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Paragon Design Group, American Graphic Design Award Winners

Graphic Design USA presents Savannah's only triple-threat design boutique with five awards.

(Savannah, GA) September 30, 2008 – Paragon Design Group won five awards in graphic and web design in the latest edition of the American Graphic Design Awards.

This four decade-old competition is presented by Graphic Design USA, the widely popular publication for creative professionals. Contenders range anywhere from advertising agencies to graphic design firms. The American Graphic Design Awards honors outstanding new work across various mediums like print and collateral, package design, interactive design, motion graphics, as well as corporate identity.

“It is important for us to maintain our boutique-like business structure, and at the same time compete on the same level as larger national design firms,” says Paragon's Managing Director, Susan Isaacs. “Winning awards like these assures us we are doing just that.”

Paragon's award winning print pieces include: Savannah Economic Development Authority's "A Piece of the Pie" and "Sitting Pretty" client mailers, Savannah Cinnamon Company product labels, Hour Glass Weight Loss & Fitness Employer Kit, and The Creative Coast Initiative's Marketing Kit (which includes their brochure, business cards, and coasters). As for Internet design, Paragon's web design work for The Creative Coast's website, MySpace Page, and blog also won an award.

A reproduction of these works will be published this December in Graphic Design USA's Awards Annual, a 300-page edition. This issue will be seen by an estimated 100,000 ad agencies, graphic design firms, corporations, publishers and more during the course of the year.

Creative Director, Andrew Davies adds, “This was our first year entering this particular competition, so we were pleasantly surprised when we heard that all but one of our entries were awarded.”

“Our design is always grounded in solid functionality. To me, these awards acknowledge our ability to walk the thin line between eye candy and usability.” mentions Paragon's Technical Director.

Paragon Design Group is Savannah's only design house specializing in graphic design, web design, as well as motion graphics, and celebrated a seventh year this past week at their Open House, hosted by The Creative Coast Alliance. The design firm was started by Susan Isaacs, Andrew Davies, and Philip Joyner upon completing degrees at the Savannah College of Art and Design.

From 2007 through the summer of 2008, Paragon has won seven local ADDY Awards, five Florida Print Awards, and will have award winning projects published in American Corporate Identity's 2009 Annual, and Layers Magazine. The core team members have 36 years combined professional design and marketing experience under their belts and as individuals, have won more than 25 additional ADDY awards, two Telly Awards and a number of motion graphics awards including third place at The South East Digital Animation Festival and AIGA Best in Motion Graphics.

Paragon Design Group's approach to design is rooted in the belief that the best design is creative thinking and visual problem solving for the purpose of designing the optimal user experience, and ensure their design products incorporate aspects of social design by ensuring they have minimal effect on the environment.

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