led approach extends relevance across diverse international teaching

environments.

Devil is a participatory visual communication system that integrates structured activities, prompt cards, and a cohesive visual identity to guide reflective making. The toolkit comprises a suite of printed and physical artefacts, including a workbook, custom folder, poster, postcards, and notepad, alongside branded objects such as enamel pins, tote bags, mugs, and pencils. Production features Munken Polar Rough paper stock and spot UV detailing on black and neon substrates, creating a tactile, high-contrast visual system. The name and identity are grounded in the observation that ethical tensions reside in small everyday decisions, that the devil is in the details. Built from real studio and workshop experience, the system makes hidden tensions visible through a hands-on, designer-focused methodology.

The Silver A' Design Award recognition may encourage continued exploration into ethical design pedagogy and the development of further resources for the creative community. As the toolkit remains a work in progress, the acknowledgement supports its eventual dissemination as a best practice resource for art and design faculty internationally. The recognition serves as motivation for ongoing research into visual plagiarism and interdisciplinary social responsibility. It also affirms the broader contribution of practice-led research to the advancement of ethical standards within visual communication.

Interested parties may learn more about the award-winning design at the dedicated page on the A' Design Award website, where additional details about the project and its designer are available. The page offers further insight into the toolkit's development and its underlying research.

<https://competition.adesignaward.com/ada-winner-design.php?ID=183561>

About Lisa Winstanley

Lisa Winstanley is an Associate Professor and Associate Chair of Research at the School of Art, Design and Media at Nanyang Technological University in Singapore. With over 15 years of commercial design experience and nearly two decades as a design educator and researcher, she has made significant contributions to visual literacy and visual communication. Her internationally recognised creative work has earned over 80 [design awards](#), including a Red Dot Design Award, Graphis Awards, A' Design Awards, and iF Awards, and has been exhibited across 32 countries in venues such as the Oculus in New York, the State Tretyakov Gallery in Moscow, the National Museum of Art in Bolivia, and the Dongdaemun Design Plaza in South Korea. She is the founder and PI of the Design Ethics and Visual Integrity Research Lab, serves on the advisory and editorial boards of the On the Image Research Network, chairs the Global Undergraduate Awards Jury for the Visual Arts category, and is a board member of the ELIA Global Connectedness Working Group.

About Design Ethics and Visual Integrity Lab (DEVIL)

The Design Ethics and Visual Integrity Lab is a research-led initiative based at Nanyang Technological University, Singapore. It focuses on advancing ethical design practices within

contemporary visual communication, with particular attention to visual plagiarism, authorship, and integrity in image-making. Through practice-led research, the lab develops tools, workshops, and publications that translate complex ethical challenges into accessible, design-driven frameworks. Its work spans education, professional practice, and public engagement, supporting designers in navigating evolving visual cultures shaped by digital technologies and artificial intelligence.

About the Silver A' Design Award Recognition

The Silver A' Design Award recognizes designs that demonstrate excellence and innovation within their field. Recipients are acknowledged for work that is both aesthetically considered and highly functional, reflecting the designer's understanding and skill. Within the Graphics, Illustration and Visual Communication Design category, entries are evaluated against established criteria including innovative concept, visual impact, effective communication, technical excellence, originality in design, strategic approach, cultural relevance, typography mastery, and attention to detail. Designs granted this distinction reflect notable technical characteristics, artistic skill, and creativity that contribute to raising industry standards. The recognition highlights works that advance the practice of design and bring meaningful value to everyday life.

About A' Design Award

The A' Graphics, Illustration and Visual Communication Design Award is an esteemed competition that invites graphic designers, design agencies, companies, brands, and influential figures from the graphic design and visual communication industries to present their work. Through a blind peer-review process, entries are evaluated by a world-class jury panel of design professionals, industry experts, journalists, academics, and practitioners against pre-established criteria. The A' Design Award is an international and juried design competition organized across all industries since 2008, now in its 18th year, with participation open to entries from all countries. The ultimate aim of the A' Design Award is to recognize and promote superior projects that advance and benefit society, driven by a philanthropic mission to make the world a better place through the power of good design. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and take part with their projects at the following url: <https://graphic-design-award.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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