

Pictorial

First Prize

DESIGN IN CANADA : FIFTY YEARS FROM TEAKETTLES TO TASK CHAIRS

Authors: Rachel Gotlieb & Cora Golden

Publisher: Alfred A. Knopf Canada and The Design Exchange,
Toronto ON

Cover Design: Dinnick & Howells

Text Design: Dinnick & Howells

Photography: Pete Paterson [front jacket]

Karen Levy [back jacket] and various contributors

Printer: Friesens

One would hope that a book outlining the history of industrial and commercial design in Canada would itself be well designed, and this book did not disappoint the judges. Design in Canada was the best of this year's entries in the pictorial division. An arrangement of historical and contemporary photographs of industrial and household appliances and furniture could have been repetitive, but the designers have created a lively and intelligent book that makes a strong and effective statement. Colour photographs have been well integrated and have been effectively used to pace the text. The text has also been well balanced against the illustrations, and it was clear that some care had been taken to select the type. It exactly suited the contents. Our only reservation was the font size of the type used in the "Biographies and Corporate Histories" section at the back. It was the one questionable decision in an otherwise exceptional production.

Second Prize

GREG CURNOE : LIFE AND STUFF

Editors: Dennis Reid and Matthew Teitelbaum

Publishers: Douglas & McIntyre, Vancouver BC and the Art Gallery of Ontario, Toronto ON

Cover Design: Timmings & Debay

Text Design: Timmings & Debay

Printer: Friesens

Although not as successful as it might have been, this catalogue for the Art Gallery Ontario Curnoe exhibition was on the whole well handled by the designer. The brightly coloured illustrations were well paced and integrated with the text, producing a highly attractive book that stood out amidst the other books in this category. Some design problems also stood out. The judges felt the 'Contents' page was poorly designed. And why such a commonplace typeface for such an exceptional subject?

Third Prize

DAVID BLACKWOOD: MASTER PRINTMAKER

Author: William Gough

Publisher: Douglas & McIntyre, Vancouver BC

Cover Design: Peter Cocking

Text Design: Peter Cocking

Printer: C&C Offset, Hong Kong

Books using monochromatic prints for illustrations can be problematic and repetitive for designers. They must use all their design skills to create an attractive and effective book. The design in David Blackwood works very well creating excellent variety in the layout and lovely spacing of the text and illustrations. Unfortunately some illustrations were too large and ended up being divided unevenly by the gutter. Greater care should have been taken with the scale of the reproductions and their relationship to the size of the page.

Honourable Mention
COMING THROUGH FIRE:
THE WILDLAND FIREFIGHTERS EXPERIENCE

Author: David Greer

Publisher: Raincoast Books, Vancouver BC

Cover Design: Sue McPherson

Text Design: Sue McPherson

Photography: Noel Hendrickson

Printer: Midas

This book belies the usual complaint that Canadian books have great covers but poorly designed interiors. We were all disappointed with the cover, and were less than impressed by the production values of the interior photographs; their quality and consistency was uneven. Everything else, nonetheless, has been handled with care and more than the usual degree of sensitivity. There was none of the macho posturing one associates with books on firefighters, either in the content or the design. The designer has taken an uneven product and created a well-designed and successful book. The judges were very appreciative of how far this book has come and wished to recognize the accomplishment of those involved in its production.