

2009 INTERNATIONAL DESIGN ANNUAL  
297 AWARD-WINNING PRINT AND INTERACTIVE DESIGNS

DESIGN IDEAS AT WORK • APRIL 2009

# SHOW

INTERNATIONAL  
*Design Annual*

## SPOTLIGHT ON DESIGN

BEST DESIGNS FROM AROUND THE GLOBE

RECESSION-PROOF  
YOUR JOB WITH  
7 VITAL DESIGN SKILLS

10 STRATEGIES  
TO SURVIVE  
IN A TOUGH ECONOMY

SHOULD YOU  
UPGRADE TO CS4?



CONSUMER WEBSITES

# OUTSTANDING

## Poetry in Motion

The Live Hope Love website is like a virtual poetry reading by Kwame Dawes, but the site brings more context to this collection of stories about people with HIV/AIDS in Jamaica than any live performance. "A poem is sort of like a glimpse into a world," says Josh Goldblum, bluecadet interactive art director. "But it's still a glimpse. We wanted to show what's beneath these poems, what's in between these words."

So Goldblum and photographer Josh Cogan spent five days in Jamaica illustrating four of the poems. On the site, these documentary-style images are cued to Dawes' voice in stunning slide shows. In fact, this content creates so much impact, says juror Lou Kinard, that it's hard to step back and judge the interaction design. "But that's the beauty of the design here," she says. "It melts into the content. The story, poetry, music, images and navigation blend together in a dream-like fashion."

**TITLE** Live Hope Love ([www.livehopelove.com](http://www.livehopelove.com)) | **DESIGN FIRM** bluecadet interactive, Philadelphia; [www.bluecadet.com](http://www.bluecadet.com) | **INTERACTIVE PRODUCER/ART DIRECTOR** Josh Goldblum | **INTERACTIVE PRODUCER/PHOTOGRAPHER** Joshua Cogan | **LEAD DESIGNER** Kim Quinn | **EXECUTIVE PRODUCER** Jon Sawyer/Pulitzer Center on Crisis Reporting | **POETRY** Kwame Dawes | **PRODUCERS/VIDEOGRAPHERS** Steve Sapienza/Azimuth Media, Nathalie Applewhite/Pulitzer Center on Crisis Reporting | **PRODUCTION MANAGER** Jim Goldblum | **CLIENT** Pulitzer Center on Crisis Reporting



1

**1** "I particularly liked that there was a full-screen option to view the content," says juror Brien Grant. "This is poignant material, and it deserves your undivided attention."



2

**2** Designers worked to make sure the site's visual transitions matched the beat of Kwame Dawes' voice as he read the poems.